

Standards for Equitable Communications and Engagement

In alignment with the [Social Wellbeing Policy](#), Customer Service and Communications (CSC) strives to provide equitable communication and engagement for all Calgarians. We know providing information and engagement opportunities that respond to the diverse needs of Calgarians enables effective civic participation and a stronger sense of inclusion.

The City of Calgary Standards of Service for Equitable Communications outline criteria for when City staff must use translation, interpretation and other accommodations. Customer Service and Communications (CSC) staff will advise on how to provide translation, accommodation or interpretation in specialized communication channels/tactics.

Equity: means conditions are adjusted to meet people's diverse needs, strengths, social realities and/or barriers. The result of equity is all people have the opportunity to benefit equally from City Services.

Standards

- The City must follow the [Plain Language Policy \(CS014\)](#) and [use related tools](#) for document organization, reading ease, acronym use etc.
 - For text, the readability score must be checked. If using the Fleish-Kincaid measure. For public communications, the target is a Grade 6 level. For text to be translated, Grade 4 level is preferred.
- The City must allow for the following accommodations for any public communication at least in summary (including written, spoken etc.) when requested within 48 hours by a member of the public.
 - Accommodations available include:
 - Language translation and/or interpretation
 - Sign language interpretation
 - Assistive listening device
 - Captioning
 - Large font (14+ point)
 - Braille
- City 911 and 311 services must accommodate language and accessible communication requests (via text to 911, phone-line language interpretation, text talk).
- City communications will refer to:
 - [Multicultural Strategy for Communications & Engagement](#) and related information on the [Multicultural resources page](#) and [Calgary Language Map](#)
 - Gender-inclusive language in its communications from the [United Nations Guidelines for Gender-Inclusive Language](#)
 - Accessible communications resources on the [Communication access for citizens with disabilities page](#)
 - [Age-Friendly Guide for Communications with an Aging Population](#);
 - Indigenous Communications Guide

Accessing advice or budget support

For additional support for multicultural/multilingual communications and marketing please work with your CSC Communications support and the Marketing team to identify opportunities for specific needs or individual projects/campaigns. CSC staff and management will assess how additional funding is allocated to best support multicultural/multilingual communications and engagement.

Compliance and Reporting

Departments and Business Units are responsible for ensuring compliance with the standards of service. Success measures for equitable communications will be unique to and thus incorporated into individual projects/campaigns. CSC is responsible for vendor management for the translation and interpretation services and will monitor accordingly. These measures include:

- Percent of public requests completed for accommodation, translation or interpretation made by 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).

STANDARDS CHECK-LIST

- Plain Language Policy (CS014): Use Plain Language standards for document organization, reading ease, acronym use, etc. For text or speeches, check readability score. If using Fleish-Kincaid for public communications, the target is Grade Level 6 or lower. For text to be translated, Grade 4 is better.
- Corporate Accessibility Policy (CSPS003): Ensure you can support Accommodation requests made within 48 hours of the activity. As well refer to the Accessible communications checklists that apply.
- Multicultural Engagement and Communications Strategy
- Can support requests for interpretation/translation made within 48 hours of an activity
- Engage Policy (CS009) and the Inclusive Engagement Guide
- UN Guidelines for Gender Inclusive Language
- Age-friendly Guide for Communications
- Indigenous Communications Guide