

Multicultural Strategy for Communications and Engagement Implementation Plan Framework

Action	Details	Timeframe	Desired Outcomes
Apply the Multicultural Strategy to communications and engagement projects	Outline when translation and interpretation is appropriate.	Ongoing 2019-22	Citizens of the top five groups who speak a language other than English most often at home receive equitable and effective communication and engagement opportunities. Employees understand when it is appropriate to use translation and interpretation services, how to effectively reach multicultural citizens, and apply the knowledge to their work.
	Identify and support key City projects that align with strategic objectives.		
	Establish best practices for equitable representation in City content.		
	Identify and utilize new channels for communications and engagement.		
Translation and interpretation	Translation and interpretation for key City projects that align with strategic objectives.	Ongoing 2019-22	Citizens of the top five groups who speak a language other than English most often at home receive equitable and effective communication and engagement opportunities.
	Expand the corporate translation bank.	Ongoing 2019-22	Employees have an effective and efficient way to access accurately and consistently translated information for the top five groups who speak a language other than English most often at home.
	Procure corporate translation and interpretation services.	2019-20	
Multicultural photography	Photo shoot based on 2016 Statistics Canada data.	2019	Citizens of the top five groups who speak a language other than English most often at home receive equitable and culturally appropriate representation in City photography.
	Refresh based on 2021 Statistics Canada data.	2021-22	
	Establish best practices to ensure equitable representation at City photo shoots.	2019	
Training	Multicultural Strategy and Inclusive Engagement Guide training.	Annually or on demand 2019-22	Employees understand the cultural needs of citizens of the top five groups who speak a language other than English most often at home, understand when it is appropriate to use translation and interpretation service, and apply the knowledge to their work.
Calgary Language Map	Map based on 2016 Statistics Canada data.	2019	Employees and external groups understand the language needs of citizens of the top five groups who speak a language other than English most often at home and apply the knowledge to their work.
	Refresh based on 2021 Statistics Canada data.	2021-22	

Resourcing needs of the Office of the Councillors and the Office of the Mayor	Evaluate and report back by 2019, Q4.	2019-20	Offices understand the language, cultural needs, and service needs of citizens, and can apply communications and engagement resources accordingly.
Research	Research based on 2016 Statistics Canada data.	2019	Employees understand the language, cultural needs, and services needs of citizens of the top five groups who speak a language other than English most often at home and apply the knowledge to their work.
	Refresh using 2021 Statistics Canada data.	2021-22	
Continue to advance the Multicultural Strategy	Collaborate with internal and external groups, and use research and data to inform and advance the strategy.	Ongoing 2019-22	Citizens of the top five groups who speak a language other than English most often at home receive equitable and effective communication and engagement opportunities.
	Align with the Social Wellbeing Policy.	2019-20	The City takes a broader, intersectional approach to removing barriers to communication and engagement for all Calgarians.