

## Stakeholder Engagement and Communications

Table 1. Assessment Efforts Already Made re: Communication and Engagement

Date	Tactic	Purpose – Main Audience
14 July 2020	News Release	Communication - Public
22 July 2020	Assessment Lunch & Learn with Council	Communication - Council
3 September 2020	Assessment COVID-19 Website Launched: <a href="https://www.calgary.ca/pda/assessment/preparing-2021-property-assessments-during-covid-19.html">https://www.calgary.ca/pda/assessment/preparing-2021-property-assessments-during-covid-19.html</a>	Communication - Public
30 September 2020	Council Memo – Preliminary 2021 Assessment Roll Information with 2020 Tax Rates	Communication - Council
1 October 2020	Pre-Roll Consultation Period Press Release	Communication - Public
1 October – 27 November 2020	Pre-Roll Consultation Period (Extended By 3 Weeks)	Engagement - Stakeholder
Ongoing	Informal Correspondence with Stakeholders	Engagement - Stakeholder
Ongoing	Third Party Outreach Initiative to groups such as BOMA, CRRA etc.	Engagement - Stakeholder
Ongoing	Customer Service & Communications (CSC) Assessment Plan Advancement (See Tables 2, 3 and 4 below)	Communication - Public

**Table 2. General Assessment Communications Plan**

<b>Date</b>	<b>Tactic</b>	<b>Purpose – Main Audience</b>
Quarterly: October/November 2020, January 2021, May, September	Opt-in electronic Assessment and Tax Newsletter	Communication - Public
Quarterly: October 2020, January 2021, May, July	Social Media Posts	Communication - Public
October 2020, November, January 2021, May, June, July	Video Series on Budget, Assessment and Tax	Communication - Public
Ongoing effort	Financial focused website between Finance and Assessment	Communication - Public
1 May – 30 June 2021	Online ads promoting the Assessment Request for Information (ARFI) Process	Communication - Public

**Table 3. Pre-Roll Consultation Period Communications Plan**

<b>Date</b>	<b>Tactic</b>	<b>Purpose – Main Audience</b>
1 October 2020	Pre-Roll Consultation Period News Release; web update to Calgary.ca/assessment; and Pre-Roll Tax Calculator Launch	Communication - Public
1 October – 27 November 2020	Online Banner Ads Promoting Pre-Roll	Communication - Public
Mid-October 2020	myCity article	Communication – Internal
2 November 2020	Preliminary Values News Release	Communication - Public
17 December 2020	Council Memo – Summarizing Pre-Roll	Communication – Council

Table 4. Customer Review Period Communications Plan

Date	Tactic	Purpose – Main Audience
October – December 2020	Online & social media ads promoting Assessment e-Notices	Communication - Public
Ongoing	Revision of Assessment Notice (Back)	Communication - Public
12 December 2020 – 14 January 2021	Web changes to calgary.ca/assessment, specific for CRP Communications	Communication - Public
21 January – 23 March 2021	Online Banner Ads Promoting Customer Review Period	Communication - Public
14 January 2021	Mailing of Assessment Notices accompanied with explanatory paper insert	Communication – Property Owners
14 January 2021	Calgary Herald Ad to discharge obligation in s. 311 of the <i>Municipal Government Act</i>	Communication - Public
14 January 2021	Media Launch, Media Information Session, and Social Media posts to kick off Assessment Notice Mail Date	Communication – Public
14 January 2021	Briefing note to City staff	Communication - Internal
January 2021	Assessment briefing memo and presentation to Council and Executive Advisors	Communication – Council
14 January 2021	Market Trends released	Communication – Public
20 January – 23 March 2021	Social media monitoring and response support	Communication – Public
28 January 2021	Explanatory videos hosted by City Assessor to be posted on social media	Communication – Public
4 February 2021	Participation in “Transparency Thursday”	Communication – Public
30 March 2021	Council Memo – Summarizing Customer Review Period	Communication – Council