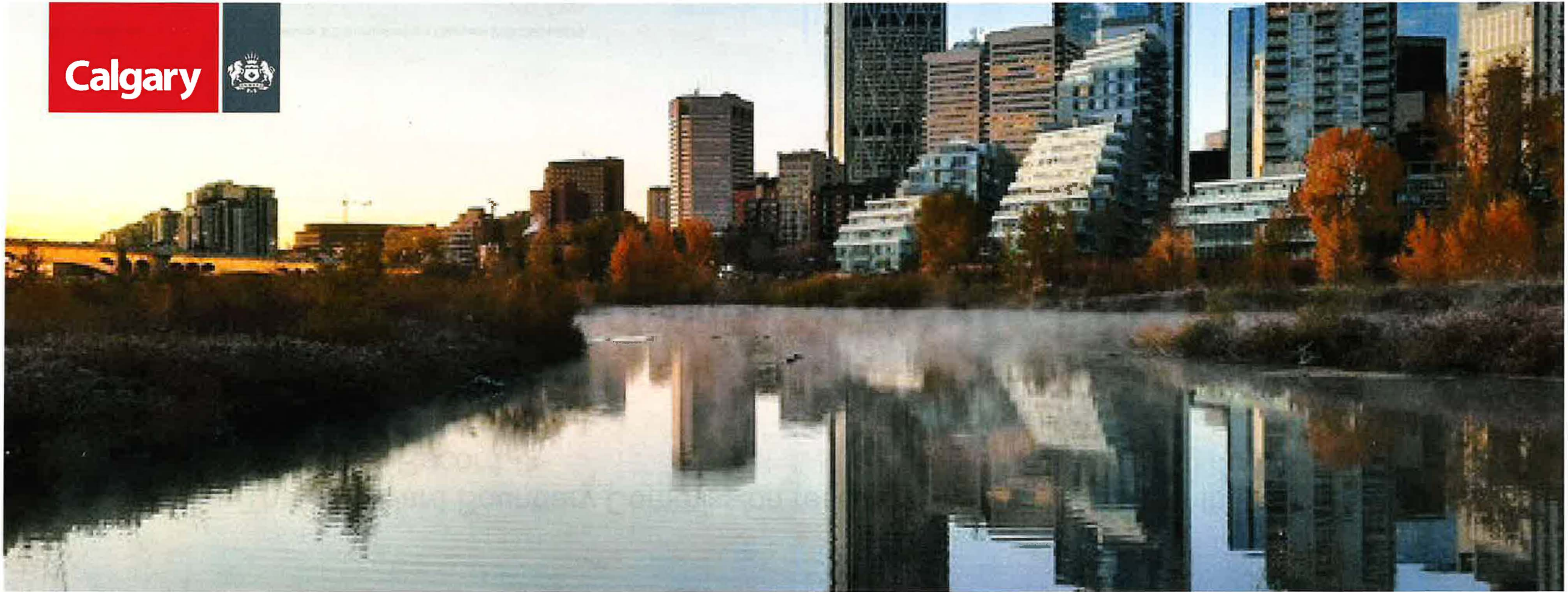
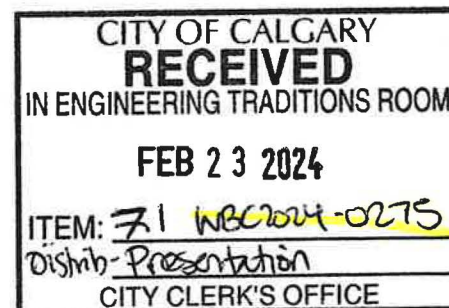


Calgary



Customer Service & Communications Overview

February 23, 2024





Recommendation



That the Ward Boundary Commission receive this presentation for the Corporate Record.



Customer Services & Communications

What we do

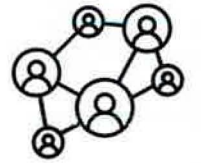
We have the delicate balance of creating opportunities for The City to hear from Calgarians and for Calgarians to hear from The City. This occurs through:

- Communications
- 311
- Public Engagement
- Corporate Research
- Marketing and Social Media
- Media Relations
- Creative Services
- Employee Communications
- Web & Digital

Recent achievements

- 311 callback feature
- Translation services on engage.calgary.ca
- Municipal Benchmarking Survey
- Social equity user testing pilot for digital services
- Increased social media monitoring and reporting
- Improved user experience on calgary.ca
- Established Corporate Communications team
- Enhanced crisis communications





Supporting Calgarians

- Inform Calgarians and create awareness of City programs, services and initiatives
- Communicate the value of City programs, services and initiatives
- Ensuring timely and efficient communication with Calgarians during times of crisis or disaster

Supporting Administration

- Embed communications employees in business units
- Support business objectives through communications strategy
- Protect The City's corporate reputation
- Coordinate with functional teams in Customer Service & Communications
- Dedicated crisis communications resources and protocols

Interacting with Council

- Share Councillor toolkits and key messages to assist clients on specific projects
- Newly released monthly Council newsletter from the Chief Administrative Officer



Supporting Employees

- Inform, engage and inspire employees through numerous tactics including myCity (intranet) articles, profiles, polls, leadership messaging and twice-weekly email newsletters.

Supporting Administration

- Work closely with all communicators
- Advise on best tactics to reach goals
- Support with internal campaigns as necessary
- Oversee all internal channels, including myCity homepage, All Employee Notice, Take5, Stuff you Should Know and News Flash in a Dash video broadcast.

Interacting with Council

- Provide strategic advice to City leadership on how best to engage and inform City staff



Supporting Calgarians

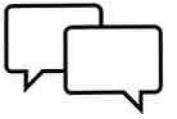
- Connect Calgarians to City information and services 24 hours/day, seven days a week by phone, app and web

Supporting Administration

- Provide business units with data and trends from calls, for strategic business planning
- Triage caller inquiries to the appropriate business units
- Provide access to 311 dashboards

Interacting with Council

- Have a dedicated process and contact number for ward office inquiries
- Provide access to ward-specific call trends
- Provide access to [311 Calgary](#) and [Ward](#) dashboards
- Attend ward open houses upon request



Supporting Calgarians

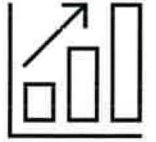
- Offer opportunities for purposeful dialogue between The City, impacted or interested Calgarians and other communities or groups to gather information to influence decision-making at The City.

Supporting Administration

- Develop engagement strategies and plans
- Facilitate in-person, online and virtual public engagement opportunities
- Report back engagement findings
- Stewards of Council's Engage Policy

Interacting with Council

- In partnership with project teams:
 - Present engagement approaches and findings
 - Respond to Council inquiries about engagement approaches
- Occasional consultation on ward-specific engagement approaches
- Weekly newsletter outlining engagement activities



Supporting Calgarians

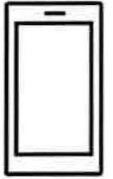
- Provides Calgarians' perspectives through statistically representative insights to inform Council, City leadership and operational teams with a critical input into decision-making and planning

Supporting Administration

- Offers consultation and execution on research initiatives
- Provide key performance indicators and population satisfaction measures for all services
- Share insights with Administration that provides greater understanding of the perspectives of diverse groups of Calgarians
- Maintain the Calgarians' View Panel (an online panel)

Interacting with Council

- Provide research insights and support for the Service Plans & Budgets program
- Provide research insights on trust and confidence that aids in empowering decision-making



Supporting Calgarians

- Provide Calgarians with the information they seek on the channels they use most frequently, and in their language of choice

Supporting Administration

- Develop and implement multi-year Marketing strategies
- Provide external promotion and advertising
- Provide access to multicultural resources
- Provide post-campaign reporting and key learnings
- Manage, post, and generate content on all corporate social media accounts
 - Monitor and triage incoming messages and @mentions

Interacting with Council

- Advise on social media best practices
- Provide access to translation services



Supporting Calgarians

- Keep Calgarians informed through news releases, City advisories and public service announcements including [Newsroom](#) features and media availabilities
- Respond regularly to media inquiries

Supporting Administration

- Work with communications teams in dealing with urgent or issues-driven media stories.
- Prepare daily report on potential issues/high profile stories in media
- Monitor and report as necessary on Council media scrums
- Attend and arrange media availabilities
- Train all City spokespeople
- Provide advice and reports on news cycle and City appearances in media

Interacting with Council

- Provide media training
- Provide daily media coverage update
- Share daily media inquiries summary



Supporting Calgarians

- Enables Calgarians to recognize City of Calgary programs and services through consistent brand recognition and visual identity

Supporting Administration

- Offer a full service, internal creative agency.
- Manage and develop corporate brand and identity
- Graphic design, illustration and art direction
- Photography/videography
- Internal and external campaign development
- Digital creative development (online ads, flash animation, etc.)
- Writing and editing

Interacting with Council

- Offer training to ward staff on photography and videography
- Consult on City of Calgary corporate brand



Supporting Calgarians

- Maintain calgary.ca for Calgarians to access real-time information about City programs and services in a single location

Supporting Administration

- Create and maintain digital content on calgary.ca, myCity and other platforms.
- Maintain, sustain and continually improve calgary.ca
- Provide web services through Communications
- Support business unit subject matter experts directly on calgary.ca and myCity content
- Digital project support for online service creation or improvements

Interacting with Council

- Support ward websites through functionality and web consultation (content is maintained by each ward office)



Policies and Governance

Council Policies

- [Engage Policy](#) (CS009)
- [Plain Language Policy](#) (CS014)
- [Public Notice and Legal Advertising Policy](#) (CS010)

Administration Policies

- [Corporate Brand Identity and Identifiers](#)
- [Social Media, Media Relations and Public Statements Policy](#)
- [Web Policy](#)



Recommendation

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Calgary



Thank you