

## Property Owner Engagement and Communications

Table 1. Communication and Engagement Completed and Underway

Date	Tactic	Purpose – Main Audience
4 July 2023	Confidential Update to Council: 2024 Forecasted Assessment Roll	Communication - Council
26 September 2023	Confidential Update at Strategic Meeting of Council	Communication - Council
2 October 2023	News Release: 2024 Pre-Roll Consultation Period	Communication - Public
2 October – 3 November 2023	2024 Pre-Roll Consultation Period	Engagement – Property Owners and Tax Agents
5 October 2023	Pre-Roll Symposium. In-person presentations and networking sessions with property owners and tax agents. Online recorded market presentation by property type (five) available for viewing; targeted to non-residential and multi-residential property owners and agents.	Engagement – Property Owners and Tax Agents
Ongoing	Collection of information and property owner and agent engagement through Assessment Request for Information process (ARFI)	Engagement – Property Owners and Tax Agents
Ongoing	Informal Correspondence	Engagement - Property Owners and Tax Agents
Ongoing	Third party outreach to groups including Building Owners and Managers Association (BOMA), NAIOP, the Calgary Chamber, Calgary Residential Rental Association (CRRRA), Calgary Hotel Association, tax agencies, etc.	Engagement - Property Owners and Tax Agents
Ongoing	Customer Service & Communications (CSC) Assessment Plan Advancement (See Tables 2, 3 and 4 below)	Communication - Public

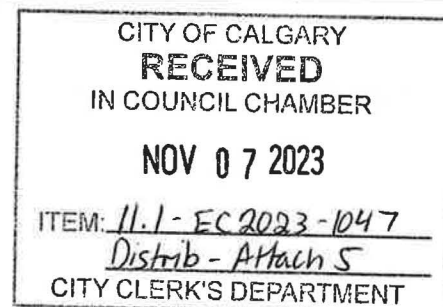


Table 2. General Communications

Date	Tactic	Purpose – Main Audience
January – December 2024	Promotion of the <a href="#">Financial Toolkit for Councillors</a> and information updates on <a href="#">Our Finances</a> for Calgarians to learn about City finances including assessment and the property tax and cycle, <a href="#">how property tax is determined</a> , and how tax dollars are invested to provide services that Calgarians value.	Communication – Council
January – December 2024	Social Media Organic Posts Updates on Assessment & Tax activities. For example, eNotice, Pre-Roll Consultation Period	Communication – Public
March – April 2024	Service Value Campaign Educate Calgarians about how: property tax is calculated, divided between The City and province, and invested in City services that make life better. Social media posts drive citizens to <a href="#">Our Finances</a> and property tax calculator to learn about service value, see where their tax dollars are invested and to obtain an estimate of their property tax bill prior to the tax bill mailout.	Communication – Public

Table 3. Pre-Roll Consultation Period Communications Plan

Date	Tactic	Purpose – Main Audience
2 October 2023	Pre-Roll Consultation Period News Release; web update to <a href="#">calgary.ca/assessment</a> ; and Pre-Roll Tax Calculator Launch	Communication – Public
2 October – 3 November 2023	Social Media Paid Post Promoting Pre-Roll	Communication – Commercial Property Owners
December 2023	Council Memo – Summarizing Pre-Roll	Communication – Council

Table 4. Customer Review Period Communications Plan

Date	Tactic	Purpose – Main Audience
2 January 2024	Assessment briefing memo and presentation to Council and Executive Advisors	Communication – Council
3 January 2024	Briefing note to Council, 311, and City staff	Communication – Internal
3 January 2024	Market Trends released (may include video presentations)	Communication – Public
3 January 2024	Media Launch, Media Information Session, and Social Media posts to kick off Assessment Notice Mail Date, includes a new release	Communication – Public
3 January 2024	Brochure included with the assessment notices used throughout the year	Communication – Property Owners
3 January 2024	Video on how your assessment and taxes relate release with supporting marketing promotions	Communication – Public
3 January 2024	Calgary Herald Ad to discharge obligation in s. 311 of the <i>Municipal Government Act</i>	Communication – Public
16 January 2024	Ask The City Assessor – Live Q&A public MS Teams event.	Communication – Public
3 January – 11 March 2024	Social media and media monitoring and response support	Communication – Public
15 April 2024	Council Memo – Summarizing Customer Review Period	Communication – Council

Table 5. 2024 Property Tax Finalization and Tax Bill Mailing

Date	Tactic	Purpose – Main Audience
Spring 2024	Tax Rate Finalization News release including information on how property tax is determined and promotion of the property tax calculator	Communication – Public
May 2024	Web changes to calgary.ca/propertytax specific for Tax Communications	Communication – Property Owners
May 2024	Updates to Calgary.ca/OurFinances, Financial Facts and related videos	Communications - Public
May 2024	Property Tax briefing memo and presentation to Council and Executive Advisors	Communication – Council
May 2024	Promotion of Financial Narrative Toolbox and <u>Property Tax Toolkit for Councillors</u> including key messages re deadline to pay, TIPP, assistance available, campaign details, channels, and resources	Communication – Council
May 2024	Briefing note to Council, 311, and City staff	Communication – Internal
May 2024	Property Tax Campaign Launch including News Release and Social Media to create awareness of the Tax Bill Mailout, payment deadlines, promotion of TIPP and ways to pay, along with resources available for property tax assistance.	Communication – Property Owners
May 2024	Brochure included with the tax bills used throughout the year	Communication – Property Owners
1 – 28 June 2024	Online Banner Ads and Other Marketing Ads promoting the property tax payment deadline, ways to pay, and TIPP	Communication – Property Owners
May 2024	Social media and media monitoring and response support	Communication – Property Owners