

# Briefing

Multicultural Communications and Engagement  
Briefing to SPC on Community and Protective Services  
2020 May 13

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**ISC: UNRESTRICTED**  
**CPS2020-0358**

Update to Administration recommendations CPS2018-1253 and CPS2019-0366

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## **Purpose of the Briefing**

The City, Council and Calgarians recognize the priority of participation in civic life for all Calgarians as it helps create a prosperous city with inspiring neighbourhoods.

Statistics show our multicultural population continues to grow. Approximately one fifth of Calgarians have a primary home language that is not English or French. One third of the City's population have a mother tongue (the language first learned and still understood by the individual) that is not English or French. Between 2011 and 2016, the immigrant population in Calgary grew faster than the general population. The Government of Canada projects immigration will continue to be the main driver of population growth in Calgary until at least 2036.

The purpose of this work is to strengthen the connection with these Calgarians, support them in their settlement journey, foster a sense of belonging, and encourage participation in civic life, City programs and services. The intent of this is to support and encourage people learning English and adapting to life in Canada.

Administration has two requests from Council that are very closely linked. This briefing note will address all the requests below with the intent to improve efficiency and clarity.

(1) At SPC on Community and Protective Services on 2018 December 05 (CPS2018-1253, the following direction to administration was approved:

1. Direct Administration to utilize Statistics Canada census data to produce a map displaying demographic data such as language spoken; and
2. Evaluate and report back by Q4 2019 to determine if resourcing is adequate.

(2) At SPC on Community and Protective Services on 2019 June 12 (CPS2019-0366), the following direction to administration was approved:

1. Directs Administration to continue to develop standards of service for equitable communications and engagement, including multilingual considerations, as guided by the Social Wellbeing Policy, and not to proceed with a stand-alone new policy for Multilingual Communications and Engagement;
2. Directs Administration to develop measures of success related to the delivery of equitable communication and engagement services in alignment with the Social Wellbeing Principles.

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Since inception in 2018, Administration has taken action with the Multicultural Communications and Engagement Strategy and completed:

- the Calgary Language Map (on Calgary.ca);
- community profile reports (including a review based on validation research) that include descriptions on cultural values, media consumption habits and perceptions on City Services on four of the top five non-English home languages from the Federal census: Chinese, Punjabi, Filipino and Arab Communities (located on myCity) with the Latin American Spanish report pending;
- multicultural photography to promote inclusion with representative and authentic photography (located on myImages - search term multiculturalism);
- in-person staff training on the community profiles and strategy's resources (located on myCity);
- procured a new translation and interpretation vendor for Administration and Council;
- provided urgent support for multicultural and translation/interpretation needs; and
- prioritized pro-active cultural and language support for corporate use (i.e. expanding the language bank)

As part of One Calgary, Council approved \$370,000 for Multicultural Communications and Engagement; however, as part of the 2019 July reductions, these budgets were reduced by \$196,000, leaving a budget of \$174,000.

The following outlines the specific details relating to Council's direction:

## **Calgary Language Map:**

Working closely with Corporate Analytics and Innovation (CAI) and Calgary Neighbourhoods (CN) the map was developed using Statistics Canada census language data. This data overlays top languages spoken at home by location and includes ward boundaries. This visualization on language is important to better understand Calgary's population. The map shows the percentage of the population by Calgary ward, community and dissemination area that speak a language at home (home language) other than English. Speaking a non-English home language does not mean an individual is unable to speak one or both official languages as many people speak a non-official home language and use English and/or French regularly outside the home for school, work, and/or social purposes.

The map can be accessed by Administration, Council and the general public on calgary.ca - <https://maps.calgary.ca/language/>

## **Resourcing:**

In the 2019 November budget deliberations, the growth position approved in the original One Calgary budget was reduced. Customer Service and Communications (CSC) is dedicated to this strategy and continues to move it forward with limited resources; however, advancement and implementation will not be to the same scale as initially planned.

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We are making inclusive communications and engagement recommendations a part of our ongoing campaign planning and execution and leveraging decision criteria to use existing budget to its maximum effect. CSC has base funding of \$174,000 per year for client campaign support to continue to strengthen our communication with multicultural communities.

Administration is committed to the following in 2020 with no additional resourcing costs yet maximizing efficiencies to:

- complete the last community report for the Latin American Community;
- develop online self-serve training modules on our top communities;
- support Business Units financially on their Multicultural needs based on critical business goals, significant impact to The City or Citizen, audience size, and longevity of message;
- communications, onboarding and training for Business Unit/ Mayor and Council on working with the new translation and in-person interpretation vendor;
- measurement of our effectiveness in multilingual communication and engagement; and
- the Equitable Communication Standards as part of the Social Wellbeing Policy which are being rolled out to CSC staff.

Below is information on Standards of Service and Measures of Success. We will ensure the Language Map is updated with new Statistics Canada census data.

## **Standards of Service:**

As outlined in Attachment 1, these are in alignment with the Social Wellbeing policy and include considerations for multicultural, language, gender, ability, age and for reconciliation efforts with our Indigenous neighbours. This includes a checklist with additional resources ~~are~~ available to staff across the corporation through links in the standards. Details for CSC staff making recommendations about language translation and interpretation (specifically in Marketing and Engagement) will be rolled out later this year.

## **Measures of Success:**

Some measures of success for equitable communications and engagement will be unique to individual campaigns or projects. Those measures will be incorporated into the evaluation and monitoring at the campaign/project level. Measures for the use and success of multilingual communications and engagement will be monitored by CSC. These measures include:

- Percent of requests completed for accommodation, translation or interpretation made by the public at least 48 hours of an in-person activity or event.
- Percent of activities/campaigns with planned accommodation, translation or interpretation that make Calgarians aware of this service appropriately (i.e. in-language or with a recognizable icon).

## **Attachment(s)**

### **Attachment 1 – Standards for Equitable Communication and Engagement**