

Calgary



Multilingual Communications & Engagement Policy Report to Council C2018-1082, 2018 October 15



Notice of Motion CPS2018-0945

On 2018, April 23 Council directed that Administration:

Develop and report back to Council no later than Q3 2018 on a short-term communications and engagement approach for translation and increasing access for multicultural communities, including resourcing and based on the channel strategy for multicultural communities, for current and upcoming City projects.



Calgary's Multicultural Population

- Calgary has a large and growing immigrant community, totalling almost 30 percent of Calgarians.
- Between 2011 and 2016, the population of immigrants in Calgary grew faster than the general population.
- The Government of Canada projects immigration will continue to be the main driver of population growth within Calgary until at least 2036.
- Approximately 30 percent of Calgary's population has a primary language that is not English or French.



Calgary



The City's Multicultural Roadmap

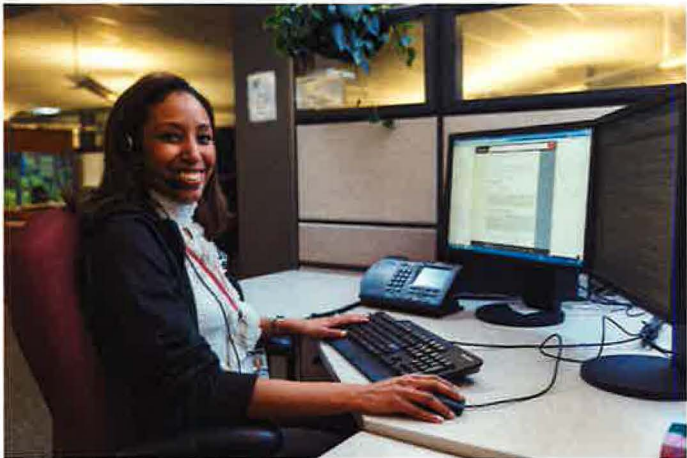
- **1999:** The City established the Calgary Cultural and Racial Diversity Strategy Taskforce.
- **2002:** The Calgary Cultural and Racial Diversity Strategy Taskforce formed the Diversity Calgary Leadership Council.
- **2006:** The City joined the Canadian Coalition of Municipalities Against Racism and Discrimination.
- **2011:** The City created The Welcoming Community Policy and The Diversity and Inclusion in the Workplace Framework and Action Plan.
- **2017:** The City developed The Multicultural Strategy and continues this work in collaboration with the Government of Alberta.



Multicultural Strategy

The City's Goals

Equitable communication and services for Calgary's multicultural communities.



A municipal government that is transparent, inclusive and participatory.

Citizen Expectations

Equitable experience, social, civic and economic integration, and a sense of belonging.



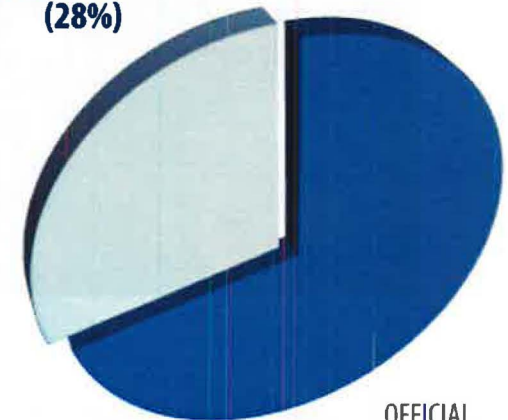


Calgary's Multicultural Population

The Most Representative (Non-Official) Languages

1. Chinese	44,990
• Cantonese	22,245
• Mandarin	21,140
• Not specified	1,605
2. Tagalog	22,235
3. Punjabi	29,100
4. Spanish	17,540
5. Arabic	11,010

**NON-OFFICIAL
LANGUAGES
(28%)**

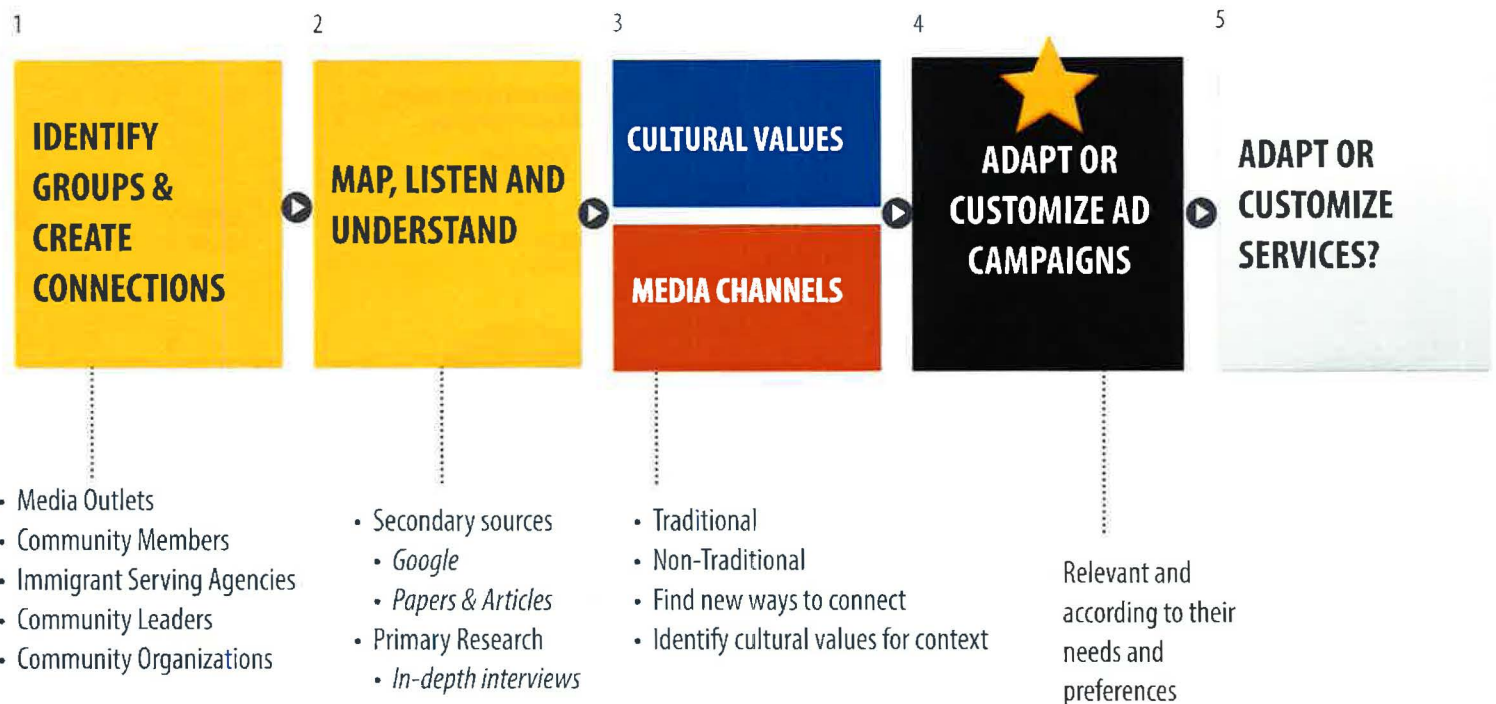


**OFFICIAL
LANGUAGES
(72%)**

Source: Statistics Canada 2016

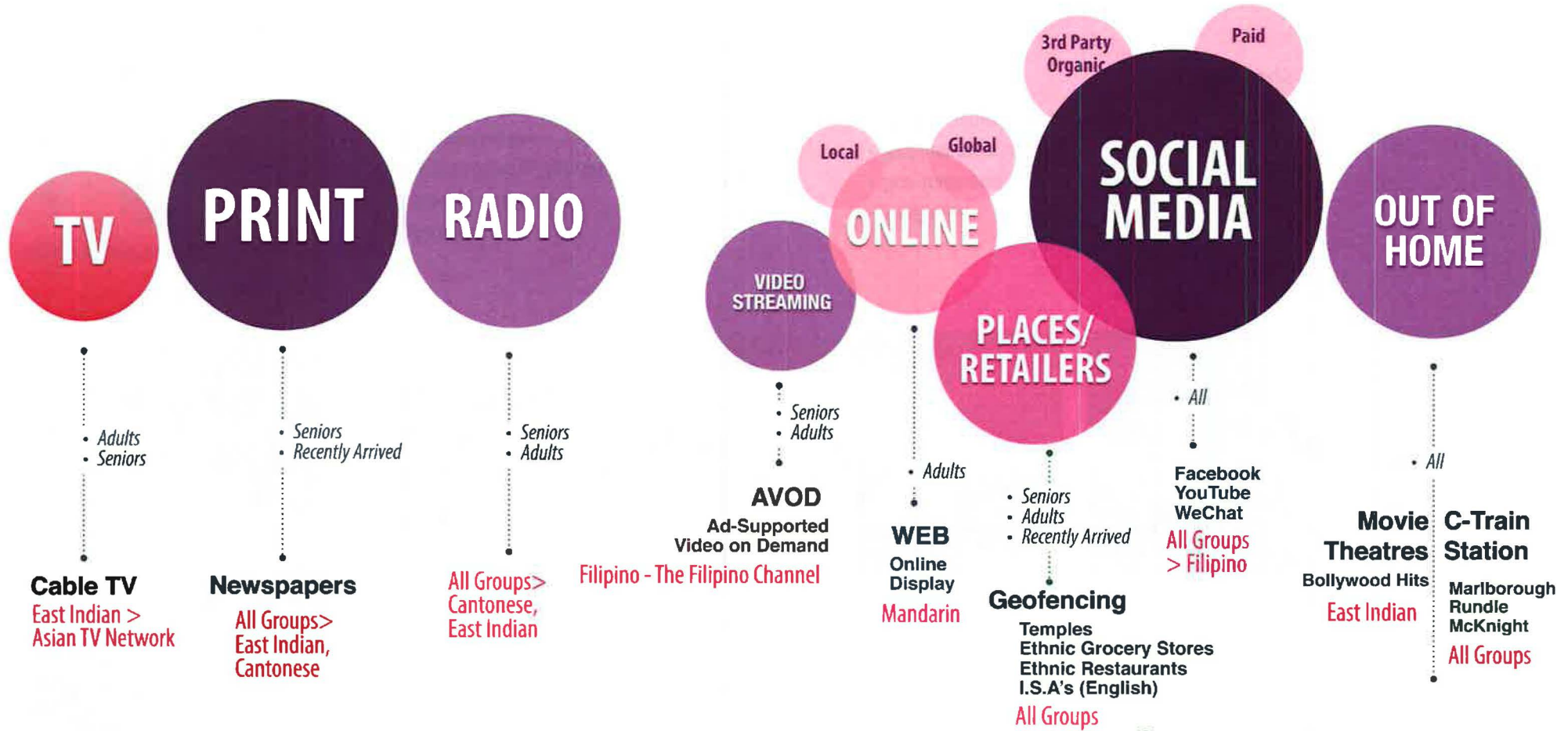


Multicultural Strategy Model





Multicultural Channels



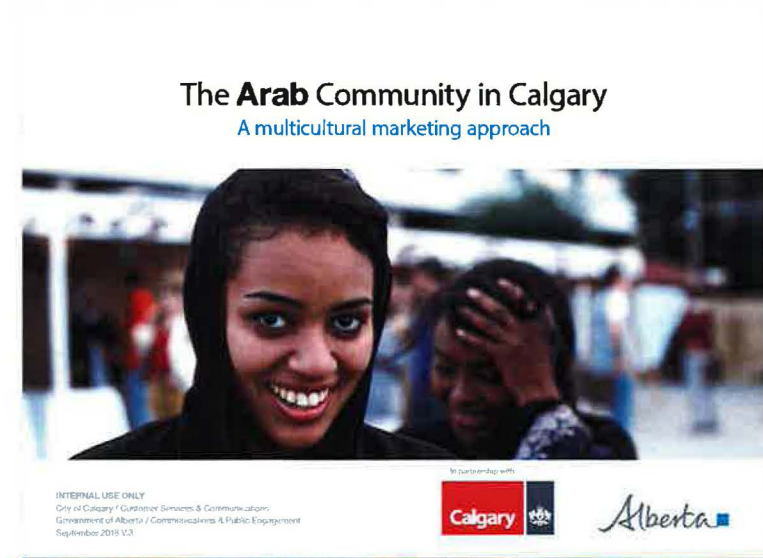
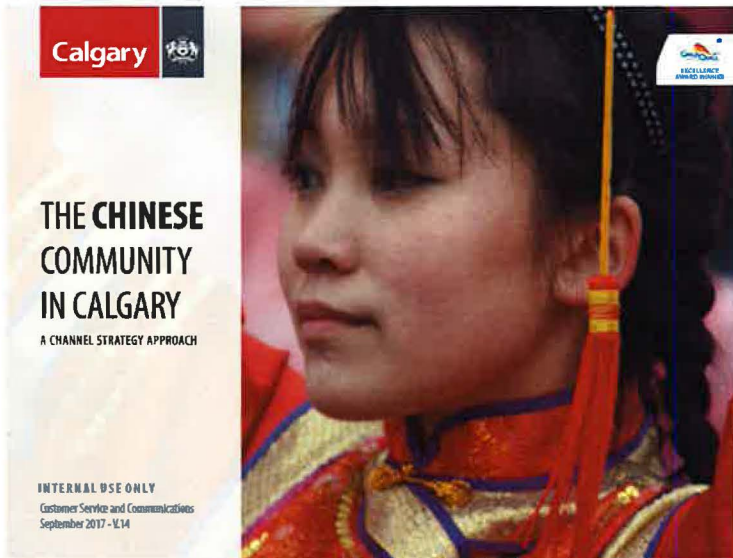
Community Reports and Media Catalogues

Available Now

- Chinese
- East Indian
- Filipino

Available by end Q4 2018

- Latino
- Arab



Short-Term Approach

Administration's short-term approach for **communications** is:

- Continue the development and implementation of the Multicultural Strategy for communications strategies and plans.
- Continue to advise on when translation or interpretation is appropriate for communications projects.

Administration's short-term approach for **engagement** is:

- Continue to leverage internal subject matter experts and information.
- Continue to advise on when translation or interpretation is appropriate for engagement.
- Improve awareness and access for participation of diverse cultural groups in engagement activities.

Short-Term Approach

Administration will also:

- Expand training for key internal stakeholders on the communications, engagement and service needs of multicultural communities in Calgary.
- Recommend how multicultural communications and engagement can be integrated into existing budgets.
- Implement a corporate translation bank that includes relevant and frequently used content, translated into the top five languages.



Administration Recommendation

Council approve the short-term communications and engagement approach for translation and increasing access for multicultural communities.

