



116C
Plain Language

Prepared By: Office of the CAO

Council Approval Date: January 13, 2020

Effective Date: Immediately

Council Resolution No.: 20-12

POLICY STATEMENT

The Town of Olds will use Plain Language whenever possible when communicating while recognizing our legislated obligations.

PURPOSE

This policy is intended to encourage a culture of plain language communication, and to ensure that there is a high degree of understanding and acceptance of information among internal and external stakeholders. All communications prepared by the Town of Olds in all departments should adhere to the standards in this policy.

SCOPE

This policy applies to all Town of Olds Staff and Elected Officials.

RESPONSIBILITIES

The Chief Administrative Officer (or designate) is responsible to administer this policy within the standards established.

STANDARDS

1. All Town of Olds representatives, officials, and communications personnel should use the following standards when drafting communication products:
 - Use clear, concise and understandable language
 - Use short sentences
 - Use bullet lists wherever possible and appropriate
 - Use descriptive headers and sub headers
 - Avoid relying on glossaries and defined terms
 - Avoid using language or text that is:
 - Too long
 - Too wordy or difficult to understand
 - Repetitive
 - Poorly organized
 - Bureaucratic, legalistic or overly complex

2. There are many types of communications produced by the Town of Olds that are in a standard format mandated by the Municipal Government Act. In some instances, the communications disseminated in accordance with this act do not adhere to plain language guidelines and may be difficult to read or understand. The Town of Olds communications should strive to serve as an interpreter for mandated communications.