

Document 3 – 2023 City-wide service delivery in both official languages

In 2023, the City worked to continually demonstrate its commitment to providing quality municipal services to staff and residents in French and English. To do so, FLS worked in close partnership with all City departments to ensure that residents and staff may receive service in the official language of their choice.

Further to the French-language service highlights outlined in the Discussion section of the report, additional service highlights and initiatives are provided below, illustrating the City's proactive work in incorporating the requirements of the Bilingualism Policy in its service delivery model and in being responsive to the evolving needs of the Francophone Community as well as staff.

Bilingual service delivery overview

- The City's official social media channels are presented in both official languages; this also includes service alerts on all channels (Twitter, web posts, emails, and SMS).
- All public staff presentations, City-wide print materials, and online communications are available in both official languages.
- All media releases and advisories are provided in both official languages.
- All generic voice mailbox greetings and email signatures are provided in both official languages.
- All public facing Client Service Centres and call centres offer services in both official languages.
- Regular community outreach and stakeholder engagement activities are held in both official languages.
- Committee report recommendations and executive summaries are always available in both official languages.
- Information about the City's Budget, including the annual Budget documents, Draft Budget tool, and Budget magazine are consistently available in both English and French.

2023 Bilingual service delivery by the numbers

- More than 772 corporate communications for staff were produced in both official

languages, including:

- 406 'Au courant'/'In the Loop articles"
 - Two emails from Employee Communications
 - 162 Management Bulletin articles
 - 32 network emails from the City Manager
 - 92 City Manager Connection posts
 - 20 joint network emails from the City Manager, Mayor and occasionally from City Councillors and General Managers
 - Eight network emails from the City's Senior Leadership Team or Directors
 - Two network emails from other elected officials to promote City programs or news
- All communications on the Stage 2 LRT project, such as social media posts, presentations, and e-newsletters, were released in French and English. This included:
 - 600 newsletters to 9,079 subscribers
 - 150 weekly construction lookaheads
 - 23 bi-weekly construction updates
 - 12 videos
 - Solid Waste Services issued 52 weekly collection reminders and 14 service alerts to more than 370,000 recipients via email, app notification or phone call in the official language of the recipient's choice.
 - Over 340,000 waste collection calendars were printed, in addition to the online version. All the operational and educational information is provided in both languages.
 - 774 inquiries were received and responded to in French from internal and external clients to the HR Service Centre.
 - 1,427 job opportunities were posted in both official languages on all relevant platforms.

- 1,235 inquiries were received and responded to in French from internal clients to the Information Technology Service Centre.
- 63 French online engagement activities were posted on the “Participons Ottawa” platform.
- Revenue Services handled over 230,000 calls, emails, and in-person interactions with residents, offering services in both official languages.
- 652 inquiries were received in French to the Payroll, Pensions and Benefits Service Centre between January and October 2023, representing 1.65 per cent of all calls received. This marked an increase from the 1.15 per cent of calls received in French in 2022.
- Public Information and Media Relations (PIMR) released a number of communications in English and French, including:
 - 173 public service announcements
 - 24 news releases
 - 94 feature stories
 - 28 media advisories
 - 107 Council and Committee updates
 - 2,547 social media posts across various social media platforms including X/Twitter, Facebook, Instagram, and LinkedIn
- PIMR moderated 115 media availabilities in French and English and responded to 386 media inquiries from French media outlets.
- The City’s public engagement website, Engage Ottawa, hosted 90 projects in 2023 in both official languages. 28,423 participants engaged in the projects, with 2,947 of those participants self-identifying as Francophone.

New and innovative initiatives enhancing services provided in French to City staff and residents

- The Recreation, Cultural and Facility Services (RCFS) Department’s Nepean Museum incorporated dedicated French-language storytelling sessions into two family programs. RCFS’ Billings Estate National Historic Site incorporated dedicated French-language demonstrations into two family programs.

- OC Transpo launched the Transit Mobile app, a free-to-download mobile app available on iOS and Android devices designed to help customers navigate public transit. Customers can download the Transit app for free, for iOS or Android, in English or French from the App Store or Google Play.
- OC Transpo was among the first transit agencies in Canada to launch a credit card and mobile wallet open payment system, “O-Payment.” At all O-Train stations and on all buses, the O-Payment system allows customers to pay per ride using VISA, Mastercard, and mobile wallet. The system is bilingual, and the associated Tap & Ride campaign saw all campaign slogans, themes and materials developed with dedicated French iterations reviewed in collaboration with FLS. The campaign also targeted Francophone audiences with online advertisements through Radio Canada, and with dedicated French-language out-of-home advertising.
- The Integrated Neighbourhood Services Team (INST) maintains a Neighbourhood Ambassador Program (NAP) in partnership with Ottawa Public Health and Boys & Girls Club of Ottawa. The program focuses on youth outreach in priority communities and works on identifying needs regarding mental wellness, youth leadership and engagement, and employment. The NAP teams are on-the-ground in common spaces including parks, basketball courts and community centres, and engage the community in a variety of languages including French.
- Children’s Services is following the Province’s directed growth approach to expand licensed child care spaces in Ottawa under the new Canada-wide Early Learning and Child Care system. As a result, community-based spaces in Ottawa will be increasing by 125 new dedicated Francophone spaces from 2023 to 2026.
- Revenue Services launched a telephone queue for inquiries related to automated speed enforcement and red-light camera tickets. This service is available in English and French.
- Ottawa Public Health (OPH) created an internal conversation thread where Francophone and Francophile staff are able to share and exchange ideas on ways to better serve the French community.
- OPH consistently added web pages on COVID-19, Flu and RSV, among other topics, to provide the latest information on the local public health situation.

Web pages include reports and data, infographics, factsheets, FAQs, downloadable handouts, forms and checklists, videos and other resources, all of which are available in both official languages and some that are available in multiple languages.

- Information Management deployed new recordkeeping software (R365). This system has a bilingual interface allowing staff to work in the official language of their choice.
- In an effort to enhance staff's awareness of their *Municipal Freedom of Information and Protection of Privacy Act* (MFIPPA) obligations, the Access to Information and Privacy (ATIP) Office developed resources such as an ATIP Guidance document, a process for capturing records from city-issued devices, and Privacy Policy training in both official languages enabling staff to learn in the official language of their choice.

Public awareness, outreach, and collaboration

The City regularly collaborated with residents and kept them informed through media, public awareness campaigns, outreach, and consultations. Here are a few examples of how the City ensured engagement and visibility with its residents and partners using a Francophone inclusion lens:

- In 2023, RCFS facilitated the annual Doors Open Ottawa, a free event where residents and guests will have the opportunity to explore Ottawa's finest buildings. This year, RCFS offered virtual and/or in-person tours at prominent French facilities including:
 - Le Collège universitaire dominicain (Dominican University College)
 - Ambassade d'Algérie (Embassy of Algeria)
 - Muséoparc Vanier (Vanier Muséoparc)
 - Ambassade de France au Canada (French Embassy in Canada)
- RCFS attended bilingual outreach events and French specific career fairs including:
 - École secondaire catholique Paul-Desmarais – Winter 2023 career fair for high school youth students in Stittsville seeking employment opportunities in French

- La Cité Student Career Fair – March 2023 career fair for 5,000 students, graduates, and the community
- RCFS Cultural Funding Unit supported local arts, heritage, and festival organizations, as well as local professional artists and heritage professionals through 17 funding and awards programs. In 2023, the City made 40 allocations to Francophone applicants, investing over \$2.08 million through cultural funding programs. This does not include all the organizations and individuals who may have applied in English, but are Francophone, and/or offer French or bilingual programming. The Unit also coordinated the Prix du livre d'Ottawa 2023, celebrating local Francophone authors. The award for French fiction was presented to Nancy Vickers for her novel Carpharnaüm and the award in the French non-fiction category went to Maurice Henrie for La tête haute. Both winners were awarded a prize of \$7,500. Four additional books were shortlisted in each category and finalists each received \$1,000.
- OC Transpo launched The Next Stop Blog, a new destination for bilingual OC Transpo stories and explainers, including behind-the-scenes looks at operations, spotlights on members of the OC Transpo team who play a role in getting residents to their destination. The Next Stop Blog also provides insight on how OC Transpo is working to improve public transit in Ottawa.
- The Gender and Race Equity, Inclusion, Indigenous Relations and Social Development Service celebrated notable achievements in regard to the City's Anti-Racism Strategy, particularly in the realm of promoting social inclusivity and combating racism. Socialization events under the Anti-Racism Strategy were organized bilingually, conducted in both French and English, by community-based organizations representing both Anglophone and Francophone communities. A commitment to linguistic equality was further demonstrated through the provision of event registration and evaluation forms in both French and English, ensuring accessibility and engagement for speakers of both languages.
- The Infrastructure and Water Services Department (IWSD) participated in Doors Open Ottawa and opened the Britannia Water Purification Plant to the public on June 3, 2023. Over 1,000 members of the community attended the tour and were demonstrated the plant's intake, screening, filtration, and pumping technology. All tours and educational materials were provided in both official languages.

- IWSD participated in the first Big Wheels Expo, held at the Ottawa Baseball Stadium. IWSD staff showcased the City's heavy equipment, other specialized vehicles and promoted the services IWSD provides to the community, including the bilingual promotion of Ottawa's tap water, educational materials on hydrant water fountains and access to public water fountains. All services and presentations were offered in English and French.
- Ottawa Fire Services adapted a number of communications initiatives to the Francophone population, including:
 - Roll up banners with QR codes that direct residents to social media French language posts.
 - Bilingual Ottawa Fire Services Mission Vision Values posters in public spaces.
- The Emergency and Protective Services Department developed Public Safety Service campaign slogans in both official languages, including:
 - The Great Shakeout/La Grande Secousse (October 2023)
 - Are You Ready/Êtes-vous prêt pamphlet distribution (pamphlets distributed to Councillor's offices, community associations and other venues)
- The Corporate Accessibility Office partnered with the Canadian Accessibility Network and Institute of Public Administration of Canada – National Capital Region to deliver the City's 20th annual AccessAbility Day. The event featured a Canada-wide discussion on accessibility policy at all levels of government. Additionally, the Corporate Accessibility Office hosted an event in celebration of the United Nation's International Day of Persons with Disabilities ahead of the recognized day in December. At both of these events, staff ensured that simultaneous interpretation, sign language interpretation, French and English closed captioning and all event communications were made available in both official languages so individuals could participate accessibly in the language of their choosing.
- The Archives branch in the Office of the City Clerk launched two exhibits as part of the Tapestry project, an initiative to preserve the cultural memory and history of Ottawa's communities and to reflect the rich tapestry that makes up our city. Franco-Ontarian culture was weaved into the fabric of the Ottawa

Rocks! - Reunion Tour tapestry exhibit. Furthermore, for both the Ottawa's Chinese-Canadian Community and Ottawa Rocks! - Reunion Tour tapestry exhibits, promotional outreach and all communications were available in both official languages. These measures ensured the project was accessible and inclusive.