

Stakeholder Engagement and Communications

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

Date	Tactic	Purpose – Main Audience
28 June 2021	Council Memo: 2022 Assessment Roll Update	Communication - Council
6 July 2021	News Release: 2022 Property Assessment Roll	Communication - Public
19 July 2021	Assessment Lunch & Learn with Council	Communication - Council
1 October 2021	News Release: 2022 Pre-Roll Consultation Period	Communication - Public
1 October – 5 November 2021	Pre-Roll Consultation Period	Engagement - Stakeholder
Ongoing	Collection of information and stakeholder engagement through Assessment Request for Information process (ARFI)	Engagement – Stakeholder
Ongoing	Informal Correspondence with Stakeholders	Engagement - Stakeholder
Ongoing	Third Party Outreach Initiative to groups such as Building Owners and Managers Association (BOMA), the Calgary Chamber, 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

Date	Tactic	Purpose – Main Audience
January – December 2021	Financial Toolkit for Councillors	Communication – Council
1 May – 30 June 2021	Online ads promoting the Assessment Request for Information (ARFI) Process	Communication – Commercial Property Owners
January – December 2021	Social Media Organic Posts Updates on Assessment and Tax activities. For example, eNotice, Pre-Roll Consultation Period	Communication – Public
January – ongoing	Determining your share of property tax video	Communication – Public

Table 3. Pre-Roll Consultation Period Communications Plan

Date	Tactic	Purpose – Main Audience
1 October 2021	Pre-Roll Consultation Period News Release; web update to calgary.ca/assessment; and Pre-Roll Tax Calculator Launch	Communication – Public
1 October – 5 November 2021	Online Banner Ads Promoting Pre-Roll	Communication – Commercial Property Owners
December 2021	Council Memo – Summarizing Pre-Roll	Communication – Council

Table 4. Customer Review Period Communications Plan

Date	Tactic	Purpose – Main Audience
October – December 2021	Social media organic posts promoting Assessment e-Notices	Communication – Public
January Release	Revision of Assessment Notice (Back)	Communication – Public
12 December 2021 – 5 January 2022	Web changes to calgary.ca/assessment, specific for CRP Communications	Communication – Public
21 January – 14 March 2022	Online Banner Ads Promoting Customer Review Period	Communication – Public
5 January 2022	Brochure included with the assessment notices throughout the year	Communication – Property Owners
5 January 2022	Video on how your assessment and taxes relate release with supporting marketing promotions	Communication – Public
5 January 2022	Calgary Herald Ad to discharge obligation in s. 311 of the <i>Municipal Government Act</i>	Communication – Public
5 January 2022	Media Launch, Media Information Session, and Social Media posts to kick off Assessment Notice Mail Date, includes a new release	Communication – Public
5 January 2022	Briefing note to City staff	Communication – Internal
January 2022	Assessment briefing memo and presentation to Council and Executive Advisors	Communication – Council
5 January 2022	Market Trends released (may include video presentations)	Communication – Public
5 January – 14 March 2022	Social media and media monitoring and response support	Communication – Public
18 January 2022	Ask The City Assessor – Live Q&A public MS Teams event.	Communication – Public

30 March 2021	Council Memo – Summarizing Customer Review Period	Communication – Council
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