

5. 2018 REPORT ON FRENCH LANGUAGE SERVICES

RAPPORT SUR LES SERVICES EN FRANÇAIS 2018

COMMITTEE RECOMMENDATION

That Council receive this report.

RECOMMANDATION DU COMITÉ

Que le Conseil prenne connaissance du présent rapport.

DOCUMENTATION/DOCUMENTATION

1. Manager's report, French Language Services, Office of the City Clerk and Solicitor, dated 26 April 2019 (ACS2019-CCS-GEN-0007).

Rapport de la Gestionnaire, Services en français, Bureau du greffier municipal et de l'avocat général daté le 26 avril 2019 (ACS2019-CCS-GEN-0007).

Report to
Rapport au:

Finance and Economic Development Committee
Comité des finances et du développement économique
7 May 2019 / 7 mai 2019

and Council
et au Conseil
22 May 2019 / 22 mai 2019

Submitted on April 26, 2019
Soumis le 26 avril 2019

Submitted by /Soumis par:

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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2019-CCS-GEN-0007

SUBJECT: 2018 REPORT ON FRENCH LANGUAGE SERVICES

OBJET: RAPPORT SUR LES SERVICES EN FRANÇAIS 2018

REPORT RECOMMENDATION

That the Finance and Economic Development Committee recommend that Council receive this report.

RECOMMANDATION DU RAPPORT

Que le Comité des finances et du développement économique recommande au Conseil de prendre connaissance du présent rapport.

EXECUTIVE SUMMARY

In 2018, 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. Departmental initiatives illustrate 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. The report highlights many of these initiatives.

The Bilingualism Policy requires that each department prepare annual operational plans, describing future goals and standards for the improvement of services provided in French. In 2018, four new goals were adopted for 2018-2019 and a commitment was made to provide Council with a progress report for 2018 with the objective of attaining full compliance and incorporation into daily operations by the end of 2019. Each department produced a progress report indicating they are progressing well towards achieving the Council-approved goals by the end of 2019.

In 2018, the French Language Services Advisory Committee (FLSAC) continued to work closely with the Municipal Elections Office to assist in addressing challenges related to staff recruitment and the active offer of French-language services. By recruiting and assigning bilingual staff on a priority basis, the Elections Office successfully filled 56% of 4,000 positions with individuals capable of providing exemplary service in both official languages.

The FLS Unit within the FLS Branch is responsible for managing, investigating and responding to all complaints received by the City regarding the quality and provision of French-language services. In 2018, the City received 27% fewer complaints than in 2017 for a total of 34; this is also well below the 2014-2018 average of 61. All complaints received in 2018 were resolved and closed. The average resolution time was 8.7 business days, an improvement of 3.5 days over 2017. This also exceeds the City's standard of 20 business days in which a final response or update must be sent, barring exceptional circumstances.

The French Language Services Branch was present in the community and continued to strengthen important relationships with its partners and stakeholders. FLS also continued its efforts to encourage service excellence through activities conducted in French to promote and create awareness of the Bilingualism Policy for employees.

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. In 2018, TSU translated more than 8 million words and received 28,302 requests for service which represents on average 100 requests a day.

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. Expert advice provided by FLS allows managers to make informed decisions about the designation of bilingual positions in their units. In 2018, 16 per cent of the City's positions were designated bilingual. This number is consistent with the last five years.

The City of Ottawa remains committed to delivering quality services in both official languages, and will continue to be responsive to the needs of our Francophone and Francophile community and staff.

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 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 Council priority. FLS also 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 and supports the French Language Services Advisory Committee in carrying out its mandate. Additionally, the Translation Services Unit (TSU) within the FLS Branch is

responsible for the coordination of all City-wide translation and simultaneous interpretation services.

On May 9, 2001, Ottawa City Council enacted the Bilingualism Policy, which reaffirms 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 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 sums up City Council's general objective at the time the Bilingualism 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 French Language Services. The Branch itself is under the authority of the Office of the City Clerk and Solicitor, which is responsible for implementing the Policy.

Finally, the Policy provides for the creation of a standing advisory committee — the French Language Services Advisory Committee (FLSAC) — which is responsible for providing recommendations to Ottawa City 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.

The French Language Services Branch produces a City-wide Report on French Language Services annually to provide Council with an update on the implementation of the Policy, French-Language complaints and highlights City accomplishments in the delivery of quality bilingual services to both the public and staff. The purpose of this report is to provide Council an update of the City-wide accomplishments since the last annual report: (ACS2018-CCS-GEN-0002) submitted on March 27, 2018.

DISCUSSION

The Manager and the French Language Services Coordinator who make up the FLS Unit within the 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 and the FLS Branch reports publicly on these complaints on an annual basis. The City's complaint mechanism is the form in which residents can provide feedback regarding municipal services they have received. It allows 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.

(1) French-language Services for Residents

Departmental Annual Operational Plans

Each year, as per Bilingualism Policy requirements, each department prepares annual operational plans, describing 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 the plans, development of the goals and reporting to Council on progress and completion.

In 2018, as part of the Report on French Language Services (Report # ACS2018-CCS-GEN-0002) submitted to Council on April 11, 2018, four new goals were adopted for 2018-2019. At that time, a commitment was made to provide Council with a progress report for 2018 and the objective of attaining full compliance and incorporation into daily operations by the end of 2019.

The four goals were developed to address risks, respond to complaints as well as promote and create awareness of the Bilingualism Policy. The four goals for 2018-2019 are:

1. To review and ensure that all City social media accounts, including the accounts of designated spokespersons, are approved by Public Information and Media Relations. 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.

Each department produced a progress report at the end of 2018 indicating they are progressing well towards achieving the Council-approved goals by the end of 2019.

City-wide Service Delivery in both Official Languages

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. 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 development of a new program initiative, in collaboration with the University of Ottawa, allowing the City to offer an exciting opportunity to 90 Francophone children living in low-income neighbourhoods to participate in a Make Mobile workshop which develops skills in math, science and technology. There are plans to replicate this offer to several other low-income neighbourhoods in the upcoming year;
- The collaboration with 59 community partners to complete a Point-In-Time (PIT) count on April 19 and 20 over a 24-hr period. The Ministry of Housing introduced a requirement to conduct local enumeration of people experiencing homelessness every two years as part of the Province’s efforts to end chronic homelessness by

2025. Surveys were administered in French and English to over 1,400 individuals and families;

- The offer of fully bilingual services by the Business Ambassador Service (BAS) through its Public Relations and Stakeholder Relations Officer, for individuals who are interested in opening a food premise in Ottawa. Clients using the BAS completed their process with the City in significantly less time – on average in 35 less business days;
- The creation of the City's first Career Showcase - *Les bonnes connexions : Vitrine sur ottawa.ca/emplois* | Connections: *Ottawa.ca/careers* which provides an opportunity to involve community partners, various diversity groups and local educational institutions. The event attracted close to 400 participants and served as an important building block as the City continues to develop and implement its outreach and recruitment strategy in both official languages;
- With 66 Francophone child care service providers receiving general operating funding from the City, over 17 per cent of the total amount of child care fee subsidies were allocated to families with children attending licensed Francophone child care programs;
- 2,650 social media posts were generated in French including, 512 on Facebook, 2,045 on Twitter and 98 on Instagram;
- The distribution of 42 e-newsletters in French from the Planning, Infrastructure and Economic Development Department with a total of 1481 subscribers; and
- The provision of three Planning Primers courses in French throughout the year.

The 2018 Municipal Elections – Office of the City Clerk and Solicitor

On October 22, Ottawa residents exercised their right to vote at more than 640 voting places. In preparation for the municipal elections, the Elections Office collaborated with the FLS Branch and the FLSAC to develop and plan the implementation of a range of strategies designed to recruit bilingual election workers, and to ensure the active offer of bilingual services was a priority during the 2018 municipal elections.

The Elections Office set up booths at Francophone community events, published newspaper articles, gave radio and television interviews, engaged in social media recruitment with the objective of attracting bilingual candidates to apply for the positions available. The Elections Office, along with FLS staff, provided training in both English and French to all election workers during which all participants were made aware of the Bilingualism Policy and the responsibility of actively welcoming the public and offering services in both official languages. Each election worker received an instruction manual that included a glossary of election-related terminology and expressions in both official languages. Electors were able to identify bilingual election workers because they wore stickers indicating they could provide services in both English and French.

The Elections Office also launched a pilot project that provided an opportunity for a half-dozen 16 and 17-year-old students to work as election assistant, in collaboration with *École secondaire catholique Garneau*. The intent of this project was to get young Francophones interested in the election process, while ensuring a stronger Francophone presence at voting places in the following Wards with large Francophone populations: 1-Orléans, 2-Innes and 19-Cumberland.

In 2018, by recruiting and assigning bilingual staff on a priority basis, the Elections Office successfully filled 56% of 4,000 positions with individuals capable of providing exemplary service in both official languages. In 2022, the Elections Office will endeavour to replicate this success by further improving the recruitment process and by expanding the reach of the Pilot Project for hiring secondary students in both Ottawa French School Boards.

(2) Continuous Improvement and Complaints Process

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

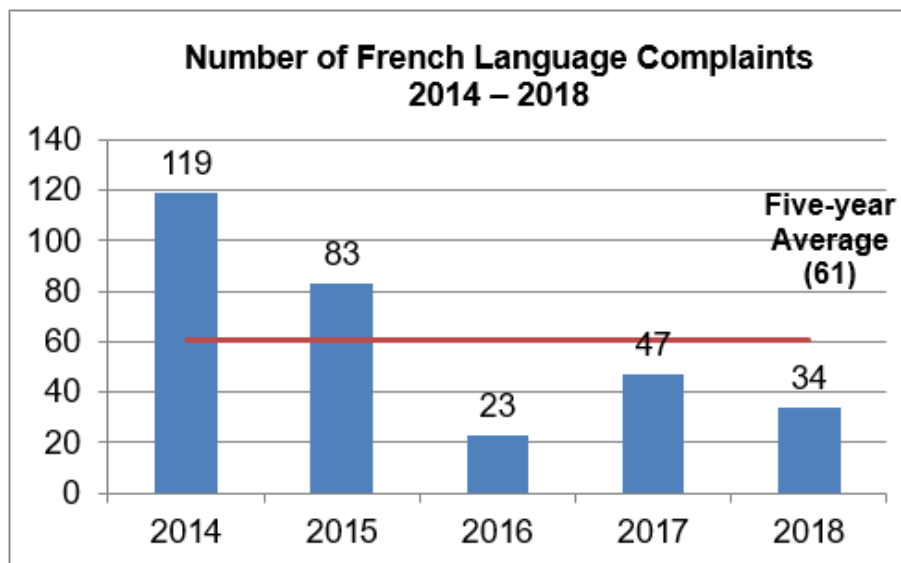
The City's Corporate Complaints Procedure defines a complaint as being an expression of dissatisfaction related to a City program, service, facility, or staff member, where a person believes that the City has not provided a satisfactory service experience for the customer and a response or resolution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

Complaints reporting and data collection allows FLS to:

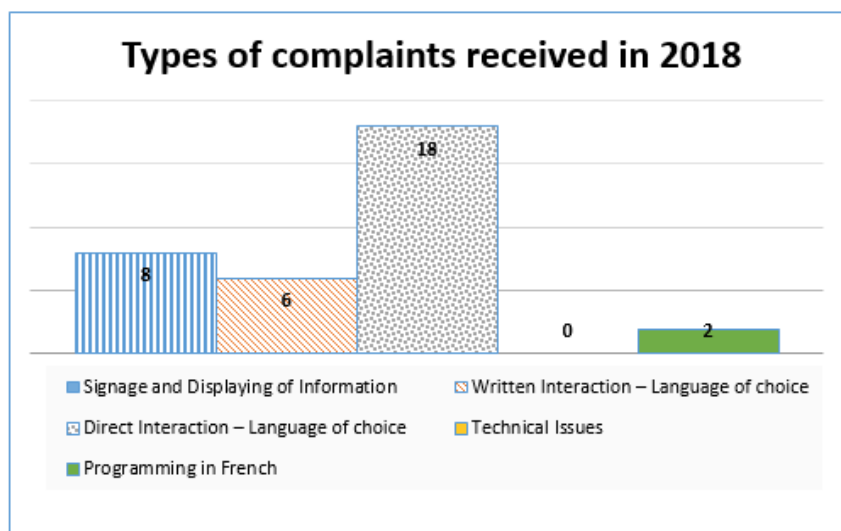
- assist departments in improving the quality of services in French to residents and staff;
- address the needs and concerns of residents and staff regarding the provision of services in French;
- collaborate with departments to ensure necessary measures are taken to prevent the recurrence of such complaints;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

In 2018, the number of French-language complaints received decreased from 47 complaints in 2017 to 34 complaints in 2018, well below the 2014-2018 average of 61 complaints per year. Non-receivable complaints totalled 13 in 2018 compared to 15 in 2017 and 5 in 2016 (e.g. complaints about other organizations or not related to the Bilingualism Policy). All complaints received in 2018 were resolved and closed. The average resolution time was 8.7 business days, an improvement of 3.5 days over 2017. This also exceeds the City's standard of 20 business days in which a final response or update must be sent, barring exceptional circumstances. An acknowledgment receipt was sent to complainants within three business days, 98.6 percent of the time. In 2018, 24 individuals submitted 34 FLS complaints to the City of Ottawa. Eighteen percent, which represents 6 of the 34 complaints, were filed by three individuals. Moreover, one individual filed 4 complaints of the 34.

The table below illustrates the number of complaints received by the City of Ottawa from 2014 to 2018:



The table below reflects the breakdown of the 2018 complaints by complaint type:



Of the 34 complaints received in 2018, 8 were related to signage and displaying of information in one language only or to grammatical errors in signage, compared to 14 the previous year. All signage and displayed information were corrected. Two complaints pertained to programming in French. To address these complaints, clients received additional programming information and resources. Written responses in English to inquiries received in French accounted for 6 complaints received, compared to 11 in 2017, and 18 complaints concerned direct interaction with the client that did not

take place in their official language of choice, up from 9 complaints in 2017. As a result of the increase in complaints pertaining to written and direct client interactions, FLS implemented the following mitigating measures with Departments immediately: reminder messages were issued, and tools were provided to staff to reinforce the importance of compliance with the Bilingualism Policy when interacting with the public.

(3) Collaboration and Community Engagement

The French Language Services Branch was present in the community and continued to strengthen important relationships with its partners and stakeholders.

2018 External initiatives:

1. Organized the 12th 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 for the City to highlight its Francophone municipal accomplishments and services. The 2018 RendezVous was held in collaboration with *Scouts du Canada - District Trois-Rives* in celebration of the 100th anniversary of the creation of the first French-speaking scout troop in Canada, *Camp 1^{re} Notre-Dame*;
2. Celebrated Franco-Ontarian Day and the 43rd 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, 2018, Mayor Jim Watson joined leaders from the Francophone community, staff and members of the public in Jean Pigott Hall, due to rain. Guests were invited to wear green and white as the Franco-Ontarian flag was unfurled by the Mayor and this was followed by a short reception;
3. Submitted nominations to the *ACFO Ottawa's Prix Bernard Grandmaître Awards*, which took place in February 2018. The Nominees from the City were retained as finalists in the following categories: Claudette Boyer Citizen of the Year: Mr. Louis Patry; Youth of the Year: Liam Roche and Young Leader of the Year: Alex Gutzman;
4. Attended various annual events, such as the Vanier Community Centre's Snowflake Breakfast, the *Prix Bernard Grandmaître Awards*, the Vanier

Association's Flag raising ceremony and worked with community partners such as *Scouts du Canada - District Trois-Rives*;

5. Strengthened the City's relationship with the *Regroupement des gens d'affaires de la capitale nationale* (RGA), in partnership with our municipal colleagues from the Economic Development Unit and the Business Ambassador Service Program;
6. Held discussions with the Department of Canadian Heritage and with the *ACFO d'Ottawa* regarding their application to the Government of Canada's Action Plan for Official Languages for a project entitled "*Ottawa bilingue : avançons ensemble*". The City's role consists of supporting the community by participating on the steering committee for the evaluation of project submissions;
7. Participated as a member on the Board of Directors of the *Association des municipalités francophones de l'Ontario* (AFMO) with Councillor Jean Cloutier and supported their 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. The Association maintains relations with francophone and bilingual associations interested by the management of municipalities in Canada; and
8. Supported the City's membership to the *Réseau des villes francophones et francophiles d'Amérique* (RVFFA) and Councillor Cloutier who is the Council representative.

The City also celebrated the contribution of some of its outstanding citizens in 2018 by presenting the Order of Ottawa. Among those honoured was well-known Francophone Marie-Claude Doucet, Executive Director of the *Mouvement d'implication francophone d'Orléans* (MIFO).

The FLS Branch continued its efforts to encourage service excellence through activities conducted in French to promote and create awareness of the Bilingualism Policy for employees are highlighted below.

2018 Internal initiatives:

1. Published monthly editions of FrancoForum to a large number of subscribed staff. 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 *Faux Pas* quizzes in the City staff newsletter entitled “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 fun;
3. 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;
4. Published quarterly 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: Translating reports for Committees and Council, Bilingual content – Best practices for videos, interactive and multimedia productions; Bilingualism requirements for City social media accounts and General Translation Services guidelines;
5. Maintained an in-depth knowledge of key Francophone community stakeholders by subscribing to various newsletters, monitoring news and current events;
6. Organized the first of a new series of informal gatherings with Office of the City Clerk and Solicitor Staff as an opportunity for staff to network in French; and
7. Advised 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.

French Language Services Advisory Committee

The French Language Services Advisory Committee (FLSAC) completed its four-year mandate at the end of 2018. With the leadership of Councillor Eli El-Chantiry as Council Liaison, the three-year Council-approved work plan guided the FLSAC’s efforts in 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. Above all, the Committee ensured that its activities aligned with and served to complement City Council's strategic priorities. Prior to 2018, the FLSAC completed work plan items which focused on Ottawa 2017 activities and on supporting an increased availability of French-language recreational activities, particularly as it pertains to Ottawa's west sector. In 2018, with guidance from the Manager of French Language Services (FLS), members of the FLSAC worked towards completing the remainder of their goals included in their 2015–2018 work plan.

To complete the workplan, the Human Resources Services (HRS) returned to the Committee on February 22, 2018, to provide an update on achievements related to their goal of ensuring service excellence as well as bilingual, equitable and inclusive representation of the City's diverse population on municipal staff. The FLSAC submitted a supplementary recommendations report on June 27, 2018. As a result of recommendations related to the bilingual, equitable and inclusive representation of the City's diverse population on municipal staff, the City held its very first City Career Showcase – *Les bonnes connexions : Vitrine sur ottawa.ca/emplois*, on June 8, 2018. In planning this event, HRS partnered with all departments, including FLS, and ensured the presence of a wide variety of community champions, including Francophone partners.

The Economic Development Unit also returned to the Committee on June 27, 2018 to outline initiatives taken to complete the workplan goal that aimed at supporting the growth of Francophone and Francophile businesses in Ottawa. In response to the recommendations provided by the Committee, the City proceeded to a substantial update and revamp of the Business section of the Ottawa.ca website. This enhanced content was designed for easier navigation for businesses, entrepreneurs, and economic development stakeholders and a new section titled "Ottawa at a Glance" was created to provide an economic overview, advantages, diversity of sectors, recognition and rewards, with a special feature on bilingualism as an economic advantage.

Also, in 2018, the FLSAC continued to work closely with the Municipal Elections Office to assist in addressing challenges related to staff recruitment and the active offer of French-language services.

In addition to the completion of its work plan in 2018, the Committee was represented at various community events in 2018, such as the *Prix Bernard Grandmaître*, the Mayor's Annual Francophone RendezVous; has participated in a City consultation with Francophone seniors and was present at Franco-Ontarian Day celebrations held at City Hall.

FLS is thankful for the contribution of outgoing FLSAC members, notably the outgoing Chair, Johanne Leroux and Councillor Eli El-Chantiry as Council Liaison, whose constant support helped the Committee provide meaningful recommendations to staff that helped enhance bilingual service to residents.

(4) Translation Services

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.

In 2018, TSU translated more than 8 million words and received 28,302 requests for service which represents on average 100 requests a day where close to 20% of the requests received daily in 2018 were deemed rush¹ requests.

In Q1 2018, the Translation Services Unit transitioned from MultiTrans to Broca, a new translation management system. Broca allowed for the streamlining and shortening of the translation request intake process time by combining, linking and assigning translation projects more efficiently and quickly to translators. This new process provided more time for the translation and quality assurance process and resulted in the unit's ability to turnaround urgent and small requests more efficiently. This new real-time collaborative tool provides a day-to-day paperless intake, tracking, workload management and quality monitoring mechanisms. Translation services providers receive immediate feedback on their assignments and their performance is rated and tracked. Broca also helped improve operational efficiency and enhanced the client, staff and provider experience.

¹ 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.

The breakdown of the services requested by type between 2015 and 2018 is presented in the table below:

Types of services requested	2015	2016	2017	2018
Number of requests for translation ²	19,890	20,145	20,526	18,201
Number of requests for comparative revision ³	1,413	1,586	1,804	1,530
Number of requests for proofreading ⁴	477	979	888	632
Number of documents quality controlled ⁵	9,525	8,546	8,622	7,939
Total requests for service	31,305	31,256	31,840	28,302*

* *The translation management system changed in 2018. The data collection methodology was different in 2018 from previous years presented above.*

2018 was a busy year for TSU as they provided translation services for major City priorities and initiatives such as the 2018 Election, LRT-Stage 1, various public engagement forums, legalization of cannabis and many more.

(5) Designated Bilingual Positions and Second Language Training

² Translation: Writing a text from French to English or from English to French, while respecting the tone, style and terminology used by the author.

³ Comparative revision: Comparing a translation to the source text, in French or English, and making necessary changes, including edits in the original text.

⁴ 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.

⁵ 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.

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 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.

In 2018, 16 per cent of the City's positions were designated bilingual. This number is consistent with the last five years.

In 2018, 393 language proficiency assessments were conducted primarily for staffing competitions and/or employees who transferred to designated bilingual positions. This represents a decrease compared to 623 language proficiency assessments in 2017 resulting from the 2016 corporate realignment, number have returned to their traditional levels.

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. The majority of training delivered is to develop proficiency in French, with 8 per cent of training for English proficiency. Participation rates can fluctuate from year to year, based on employee availability and operational requirements. In 2018, language training was delivered to 677 employees, 92% of which was in French.

(6) Moving Forward

Moving into 2019, FLS will continue to support all departments in providing quality services in both French and English to residents and staff. FLS planned initiatives in 2019 include the following:

- Discussions with the Department of Canadian Heritage and preparation of an application, in collaboration with the Recreation, Culture and Facility Services Department, to the Government of Canada's Action Plan for Official Languages. This is 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";

- The submission of nominations to the ACFO Ottawa's *Prix Bernard Grandmaître Awards* held in February 2019;
- Collaboration with the *Mouvement d'implication francophone d'Orléans* for the 13th Annual Mayor's Francophone RendezVous;
- Opening Francophonie Month with the *Regroupement des gens d'affaires de la capitale nationale* (RGA), one of our important stakeholders, at a breakfast reception given by the Mayor, as a direct result of FLSAC recommendations;
- Increasing FLS' presence by organizing special activities for staff during Francophonie month;
- The completion of 2018-2019 Operational Plan goals and the preparation and consultations with departments to define goals for 2020-2021 for Council approval;
- 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 development of partnerships with the *Conseil des écoles publiques de l'Est de l'Ontario* (CEPEO) and other important stakeholders, in anticipation of the opening of *La Maison de la Francophonie* in Ottawa's west sector, an important milestone for the Francophone community;
- Establishing a seamless transition to handling complaints with the Ontario Ombudsman's Office, who, under legislative changes that came into effect on May 1, 2019, has incorporated the function of French Language Services Commissioner at the Deputy Ombudsman level into his Office. This follows the passing of the *Restoring Trust, Transparency and Accountability Act, 2018* (the government's fall economic statement, also known as Bill 57) on December 6, 2018, expanding the Ombudsman's mandate to include French-language services;
- 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 and will

continue working with all City departments to ensure that actions undertaken as a result of complaints to yield positive outcomes for residents;

- The presentation of the Key to the City to five illustrious individuals in 2019, many of whom are bilingual:
 - Ronald Caza, lawyer and pillar of the Francophone community;
 - Maureen McTeer, author, lawyer and political activist;
 - Patrick Chan, Olympic gold medalist and decorated figure skater – who was born in Ottawa;
 - Sue Garvey, the Executive Director of Cornerstone Housing for Women; and;
 - former Premier Dalton McGuinty – Ontario’s only Premier to represent Ottawa in the Legislature;
- Continued support to the new FLSAC and to Councillor Jean Cloutier, Council liaison, as the Committee focusses on identifying work plan priorities which will align with 2019-2022 Term of Council priorities. The first meeting of the Committee will be held on May 9, 2019 and will focus on electing a new Chair and Vice-Chair as well as attending presentations on the City of Ottawa Municipal Accessibility Plan (COMAP) and the City’s Official Plan, for consultation purposes.

RURAL IMPLICATIONS

There are no rural implications associated with this report.

CONSULTATION

This is an update only; therefore, there is no requirement for consultation.

COMMENTS BY THE WARD COUNCILLOR(S)

This is a City-wide issue; therefore, comments from individual Ward Councillors have not been solicited.

ADVISORY COMMITTEE(S) COMMENTS

The French Language Services Advisory Committee received regular updates at its meetings in 2018.

LEGAL IMPLICATIONS

There are no legal implications associated with this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk implications.

ASSET MANAGEMENT IMPLICATIONS

There are no asset management implications associated with this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility implications associated with this report.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications associated with this report.

TERM OF COUNCIL PRIORITIES

The development of departmental operational plans to improve the delivery of French-language services throughout the organization impacts the following 2015-2018 Term of Council Priorities: Service Excellence.

SUPPORTING DOCUMENTATION

The following appendix immediately follows the report.

Document 1 – Appendix A: City-wide Service Delivery in both Official Languages

DISPOSITION

With the upcoming launch of the Light Rail Transit Confederation Line and the City's new Official Plan, the FLS Branch will continue to support City departments in the successful implementation and completion of 2018-2019 Operational Goals, and in providing quality services to residents and visitors alike in both French and in English. This will be achieved by continuing to work collaboratively with departments by providing expert advice and relevant tools that support best practices for service delivery in French which can be incorporated in current service delivery models as well as providing quality translation services City-wide.

Staff will action any direction received as part of the consideration of this report.

Document 1

Appendix A

City-wide Service Delivery in both Official Languages

In 2018, 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.

Below you will find examples of the City initiatives in categories, 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 shared 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.

Here are some of the numbers reported in 2018 on services offered in both official languages

- 1,163 job opportunities were posted in both official languages on all relevant platforms;
- 598 communications for employees were produced in both official languages including, 400 *Au courant*/In the Loop articles, 117 *Bulletin des gestionnaires*/Management Bulletins, 60 emails to City staff and 21 videos;
- 519 inquiries received in French from internal and external clients to HR Service Centre were responded;
- 364 responses emanating from French media outlet inquiries were provided;
- 74 media events were held in both French and English and 295 media products were produced in French;
- 26 bilingual datasets were added to the open data catalogue;
- 17 bilingual surveys were produced and received 2,162 responses;
- One Francophone long-term care home and one bilingual home continues to be operated by the City, supporting care and quality of life for 179 Francophone residents and their families.

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

Examples of these types of initiatives in 2018 include:

- The opportunity for residents to choose the language of their bill when registering for electronic billing through the My Service Ottawa (MYSO) portal on the web. This provides a customized experience for information to be viewed and received in either official language;
- The initiation of a review and strengthening of its Francophone Programs Strategy to further improve and fine-tune its Francophone offer to residents.

Consultations were held with all programming areas of expertise to identify best practices, current challenges and to reaffirm services in French as a priority. The information compiled is providing the building blocks for the revised French Programs Strategy. One of the positive results will see new Francophone summer camps in rural south, as well as Stittsville and Kanata;

- The continued commitment to offering high quality services and programs to the community. The established Francophone Hubs are being refined to better meet the needs of the community, create community engagement and develop further relationships. An important component of this offer being staff recruitment, new initiatives are currently in development to support the hiring of more bilingual employees at all entry-level positions;
- The improvement to the quality and consistency of the information that is being disseminated on Ottawa.ca by monitoring the French content using new standard processes and tools;
- The continued support and access to necessary resources for staff by concentrating efforts in the training component of their development. The High Five training program was developed and is now offered in French to staff. Programming tools and resources continue to be developed and implemented.
- The entire selection process for new hires now being offered in both official languages for the Ottawa Paramedic Services; and
- The establishment of meetings by some departments on a regular basis for staff to practice and improve French conversational abilities in an informal setting, ultimately improving services offered in both languages. In addition, some departments enhanced internal communications to highlight Franco-Ontarian cultural activities and disseminate French-language information and resources in support of Francophone staff.

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 improvement of the City's five-year Child Care and Early Years' Service System Plan, by conducting comprehensive engagement and stakeholder consultations with 458 francophone parents, service providers and key stakeholders, using online surveys, focus groups and interviews. A Francophone planning table was also created to help guide the development and implementation of the service plan, ensuring services are responsive to Francophone families;
- The fostering of community partners to expand and improve the offer of Francophone programs to seniors living in the west sector of Ottawa by collaborating and partnering with the *Patro*, the *Mouvement d'implication francophone d'Orléans (MIFO)*, *Retraite en Action* and more recently, *La Maison de la Francophonie*;
- The collaboration between Economic Development and Ottawa Tourism with the firm Destination Think!, to understand what makes Ottawa unique from other destinations across the world and to better understand what experiences makes Ottawa the city where people want to live, play and visit. The objective of this initiative was to create Ottawa's Place DNA, an internal City place branding implementation strategy, to promote our assets, like our bilingualism culture;
- The inclusion of a new EarlyON child and family centre framework, which includes a separate funding stream for Francophone services, ensuring culturally relevant services. This provides a proportionate amount of the total funding (currently 16 per cent) for dedicated Francophone Early Years programs while allocating funding across the city to expand access for francophone families in underserved areas;
- The coordination, between the City of Ottawa and the City of Gatineau, of a joint bid for Amazon HQ2 as opportunities to collaborate to highlight the region's bilingual workforce as a strong asset for Economic Development. Ongoing conversations continue with Gatineau to explore other opportunities for collaboration in 2019 and beyond;
- The establishment of a partnership between the City of Gatineau and the City of Ottawa to host a bilingual newcomer bus tour. This bus tour helped integrate 45 newcomers into the region by promoting local historical, recreational and cultural attractions, as well as services and programs available in both cities. This collaboration with the City of Gatineau highlighted the positive relationships and our strong bilingual National Capital Region;

- The consultation process to review and update the Older Adult Plan and the Community Funding Framework, by holding focus groups in French, and surveys in both official languages to over 1,000 participants;
- The introduction of discussions involving the two French school boards with the intent of developing more formal and collaborative partnerships to address challenges in the promotion and marketing of its Francophone programs and services. Initial discussions and proposals have proven to be positive and promising and will soon be formalized. An ongoing partnership with the *Conseil des écoles catholiques du Centre-Est* (CECCE) also helped in enabling children from priority neighbourhoods to participate in 40 weeks of summer camps;
- The ongoing partnership with both French and English school boards whereby Outreach Officers make presentations on recycling in local schools in order to educate and create awareness for the City's recycling program; and
- The commemorative naming proposal for the park located at 710 Mikinak Road in recognition of the historical significance of Eugène Martineau to the Francophone community. The City's Commemorative Naming Committee conducted public consultations on the naming proposal of the "Eugène Martineau Park". He was the first French Mayor of Ottawa and a strong representative of the Francophone community.

Here are some example of awareness campaigns and slogans developed in both languages which reflect, not just the meaning, but are adapted to the culture:

- The development, by Ottawa Public Health, of a campaign for cannabis awareness called Toke Joke. In French, the slogan was adapted to "Juste pour rire Pot-Pot- Qui est là?" Another example is the "have THAT talk" campaign for mental health that was adapted to "temps D'EN parler" in French; and
- An outreach by City staff, in preparation for the launch of the O-Train Line 1, to English and French school boards encouraging submissions to the Name the Trains Contest and asking local children and youth aged 16 and under to submit suggestions to name the light rail transit vehicles. From the 1,899 submissions, 40 winning bilingual or easily translatable names were announced and four are named after important Francophone historical figures.