

2021

# CORPORATE COMMUNICATIONS

## Department Service Levels

### Overview

Corporate Communications is the voice of the organization, collaborating with all departments to keep citizens in the know about City programs, services, issues and events. The department leads all internal and external communications, including newsletters, marketing materials, social media platforms, the internal and external websites, advertising and media relations. By monitoring and addressing emerging issues, Corporate Communications supports open and transparent government and ensures citizens and stakeholders receive the relevant and timely information they need.



CITY OF  
FORT SASKATCHEWAN

## DEPARTMENT SERVICE LEVELS

Service level documentation includes Priority Based Budgeting (PBB) data to support service level understanding and enhance understanding of program costs.

PBB is a business planning and budgeting tool to help better understand City programs. Prioritization through results and attributes scoring shares new information about programs and the budget.

Results are drawn from the City's strategic plan and other guiding documents.

Attributes are additional characteristics that also affect a programs overall relevance and prioritization.

Individual results/attributes are scored 0 to 4 with score of 4 being critical in achieving result/attribute and score of 0 not having influence.

The total combined score of results and attributes places individual programs in a quartile grouping with quartile 1 and 2 programs more aligned with strategic goals, results and attributes and quartile 3 and 4 programs less aligned.



## Communication Services

### **PBB Program Area Description/Overview:**

Manage and maintain the City’s website and employee intranet site to ensure they are working as expected and that all information is current and accurate. Manage the City’s social media accounts to engage residents and a wider audience with information, news and stories about Fort Saskatchewan. Prepare and issue news releases to local or regional media, follow up on requests from media for information or interviews, plan news conferences when required and provide media monitoring services by sending relevant media stories and social media posts. Produce an online employee newsletter to ensure that staff are kept well informed and engaged in their workplace.

For detailed information about program cost, revenue, full-time equivalent, basic program attributes, and program results, refer to the [Program Summary Report](#).

**Reason for Offering:** Public’s need to access information; promote workplace culture and engagement; promote citizen engagement; create awareness of City events and services; generate free exposure for City news, events, programs through earned media.

### **Inventory/Volume/Demand:**

#### **1. Fortsask.ca and MyFort websites**

<b>City of Fort Saskatchewan Websites</b>		
<b>City Site</b>	<b>myFort</b>	<b>Total</b>
<b>Pages</b>		
358 City pages (including Shared Content)	41 myFort pages	399 Total Pages
1,144 page updates	254 page updates	1,398 page updates
674 published page changes	164 published page changes	838 published page changes
<b>Resources (documents, images)</b>		
2, 088 City Site Resources	617 myFort Resources	Total: 2,705 Resources <ul style="list-style-type: none"> <li>• 361 Documents in Document Manager (Policies, Procedures, Building/Development Reports, Reports/Plans/Studies)</li> <li>• 2, 344 Resources in File Manager</li> </ul>
<b>Demand*</b>		
1,613 resource changes updates/deletes/created (100 image creations/uploads)	680 resource changes updates/deletes/created (documents, images)	2,293 resource changes updates/deletes/created (documents, images)

\*Demand is based on a 6 month period.

**Frequency or Response Timing:** Requires immediate updating for emerging issues. Other updates can be done within one business day.

**Standard Operating Procedures/Specifications:** Website must be accessible, meet Diversity and Inclusion Standards.

**Service Levels (Customer Service Levels and/or Technical Service Levels):** Residents and staff expect fast access to information through social media and the website. Creating the message or content, posting the content and constant monitoring of the information is required. Upgrades to the website to keep up with advancing technology and user expectations is required every 5 years.

## 2. Social Media Accounts

Corporate Communications manages accounts for the City of Fort Saskatchewan and monitors/supports Department accounts. This includes native posts and paid advertising campaigns. Hootsuite is used for scheduling message ahead of time specifically for campaigns and regular messaging. Departmental accounts are posted to when it's an emergency or timely, otherwise departments are responsible for following social media guidelines.

Social Media Accounts			
City Fort Saskatchewan Accounts			
	Facebook (5,402)	Twitter (4,416 followers)	Instagram (1,925 followers) LinkedIn (1,531) YouTube (150 subscribers) Pinterest (owned not currently active) TikTok (owned not currently active)
Department Accounts	Facebook	Twitter	Other
	DCC Planning and Development Support Your Fort FCSS Harbour Pool Animal Control Shell Theatre Fort Heritage Precinct	Planning Economic Development Fort Heritage Precinct FST Shell Theatre	FCSS Instagram FCSS YouTube FHP Instagram Shell Theatre Instagram Fire Instagram
Frequency/Volume:	City Fort Saskatchewan	Departments	
	2-3 message per day to our Facebook and Twitter pages. 8 – 10 video projects to film, edit and post Monitored daily during businesses hours and monitored less frequently on weekends. Responses provided when required. Book paid ad campaigns monthly	Varies  Support departments with shares or creating content and booking paid advertising.	

**Demand:** Demand is high

**Frequency or Response Timing:** Requires immediate updating for emerging issues, other updates can be done within one business day.

**Standard Operating Procedures/Specifications:** Website must be Accessible, meet Diversity and Inclusion Standards

**Service Levels:** Residents and staff expect fast access to information through social media and the website. Creating the message or content, posting the content and constant monitoring of the information is required. Upgrades to the website to keep up with advancing technology and user expectations is required every 5 years.

### **3. SaskWatch Internal Staff Newsletter**

Produce a weekly newsletter that is posted on the internal website and shared via a link to all email accounts. Stories are gathered throughout the week and the newsletter is issued on Monday morning. Expectation is to maintain a weekly newsletter that is fun, informative and engaging.

**How often:** Call for stories goes out to staff weekly every Tuesday

**Volume - How many requests:** Depends on how many staff want to share messages. Average 2-3 new message a week. Fort Heritage Precinct curates a monthly history feature. DEI committee, FCSS and MES all have weekly messaging.

**Frequency:** Saskwatch is released first work day of the week.

**Demand:** Demand is not expected to change unless the full roll out of Office 365 impacts the demand for an additional news source.

### **Media Releases**

Corporate Communications prepares and issues 50 – 60 news releases per year on behalf of the organization. News releases can be required within 30 minutes due to an emerging situation or can be planned as part of an overall communications strategy. Each news release is posted on the City website, sent to an email subscription group and emailed to each media outlet. News Releases are also shared with Council and LT prior to being sent to the media. Demand is expected to continue to be high.

Daily media inquiries are managed through Corporate Communications and the twice monthly Council Columns in the Fort Record are also scheduled and submitted by Corporate Communications. This demand is expected to remain steady.

### **Media Monitoring**

Daily media monitoring of regional and national municipal news as well as major current events is provided to Council and Directors via an email of links to relevant stories. The stories are found through website key word searches. The demand is steady and the resources needed for this have been scaled back from a paid news monitoring subscription to free available tools. Demand is not expected to change in the foreseeable future.

**Policy Alignment:** Corporate Communications Policy; Diversity and Inclusion GEN 007-C; Public Engagement Policy GOV-006-C

**Legislation, Regulations or Standards:** Municipal Government Act, Canadian Human Rights Act

**Profile of Users:** Fort Saskatchewan residents, international reach; City of Fort Saskatchewan employees

## **Advertising and Marketing**

### **PBB Program Area Description/Overview:**

Coordinate the preparation of messages and graphics to be shared through several applications such as newspapers, brochures, radio, magazines, television, digital applications and more to create awareness of City

programs, services and attributes for economic benefit and tourism attraction as a means of generating revenue for the City.

For detailed information about program cost, revenue, full-time equivalent, basic program attributes, and program results, refer to the [Program Summary Report](#).

**Reason for Offering:** To support the success of City programs and services by generating interest in them, to inform our residents of all program and service changes, or to inform residents of new programs or services, to support visits and investment in Fort Saskatchewan either through moving, participation in events or opening a new businesses. To comply with the Municipal Government Act for advertising public engagement opportunities, City Council meeting changes and Public Hearings.

### 1. Marketing Campaigns

**Frequency or Response Timing:** RFP issued for external agency support on a three year cycle. Annual campaigns planned for a three year period to meet set goals and objectives.

**Service Levels:** Support tourism, economic development, Utilities, recreation and events through targeted campaigns as defined by department business needs.

**Volume:** 3-4 campaigns per year

**Frequency:** Timing is based on department need.

**Demand** - Demand is from internal departments and not expected to change

### 2. City Page Newspaper ads

**Frequency or Response Timing:** Departments submit weekly requests for ads.

**Service Levels:** Fort Record ads on City initiatives and programs to inform the public of all opportunities available to participate in their community. Advise of all new programs or program changes. Advertise public engagement and public hearings as required in the Municipal Government Act.

**Volume:** 7 to 8 ads per week

**Frequency:** Published weekly or bi-weekly as needed

**Demand:** Demand is from internal departments and not expected to change

### 3. Other Unplanned

**Frequency or Response Timing:** Communications will provide advertising and marketing support for all departments as needed and as soon as can be accomplished given the circumstances.

**Service Levels:** Provide options that work for the budget or information requirement to ensure the public is fully informed on all matters that impact them.

**Volume:** varies

**Demand** - Demand is stable from internal departments and not expected to change

**Policy Alignment:** Corporate Communications Policy; Diversity and Inclusion GEN 007-C; Public Engagement Policy GOV-006-C

**Legislation, Regulations or Standards:** Municipal Government Act, Canadian Human Rights Act

**Profile of Users:** Fort Saskatchewan residents

## **Communications Planning and Consulting**

### **PBB Program Area Description/Overview:**

Long range planning for major projects or initiatives that will have a major impact on residents or could greatly impact tax revenue for the organization. Working with department representatives we develop strategies and plans for sharing information that will inform, educate, encourage or entice the intended audience to interact with the City in a way that creates benefit for both.

For detailed information about program cost, revenue, full-time equivalent, basic program attributes, and program results, refer to the [Program Summary Report](#).

**Reason for Offering:** City communications must be strategic, support Council Strategic Priorities and meet the needs of residents and department operations.

**Frequency or Response Timing:** Annual planning meetings with departments, follow up as required.

**Service Levels:** Support department business needs.

**Volume:** 16 departments

**Frequency:** Annually for long range plans, monthly for ongoing or emerging needs.

**Demand** - Demand is stable and not expected to change

**Policy Alignment:** Corporate Communications Policy; Diversity and Inclusion GEN 007-C; Public Engagement Policy GOV-006-C; Council's Strategic Plan

**Profile of Users:** Fort Saskatchewan employees

## **Production and Creative Services**

### **PBB Program Area Description/Overview:**

Manage the design and production of materials used to promote City programs and services, ie the Leisure Guide, promotional items, advertising, photography, and writing, for the purpose of informing residents of City programs and services to ensure the information is engaging, professional, and appropriate for the intended audience.

For detailed information about program cost, revenue, full-time equivalent, basic program attributes, and program results, refer to the [Program Summary Report](#).

**Reason for Offering:** City communications must be strategic, support Council Strategic Priorities and meet the needs of residents and department operations.

**Frequency or Response Timing:** Annual planning meetings with departments, follow up as required.

**Service Levels:** Support department business needs.

**Volume:** 16 departments

**Frequency:** Annually for long range plans, monthly for ongoing or emerging needs.

**Demand** - Demand is stable and not expected to change.

**Policy Alignment:** Corporate Communications Policy; Diversity and Inclusion GEN 007-C; Public Engagement Policy GOV-006-C; Council's Strategic Plan

**Legislation, Regulations or Standards:** Municipal Government Act; Canadian Human Rights Act; The Canadian Code of Advertising Standards

**Profile of Users:** Fort Saskatchewan and area residents

## **Public Relations**

### **PBB Program Area Description/Overview:**

Prepare information booths or community engagement activities to interact with the public at community events such as Canada Day, Legacy Park Family Festival, Registration Day(s) and the Chamber of Commerce annual Trade Show and Sale.

For detailed information about program cost, revenue, full-time equivalent, basic program attributes, and program results, refer to the [Program Summary Report](#).

**Reason for Offering:** City services and programs can be promoted in a face to face, friendly and approachable fashion at events. We encourage feedback and share information on any new initiatives that are timely. The Communication team is also part of regional collaborations with NRCAER and Life in the Heartland.

**Frequency or Response Timing:** Quarterly meetings with regional partners, 5 to 6 major events per year.

**Service Levels:** Support City image as friendly, open, and accessible through well-coordinated events.

**Demand** - Demand is stable and not expected to change.

**Policy Alignment:** Corporate Communications Policy; Diversity and Inclusion GEN 007-C; Council's Strategic Plan

**Profile of Users:** Fort Saskatchewan and area residents