



2026

Communications & Customer Service

Council Budget Presentation

November 25, 2025



Corporate Services Division



Assessment & Tax



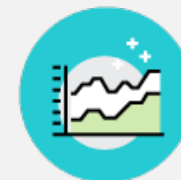
Communications &
Customer Service



Finance



Governance &
Engagement



Strategic Growth



Technology &
Digital Services



Communications & Customer Service

Department Overview

Description

The Communications and Customer Service department serves as the welcoming public face, voice, eyes, and ears of Parkland County.

Communications Services provides open, transparent and meaningful communication with the community, and Customer Service is the first point of contact for residents and businesses requesting information and services from the County.

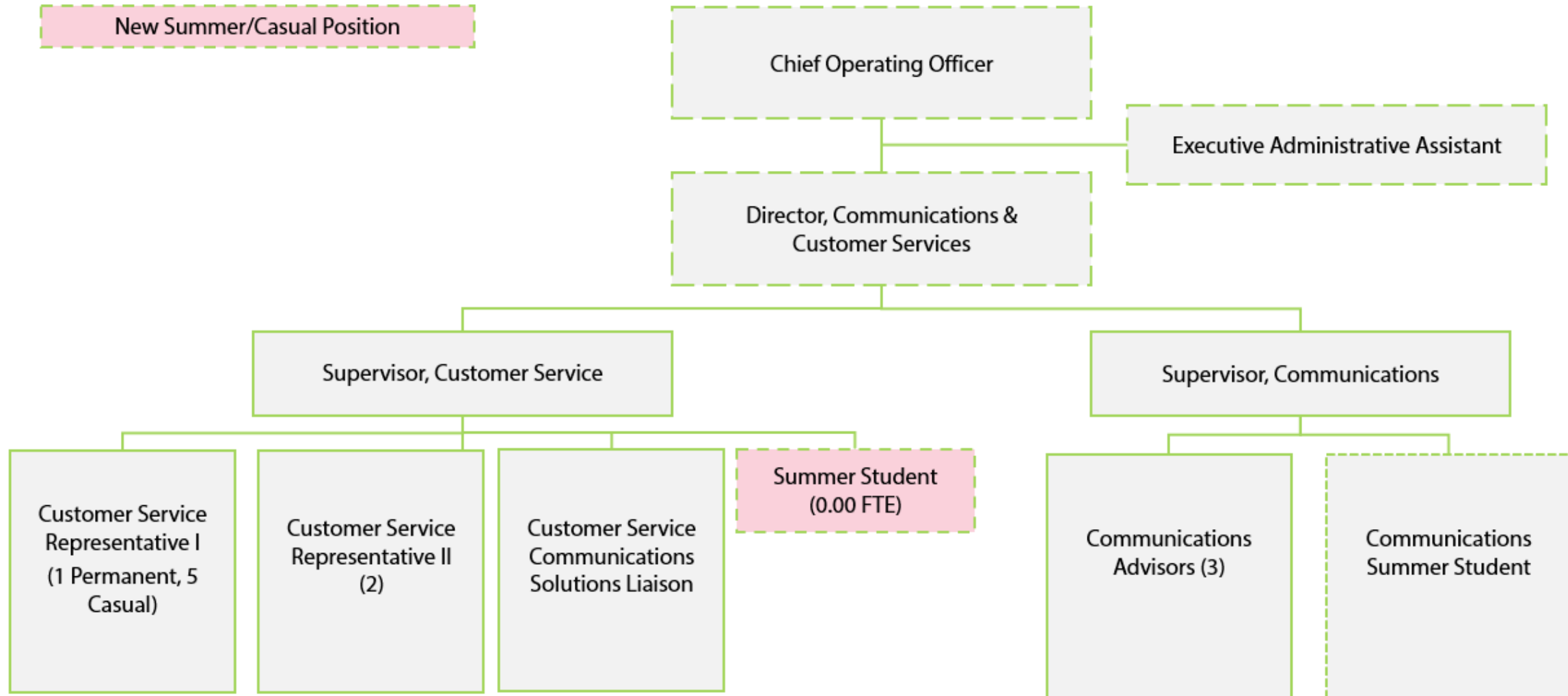
With care and purpose, we deliver the right message in the right place at the right time, to enhance the quality of life for the Parkland County Community. We serve as the trusted voice for our Community.

Services

- Communication Services
- Customer Service



Organizational Chart





Future Planning



OPPORTUNITIES

- Improve proactive communication about Parkland County's work
- Strengthen mechanisms for gathering and utilizing resident feedback across the organization
- Enhance the County's capacity to understand resident communication needs
- Strengthen internal communications
- Implement cohesive graphic design and branding
- Ensure consistent brand messaging across all external communications
- Improve the experience for residents visiting municipal buildings
- Improve online communication and resources including enhancing the YourParkland website/portal
- Explore leveraging AI for improved service delivery and public inquiries



Future Planning

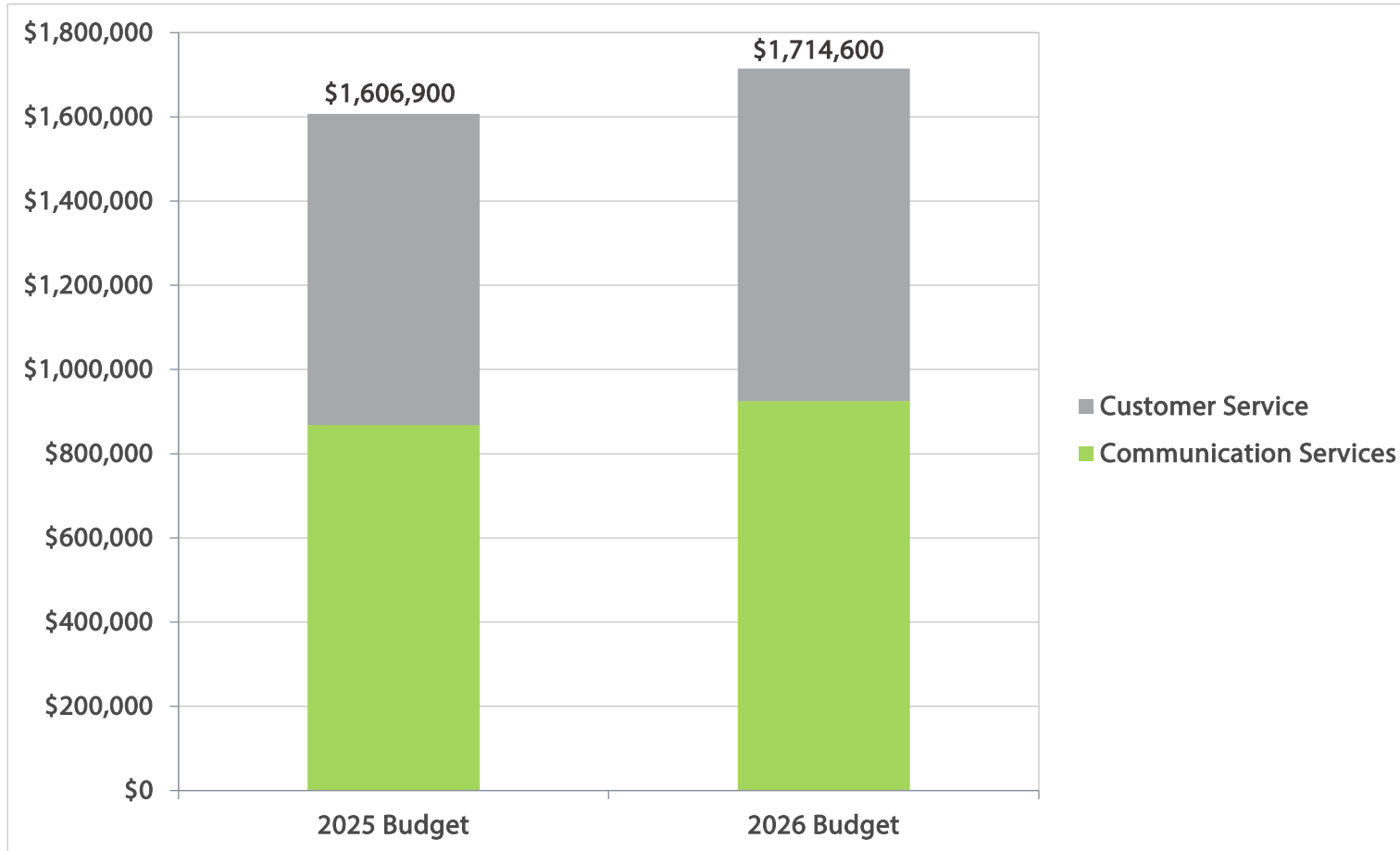


POTENTIAL RISKS

- Challenges in prioritization and resource management impacting the ability to focus on key priorities
- Address potential staff shortages and resource limitations
- Focus on issues management and crisis communication
- Connectivity limitations in Parkland County and the decline of traditional print media
- Potential postal strikes or other events creating service disruptions that impact operations and how the County can communicate with residents
- Prepare for the pressures of weather events
- Managing issues that arise from the municipal, provincial, and federal levels

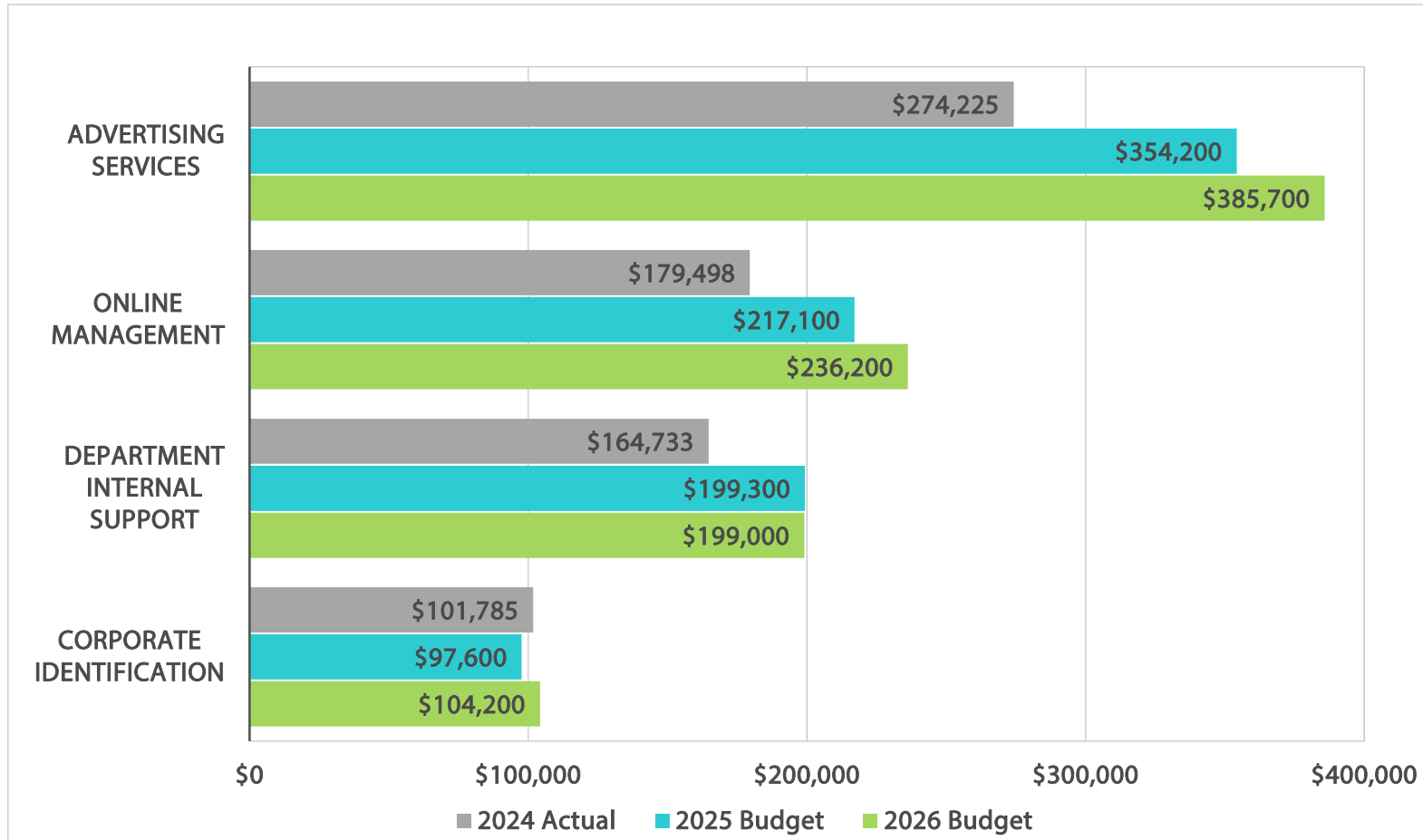


Budgeted Services Expenditures





2026 Communications Budget Expenditure



Note: Any programs under \$50,000 are not presented above

OVERALL COMMENTS

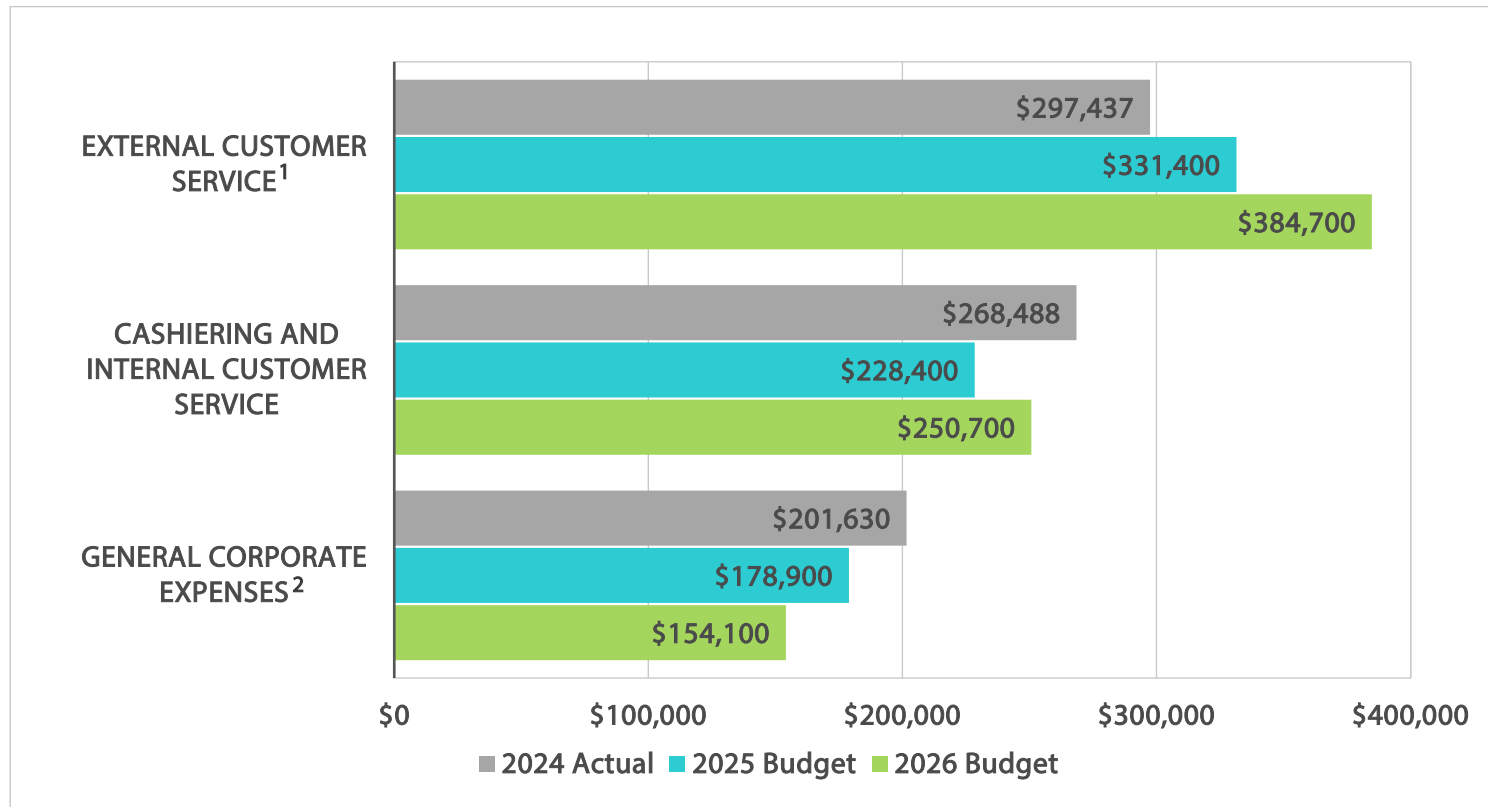
- No significant variances



2026 Customer Service Budget Expenditure

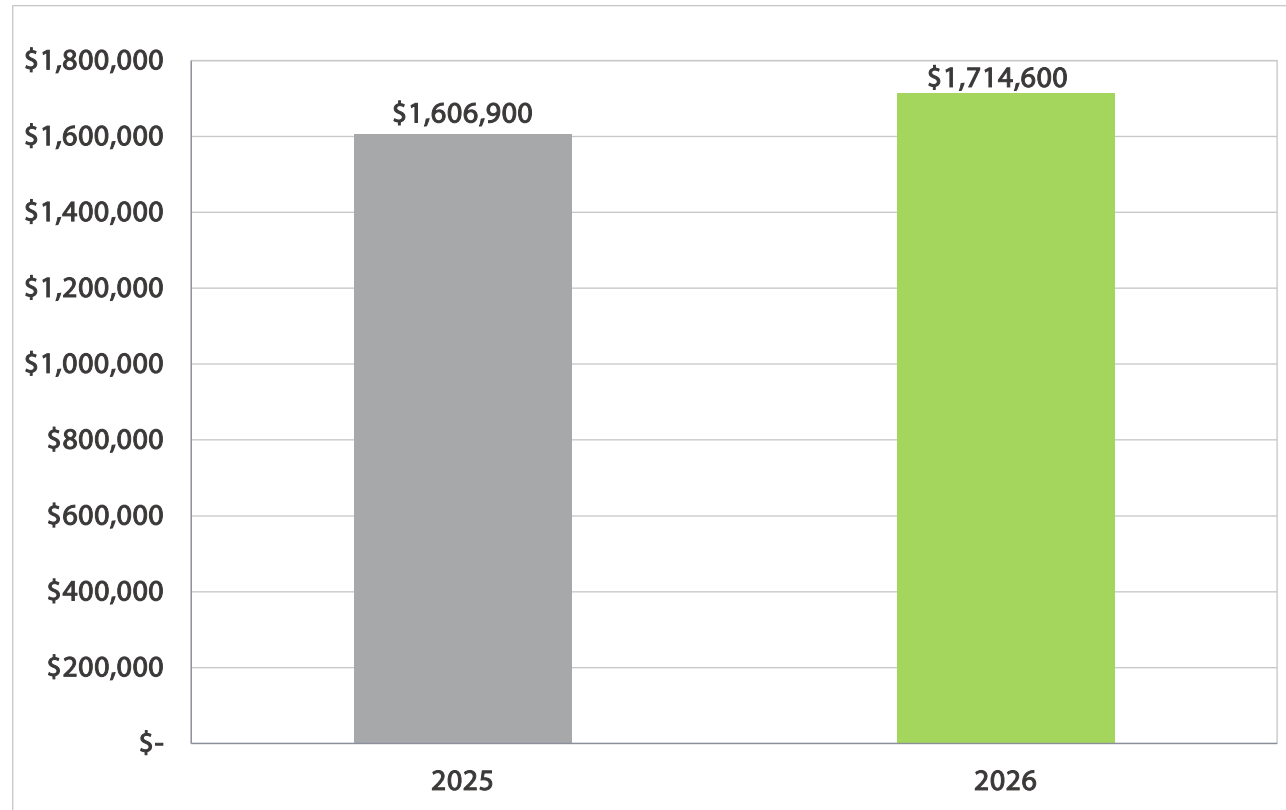
OVERALL COMMENTS

1. Increase due to the addition of summer student and payroll adjustments
2. Decrease due to change in phone system as we are transitioning from traditional land lines





Operating Program Change



Net Base Change = \$107,700



Operating Projects 2026



Complete Communities

- No projects



Strategic Economic Diversification

- No projects



Respected Environment & Agriculture

- No projects



Responsible Leadership

- No projects



Capital Projects 2026



Complete Communities

- No projects



Strategic Economic Diversification

- No projects



Respected Environment & Agriculture

- No projects



Responsible Leadership

- No projects

Questions?

