

Memorandum of Understanding – April 2018

The Government of Alberta and the City of Calgary want to formally collaborate in improving each other's outreach to and understanding of ethnic and immigrant communities.

The goal of this collaboration is to minimize costs and duplication while enhancing the ability of both orders of government to communicate with an increasingly diverse population.

Areas of collaboration will include:

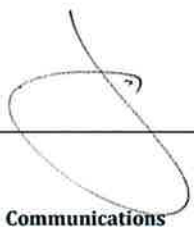
- Sharing media lists. The City of Calgary currently has media lists for the Chinese and East Indian communities and a partial list for the Filipino community. The Government of Alberta will complete the Filipino list and develop ones for the Arabic and Spanish communities, and will keep all lists up-to-date and current with at least yearly updates. All of these lists and updates will be available to both.
- Sharing learning. Both levels of government will benefit from sharing best practices. Staff dedicated to ethnic marketing should be encouraged to freely share insights and advice in how to communicate with a rapidly growing part of the population, and a rapidly changing media environment in which outlets often change or appear.
- Sharing translation. Currently, the Government of Alberta has translation capacity in two ethnic languages (Chinese and Punjabi). As of early April 2018, this is a new resource and the Government of Alberta has not had sufficient time to evaluate demand. But to assist the City of Calgary in creating products in need of translation, the Government of Alberta will translate up to three products a year for the City to make more efficient use of this resource. As this is a new service, the Government of Alberta will be assessing their translation demands over the next 3-4 months. Based on the demand, Alberta will consider expanding access to its translators for Calgary's use beyond three products in each language a year.

Signatures:



Aisha Sinclair

Manager, Public & Employee Communications



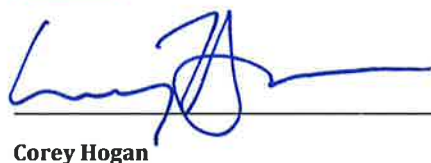
Jamey Heath

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A/Director, Customer Service & Communications



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