

Communications (Levels of Service to Public) (July 2022-June 2023 Results)													
Corporate													
Pillar	Description	Department	Division	Service Name	Sub Service	Direct Customer	Service Definition	Service Component	Current Service Level	Target Achieved 2022-2023	Target Achieved 2021-2022	Target Achieved 2020-2021	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 •Target: less than 7 valid media complaints of not meeting service level	100%	100%	100%	No complaints were received.
						Media			• Interviews (date and time) are agreed to by the media outlet and the City within a 5 hour of request for an interview • Target: less than 10 valid media complaints of not meeting service level	100%	100%	100%	No complaint were received.
						Media			• Media requests are responded to in the official language of choice • Target: less than 5 valid media complaints of not meeting service level	100%	100%	100%	No complaints were received.
					Public knowledge	Citizens	Enhance citizen knowledge on city services	Informed citizens	• Educational information to citizens on various city services • Target: 2 per month	100%	100%	100%	Actual: 76. We also have proactive tools that residents can access at their own leisure which reduces the need for basic educational information (i.e. Infrastructure Map, Outdoor Fun Map, Report an Issue).
					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 •Target: less than 10 valid complaints of not meeting service level Note: Questions are answered within 1 business day (Monday to Friday from 8:30 a.m. to 4:30 p.m.)	100%	100%	100%	Internal observations identified four instances where a response was not provided in adequate time because we were waiting for information from other departments, there was such a high volume of questions/comments that they were missed or because the question was asked outside of our communicated expectations and were not deemed urgent or imputed by time.
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	Policy was reviewed by Communications as a starting point but a more thorough review will be done with the provincial and federal levels having gone through their exercise and revision.
						Citizens			• Provide external audience materials in both official languages. • Target: less than 5 language complaints annually.	Yes	No	Yes	No complaints were received during this time period.
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.	Yes	Yes	Yes	Nine projects were activated on the platform between June 2022 and June 2023.