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P U B L I C A F F A I R S B U R E A U
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◆ *Overview*

Highlights

The mission of the Public Affairs Bureau is to help the government in its ongoing dialogue with Albertans by providing quality, coordinated and cost-effective communications services.

The Public Affairs Bureau's spending for 2001-2002 was \$10,102,000, within its authorized budget of \$10,251,000. Bureau revenues totaled \$2,796,000 - \$296,000 over the target of \$2,500,000.

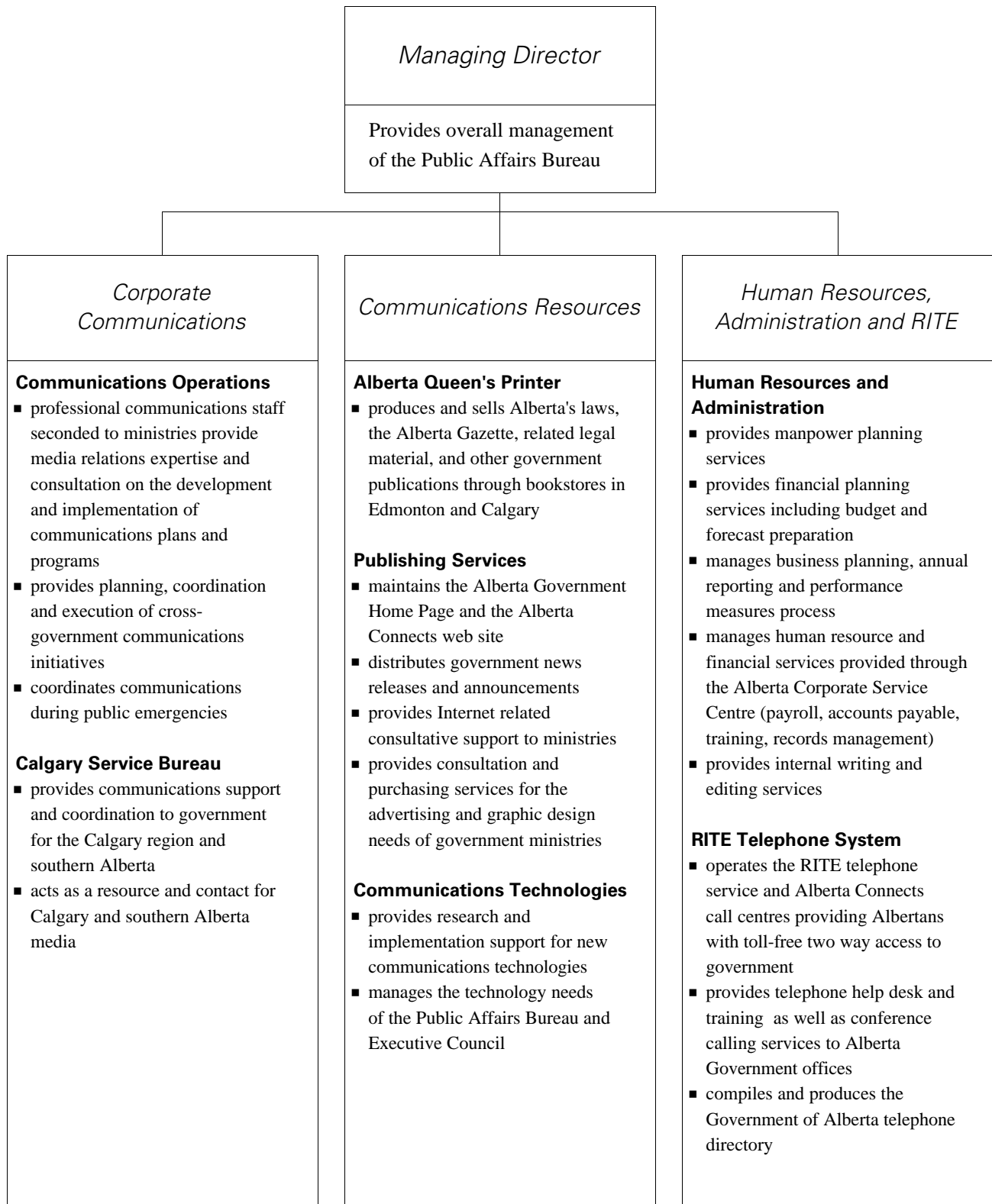
Performance measures related to Goals 1 and 2 were modified this year to better focus on Albertans' communications needs and priorities. The new benchmark for both measures is 63%.

Survey results related to client satisfaction with Bureau services, as well as public satisfaction with the RITE telephone system and the Queen's Printer Bookstore remain on track, with levels ranging from 93% to 99%.

Some of the Bureau's key accomplishments for the 2001-2002 fiscal year include:

- Expanding the use of the Internet as a two-way communications tool through Alberta Connects.
- Working in partnership with government ministries, other levels of government and community and industry organizations to communicate key events and initiatives.
- Providing comprehensive communications support to cross-government initiatives, programs and services.
- Providing strategic communications support to key government actions.
- Improving access to government information for Albertans, through actions such as the redesign of web sites and increased volume on Alberta Connects.
- Completion of the revision and conversion of the Revised Statutes of Alberta (RSA 2000).

◆ Organization Chart



Operational Overview

The three core businesses of the Public Affairs Bureau are to:

1. **Help government ministries communicate with Albertans:** supply professionals to ministries to develop and implement communications programs; provide communications planning and consulting to government; coordinate communications for priority initiatives and during public emergencies; provide specialized writing and editing services; help ministries purchase advertising and graphic design services.
2. **Provide Albertans with two-way access to government:** manage the RITE telephone system; manage the Alberta Government Home Page and Alberta Connects; distribute government news releases; provide technical support for major government news conferences and announcements.
3. **Publish and sell Alberta's laws and other materials:** operate Queen's Printer Bookstores in Edmonton and Calgary.

Our clients are:

- Albertans receiving information from government;
- Queen's Printer Bookstore customers;
- RITE telephone system users; and
- ministry clients using central Bureau and branch services.

Feedback from Bureau staff collected for the *Government of Alberta Core Human Resource Measures Project - 2002 Survey of Employees* shows that:

- 90 per cent of Bureau employees are satisfied in their work as a Government of Alberta employee;
- 99 per cent of Bureau employees understand how their work contributes to the department business plan; and
- 95 per cent feel that the Bureau values the work that they do.

2001-2002 Key Activities

The Public Affairs Bureau second staff to communications branches across government where they provide a full range of communications services, including media relations, writing and editing services, communications planning, and special events coordination. The following are examples of the wide range of projects and initiatives done by our staff:

G O A L 1

Increase Communications with Albertans in the Areas They Identify as Top Priorities

Albertans In The Workplace

Created a handbook, *X-Treme Safety, a Survival Guide for Rookies in the Workplace*, to educate young people about safe practices and workplace rights; created an information campaign to promote the value of labour market information to assist Albertans in times of change.

Wildfires

Developed a *FireSmart* campaign to increase awareness so that communities and individuals share the information and tools they need to protect their home from wildfire, and reduce the risk of wildfire losses; ensured Albertans were kept well informed of wildfire situations and forest closures throughout the fire season.

Transportation

Communicated a wide variety of issues to Albertans, including traffic safety and impaired driving, programs for persons with disabilities, and highway construction.

Keeping Consumers Informed

Issued consumer alerts to caution Albertans about unscrupulous businesses and contractors and provided consumer tips for handling sales contracts; provided support for a public consultation to govern the operation of travel clubs; coordinated communications on a new regulation that establishes stronger ground rules for Internet sellers when dealing with Albertans.

September 11, 2001

Provided communications support immediately following the September 11 terrorist attacks in the U.S. and for the Ministerial Task Force on Security; informed all Alberta municipalities electronically of the attack; participated in the communications coordination of the Alberta Emergency Preparedness Partnership, Business Resumption Planning across government and crisis management planning; issued consumer tips on charitable giving for the victims of the terrorist attacks.

Agriculture

Informed Albertans about the threat of Foot and Mouth Disease and helped educate the public about measures they could take to keep the disease out of Canada; informed Albertans about drought, water supply shortages and their effect on agriculture; developed communications strategies to launch a new Alberta Ag Information Centre that gives producers agriculture information and to communicate legislative changes to confined feeding operations.

Alberta on the World Stage

Provided communications support for missions to: eastern Canada, Washington, New York, Los Angeles, Team Canada-West Mission to Texas and California, Asia, Russia and Germany; provided communications support for the 2002 G8 Summit; produced numerous written and multi-media investment and business attraction materials in multiple languages for use by Alberta Economic Development and other government staff to attract international investment to the province.

Education

Provided information to Albertans to keep them informed on issues relating to the teachers' contract negotiations; coordinated a series of major school funding announcements under the *New Century Schools Plan*.

Seniors

Developed and implemented a communications strategy for celebrating the one millionth call to the seniors information line; assisted in developing a CD-Rom that provides detailed information on the Alberta Seniors Benefit Program; developed media advisories and provided media relations support for the Seniors Advisory Council for Alberta's fall tour of seniors' facilities in northern Alberta.

Children's Initiatives

Launched the first-ever transit advertising campaign for the Alberta Child Health Benefit program, which provides free prescription, dental, and optical coverage to children in low-income families; developed a poster and television campaign to raise awareness of Fetal Alcohol Syndrome; developed brochures to raise awareness of issues surrounding child prostitution; implemented communication strategies and developed a web site related to a province-wide consultation on the Child Welfare Act; provided communication and graphic materials support for the Great Kids Awards; assisted with a children's contest inviting youth to create a piece of artwork or write an essay related to their hopes for Alberta's future; provided media relations and graphic art displays for Children's Forum.

Aboriginal Affairs

Planned and executed the Siksika Protocol Signing Ceremony historic event; planned and assisted with the Royal Visit of Princess Sirindhorn of Thailand and the Northern Forum General Assembly that attracted leaders of 23 northern regions from around the world.

Government Committees

Provided strategic communications advice and support for the Education Property Tax Review Committee; provided support on publications for the Policing Review Committee; developed and launched strategies to improve Albertans' access to information about the justice system, including development of teacher resource materials.

Environment

Developed a brochure, *Making Sure It's Safe*, to respond to drinking water quality concerns; provided communication support to the ministry to help ensure Alberta's position on the issue of climate change was represented in national negotiations; co-hosted a three day Youth Eco Forum for an international delegation to learn and exchange information about common environmental issues concerning waste, energy and protected areas; implemented a two-way approach to gather Albertans views on long-term recommendations for the Bighorn area of the province, collecting feedback online; supported public consultation surrounding the province's water strategy.

Health Care

Coordinated communications for a province-wide meningitis immunization campaign; provided 17 regional health authorities with immunization campaign materials; developed communications strategies to ensure awareness of Regional Health Authority elections; developed a communications package preceding and following the release of the Premier's Advisory Council on Health report; coordinated a provincial meningitis hotline which received 2,400 calls between April 2001 and January 2002.

Future Summit

Offered strategic development and planning counsel to the Future Summit including support to regional forums, communications materials and regular updates to all stakeholders.

Fiscal Announcements

Developed a communications plan and roll-out strategy to communicate details of Budget 2001 to Albertans; assisted in organizing a public information awareness event to inform Albertans of the Alberta Heritage Savings Trust Fund; provided information packages for Heritage Fund quarterly reports and annual report.

G O A L 2

Make Government Information More Accessible to Albertans

Drug Benefit Supplement List

In cooperation with other government departments, published an online drug list making it easier for pharmacists, doctors, and clients to receive information on prescription drug coverage.

Low-Income Review Program

Used online surveys, printed discussion guides, and telephone inquiry lines to solicit feedback for the Low-Income Programs; coordinated a series of tele-conference calls with rural media to expand Albertans' awareness of the issues being addressed by the MLA Committee to Review Low-Income Programs.

Workers' Compensation Board

Developed and implemented a communications plan for government's response to recommendations in two reports on the workers' compensation system; developed and implemented a communications plan to involve employers, employees, labour organizations, injured workers and interested third parties in a continuing dialogue on changes to the workers' compensation system.

Alberta Connects

Responded to more than 14,000 e-mail requests for information through Alberta Connects; provided call centre support to departments for over 60,000 calls on a number of initiatives including energy rebates, farm drought assistance, meningitis immunization programs, Low-Income Review and the Future Summit.

ACN Daily News Release Index by E-mail

Changed to electronic distribution, allowing users to subscribe to the daily news release index by e-mail and have it delivered to their desktop at noon each day. The total number of releases in 2001-02 was 1,641.

Community Services

Provided communications services to various community initiatives including: *Barrier Free Transportation – Breaking Down the Barriers Newsletter*; *Little Bow Newsletter*, a semi-annual newsletter informing residents, municipalities and other stakeholders of the progress of the Little Bow water management construction project; Alberta Urban Municipalities Association and Alberta Association of Municipal Districts and Counties conferences; and *Walk the Talk Program*, a traffic safety program for students.

RITE Telephone System

RITE agents handled more than 1.3 million operator-assisted calls to the province-wide toll free 310-0000 government information and referral line; another 5.2 million callers used the direct dial option to complete their calls. Work also continued on improving the online government telephone directory.

Government Website

Developed the site to make it easier to use, encourage public feedback, and to make it a strategic tool when dealing with issues; included over 150 Albertans in focus groups and one-on-one user testing for PAB-created web sites; participated on the government-wide committee to develop and implement cross-government web standards that will give all government web sites a standard look and feel and make it easier for the public to find basic information like telephone numbers and privacy statements.

Alberta One-Window (*Service Alberta*)

Completed a four-month user research project for the cross ministry One-Window initiative to make sure services are convenient and easy to use for Albertans.

Key Announcements

Provided communications support for the Premier's Address, including production, advertising, website design and publication support; designed, printed and distributed the Throne Speech and posted related information on the web.

Online Services

Developed and implemented a detailed communications strategy for the Online Recruitment Service reaching both external and internal audiences; coordinated communications plan for a new online service that permits Albertans to renew their Class-3 passenger vehicle registration electronically; coordinated a provincial meningitis hotline which received 2,400 calls between April 2001 and January 2002.

Videos

Produced and distributed *Destination Alberta, Spirit, Innovation and Opportunities, IAAF World Championships in Athletics, and Alberta House*, videos promoting Alberta; produced and distributed *Alberta Advantage* video and launched the *Alberta Advantage* brand with use guidelines.

Lotteries and Gaming

Improved the Gaming website by adding a section under the Alberta Lottery Fund Information site that provides a comprehensive list of all Alberta Lottery Fund recipients.

Premier's Advisory Council on Health Report

Print and web advertising of the availability of the Report online led to more than 140,000 downloads of the document.

G O A L 3

Improve the Efficiency and Coordination of Communications Across Government

National Child Benefit

Worked with the Canada Customs and Revenue Agency and Alberta Children's Services to mail information about Alberta's supports for low-income families to 248,000 households; participated in developing a website about federal-provincial-territorial initiatives to reduce the depth of child poverty and promote parents' continued employment.

Infrastructure Canada-Alberta Program

Coordinated communications for the Federal-Provincial-Municipal Infrastructure Funding Program.

Strategic Highway Infrastructure Program

Coordinated communication for the Federal-Provincial Highway Funding Program.

Special Places

Developed a communications strategy to inform Albertans regarding the preservation of our natural heritage and the sustainable management of our forests.

Ministry Web Sites

Worked with ministries and provided consultation as they redesigned Internet sites to provide customized access, improved navigation features and streamlined access.

Queen's Printer Bookstore

Relocated the Edmonton storefront operations closer to government centre and downtown customers.

Print and Graphic Design Services

Provided design, production, coordination and delivery for such projects as Energy Deregulation, Health Reform, Premier's Address, Alberta One-Window, Future Summit, Throne Speech and Security in Alberta; continued to provide maintenance and development of the Government of Alberta visual identity program.

G O A L 4

Deliver Products and Services that Allow Us to Meet or Exceed Revenue Projections and Customer Needs

RSA 2000

The Revised Statutes of Alberta (RSA 2000) were completed on schedule, coming into force on January 1, 2002. The last revision was done in 1980. The RSA 2000 was published in several formats including the official RSA 2000 Bound Volumes and on the Queen's Printer Internet web site.

Revenue

The Queen's Printer Revenue for 2001-2002 is \$ 2.795 million which exceeded the target of \$2.5 million.

On-line Shopping

The Queen's Printer 24 hour on-line bookstore service (electronic commerce) to customers increased the total number of monthly users from 188 (2000-01) to 245 (2001-02). Revenues doubled from \$42, 450 (2000-01) to \$82,450 (2001-02). The electronic catalogue and subscription service for the Queen's Printer Bookstore products was redesigned and implemented.

◆ *Financial Results*

| | <u>2001-02</u> <u>Budget</u> (\$000) | <u>2001-02</u> <u>Actual</u> (\$000) | <u>Variance</u> (\$000) |
|-----------------------------|--|--|----------------------------|
| Expense | | | |
| Program | | | |
| Administrative Services | 941 | 1,075 | (134) |
| Communications Services | 5,036 | 4,793 | 243 |
| Communications Technologies | 602 | 598 | 4 |
| Queen's Printer Bookstores | 2,332 | 2,369 | (37) |
| Publishing Services | 589 | 566 | 23 |
| RITE System | 751 | 701 | 50 |
| | <u>10,251</u> | <u>10,102</u> | <u>149</u> |
| Revenue | | | |
| Program | | | |
| Queen's Printer Bookstores | (2,500) | (2,795) | 295 |
| | <u>(2,500)</u> | <u>(2,795)</u> | <u>295</u> |
| Net Spending | <u><u>7,751</u></u> | <u><u>7,307</u></u> | <u><u>444</u></u> |

◆ Performance Measures

Overview



Changes to Goal 1 and 2

Work was done this year to refine survey questions related to public satisfaction with government information. The purpose of the changes was to better differentiate between public communications about government activities in priority areas (Goal 1) and information Albertans actively seek out to learn about the programs and services that directly affect them (Goal 2).

Goal one measure highlights:

- When asked to rate overall satisfaction with priority communications, as well as specific elements such as usefulness, timeliness, clarity, accuracy and access, respondents showed an averaged satisfaction rating of 63%. This is the first year that more detailed questions were asked about priority communications.

Goal two measure highlights:

- Respondents were asked to rate their overall satisfaction with government information about the programs and services that directly affect them, as well as their ability to access the government information they need, when they need it. The 2001-02 results show an averaged satisfaction level of 63%.

Other Goals and Measures

There were no significant changes to the survey process and questions for all other measures. The results continue to show high satisfaction ratings among the public and government clients.

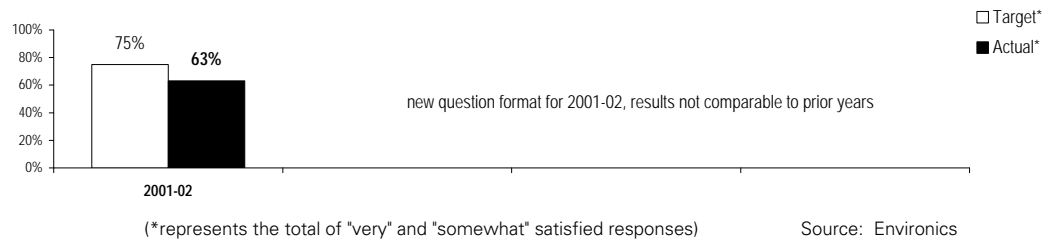
Highlights:

- Increased public satisfaction with the RITE system and Bookstore products and services, rising to 97% from 96% in 2000-01.
- 99% averaged Queen's Printer Bookstore customer satisfaction with available products, up from 97% last year.
- Continued strong satisfaction ratings from government clients, holding at last year's average of 93%.

Results

Public Satisfaction with Government Communications in Priority Areas

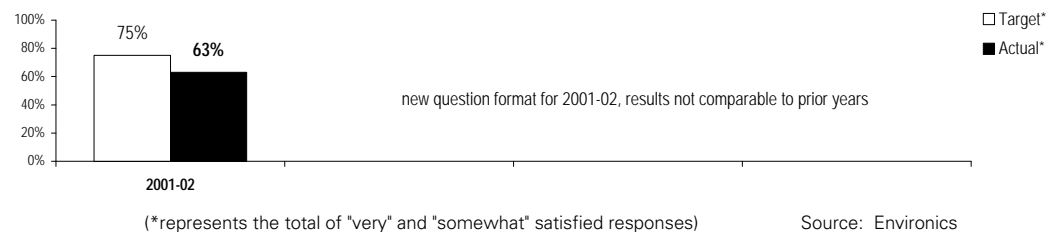
This measure is related to the goal of increasing communications with Albertans in the areas they identify as top priorities. It rates Albertans' satisfaction with information they receive about provincial government activities in priority areas. Survey questions were modified this year to allow respondents to define the priority rather than choosing from a predetermined list, in order to make the question more inclusive and relevant for all respondents. Therefore, prior year results have not been included.



2001-02 results reflect telephone interviews with 1,003 adult Albertans conducted from May 30 to June 4, 2002. Respondents were randomly selected from across the province. A sample of this size within the given population produces results which are reliable to within plus or minus 3.1% 19 times in 20. Respondents were asked to chose from very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. No response replies are not included in the calculation of results.

Public Satisfaction with Government Information

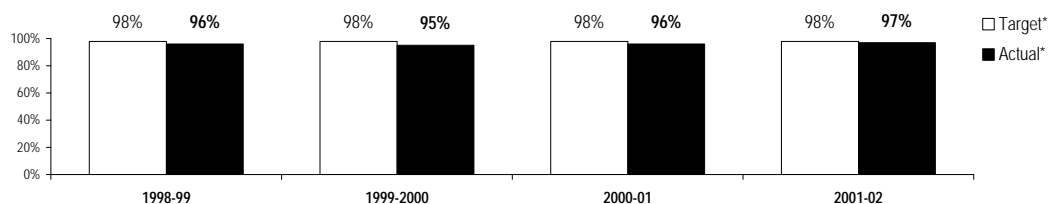
This measure is related to the Bureau's goal of making government information more accessible. Survey questions were modified this year to better measure satisfaction with access to information about government programs and services that directly affect the respondent and his/her family. Therefore, prior year's results have not been included. It rates Albertans' overall satisfaction with the information, as well as their ability to access the government information they need, when they need it.



2001-02 results reflect telephone interviews with 1,003 adult Albertans conducted from May 30 to June 4, 2002. Respondents were randomly selected from across the province. A sample of this size within the given population produces results which are reliable to within plus or minus 3.1% 19 times in 20. Respondents were asked to chose from very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied. No response replies are not included in the calculation of results.

Public Satisfaction with RITE and Queen's Printer Bookstore

This measure relates to the goal of making government information more accessible. It rates the satisfaction levels of Albertans using the RITE telephone system to access government and obtain information. It also measures how satisfied customers are with the services provided by the Queen's Printer Bookstore.



(*represents the total of "very" and "generally" satisfied responses)

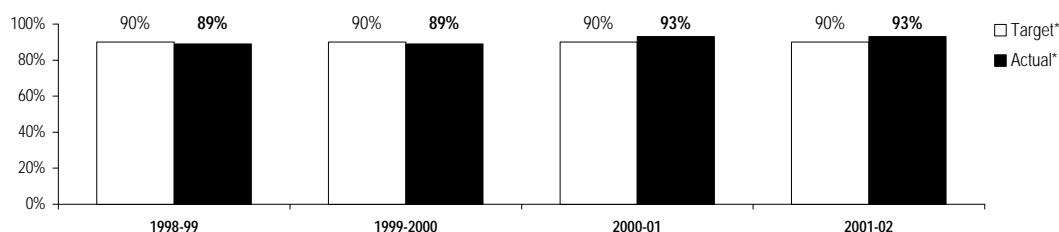
Queen's Printer Bookstore results were obtained through surveys mailed to a selection of customers who had purchased products from the Bookstore in 2001-02 or approximately one in every 20 customers. Respondents were also provided with a web address and given the option of completing an online version of the survey. Of the 971 surveys sent, 202 were returned by mail and nine were completed online. The survey took place in April and May, 2002

RITE results reflect the responses of 318 system users during telephone interviews conducted between April 29 and May 15, 2002. Those surveyed were selected from a total respondent list of 659 names which was compiled in April and May when RITE users were asked if they would participate in a satisfaction survey.

The surveys were compiled internally by the Bureau. The figures shown reflect the averaged results of multiple questions. Results have also been averaged to give both groups' responses equal weight. Respondents were asked to choose from very satisfied, generally satisfied, not very satisfied or not at all satisfied. "Doesn't Apply" and no response replies are not included in the calculation of results.

Government Client Satisfaction

This measure is related to the goal of improving the coordination and efficiency of communications across government. It rates government client satisfaction levels with the communications services provided by the Bureau.



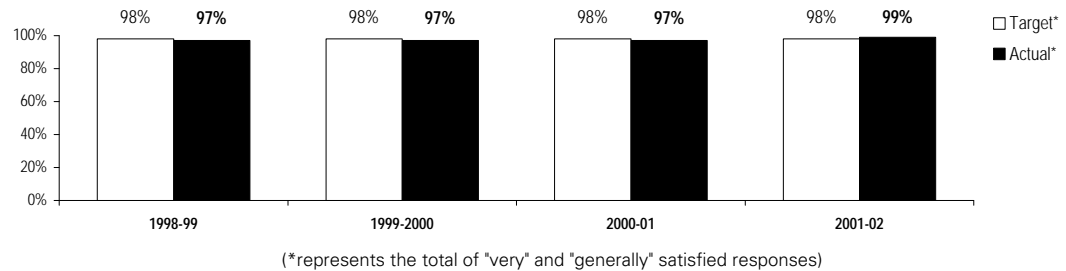
(*represents the total of "very" and "generally" satisfied responses)

Communications Directors provided lists of 670 departmental clients. Clients were contacted via e-mail and provided with a link to a web address that allowed them to complete and submit their surveys online. The survey was conducted in April 2002. Responses were received from 395 clients.

The surveys were compiled internally by the Bureau. The figures shown reflect the averaged results of multiple questions. Respondents were asked to choose from very satisfied, generally satisfied, not very satisfied or not at all satisfied. "Doesn't Apply" and no response replies are not included in the calculation of results.

Customer Satisfaction with Products

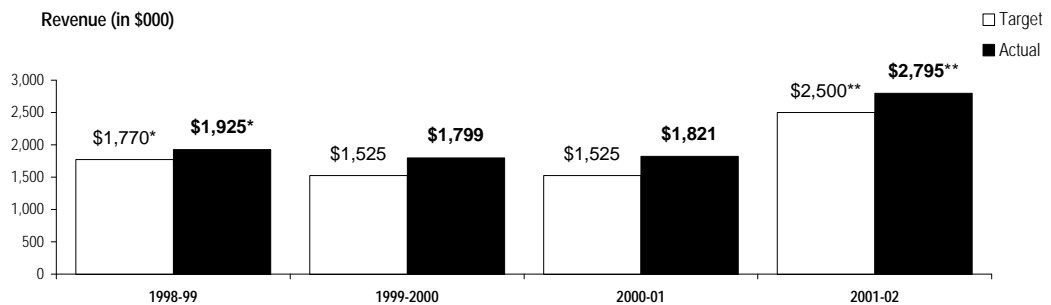
This measure is related to the goal of delivering products and services that allow us to meet or exceed revenue projections and customer needs. It rates the satisfaction levels of Queen's Printer Bookstore customers with the products available.



The results shown reflect the averaged responses to two specific questions regarding the range of products available and the variety of format options included on the survey of Queen's Printer Bookstore customers (see "Public Satisfaction with RITE and Queen's Printer Bookstore" for methodology).

Maintaining Revenue

This measure is related to the Bureau's goal of delivering products and services that allow us to meet or exceed revenue projections and customer needs. It compares authorized revenue projections with the results actually achieved.



The Public Affairs Bureau generates revenue through the sale of legislation, government publications and other materials from the Queen's Printer Bookstores in Edmonton and Calgary.

Actual revenue results are taken from the audited financial statements of Executive Council.

*Increases in both the revenue target and actuals for 1998-99 are related to sales of the updated *Rules of Court*. A small amount of revenue was also realized in 1998-99 through chargebacks to some government entities for communications services provided by the Government Communications Group. These chargebacks were discontinued in 1999-2000.

**Increases for 2001-02 are related to sales of the *Revised Statutes of Alberta* (RSA2000).