

Corporate Services - Communications

Pillar	Description	Department	Division	Service Name	Sub Service	Direct Customer	Service Definition	Service Component	Current Service Level	Target	Target Achieved 2023-2024	Target Achieved 2022-2023	Target Achieved 2021-2022	Results / Comment
Governance	Proactively inform residents to improve transparency	Corporate Communications	Corporate Communications	Public Relations	Media relations	Media	Public relations (PR) is the practice of managing the communication between an organization and its publics.	Informed citizens	• Media requests are acknowledged within 1 hour	<7 Complaints	100%	100%	100%	
						Media			• Interviews (date and time) are agreed to by the media outlet and the City within a 5 hour of request for an interview	<10 Complaints	100%	100%	100%	
						Media			• Media requests are responded to in the official language of choice	<5 Complaints	100%	100%	100%	
				Public Relations	Public knowledge	Citizens	Enhance citizen knowledge on city services	Informed citizens	• Educational information to citizens on various city services	24 p.a.	100%	100%	100%	
					Social media	Citizens	Public relations (PR) is the practice of managing the communication between an organization and its publics.	Informed citizens	• Questions received on social media are acknowledged within 5 hours (1 business day, Monday to Friday, 8:30 a.m. to 4:30 p.m.)	<10 Complaints	100%	100%	100%	
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	-	N/A	N/A	N/A	• Next update scheduled for 2025
						Citizens			• Provide external audience materials in both official languages	<5 Complaints	Yes	Yes	No	
Governance	Engage residents in the decision making process			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.	-	N/A	Yes	Yes	• Plan has been developed and is being executed on a number of projects