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

1. PURPOSE

1.1 The purpose of this Administration policy is to reduce barriers and effort for all Calgarians accessing city services by providing Digital Services and Online Information that are inclusive, accessible, and easy to understand and use.

1.2 To achieve this, The City will establish a consistent approach to the design, delivery, maintenance, and retirement of Digital Services and Online Information throughout their lifecycle by ensuring they:

a) Meet the diverse needs of Users by making Digital Services and Online Information easier to access, understand, and use;

b) Continuously improve Digital Services and Online Information by adapting to technological advancements and evolving User Needs; and

c) Leverage enterprise platforms and shared capabilities to improve user experiences, reduce duplication and costs, and ensure technology investments are used efficiently and sustainably.

2. APPLICABILITY

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

3. POLICY STATEMENT

3.1 City Administration will:

a) Apply a common and consistent approach in the design and delivery of Digital Services and Online Information, reflecting how people use technology to interact with The City;

b) Ensure new Digital Services, enhancements, and enabling technologies adhere to this policy, unless an approved corporate platform, Corporate Technology Committee decision, or technical limitation require a different approach;

c) Use the capabilities and applications found in the Corporate Technology Plan wherever possible when developing and enhancing Digital Services and Online Information;

d) Consider user experience, integration with City platforms, long-term maintenance effort, and cost when implementing Digital Services; and

e) Decommission Digital Services and Online Information that are no longer relevant or useful.

4. ROLES AND RESPONSIBILITIES

4.1 Employees are responsible for:

a) Using Digital Services as designed;

b) Evaluating Digital Services and Online Information by coordinating with subject matter experts or using approved evaluation tools to make recommendations and submit them to the Dept ID Owner; and

c) Documenting the decision and rationale by the Dept ID Owner or their delegates on presented recommendations.

4.2 Dept ID Owners or their delegates are responsible for reviewing and deciding on recommendations, with plans to address any issues following evaluations of Digital Services and Online Information using the Web and Digital Services standards.

4.3 Marketing & Communications is responsible for:

a) Maintaining and communicating the Web and Digital Services policy, standards, and supporting guidance; and

b) Making relevant training available to Employees.

4.4 Corporate Technology Committee is responsible for:

a) Providing governance and oversight of the Web and Digital Services policy and associated standards;

b) Reviewing significant corporate risks, trends, and exception requests related to Digital Services; and

c) Providing direction or recommendations where significant corporate impacts are identified.

5. CONSEQUENCES OF NON-COMPLIANCE

5.1 Employees who fail to adhere to this Administration policy may be subject to corrective action, including dismissal from employment, in accordance with the *Labour Relations standard*, the *Exempt Staff policy* or the specified terms outlined in their employment contract.

6. DEFINITIONS

6.1 In this Administration policy:

a) **Corporate Technology Plan** means strategies, standards, and direction that are used to guide City of Calgary's business units in their technological decisions;

b) **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;

c) **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;

d) **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;

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

f) **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;

g) **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;

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

i) **Usability** means the degree to which a Digital Service can be applied by Users to achieve their goals, including**:**

   i. Effectiveness: The Digital Service allows the User to complete tasks accurately and completely to reach their goals;

   ii. Efficiency: The Digital Service utilizes the User's resources efficiently, including time, effort, and cost to complete tasks; and

   iii. Satisfaction: The Digital Service meets User Needs and expectations.

j) **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;

k) **User Need** means what a User needs from a Digital Service or Online Information to achieve a goal or intended outcome; and

l) **Web and Digital Services Accessibility** means identifying, removing, and preventing barriers so people with disabilities can equitably access, understand, navigate, interact with, and use Digital Services, Online Information, and technologies.

7. ASSOCIATED GOVERNANCE

7.1 This Administration policy is established in accordance with:

a) *The Municipal Government Act* (Alberta), which describes the responsibility of the Chief Administrative Officer to implement the policies and programs of the municipality;

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

c) *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;

d) *Communications* policy, which establishes guidelines and related procedures for consistent and effective communications on behalf of The City;

e) *Corporate Brand Identity and Identifiers policy,* which ensures the appropriate use and consistent application of the unique identifiers that comprise The City's brand identity;

f) *Web and Digital Services* standards, which establish ways to evaluate the accessibility, plain language, and usability of digital services and online information;

g) *Protection of Privacy* policy, which describes principles to ensure compliance with access to information and protection of privacy acts and regulations, and foster public trust and confidence in The City;

h) *Information Security Classification* standard, which specifies classification and protection measures that must be consistently applied to The City's Information Assets;

i) The *World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.2*, which provides internationally recognized technical standards to make digital content accessible to people with disabilities and formally adopted as an international standard under ISO/IEC 40500 (*Information technology – WCAG 2.2*); and

j) *Authoring Tool Accessibility Guidelines (ATAG) 2.0 Part B*, which provides guidance for authoring tools to support the creation of accessible digital content.

8. HISTORY

Action	Date	Approval	Description
New	2026 Nov 02	ELT2026-0979	New policy. Replaces rescinded Web policy. Developed with the Web and Digital Services Usability, Web and Digital Services Accessibility, and Web and Digital Services Plain Language standards.