

**Communications (Levels of Service to Public) July 2020 - June 2021 Results**

Corporate													
Pillar	Description	Department	Division	Service Name	Sub Service	Direct Customer	Service Definition	Service Component	Current Service Level	Target Achieved 2020-2021	Target Achieved 2019 2020	Target Achieved 2018-2019	Results / Comment
Governance	Proactively inform residents to improve transparency	Corporate Communications	Corporate Communications	Public Relations	Media	Media	Public relations (PR) is the practice of managing the communication between an organization and its publics.	Informed citizens	<ul style="list-style-type: none"> <li>Media requests are acknowledged within 1 hour</li> <li>Target: less than 7 valid media complaints of not meeting service level</li> </ul>	100%	Yes	Yes	No complaints were received.
					Media relations	Media			<ul style="list-style-type: none"> <li>Interviews (date and time) are agreed to by the media outlet and the City within a 5 hour of request for an interview</li> <li>Target: less than 10 valid media complaints of not meeting service level</li> </ul>	100%	Yes	Yes	No complaint were received.
					Media	<ul style="list-style-type: none"> <li>Media requests are responded to in the official language of choice</li> <li>Target: less than 5 valid media complaints of not meeting service level</li> </ul>			100%	Yes	Yes	No complaints were received.	
					Public knowledge	Citizens	Enhance citizen knowledge on city services	Informed citizens	<ul style="list-style-type: none"> <li>Educational information to citizens on various city services</li> <li>Target: 2 per month</li> </ul>	100%	Yes	No	Actual: 53
					Social media	Citizens	Public relations (PR) is the practice of managing the communication between an organization and its publics.	Informed citizens	<ul style="list-style-type: none"> <li>Questions received on social media are acknowledged within 5 hours</li> <li>Target: less than 10 valid complaints of not meeting service level</li> <li>Note: Questions are answered within 1 business day (Monday to Friday from 8:30 a.m. to 4:30 p.m.)</li> </ul>	100%	Yes	Yes	Internal observations identified 5 instances where a response was not provided in adequate time either because we were waiting for information from other departments or because there was such a high volume of questions/comments that they were missed.
Culture	Improve bilingual services within the municipality	Corporate Communications	Corporate Communications	Official Language Support	Official Languages	Citizens	Ensuring that all materials and communication destined for an external audience is provided in both French and English.	Adherence to Policies and Acts.	Official Languages Policy is reviewed every 5 years	Yes	Yes	Yes	New policy was adopted in fall of 2018.
					Official Languages	Citizens			<ul style="list-style-type: none"> <li>Provide external audience materials in both official languages.</li> <li>Target: less than 5 language complaints annually.</li> </ul>	Yes	Yes	Yes	Four complaints were received and dealt with through the appropriate process.
Governance	Engage residents in the decision making process	Corporate Communications	Corporate Communications	Public Engagement	Public Participation	Citizens	Opportunities for the public to engage in decision making at the neighborhood or municipal level.	Consultation/ engagement	Public Engagement Plan to be developed.	Yes	Yes	Yes	Eleven (11) projects were activated on the platform between June 2020 and June 2021