Administration Standard

Title:	**Web and Digital Services Plain Language**
Effective Date:	**2026 November 02**
Responsible Business Unit:	**Marketing & Communications, Information Technology**

1. PURPOSE

1.1 This Administration standard will be followed when designing, developing, updating, or procuring Digital Services and Online Information; and

1.2 Following this standard will ensure Digital Services and Online Information are more understandable by Intended Audiences.

2. APPLICABILITY

2.1 This Administration standard applies to all City of Calgary Employees except the Calgary Police Services, Calgary Housing Company, and City Auditor's Office.

3. STANDARD

3.1 Employees will perform the following to be in compliance:

a) Verify the Intended Audience identified by the Dept ID Owner or their delegates before creating, updating, or publishing Online Information;

b) Evaluate Online Information using approved Plain Language assessment tools or in consultation with a Plain Language subject matter expert;

c) Document the recommendations provided by the Plain Language assessment tool or subject matter expert; and

d) Document the decision, rationale, and planned actions provided by the Dept ID Owner or their delegates on presented recommendations.

3.2 Dept ID Owners or their delegates will identify the Intended Audience, review and decide on recommendations resulting from evaluations of Online Information, and document any planned actions to address identified issues.

3.3 The Web and Digital Services Policy Team will:

a) Administer and maintain this standard; and

b) Make recommendations and updates on the Web and Digital Services Plain Language standard.

4. DEFINITIONS

4.1 In this Administration standard:

a) **Dept ID Owner** means an individual at The City of Calgary who has the authority and responsibility to manage people and budget within a specific department;

b) **Digital Service** means any technology or digital content that a User interacts with to receive a service, including but not limited to, websites, digital applications, digital products, videos, audios, digital documents such as PDF files, social media, email communications, digital kiosks, and Extended Reality;

c) **Employee** means any person employed by The City and reporting to a City of Calgary business unit, department, the Office of the Chief Administrative Officer, the Office of the Chief Operating Officer, the Office of The Mayor, the City Auditor's Office, the Calgary Housing Company, and the Calgary Police Service, including those working under an employment contract with The City;

d) **Extended Reality** means technologies that merge or simulate real and virtual environments, including virtual reality, augmented reality, and mixed reality;

e) **Intended Audience** means the specific group of people a piece of content is created for, who need to understand, act on, or make decisions based on Online Information from The City of Calgary;

f) **Online Information** means content, communication, or knowledge that is hosted, published, or transmitted through a City Digital Service and is intended for internal or external User consumption, and is classified as ISC: Unrestricted in accordance with The City's Information Security Classification standard;

g) **Plain Language** means content that is understandable, findable, and usable by its Intended Audience;

h) **User** means a person who interacts with a Digital Service or consumes Online Information from The City of Calgary – whether or not the information was created specifically for them; and

i) **Web and Digital Services policy team** means team members assigned by the Responsible Business Unit Directors to maintain the Web and Digital Services policy and standards.

5. ASSOCIATED GOVERNANCE

5.1 This Administration standard outlines requirements in support of the *Web and Digital Services policy.* Consequences of non-compliance with this standard are as outlined in the *Web and Digital Services policy*.

5.2 This Administration standard is established in accordance with:

a) *Calgary Corporate Accessibility policy (CSP003),* which describes The City's aim to eliminate discrimination against individuals with disabilities and to accommodate disabled persons in accordance with legislation and with the concept of human dignity and empowerment for all;

b) *Plain Language policy,* which describes The City's expectations about the use of plain language in City communications; and

c) *ISO 24495-1 Plain Language – Part 1: Governing principles and guidelines,* which describes how to ensure readers can find what they need, understand, and use information.

6. HISTORY

Action	Date	Approval	Description
New	2026 Nov 02	Director/Chief Communications Officer, Marketing & Communications and Chief Information Technology Officer, Information Technology	New standard developed to support the new Web and Digital Services policy.