

Document 2 – 2024 City-wide service delivery in both official languages

In 2024, 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
- ServiceOttawa received 38,498 inquiries in French from external clients to the 3-1-1 Call Centre in 2024. This represents 6.93 % per cent of calls received during 2024. All 3-1-1 Call Centre staff are bilingual and available to respond to inquiries in both official languages in the order that they are received.
- The City's official social media channels are presented in both official languages; this also includes service alerts on all channels (X/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 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.

- Simultaneous French translation and/or Langue des signes québécoise (LSQ) have been provided during events led and hosted by the Accessibility Office, including AccessAbility Day and International Day of Persons with Disabilities.
- A new process has been developed to provide additional oversight and tracking for all City signage to be bilingual.

2024 Bilingual service delivery by the numbers

- More than 714 corporate communications for staff were produced in both official languages, including:
 - 449 “Au courant”/“In the Loop articles”
 - Three emails from Employee Communications
 - 172 Management Bulletin articles
 - 26 network emails from the City Manager
 - 34 City Manager Connection posts
- Public Information and Media Relations (PIMR) released a number of communications in English and French, including:
 - 216 public service announcements
 - 21 news releases
 - 119 feature stories
 - 32 media advisories
 - 102 Council and Committee updates
 - 4,733 social media posts across various social media platforms including X/Twitter, Facebook, Instagram, and LinkedIn
- PIMR moderated 197 media availabilities in French and English and responded to 269 media inquiries from French media outlets.
- Ottawa Public Health (OPH) responded to 98 media inquiries from French media outlets.
- The Nightlife Commissioner responded to 11 media inquiries from French media

outlets.

- The City's public engagement website hosted 83 projects in 2024 in both official languages. Of 32,546 participants who engaged with the City, 2,541 self-identified as being Francophone on the Engage Ottawa English platform and a further 1,311 users registered in the French-language public engagement platform, Participons Ottawa.
- 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:
 - 312 newsletters to 10,609 subscribers
 - 150 weekly construction lookaheads
 - 21 bi-weekly construction updates
 - 10 videos
- 97 French-language designated spaces were successfully allocated to service providers from the 2023 Request for Expression of Interest (REOI), further enhancing access to essential community and social services for the Francophone community.
- Recreation Cultural and Facility Services Department (RCFS) has observed an improved registration uptake for programming in French, with 3,079 registered Recreation & Cultural programs offered in French throughout 2024 and a total of 15,268 individuals enrolled. In comparison, RCFS ran 2,448 registered Recreation & Cultural programs in French throughout 2023, with a total of 12,339 individuals enrolled.
- 34 youth aged 14 and up graduated from the French Advanced Leadership Programs offered by the City, which focus on pre-employment skills, recreation work experience and certifications in child development, first aid, CPR, and defibrillator use.
- 17 funding and awards programs were granted by RCFS Cultural Funding Unit to supported local arts, heritage and festival organizations, as well as local professional artists and heritage professionals. In 2024, the City made 58 allocations to francophone applicants, investing over \$2.18 million through cultural funding programs. The Unit also coordinated the Prix du livre d'Ottawa

2024, celebrating local francophone authors. The award for French fiction was presented to Sébastien Pierroz for his novel *Deux heures avant la fin de l'été*. Two additional books were shortlisted in this category.

- Community Arts and Social Engagement within the Cultural and Heritage Programs Unit partnered with one francophone community through the Arts Animation program and offered five bilingual programs through I Love to Dance.
- 11 French-language songs are featured in the Music on Hold and City Sounds playlists.
- 76 self-identified francophone artists were engaged by Young at Art.
- The Transit Services recruitment team offers candidates the option for their preferred language (French or English) during all stages of the recruitment process for all positions.

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

- Community and Social Services launched and delivered a Mental Health First Aid training in French to staff. Participants received their certification from the Mental Health Commission of Canada following a comprehensive 2-day course, which provided valuable training in mental health support, ensuring francophone residents have access to essential resources in their preferred language.
- Community Safety, Well-Being, Policy & Analytics Services proudly launched ANCHOR, an innovative alternative response to mental health and substance use crises, being piloted for three years in Centretown. The service is available in both official languages and offers multi-lingual translation to support individuals who do not speak English or French. To ensure broad accessibility, all promotional materials for the service are also available in both English and French, reinforcing our commitment to serving the diverse needs of our community.
- The Integrated Neighbourhood Services Team, in collaboration with the Ottawa Paramedic Service and World Skills successfully launched the Ottawa Paramedic Service Instructor Training School program, a powerful initiative designed to empower internationally trained professionals. Out of the ten participants recruited, two participants completed bilingual instructor training.
- OPH ensured bilingual signage in all Neighborhood Health and Wellness Hubs,

which provide free drop-in services for individuals facing barriers to access.

- OPH continues the initiative *Les vendredis en français*, where team meetings are held in French to promote its use as a working language and provide staff with a safe and judgment-free environment to practice.
- Committed to providing opportunities for staff to express themselves in French, Planning, Development and Building Services Department hosted a virtual French Social event for staff in December 2024 and will continue to offer them as requested moving forward.
- RCFS Centralized Allocations and Facility Operations Service worked with TFO in 2024 to plan an upcoming film date for the 2025 for *Gang de Hockey*, a popular Franco-Ontarian television series broadcasted on TFO that highlights female sports in Ontario.
- RCFS Centralized Allocations and Facility Operations Service continue supporting curriculum-based programming and access to arenas for both Ottawa French School boards.
- RCFS implemented new Spotify ads in French, continue promoting French programming on French social media channels, and has created media videos showcasing bilingual staff.
- The new Strategic Initiatives Department launched numerous projects in 2024, ensuring engagement with the business community in both official languages. Projects included a new Ottawa Small Business Survey, a Nightlife Economy Action Plan as well as the creation of a Nightlife Council.

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:

- RCFS attended French specific career fairs including:
 - *La Foire de l'emploi de la Cité*, in March 2024. RCFS booth hosts estimated they spoke to approximately 400 students throughout the day.
 - École Secondaire Pierre-Savard's *Journée de bien-être*, in November 2024, which focused on promoting healthy lifestyle and informing attendees

between 14 and 17 years old about volunteering and job opportunities, with around 100 students participating.

- Vanier Community Services Job Fair in November 2024, at Saint Paul University, targeting French college students and adults seeking part-time and full-time employment, with 500 people registered to attend.
- The Vanier: Culture in Action Plan, which was approved by City Council in July 2024, speaks to the francophone character and heritage of the neighbourhood and its significance as a hub of Franco-Ontarian life.
- In 2024, the centralized recruitment team in the Transit Services Department, targeted the Francophonie population by attending specific job fairs:
 - Collège La Cité hosts one-on-one sessions with participants and recruitment team members interested in the Bus Operator position. In 2024, Transit Services has attended three sessions hosted by La Cité.
 - La Société Économique de l'Ontario in partnership with the Réseau de Soutien à l'Immigration Francophone de l'Est de l'Ontario hosts a career event marketed to Bilingual candidates. In 2024, Transit Services attended three sessions hosted by La Société Économique.
- Infrastructure and Water Services Department (IWSD) participated in a French speed-jobbing event at La Cité in February 2024, introducing and promoting the City of Ottawa to highly qualified, French-speaking or bilingual talent who are not permanent residents of Ottawa and have completed one of La Cité's Parcours Francophone training program. Bilingual staff were identified to attend the event.
- IWSD participated in the Youth Futures program, an Ottawa-based program that supports equity deserving youth between the ages of 16-21. The program guides students as they complete their high school education and successfully transition into post-secondary. Students participate in leadership and skill development throughout the year, followed by a 6-week hands on job placement. During the recruitment interview period, where 193 youths participated, one of our staff members was responsible for conducting the French interviews for this program to ensure equitable access to the opportunity in participating in the program.
- In response to a request from a local French school via 311, IWSD Outreach and Communications Coordinator organized a French presentation on our water systems for grade 2 students at l'École élémentaire Coeur de Ville. A total of

26 students learned about the processes and the high-quality of Ottawa's tap water. French materials such as bookmarks and stickers were distributed.

- IWSD hosted delegates from Uganda, Ukraine, Gatineau, and Infrastructure Canada, offering a comprehensive program in both official languages that included a series of presentations and tours of the Lemieux Water Purification Plant and the Robert O. Pickard Environmental Centre (ROPEC).
- OPH, in collaboration with the Eastern Ontario Health Unit, participated in the Ministry of Health's consultation on the Reference Document for French Language Services, which will be part of the new Ontario Public Health Standards.
- In collaboration with the Eastern Ontario Health Unit, OPH is preparing to relaunch the French Public Health Community of Practice, a regional network focused on the exchange of knowledge and tools aimed at increasing the capacity of local public health agencies to serve the Francophone clientele in their communities.
- Ottawa Fire Services conducted French-language presentations at French schools and in the francophone community regarding fire safety, firefighting careers, and the role of firefighters in the community.
- The Equity Team from Gender, Race Equity Inclusion, Indigenous Relations and Social Development worked collectively with our internal and external partners to enhance French Language Services through a series of dynamic bilingual initiatives, ensuring equitable access to programs, training, and resources.
- In July 2024, a bilingual community engagement session played a pivotal role in supporting the creation of the Equity, Diversity, Inclusion, and Belonging Framework, with simultaneous French and English interpretation for all 121 participants. Meanwhile, City Affinity Groups consistently upheld bilingual best practices by hosting events, artist talks, and sharing resources in both French and English, fostering a truly inclusive sense of belonging across all networks.