

2019 Report on French Language Services

BACKGROUND

The French Language Services (FLS) Branch supports all City departments in the delivery of municipal services in French to residents and City employees. To that end, FLS:

- provides expert advice to City staff on the implementation of the City's Bilingualism Policy;
- assists departments in developing, implementing and evaluating programs and services offered in French;
- works with internal stakeholders to ensure a Francophone lens is applied when planning for municipal projects and offers expertise on best practices related to French-language services delivery in support of the Service Excellence through Innovation Council priority;
- receives and handles City-wide complaints pertaining to French-language services;
- assists departments in adapting their communications strategies to reach the Francophone community;
- actively engages with the Francophone community by organizing activities and liaising with key stakeholders;
- supports the French Language Services Advisory Committee (FLSAC) in carrying out its mandate;
- works with departments in the development of multi-year departmental operational plans to improve the delivery of French-language services throughout the organization; and
- coordinates all City-wide translation and simultaneous interpretation services.

On May 9, 2001, City Council enacted the Bilingualism Policy, which reaffirmed its commitment to offer services in English and French to both residents and staff. The

Bilingualism Policy is based largely on that of the former City of Ottawa and is deemed to be both practical and flexible in its approach.

The Bilingualism Policy contains provisions governing several aspects of municipal activity. Notably, this includes communications, the proactive delivery of services in both languages to residents and staff, organization requirements including the designation of bilingual positions, language training, and cultural program management.

The Declaration of Principle within the Bilingualism Policy sums up City Council's general objective at the time the policy was adopted. It states, among other things, that "the City of Ottawa recognizes both official languages as having the same rights, status and privileges."

The Bilingualism Policy also provides for the implementation of a mechanism to investigate complaints from residents and staff pertaining to the availability and quality of services in both official languages. This task is the responsibility of FLS. The branch itself is under the authority of the Office of the City Clerk, which is responsible for implementing the policy.

Finally, the policy provides for the creation of a standing advisory committee — the FLSAC, which is responsible for providing recommendations to Council on issues impacting the implementation of the Bilingualism Policy and its application to City services, programs, policies and initiatives. Above all, the FLSAC is responsible for ensuring that its actions align with and complement Council's strategic priorities.

In addition to providing Council with an update on City-wide accomplishments since Council considered the 2018 Report on French Language Services (ACS2019-CCS-GEN-0007) on May 22, 2019, the purpose of this report is to highlight the various means by which FLS maintains close ties with the Francophone community and provides City departments with a wide range of services ensuring positive impacts are felt by staff and residents alike.

DISCUSSION

The FLS Manager, the FLS Coordinator and the FLS Communications & Projects Officer who make up the FLS Unit within the FLS Branch are responsible for advising the Corporation on the most effective ways of providing services in both official languages through various initiatives, working with the community and leading projects that support the delivery of quality services to residents and employees in both French and English.

The FLS Branch is also responsible for managing, investigating and responding to all concerns relating to the provision of French-language services for the City. The City adheres to strict service standards in the handling of all complaints received through the Corporate Complaints mechanism and the FLS Branch reports publicly on these complaints on an annual basis. Residents can provide feedback regarding municipal services they have received by filing out the online form available on ottawa.ca. Complaints allow the City to ensure continuous improvement of its bilingual services.

The Translation Services Unit (TSU) within the FLS Branch is responsible for the coordination and translation of City documents and simultaneous interpretation services for all City Departments.

2019 Summary and Statistics

(1) French-language Services for Residents

Departmental Operational Plans

As per Bilingualism Policy requirements, each year since 2013, City departments are required to prepare operational plans that describe future goals and standards for the improvement of services provided in French. These plans are approved by Council. The FLS Unit within the FLS Branch is responsible for the coordination of these multi-year plans, the development of the goals and reporting to Council on progress and completion.

In January 2020, all City departments submitted a report approved by their General Manager indicating having completed the implementation of the 2018-2019 goals as adopted in the report titled, “2017 Report on French Language Services” (ACS2018-CCS-GEN-0002), which was considered by Council on April 11, 2018. The four 2018-2019 goals were as follows:

1. To review and ensure that all City social media accounts, including the accounts of designated spokespersons and that Departments are accountable for ensuring all social media activities follow the social media guidelines and bilingualism requirements;
2. To ensure that all City generic or general voice mailboxes, for internal and external use, are recorded in both official languages;
3. Each department will identify FLS Departmental “champions” who will inform, educate and raise awareness on a quarterly basis with staff via the

communication means of their choice on FLS tools, services and requirements;
and

4. To increase departmental awareness for bilingualism requirements when procuring goods and services on behalf of the City and to consult with FLS as required.

On December 3rd, 2019, the Finance and Economic Development Committee unanimously endorsed a motion put forward by Councillor Cloutier to amend the 2019-2022 Term of Council Priorities to include Ottawa's Bilingual Character in three priority areas. Further, on December 11, 2019, Council received and unanimously adopted Motion No. 25/4, moved by Councillor Fleury and seconded by Councillor Cloutier, to direct the office of the City Clerk and the Department of Recreation, Culture and Facility Services (RCFSD) to work with interested Councillors, as a pilot project for the development of the 2020 operational goals, with the objective of developing clear metrics as it relates to the following:

1. Review and assess the number of bilingual employees whose primary function is to directly serve the public, on a full-time basis, in the aforementioned service areas [provision R 4 of the Bilingualism Policy]; and
2. Establish an annual compliance review for contractors offering services directly to the public and to community associations and groups that receive more than 30 per cent of their funding from the City of Ottawa [provision R 1.18 of the Bilingualism Policy].

Given the direction to staff, both the City Clerk's Office and Department of Recreation, Culture and Facility Services propose the following two measures as part of their operational plans for 2020:

1. That each department reviews the language designation of all its positions, with the goal of ensuring the appropriate positions are designated bilingual to meet the needs of our residents and employees;
2. That each department review and create an inventory of all purchase of service groups providing services directly to the public and community associations and groups whose activities are funded by the City of Ottawa at a rate of more than 30% and to complete an initial review to assess that they are providing bilingual postings and publications and a minimum of bilingual personnel at the activity site is available.

As a result of the current pandemic situation, staff have been unable to consult with interested Councillors as it relates to developing metrics prior to the publication of the report. Staff would recommend this take place in Q3-Q4 of 2020 with the intent to bring forward additional measures in 2021 for both the City Clerk's Office and Department of Recreation, Culture and Facility Services.

Additionally, the motion further directed French Language Services to assist the General Managers in the development of their respective 2020 Departmental French-Language Operational Plans and ensure these are made available to FEDCO and Council in the Office of the City Clerk's Annual report which will be made available for public consideration. As a result of this direction to staff and given the current pandemic situation staff recommend the following measures be approved for the 2020-2021 operational plans for all remaining Departments:

1. That each department creates a personalized toolbox on Services in French and makes it available to staff;
2. That each department creates and updates a list of employees able to offer services in both official languages, by subject matter; and
3. That each department reviews the language designation of all its positions, with the goal of ensuring the appropriate positions are designated bilingual to meet the needs of our residents and employees.

City-wide Service Delivery in both Official Languages

FLS works in close partnership with all City departments to ensure the implementation of the concepts related to an active offer. An active offer ensures that services in French are evident, readily available, easily accessible to the public and of comparable quality to services offered in English, when accessing City services. The following initiatives provide a small sampling of the City's responsiveness to the evolving needs of the Francophone community. More examples of City-wide service delivery in both official languages are set out in Appendix A.

- The opportunity for Francophone afterschool program students to experiment with virtual reality technology through the Maker Mobile workshop funded by Telus, which offered 10 weekly workshops to over 40 children at the Minto Recreation Complex and Sandy Hill Community Centre;
- The successful recipient of a \$20,000 Francophone Community Grant awarded by the Ontario Ministry of Francophone Affairs to engage the Francophone

population as well as the newer immigrant Francophone population in the revitalization of the Vanier neighborhood through culture;

- The successful partnership between French Language Services and RCFS in securing a \$224,500 contribution agreement with the Department of Canadian Heritage through the Government of Canada's Action Plan for Official Languages. This grant will enable the development and implementation of new initiatives over the period of April 2019 to March 2021 for a two-part project titled, "One City, Two Languages – the Active Offer in action for our residents" and, "One City, Two Languages – Meeting the Needs of Residents with Francophone Services and Programs";
- Strengthening of the City's relationship with the *Regroupement des gens d'affaires de la capitale nationale* (RGA) by partnering on the creation of a lexicon of useful expressions for businesses eager to attract bilingual clients as part of its "*Bilingualism, c'est payant!*" awareness campaign;
- The introduction of a new and ongoing "Parlez-Nous" Campaign to engage our Francophone community by providing them with direct access to staff responsible for Francophone programming in order to devise programs that better meet their needs. Through this campaign, residents are encouraged to contact staff regarding Francophone recreation programming through the RCFS Facebook page, the loisirsetculture@ottawa.ca inbox, and by directly contacting the Francophone language Program Coordinator;
- The commemorative naming proposal for the park located at 6601 Carrière Street in recognition of the historical significance of Laurier Carrière to the Francophone community. He was the principal of Garneau Secondary School in Ottawa, received the Order of Franco-Ontarian School Merit in 1952, as well as the Order of St. Gregory the Great, and was knighted in 1954;
- 2,734 social media posts were disseminated in French, including 700 on Facebook, 1,845 on Twitter, 169 on Instagram and 20 on LinkedIn;
- The distribution of 72 "City Builders e-Newsletters," in both official languages, by the Planning, Infrastructure and Economic Development (PIED). There are currently more than 1,000 French subscribers to the e-Newsletter; and
- The addition of 28 bilingual datasets to the open data catalogue.

(2) Continuous Improvement and Complaints Process

The FLS Unit within the FLS Branch is responsible for managing, investigating and responding to all official complaints received by the City regarding the quality and provision of French-language services through the Corporate Complaints Procedure. As such, the City is committed to continuous improvement in the delivery of bilingual municipal services.

The City's Corporate Complaints Procedure defines a complaint as being an expression of dissatisfaction related to a City program, service, facility, or staff member, where a person believes that the City has not provided a satisfactory service experience for the customer and a response or resolution is explicitly or implicitly expected.

Complaints reporting and data collection allows FLS to:

- assist departments in improving the quality of services in French to residents and staff;
- address the needs and concerns of residents and staff regarding the provision of services in French;
- collaborate with departments to ensure necessary measures are taken to prevent the recurrence of such complaints; and
- identify situations and trends that require a broader evaluation of business practices and implement corrective action.

When a complaint is submitted through the Corporate Complaints Procedure, FLS works with the municipal department to understand the issue and to determine which measures should be taken to improve service and avoid reoccurrence.

As the City improves its delivery of services offered in both official languages, FLS has noted that complaints are becoming more complex in nature. In some cases, complaints involve various departments, outside organizations or a requirement for technical solutions.

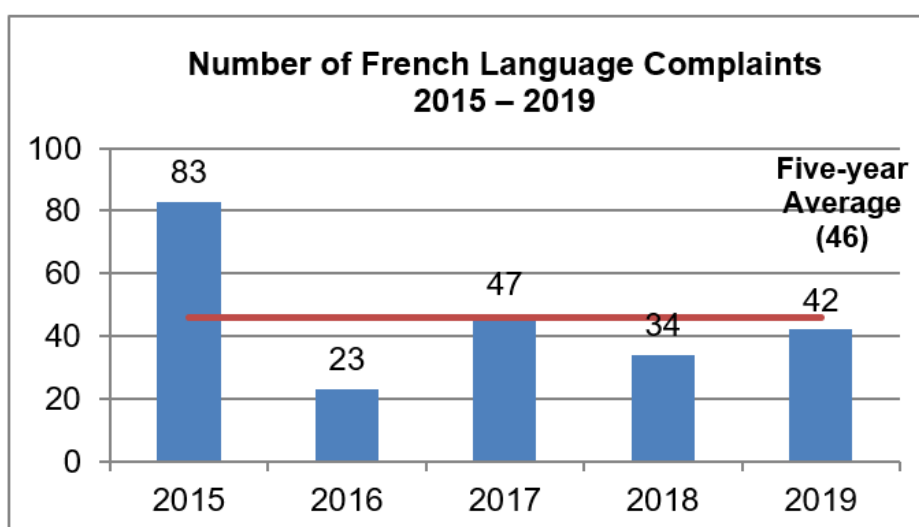
An intermittent technical malfunction in the Corporate Complaints Portal in 2019 caused the delay of certain complaints being transferred to FLS. Measures have been taken to ensure that all complaints are promptly processed.

This malfunction coupled with the complex nature of certain complaints as well as cross-training opportunities provided to key FLS staff members on the management and

resolution of FLS complaints, impacted response time. Although the average resolution time for complaints doubled in comparison going from 8.7 in 2018 to 17.5 business days in 2019, levels were kept below the City's standard of 20 business days in which a final response or update must be sent, barring exceptional circumstances.

In 2019, the number of French-language complaints received increased from 34 complaints in 2018 to 42 complaints in 2019. This still remains below the five-year average of 46 complaints per year.

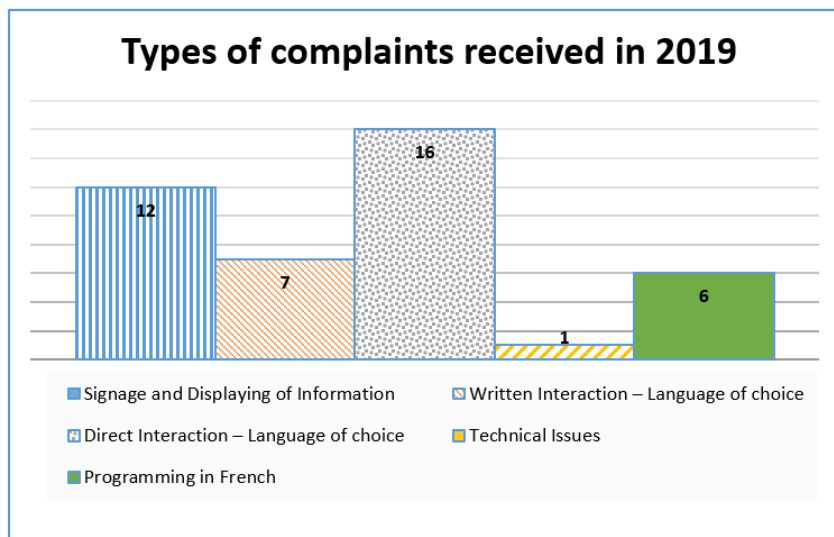
The next table illustrates the number of French-language complaints received by the City of Ottawa from 2015 to 2019:



The total of non-receivable complaints (e.g. complaints about other organizations or not related to the Bilingualism Policy) was 10 in 2019 compared to 13 in 2018 and 15 in 2017. All complaints received in 2019 were resolved and closed.

Due to a recurrent technical malfunction of the complaints system at the beginning of the year, an acknowledgment receipt was sent to complainants within three business days, 92 per cent of the time. In 2019, the 42 FLS complaints were submitted by a total of 35 individuals.

The table below reflects the breakdown of the 2019 complaints by complaint type:



Of the 42 complaints received in 2019, 12 were related to signage and displaying of information in one language only or grammatical errors in signage, compared to eight the previous year. All signage and displaying of information issues reported were corrected. Six complaints pertained to lack of programming in French. To address these complaints, residents received additional programming information and resources. Written responses in English to inquiries received in French accounted for seven complaints received, compared to six in 2018, and 16 complaints concerned direct interaction with the client that did not take place in their official language of choice, down from 18 complaints in 2018. One complaint received pertained to a technical issue to be corrected with an upcoming software replacement. FLS has continued to work with departments on mitigation measures such as reminder messages issued, and tools provided to staff to reinforce the importance of compliance with the Bilingualism Policy when interacting with the public.

Between 2018 and 2019, five additional complaints were received relating to RCFS – which increased from 11 in 2018 to 16 in 2019. A slight increase in complaints was observed as it relates to a shortage of swimming courses offered in French in various areas of the City. This increase can be attributed in part, to a publication error and to an increased interest by the Francophone population for these courses. As RCFS has been working with residents and Aquatics programmers to propose courses that better suit the needs of its clients, it is expected that these types of complaints will see a reduction in 2020. A significant decrease for PIED complaints was noted, from 12 in 2018 to three in 2019. The Transportation Services Department (TSD) saw its complaints increase

from four in 2018 to 16 in 2019. Of those 16 complaints, eleven were received in Q4, following the launch of the LRT. Such an increase can be expected for a project of this magnitude and TSD has been working to address issues pertaining to direct interactions in the language of choice, signage, broadcasting of messages, in consultation with FLS.

In resolving complaints, FLS relies on a collaborative approach to help all relevant stakeholders create conditions that ensure progress in the provision of services in French. FLS consistently reports back to the complainant to inform them on the outcome of their complaint.

(3) Collaboration and Community Engagement

FLS was present in the community and continued to strengthen important relationships with its partners and stakeholder through collaborations and engagement activities.

2019 External initiatives:

1. Organized the 13th Annual Francophone RendezVous with the Mayor, which provided a platform for City and Francophone leaders to come together to discuss issues of importance within the community and an opportunity for the City to highlight its Francophone municipal accomplishments and services. The 2019 RendezVous was held in collaboration with the MIFO (Mouvement d'implication francophone d'Orléans) in celebration of their 40th anniversary;
2. Celebrated Franco-Ontarian Day and the 44th Anniversary of the Franco-Ontarian Flag at City Hall, in collaboration with *l'Association des communautés francophones d'Ottawa* (ACFO). On the morning of September 25, 2019, Mayor Jim Watson joined leaders from the Francophone community, staff and members of the public in front of the Heritage Building (Elgin St. entrance). Guests were invited to wear green and white as the Franco-Ontarian flag was raised by the Mayor, accompanied by a children's choir from École élémentaire catholique Saint-Rémi. During the afternoon of September 25th, Mayor Watson, accompanied by Councillor Tim Tierney, visited *l'École élémentaire publique Séraphin-Marion* where they participated in Franco-Ontarian Day celebrations. Thereafter, Mayor Watson, accompanied by Councillor Jenna Suds, visited *l'École élémentaire publique Julie-Payette*, where they also celebrated Franco-Ontarian Day.
3. Submitted nominations to the *ACFO Ottawa's Prix Bernard Grandmaître Awards*, which took place in February 2019:

- Tyler Cox, Manager of Legislative Services in the Office of the City Clerk, received the Award for Francophone Advocate of the Year;
 - Johanne Leroux, Past Chair of the FLSAC, received the Claudette Boyer Award for Citizen of the Year; and
 - City nominee Louis-Philippe St-Arnaud was retained as finalist in the Youth of the year Award;
4. Attended various annual events, such as the Vanier Community Centre's *Déjeuner des flocons* (Snowflake Breakfast), the *Prix Bernard Grandmaître* Awards, the Vanier Association's Flag raising ceremony and worked with community partners such as the MIFO and the ACFO Ottawa;
 5. Strengthened the City's relationship with the *Regroupement des gens d'affaires de la capitale nationale* (RGA), by partnering on the creation of a lexicon of useful expressions for businesses eager to attract bilingual clients as part of its "*Bilingualism, c'est payant!*" Awareness campaign;
 6. Opened Francophonie Month with the *Regroupement des gens d'affaires de la capitale nationale* (RGA) at a breakfast reception given by Mayor Watson on March 1, 2019, as a direct result of FLSAC recommendations;
 7. Attended the launch meetings of the "*Ottawa bilingue : avançons ensemble*" initiative following the successful application by *ACFO d'Ottawa* to the Government of Canada's Action Plan for Official Languages. The City's role consists of supporting the community by participating on the steering committee for the evaluation of project submissions;
 8. Submitted an application, in collaboration with RCFS, to the Department of Canadian Heritage. The City was successful in signing a contribution agreement through the Government of Canada's Action Plan for Official Languages for a two-part project titled, "One City, Two Languages – the Active Offer in action for our residents" and, "One City, Two Languages – Meeting the Needs of Residents with Francophone Services and Programs";
 9. Attended the Ontario Ombudsman's Minority Language Conference, which was held in Toronto on June 26 and 27, 2019. The conference discussed best practices in ensuring minority language rights as well as common barriers facing ombudspersons and language commissioners in their everyday work, and allowed the City to further develop its relationship with the Ombudsman's Office and our provincial and federal partners;

10. Participated as a member on the Board of Directors of the *Association des municipalités francophones de l'Ontario* (AFMO) and attended the 2019 Conference with Councillor Jean Cloutier held in Sudbury, from September 26 to 27, 2019. This is in support to the AFMO's ongoing efforts to provide French-speaking elected municipal officers and directors a public forum and relevant services in French and act as representative and advisor to ministries and organizations related to municipal affairs in Ontario; and
11. Supported the City's membership to the *Réseau des villes francophones et francophiles d'Amérique* (RVFFA) and Councillor Cloutier who is the Council representative. Participated in the RVFFA 2019 Conference held in Moncton, N.B. from August 15 to 17, 2019. The conference allowed for the City to establish connections with other municipalities and discuss shared challenges and opportunities related to the delivery of bilingual services, as well as ways of leveraging each other's innovative solutions.

In addition to the efforts by FLS, the City bestowed its highest and most prestigious honour, the Key to the City on June 18, 2019, to one of Ottawa's most prominent Francophone citizens, Ronald F. Caza, Partner at the firm Caza Saikaley LLP and Chairman of the Montfort Foundation board of trustees. Mr. Caza was recognized with this honour for his contributions to Ottawa's Francophone community, notably his leadership in saving the Montfort Hospital, from 1997 to 2002.

The City also celebrated the contribution of some of its outstanding citizens in 2019 by presenting the Order of Ottawa to 16 residents. Among those honoured were well-known Francophone personalities Marc LeBoutillier, a leader and strategist in the fields of regional hospital management and laboratory medicine services; Jean-Michel Lemieux, a Canadian tech leader, published author and Chief Technology Officer of Shopify; Bernard A. Poulin, a portrait painter, sculptor and muralist, recognized in Canada and around the world; and Madeleine Meilleur, who served the City of Ottawa and Ontario for more than 20 years as a nurse, lawyer, and in elected office and who is known as a champion of the Franco-Ontarian community.

The FLS Branch's continued efforts to encourage service excellence through its activities conducted in French to promote and create awareness of the Bilingualism Policy for employees are highlighted below. Internal initiatives in 2019 included as follows:

1. Redesigned the FrancoForum monthly newsletter with a fresh new look and improved content following a survey sent to all of its subscribers. The FrancoForum Bulletin is an internal newsletter for staff highlighting activities and events happening in French within the organization and throughout Ottawa;
2. Published monthly editions of FrancoForum to a large number of subscribed staff;
3. Published monthly *Faux Pas* quizzes in the City staff newsletter titled, “In the Loop”. These monthly quizzes are presented in an interactive format, with multiple choice questions and detailed explanations for the correct answers, making learning French more enjoyable;
4. Provided ongoing support to departments by communicating and reaching out to staff, helping in the development of common approaches to data collection, and the continuous development of tools to achieve progress on the delivery of services in both official languages, and to support the four goals in the Departmental Operational Annual Plans;
5. Continued to advise departments on effective ways of providing services in both French and English, especially as it relates to emerging new social media trends and the procurement of goods and services. Close to 70 internal consultations were provided by FLS to its municipal colleagues on a variety of subjects and projects such as:
 - Public consultations on the Official Plan;
 - Linguistic clauses for the renewal of contracts or procurement processes;
 - Replacement of client-facing programs such as those used for booking Parks and Recreation services, event ticketing, or pay-management software;
 - The deployment of Office 365 solutions in both official languages;
 - The testing of new concepts and products using artificial intelligence in both official languages;
6. Prior to the official LRT launch, FLS staff conducted a reviewed bilingual signage by visiting of all 13 LRT stations. The team started their review by boarding at Tunney’s Pasture and travelling to Blair station. At each station, they tested equipment, verified public messages, signs and wayfinding in facilities and in

vehicles. They also provided suggestions and recommendations for enhancing bilingual services with an aim at reducing the possibility of additional complaints;

7. Published articles in the City's Management Bulletin as part of the efforts to improve the delivery of services in French, and in relation to the types of complaints received. Articles covered topics such as:
 - General Translation Services guidelines;
 - Bilingualism and the Procurement of Goods and Services on Behalf of the City; and
 - Reminder and Guidelines on Translating reports for Committees and Council;
8. Maintained an in-depth knowledge of key Francophone community stakeholders by subscribing to various newsletters, monitoring news and current events;
9. Participated in the success of informal « French Fridays » gatherings which were held during Francophonie month in March. These activities grouped staff from Ottawa Public Health and from Community and Social Services, providing an opportunity for staff to celebrate, learn, play and network in French;
10. In March, held a "Midi Franco" Lunch 'n Learn session with staff from the Office of the City Clerk and Solicitor to stimulate informal discussion and to network with colleagues in French during Francophonie month;
11. On September 25, 2019, held a "Midi Franco" Lunch 'n Learn session to encourage City staff to take a break in French. During this session, FLS staff shared tips and tricks and provided information on interesting media and web content for users to be entertained and informed in French, helping to facilitate the continued learning of this language;
12. Defined, in consultation with departments, the 2020-2021 Operational Plan goals for Council approval and;
13. Along with staff from the Office of the City Clerk, lent a helping hand, in the spirit of One City, One Team, to emergency operations during the 2019 spring flood, by supporting translation as well as response and recovery activities.

French Language Services Advisory Committee

A new FLSAC started its four-year mandate at the beginning of 2019. Councillor Jean Cloutier was appointed as Council Liaison by way of a motion approved by the Finance and Economic Development (FEDCO) on February 12, 2019.

At its first meeting on May 9, 2019, the FLSAC started fulfilling its mandate of making recommendations to City Council about issues that impact the implementation of the Bilingualism Policy and its application to all City policies, services, programs and initiatives. The Committee's role, above all, is to ensure that its activities are aligned with and serve to complement City Council's strategic priorities.

Following a presentation by Planning, Infrastructure and Economic Development (PIED) to solicit recommendations from FLSAC members on the City of Ottawa's Official Plan renewal, a sub-committee was formed to review information received, collect data and provide recommendations from all members of the Committee. A brief recommendations report was subsequently submitted to PIED on July 16, 2019.

The FLSAC also received a presentation from the Corporate Accessibility Branch on the City of Ottawa Municipal Accessibility Plan (COMAP) and was invited to submit recommendations. A sub-committee was formed and recommendations for the next COMAP were provided to the Accessibility Office on June 20, 2019.

Both reports were submitted for formal approval by FLSAC at its meeting of September 12, 2019. PIED was present at this meeting to address recommendations received previously by the FLSAC.

At its meeting on November 20, 2019, the FLSAC provided feedback on the 2020 City budget. In addition, comments provided by the FLSAC on the 2019-2022 Term of Council Priorities resulted in the amendment of three important priorities: Economic Growth & Diversification, Service Excellence Through Innovation and Thriving Workforce. This was made possible thanks to a motion spearheaded by Councillor Jean Cloutier to amend the four-year Council Priorities to include Ottawa's bilingual character in the three priority areas identified above at the FEDCO meeting held on December 4, 2019. Subsequent amendments to this motion were presented by Councillor Fleury at the December 11, 2019, Council meeting and adopted unanimously. As a result of this work, the importance of the City's bilingual character has been included explicitly in Council priorities, marking a milestone for the future planning of municipal services.

In 2019, the Advisory Committee was represented at various community events such as the *Prix Bernard Grandmaître* and the Mayor's Annual Francophone RendezVous. The Advisory Committee was also present at Franco-Ontarian Day celebrations held at City Hall as well as the *Déjeuner des flocons* – a yearly breakfast event held in Vanier.

(4) Translation Services

The Translation Services Unit (TSU) provides City departments with translation, comparative revision, proofreading, terminology and simultaneous interpretation services. This unit oversees the coordination of more than 40 external translation service providers to meet the City's translation demand.

The breakdown of services requested by type between 2016 and 2019 is presented in the table below:

Types of services requested	2016	2017	2018	2019
Number of requests for translation ¹	20,145	20,526	18,201	19,879
Number of requests for comparative revision ²	1,586	1,804	1,530	2,139
Number of requests for proofreading ³	979	888	632	992
Number of documents quality controlled ⁴	8,546	8,622	7,939	7,008
Number of transcription and terminology requests	N/A	N/A	N/A	201
Total requests for service	31,256	31,840	28,302	30,219

¹ Translation: Writing a text from French to English or from English to French, while respecting the tone, style and terminology used by the author.

² Comparative revision: Comparing a translation to the source text, in French or English, and making necessary changes, including edits in the original text.

³ Proofreading: Reviewing an existing document or translated text in a given language for errors or typos and making necessary changes. This process is not a comparison of two texts.

⁴ Quality Control: Evaluating whether a translation is accurate, follows the structures of the language in which it is written and respects the City's quality standards. This includes taking steps to ensure that any necessary corrective measures are implemented. This service is done by an internal Translator-Reviser only.

In 2019, TSU translated 8,773,080 words, which represents an 8.2 per cent increase as compared to 2018 where 8,108,748 words were translated. TSU received 30,219 requests for service in 2019, which represents a close to 7 per cent increase from 2018 where 28,302 requests for services were received. This volume represented an average of more than 100 requests a day received by TSU. Forty-five per cent of the daily requests were deemed rush⁵ requests. To respond to the high volume of urgent requests, proofreading services were provided, in certain cases, instead of quality control performed internally, due to time constraints to provide the translation back to the internal client.

2019 was a busy year for TSU as it provided translation services for major City priorities and initiatives such as the launch of LRT Stage 1, numerous City-wide infrastructure and construction projects, the new Official Plan, various major reports and by-law reviews and many weather events such as heavy snow falls, spring floods and heat waves. During the 2019 state of emergency declared in response to flooding along the Ottawa River, TSU extended its business hours to enhance its services and ensure related materials were promptly processed in order to provide timely information to residents and staff in both French and English.

In 2020, the TSU, in collaboration with the Procurement Branch, will release a new Request for Standing Offer (RFSO) for professional translation services. External providers will be invited to submit a proposal for English and French translation, comparative revision and proofreading services. This official process is completed every four years and is advertised on MERX⁶. Due to the fact that translation provider rates were locked during the last four years as part of the RFSO requirements, the TSU anticipates that the cost per word may increase in this new RFSO. The TSU is committed to supporting City-wide quality translation services to meet the City of Ottawa's Bilingualism Policy objectives.

(5) Designated Bilingual Positions and Second Language Training

The FLS Unit within the FLS Branch plays a supporting role to Human Resources which is the lead department in the designation of bilingual positions and second language training. Hiring managers are responsible and accountable for ensuring that service

⁵ A request is flagged "rush" when it is a same-day request, or the requested turnaround time is less than the established translation timeline standards.

⁶ MERX is Canada's leading electronic tendering service for public and private sector. Canadian suppliers and contractors use it to search for new business opportunities.

levels continue to be met in both English and French. As such, they can seek guidance from FLS in the determination of designated positions and their linguistic profiles. In this manner, the expert advice provided by FLS allows managers to make informed decisions about the designation of bilingual positions in their units.

Human Resources maintains the data, provides reports on bilingual positions, and leads the provision of language training and language assessment services supporting employees in achieving the bilingual requirements of designated positions.

In 2019, 16 per cent of the City's positions were designated bilingual. This number is consistent with the last five years.

In 2019, 575 language proficiency assessments were conducted primarily for staffing competitions and/or employees who transferred to designated bilingual positions. This represents an increase compared to 393 language proficiency assessments in 2018. The increase is due to additional assessments conducted for succession planning purposes and hiring campaigns in 2019.

Language training is offered in three sessions annually. Priority for language training is directed to employees who are in designated bilingual positions and need training to meet and maintain the language requirements of their position. Most of the training delivered is to develop proficiency in French. Participation rates fluctuate from year to year, based on employee availability and operational requirements. In 2019, an average of 250 employees participated in training each session, with a total of 723 registrations for the year. Ninety-two per cent of all training offered was to develop French language skills.

Initiatives for 2020 and Beyond

Following Ottawa's first case of COVID-19 on March 11, 2020, French Language Services extended its business hours to support the COVID-19 response, thereby enhancing service levels to ensure that all COVID-19 related materials were promptly processed in order to provide timely and accurate information to residents and staff in French and English.

The FLS Branch is dedicated to continuing support to City departments in the successful delivery of quality services to residents and visitors alike in both French and in English and in the implementation of 2020-2021 Operational Goals.

This is and will continue to be achieved by working collaboratively with departments and by providing expert advice and relevant tools that support best practices for service

delivery in French as the City continues work on important projects such as the construction of the Stage 2 Light Rail Transit, the implementation of the City's new Official Plan and the City's efforts in managing its response to the COVID-19 pandemic and recovery efforts.

The resolution of City-wide complaints pertaining to French-language services, assisting departments in adapting their communications strategies to reach the Francophone community, actively engaging with the Francophone community by organizing activities and liaising with key stakeholders and supporting the French Language Services Advisory Committee in carrying out its mandate will continue to be among FLS priorities as we continue providing quality Translation Services and coordination of all City-wide translation and simultaneous interpretation services.

Initiatives that are planned and underway in 2020 include the following:

- Continuing deliverables on the two-part project stemming from the contribution agreement between the Department of Canadian Heritage and the City of Ottawa as part of the Government of Canada's Action Plan for Official Languages with an anticipated launch in 2021;
- The submission of Dr. Vera Etches, Medical Officer of Health, in the Francophone Advocate of the Year category for the *ACFO Ottawa's Prix Bernard Grandmaître Awards*, held in February 2020;
- Planning of the 14th Annual Mayor's Francophone RendezVous which was scheduled to take place on March 27th to highlight the University of Ottawa's Faculty of Medicine's 75th anniversary as well as the 25th anniversary of its Francophone medical studies program. This event was cancelled due to the COVID-19 pandemic;
- Continuing collaboration with the *Regroupement des gens d'affaires de la capitale nationale* (RGA), one of our important stakeholders, to promote their lexicon of useful expressions for businesses eager to attract bilingual clients along with their "*Bilingualism...c'est payant*" awareness campaign;
- Opening of Francophonie Month with the Regroupement des gens d'affaires de la capitale nationale (RGA) and some students from Glebe Collegiate at a breakfast reception given by the Mayor;

- Increasing FLS' visibility throughout the year and during Francophonie month through social media initiatives;
- Continuing to support the "*Ottawa bilingue : avançons ensemble*" initiative with the *ACFO d'Ottawa* by participating with other community partners on the steering committee for the evaluation of project submissions;
- The creation of useful tools for the successful achievement of 2020-2021 Operational Plan goals that will have been approved by Council;
- Continuing to support the work of the *Association des municipalités francophones de l'Ontario* (AFMO) by sitting on its Board of Directors with Councillor Jean Cloutier and carrying on with the City's membership to the *Réseau des villes francophones et francophiles d'Amérique* (RVFFA);
- The ongoing development of partnerships with the *Conseil des écoles publiques de l'Est de l'Ontario* (CEPEO) and other important stakeholders, with the opening of *La Maison de la Francophonie* in Ottawa's west sector in January 2020, an important milestone for the Francophone community;
- Maintaining a good working relationship with the Ontario Ombudsman's Office, especially as it pertains to the function of French Language Services Commissioner at the Deputy Ombudsman level in his Office;
- Continuing efforts to reduce the number of recurring complaints concerning direct interactions with clients by providing tools, advice, reminders and documentation to improve these interactions. The City is confident in its ability to treat its residents equally in all aspects of municipal services governed by the City's Bilingualism Policy, through its transparent rigorous complaints process. FLS will continue to work with all City departments to ensure that actions undertaken as a result of complaints yield positive outcomes for residents;
- Continued support to the new FLSAC and to Councillor Cloutier as the Council liaison, as the Advisory Committee focusses on identifying work plan priorities that will align with 2019-2022 Term of Council priorities;
- The update of the "One City, Two Languages" branding and the conceptualization and development of tools, such as a new and updated training module for staff, which will support the concept of an active offer;

- The creation of new synergies brought about by the merging of the Municipal Elections Branch with the French Language Services Branch at the end of 2019.

SUPPORTING DOCUMENTATION

Appendix A – City-wide Service Delivery in both Official Languages

Appendix A

City-wide Service Delivery in both Official Languages

In 2019, the City of Ottawa continued to demonstrate its commitment to providing quality services to staff and residents in French and English.

The French Language Services (FLS) Branch works in close partnership with all City departments to ensure the official language of preference of the public and staff is available when accessing City services.

Examples of the City initiatives in categories 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.

Services consistently offered in both official languages

The following services were offered consistently in both official languages:

- The City's official social media channels are presented in both official languages;
- All 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 feedback, complaints, comments received from the public are responded in the official language of choice;
- 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; and
- Tours offered by City facilities during Doors Open Ottawa are available in both official languages.

Below are some of the numbers reported in 2019 on services offered in both official languages

- 1,278 job opportunities were posted in both official languages on all relevant platforms;
- 610 communications for employees were produced in both official languages, including 423 *Au courant/In the Loop* articles, 82 *Bulletin des gestionnaires/Management Bulletins*, 105 emails to City staff and 19 videos;
- 409 inquiries were received in French from internal and external clients to the HR Service Centre and were issued a response;
- 66 media events were held in both French and English and 719 newsroom products were produced in French;
- 2,734 social media posts were disseminated in French, including 700 on Facebook, 1,845 on Twitter, 169 on Instagram and 20 on LinkedIn;
- 28 bilingual datasets were added to the open data catalogue;
- 72 “City Builders e-Newsletters” were provided in both official languages by the Planning, Infrastructure and Economic Development. There are currently more than 1,000 French subscribers to the e-Newsletters;
- 35 French online engagement activities were posted on the *Participons Ottawa* platform;
- 15,000 calls, emails and in-person Finance-related interactions took place with residents each month, providing residents with the option of receiving services in English or French;
- One Francophone long-term care home and one bilingual home continue to be operated by the City, supporting care and quality of life for 175 residents who identify French as their first language and their families;
- The oversight of 52 Community Housing providers and over 17,000 rent-geared-to-income units for which 46 internal application reviews were held in French in 2019;
- 55 allocations were made to Francophone applicants of the RCFS’ cultural funding and awards program to support local arts, heritage and festival

organizations as well as local professional artists and heritage professionals, with an investment of over \$1.8 million in 2019; and

- An increase in engagement on all Public Health French social media platforms, notably on Instagram accounts – one with a five-fold increase:
 - LeLienOttawa French Instagram = 511 per cent increase in 2019;
 - OPH main Instagram account = 94 per cent increase in followers in 2019;
 - French OPH Page: = 40 per cent increase in page likes in 2019;
 - OttawaSante French Twitter = Nine per cent increase in followers in 2019; and
 - Parenting in Ottawa French Page = Five per cent increase in page likes in 2019.

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

Examples of these types of initiatives in 2019 include:

- The installation and activation of approximately 100 bilingual ticket machines at the 13 O-Train Line 1 stations, as well as 20 other locations, including the Ottawa International Airport and Rideau Centre. These ticket machines allow users to call directly into the OC Transpo customer service centre and video-chat with a live agent in both official languages;
- The official launch of a new water bill that is entirely in the users' language of choice – following consultations with Ottawa's Francophone community and promoting the "Choose Your Language" campaign to advise users to select their language of choice for their water bill;
- The unveiling of a new online bilingual public engagement platform, "*Participons Ottawa*," which provides engagement opportunities to Ottawa's Francophone community;
- The establishment of a beta version of the City's Mobile App in both official languages with all new releases continuing to be in both official languages;
- The conception of a new French March Break camp that successfully ran at the Glen Cairn Community Centre in Kanata;

- The collaboration between *Le Patro*, *Le Centre de ressources communautaires Orléans-Cumberland* and the provision of the “I love to Dance” program to 66 Francophone children with special guest, *LeFLOFRANCO*, a local French hip-hop artist at the end recital;
- The opportunity for Francophone after school program students to experiment with virtual reality technology through the Maker Mobile workshop funded by Telus, which offered 10 weekly workshops to over 40 children at the Minto Recreation Complex and Sandy Hill Community Centre;
- The completion of contribution agreements with three Francophone agencies to operate seven EarlyON child and family centres across the city. These EarlyON centres provide dedicated Francophone services to children 0 to six years old and their families;
- The provision of capital funding to one Francophone child care service provider to open an additional 15 child care spaces for toddlers;
- The opportunity for residents to consult an interactive forecast construction map available in both official languages;
- The partnership with Ottawa museums to create a new bilingual exhibit series “Water: A Journey to the Source” to showcase the history of Ottawa’s water, including its world-class tap water, in all City of Ottawa museums;
- The successful acquisition of a \$20,000 Francophone Community Grant awarded by the Ontario Ministry of Francophone Affairs to engage the Francophone population as well as the newer immigrant Francophone population in the revitalization of the Vanier neighborhood through culture;
- The collaboration of Community and Social Services with Ottawa Public Health to offer cultural activities during the Francophonie month in March 2019. The French Friday’s noon events provided staff with the opportunity to practice their French and for others a chance to network in their native language; and
- The development of OPH français Microsoft Teams group composed of Francophones and francophiles from across the department to help support the development of French materials, trouble shoot ideas and share resources.

Public awareness, outreach and collaboration

The City regularly reached out to the community with public awareness campaigns and consultations. Here are a few examples of how the City ensured engagement and visibility with the community and its partners to provide a Francophone inclusion lens:

- The introduction of a new and ongoing “*Parlez-Nous*” Campaign to engage our Francophone community. Through this campaign residents are encouraged to contact staff regarding recreation programming through the RCFS Facebook page, the loisirsetculture@ottawa.ca inbox, and by directly contacting the Francophone language Program Coordinator;
- The commemorative naming proposal for the park located at 6601 Carrière Street in recognition of the historical significance of Laurier Carrière to the Francophone community. He was the principal of Garneau Secondary School in Ottawa, received the Order of Franco-Ontarian School Merit in 1952, as well as the Order of St. Gregory the Great, and was knighted in 1954;
- The important designation declared by Council on September 25th, Franco-Ontarian Day, that the terrace at 290 Dupuis Street shall now be known as the “*Carré de la Francophonie de Vanier*”;
- The assignment of at least one bilingual member on each team for the Green Bin Ambassador program to hand out and deliver door hangers to more than 22,000 homes;
- The coordination of the bilingual Keeping Your Tap Water Lead-Free campaign provided through Councillor updates, promotional materials, social media, and customized water bill messages;
- The fostering of community partners and French school board partnerships to offer school immunization clinics, dental and school vision screening for students;
- The organization of an extensive stakeholder engagement to review and update the Older Adult Plan and the Community Funding Framework, holding focus groups in French, and surveys in both official languages. Community Funding invested \$4.9 million in 12 Francophone agencies who provided services to Ottawa’s most vulnerable Francophone residents;

- The engagement undertaken to include a Francophone lens to the new Official Plan by recruiting several Francophone representatives to sit on the project's Ambassadors Working Group; and
- The provision of information in both official languages to assist customers with their new multimodal journey and get Ready 4 Rail before the LRT launch.

Below are some examples of awareness campaigns and slogans developed in both languages that reflect not just the meaning, but are adapted to the culture:

- The development of the Green Bin Your Grease! campaign adapted to “*Graissez votre bac vert!*” to communicate proper grease disposal to residents in support of wastewater operations through physical ads, social media, and an online feature story;
- The dissemination of Trainology messages in both official languages prior to the launch of LRT. This campaign builds on the success of previous OC Transpo advertising campaigns aimed at shaping customers' behaviour on buses. Fun slogans were created in English and adapted in French: “You can board at the back, no need to tap / *Entrez par l'arrière sans utiliser votre carte*”; and
- The creation of the following anti-litter message for a parks campaign: “What's wrong with this park?” adapted to “*Qu'est-ce qui NE VA PAS dans ce parc?*”