

2021 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 and outreach to 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;
- Supports the City's membership to the *Association française des municipalités de l'Ontario* (AFMO) by sitting on its Board of Directors;
- 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 offering 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, in part, 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 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 City Council's strategic priorities.

In addition to providing City Council with an update on City-wide accomplishments following Council's consideration of the 2020 Report on French Language Services as part of the [Office of the City Clerk 2020 Annual Report](#) on May 26, 2021, 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 Program Manager, the Coordinator and the Communications & Projects Officer 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 filling out the online form available on ottawa.ca. Complaints enable 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.

2021 summary and statistics

(1) French-language services for residents

Departmental operational plans

Each year, as per Bilingualism Policy requirements, each department is required to prepare an annual operational plan describing future goals and standards for the improvement of services provided in French. These plans are approved by City Council. 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.

Prior to the COVID-19 pandemic, on December 11, 2019, Council unanimously adopted [Motion No. 25/4](#), moved by Councillor Mathieu Fleury and seconded by Councillor Jean Cloutier, to direct the Office of the City Clerk and the Recreation, Culture and Facility Services Department (RCFS) 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 that direction to both the Office of the City Clerk and the Recreation, Culture and Facility Services Department, City Council on June 10, 2020, approved the following two measures as part of the 2019 Report on French Language Services that was included in the [Office of the City Clerk 2019 Annual Report](#):

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 purchases 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 per cent 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.

The above-noted Fleury motion further directed French Language Services to assist General Managers in the development of their respective 2020 Departmental French-Language Operational Plans and ensure these are made available to the Finance and Economic Development (FEDCO) and City 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, City Council also approved the following measures for the 2020-2021 operational plans for all remaining departments at the [June 10, 2020](#), City Council meeting:

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.

It was anticipated that each department would complete its goals by the end of 2021 and produce a final report that would be outlined in the Office of the City Clerk 2021 Annual Report.

When City Council approved the above-noted measures in June 2020, the prolonged impacts of the pandemic on the organization were still unknown. Each department produced a progress report at the end of 2020. Departments had indicated that meeting the approved goals within the current two-year cycle would put undue pressure on their staff in a time when resources are and will be stretched and redeployed to assist with the City's vaccine distribution and eventual pandemic recovery efforts.

As such, and as part of the [Office of the City Clerk 2020 Annual Report](#), City Council approved extending the timeline for completion of the current goals for all departments to the end of 2022, at which time a final report will be produced by each department. A final report on 2020-2022 Operational Plan achievements will be outlined in the Office of the City Clerk 2022 Annual Report, to be brought forward to City Council in 2023. Staff believe this approach will assist in alleviating the current pressures within the organization while continuing to ensure the organization's commitment to the improvement of services provided in French.

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 throughout what has been another challenging year for the City given the ongoing COVID-19 pandemic. Indeed, with many facilities being closed or operating at reduced capacity and a significant number of staff being redeployed to support other departments, the City continued to offer key programs and services to its residents. More examples of City-wide service delivery in both official languages are set out in Appendix A.

- More than 720 corporate communications for employees were produced in both official languages, including 427 In the Loop articles, 55 emails from Employee Communications, 165 Management Bulletin articles, 44 network emails from the City Manager, 20 joint network emails from City Manager, Mayor and GM/elected officials, six network emails from SLT or directors and seven network emails from other elected officials to promote City programs;
- 4,018 social media posts were disseminated in French, including 1,572 on Facebook, 2,085 on Twitter, 267 on Instagram and 94 on LinkedIn;

- 1,385 inquiries were received in French from internal staff to the Information Technology Services (ITS) Service Centre;
- Ottawa Public Health (OPH) maintained a designated COVID-19 webpage on its website, which was updated almost daily throughout the pandemic response. In addition to providing the latest information on the local situation, this webpage includes reports and data, infographics, factsheets, FAQs, downloadable handouts, forms and checklists, videos and other resources, all of which are available in both official languages and some of which is available in multiple languages. In addition, OPH participated in 57 media availabilities, always ensuring that statements included French content and that staff were able to respond to media questions in both official languages;
- The Public Policy Development Service within Emergency and Protective Services developed comprehensive bilingual resource pages for both landlords and tenants to provide information on their respective rights and responsibilities in order to improve the overall quality of rental housing in the City. This was part of the non-regulatory measures approved by Council in the [Rental Accommodation Study](#);
- The Winter Maintenance Quality Standards Review was a public engagement opportunity for residents to provide input into the City's Winter Maintenance Quality Standards. Bilingual facilitated public sessions were held and residents were given the chance to attend in person, online, or via a special phone number that was available to residents who required additional support to provide input. For this first-time initiative, staff from the Accessibility Office provided French and English services by phone during the public consultation period.
- All materials were posted and shared via the Engage Ottawa site and were updated in both English and French;
- OC Transpo launched one main customer service contact number, 613-560-5000, that consolidated several existing numbers to provide more streamlined access to transit customer information. With this new line, customers can choose the French option immediately at the beginning of the call rather than listen to an English and French recording of the options;
- Despite the pandemic, many cultural and artistic programs and events were maintained, in a virtual format. From Heritage Day, to French workshops, and

finally visits with Santa, many interesting and engaging French programs took place. A few bilingual in-person events were held at local museums to help celebrate various festivities such as:

- Culture Days at the Cumberland Heritage Village Museum featuring square dancing with Louis Mercier and mobile art activity with cj fleur;
- [MASC](#) program – [Je vis en campagne](#) (I live in the country) – five-day program designed originally as a French program by MASC and offered by bilingual artists at the museum;
- Halloween Hijinks and Vintage Village of Lights programs offered at the Cumberland Heritage Village Museum;
- Two issues of a French museum newsletter, “*À votre musée*” were produced; and
- The Integrated Neighbourhood Services Team (INST), a Neighbourhood Ambassador Program in partnership with OPH and the Boys & Girls Club of Ottawa, continued to engage youth in English, French, Arabic and Somali in order to educate and promote COVID-related safety practices and listen to the concerns of youth in our city. To date, the Neighbourhood Ambassador Program has 19 priority neighbourhoods across the city. The 34 ambassadors represent the neighbourhoods in which they work and do indeed, engage the community in a variety of languages including French as/where needed.

(2) Continuous improvement and complaints process

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.

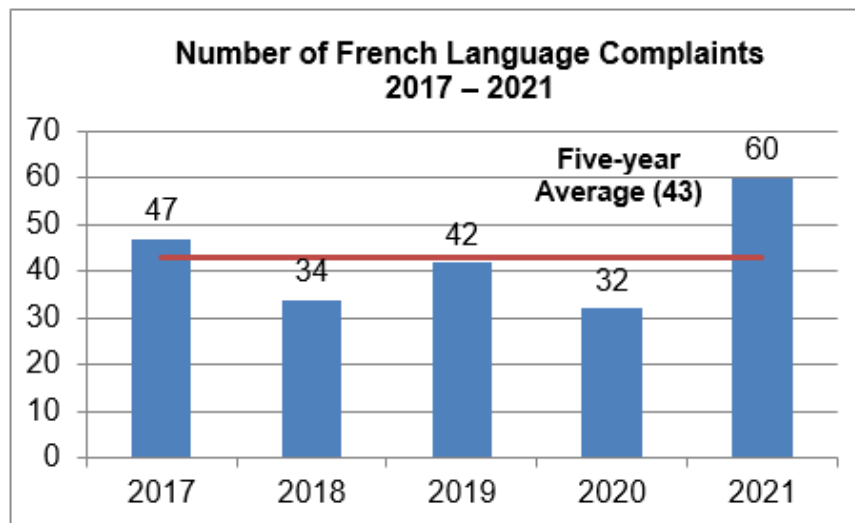
When a complaint is submitted through the Corporate Complaints Procedure, FLS works with the relevant municipal department to understand the issue and to determine which measures should be taken to improve service and avoid reoccurrence.

As the City continues to improve its delivery of services offered in both official languages, some complaints are becoming more complex in nature and may involve various departments, outside organizations and/or present a requirement for technical solutions.

Complaints received in 2021

The number of French-language complaints received in 2021 was 60. This represents an increase of 28 complaints from the 32 complaints received in 2020 and is above the 2017-2021 five-year average of 43 complaints per year, as illustrated in the table below:

Table 1: Number of French Language Complaints 2017-2021



Staff have identified that the 2021 increase in complaints is largely attributed to the City's provision of French-language services at the City's COVID-19 vaccination clinics, which was the largest bilingual mass vaccination campaign in the City of Ottawa's history. In 2021, OPH and the City of Ottawa administered approximately 1,253,572 COVID-19 doses at 16 community clinics, 84 school-based clinics, 121 mobile clinics, 54 pop-up clinics, 14 neighbourhood vaccination hubs, six First Nations, Inuit & Métis clinics, and various long-term care, retirement homes and congregate care settings.

Staff note that 24 of the 60 complaints received in 2021 were related to services in French received at the above-noted vaccination clinics. FLS received the bulk of these complaints between mid-March and end of July 2021.

To address the complaints received and to ensure residents were served in their official language of choice in City-led vaccination clinics, FLS and OPH worked in partnership with the COVID-19 Vaccination Distribution team to address concerns by putting in place various measures, as follows and as described on pages 30 to 32 of Appendix A:

“... the health unit reviewed its policies and procedures with all employees working in the immunization clinics, added signage at all clinic sites indicating that services are available in both official languages and uses name tag stickers and tent cards identify employees who are able to serve clients in both languages.

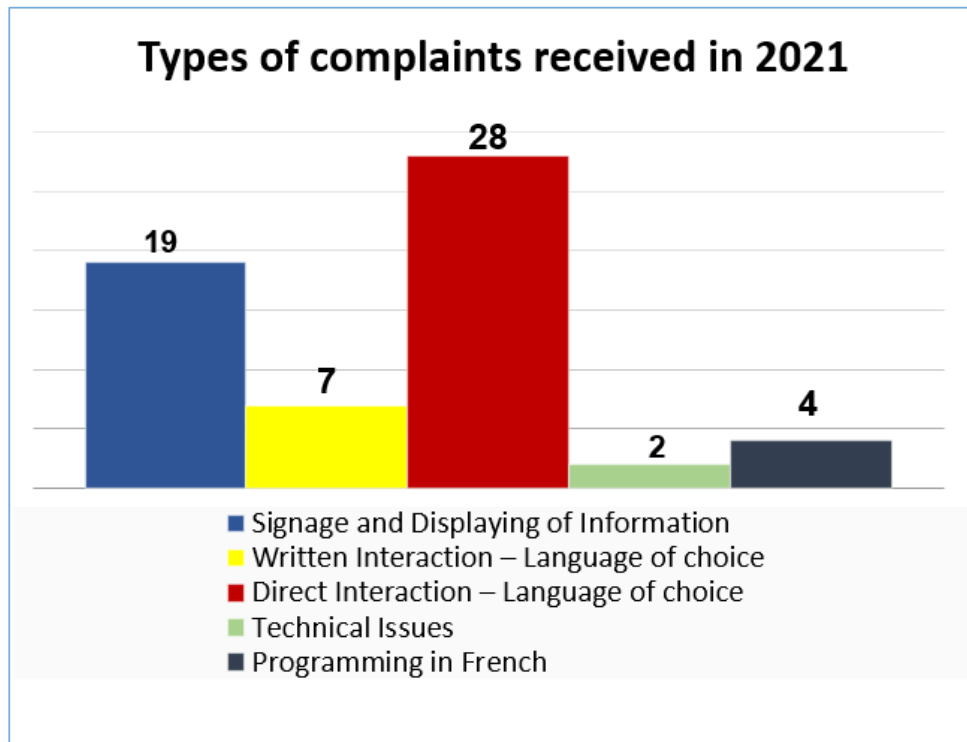
In addition to daily reminders provided to on-site staff, OPH developed a 'clinic toolkit', which was distributed to clinic supervisors to ensure they have all the resources necessary, including a 'cheat sheet' and tips on the active offer of bilingual services, which clinic supervisors are asked to share with all on-site staff.

Further, this toolkit is redistributed to clinic supervisors on a weekly basis to ensure they always have all the necessary resources close at hand and to remind them of their responsibilities with respect to the provision of services in both official languages.”

Following the corrective action that was implemented, complaints decreased at the end of 2021, and no complaints have been received since December 7, 2021.

Overall, the complaints received in 2021 relate to matters including signage and displaying of information at City facilities and interactions in the language of choice, as illustrated in the table below:

Table 2 - Types of complaints received in 2021



Of the 60 complaints received in 2021:

- 28 complaints related to an interaction that did not take place in the client's official language of choice, up from 12 complaints in the previous year;
 - 22 of these complaints occurred at a City-operated COVID-19 vaccination clinic.
- 19 complaints related to signage and displaying of information in one language only or grammatical errors on signage, compared to 14 in the previous year;
 - Two of these complaints occurred at a City-operated COVID-19 vaccination clinic.
- Four complaints were filed regarding the lack of programming in French compared to zero complaints in the previous year;
- Written responses in English to inquiries received in French accounted for seven complaints received, up from five in the previous year; and
- Two complaints were technical in nature and were resolved.

Resolving complaints

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.

The average resolution time in 2021 was 7.5 business days compared to 11.7 business days in 2020. This represents an improvement of four days over 2020 and surpasses the City's standard of 20 business days, in accordance with its Corporate Complaints Handling Policy, in which a final response or update must be sent, barring exceptional circumstances.

FLS has been working with all City departments to continue to support a proactive delivery of services to residents in both French and English. Issues reported regarding signage and displaying of information were corrected. FLS continues to work with departments on ensuring that signage is quality controlled by Translation Services prior to being posted. Where possible during the pandemic, departments assisted clients by offering additional programming.

The City of Ottawa continued to work collaboratively with the Ontario Ombudsman's Office in the ongoing resolution of complaints in 2021. French Language Services Commissioner Kelly Burke published her [Annual Report](#) on December 7, 2021, where she indicates as follows in her opening remarks: "We received many complaints about the COVID-19 vaccination clinics administered by local public health units. By working with the Chief Medical Officer of Health and the Ministry of Health, and even with some municipalities such as the City of Ottawa, we have been able to resolve several issues." The City was notified of two complaints in relation to its vaccination clinics that were redirected to the City for resolution through the City's complaint intake process.

(3) Collaboration and community engagement

In 2021, FLS was present in the community and continued to strengthen important relationships with its partners and stakeholders through collaborations and engagement activities. External initiatives included:

1. Submitting the nomination of Dr. Vera Etches, Medical Officer of Health to the *Association des communautés francophones d'Ottawa (ACFO)*, who subsequently received the Health Care Provider of the Year Award at the *Prix Bernard Grandmaître Awards*, held in a virtual format in February 2021;

2. Opening Francophonie Month in March 2021 with a video which featured the Mayor and Lise Sarazin of the *Regroupement des gens d'affaires de la capitale nationale* (RGA) who discussed the importance of the French business community in Ottawa; coordinated activities to celebrate this month, and planned the Mayor's Annual Francophone RendezVous, which was held virtually on March 19, 2021, due to the pandemic in collaboration with the *ACFO Ottawa*;
3. Celebrating Franco-Ontarian Day and the 46th Anniversary of the Franco-Ontarian Flag at City Hall, in collaboration with the *ACFO Ottawa* at the grand opening of the Festival franco-ontarien. On September 24, 2021, the Mayor, the president of ACFO Ottawa, the president of the Festival franco-ontarien, elected officials and members of the French Language Services Advisory Committee (FLSAC) were in attendance for the official flag raising. Several City facilities flew the Franco-Ontarian flag on September 25, 2021, from dawn until dusk, in addition to the Flag's permanent places at Ottawa City Hall, 110 Laurier Avenue West, over Marion Dewar Plaza and at the *Centre d'accueil Champlain*, 275 Perrier St.;
4. Attending various annual events via online platforms, such as the Vanier Community Centre's *Déjeuner des flocons* (Snowflake Breakfast), the *Prix Bernard Grandmaître* Awards, and working with community partners such as the *ACFO Ottawa*;
5. Continuing to develop relationships with the Francophone community such as *Unique FM*, the *Réseau de soutien à l'immigration francophone de l'Est de l'Ontario*;
6. Continuing collaboration with the *RGA*, through the Economic Development Unit, to promote programs offered through their "*Bilingualism...c'est payant*" awareness campaign;
7. Continuing to support the "*Ottawa bilingue: avançons ensemble*" initiative with the *ACFO Ottawa* by participating with other community partners on the steering committee for the evaluation of project submissions and by supporting their submission for funding renewal to the Department of Canadian Heritage;
8. Completing 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 and

launched the “One City, two languages” tools developed as part of this project in May of 2021, to coincide with the Bilingualism Policy’s 20th anniversary;

9. Continuing its relationship with the Ontario Ombudsman’s Office by collaborating and resolving complaints with the common objective of improving the services and programs we offer to our Francophone residents;
10. Participating, as a member of the Board of Directors of the *Association française des municipalités de l’Ontario* (AFMO) with Councillor Jean Cloutier, in supporting the work of the association by working on strengthening its strategic plan and direction to continue in laying foundations for the future; and
11. Hosting the AFMO’s Virtual Annual General Assembly that took place on October 22, 2021. The AFMO’s ongoing efforts include providing French-speaking elected municipal officers and directors a public forum and relevant services in French; acting as representative and advising ministries and organizations related to municipal affairs in Ontario.

In 2021, the City planned to give the Key to the City, the City’s highest and most prestigious honour, to a number of accomplished Canadians who have had an impact on our city and its image on the national and international scene. However, the Key to the City ceremonies were once again postponed due to the COVID-19 pandemic. Among the anticipated recipients were former Governor General, veteran journalist and global ambassador for *La Francophonie*, Michaëlle Jean. The City plans to present the award to the previously announced 2021 recipients in 2022, subject to public health guidelines and recommendations.

The City was able to celebrate and recognize the contributions of some of its outstanding citizens by celebrating the 2020 and 2021 Order of Ottawa award and Brian Kilrea Award for Excellence in Coaching recipients at ceremonies at City Hall on November 17 and 18, 2021. Among the honoured 2020 recipients were well-known Francophone personalities Bob Monette, who is a former City Councillor, and the Brian Kilrea Award for Excellence in Coaching recipient Jean-Sorphia Guillaume.

Dr. Danielle Lussier, a Francophone legal scholar, the Director of Community and Indigenous Relations, and Professor of Indigenous Legal Orders at the Faculty of Law at the University of Ottawa, was one of the recipients of the 2021 Order of Ottawa.

Among the proclamations issued in 2021, the following were focused on highlighting our Francophone institutions:

- March: Mois de la Francophonie au sein du milieu des affaires featuring the RGA
- March 19: Virtual Café RendezVous with the Mayor featuring ACFO Ottawa Day
- September 25: Franco-Ontarian Day
- November 7 to November 13: National Francophone Immigration Week featuring RSIFEO
- November 15: 94,5 Unique FM Day

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 2021 included:

- The internal publication of monthly FrancoForum newsletter to 450 subscribed staff, highlighting activities and events happening in French within the organization and throughout Ottawa;
- The publication of monthly *Faux Pas* quizzes in the City staff newsletter titled, "In the Loop". These monthly quizzes were presented in an interactive format, with multiple choice questions and detailed explanations for the correct answers, making learning French more enjoyable;
- The launch of FLS' new internal SharePoint Site in May 2021. This was launched with the updated "One City, two languages" branding and visual identity, which was made possible thanks to a contribution agreement with the Department of Canadian Heritage. To highlight and recognize the 20th anniversary of the City's Bilingualism Policy, this launch featured the branding and included a variety of internal communications to Members of Council, City staff, as well as external communications on the City's social media accounts and ottawa.ca, which support the concept of an active offer of bilingual services;
- Providing ongoing support to departments by communicating with staff, helping in the development of common outreach and consultation approaches, and maintaining tools to achieve progress in delivering services in both official languages, and to support the approved goals in the Departmental Operational Annual Plans;
- Providing advice to departments on ways to deliver services in both French and English. More specifically, in 2021, FLS provided advice as it relates to language

requirements, emerging new social media trends, and the procurement of goods and services. More than 140 internal inquiries were received by the FLS Branch on a variety of subjects and projects, a few of which are mentioned below:

- Best practices for holding virtual events in both official languages, such as the Heritage Day and the Doors Open events;
 - The requirements to have documentation available in both official languages in new SharePoint resources pages for staff;
 - Bilingualism requirements for third-party consultants offering services on behalf of the City;
 - Inquiries regarding park naming designations and linguistic requirements; and
 - Inquiries as to the designation of bilingual positions.
- Publishing articles in the City's Management Bulletin as well as the internal "In the Loop" articles to promote the Bilingualism Policy and services offered by FLS. Articles covered topics such as:
 - The launch of the City's new "One City, two languages – the active offer in action for our residents" Initiative;
 - Requirements and guidelines for submitting translation requests;
 - Celebrating Francophonie Month during a pandemic;
 - At-home activities to celebrate Francophonie Month;
 - International Francophonie Day: History and activities;
 - Leading Franco-Ontarian news sources and organizations to help build your Franco-knowledge; and
 - Celebrate Franco-Ontarian Day at Major's Hill park.

City Manager communications to staff on the following subjects:

- Journée internationale de la Francophonie; and
 - One City, two languages: 20 years of our Bilingualism Policy.
- Creating an employee-led Francophone affinity group as part of the Corporate Diversity and Inclusion Plan (2019-2024), which aligns with the goal of creating a

thriving workforce and respectful workplace where employees are free to be their authentic selves in French. In 2021, three meetings of the Francophone affinity group were held virtually in March, September and December;

- Maintaining an in-depth knowledge of key Francophone community stakeholders by subscribing to various newsletters, monitoring news and current events.

French Language Services Advisory Committee

The French Language Services Advisory Committee's (FLSAC) mandate is to advise Ottawa City Council on issues that impact the implementation of the Bilingualism Policy and its application to the City's services, programs, policies, and initiatives. Councillor Jean Cloutier was appointed as Council Liaison by way of a motion approved by FEDCO on February 12, 2019.

At its meetings of November 20, 2019, and February 13, 2020, the FLSAC discussed the development of its work plan. As a result, the FLSAC recommended a three-year work plan that aligns with the 2019-2022 Term of Council Priorities. The [work plan](#) was approved by City Council on April 8, 2020.

Members of the FLSAC selected the following priorities as part of their 2020-2022 work plan:

- Thriving Workforce — Promote bilingual service excellence by supporting a workforce that is healthy, diverse, adaptive and engaged;
- Economic Growth & Diversification — Encourage economic growth and diversification by supporting business investment and expansion, and talent attraction and retention, showcasing the city's bilingual and multicultural character, and branding Ottawa as a place to be;
- Service Excellence through Innovation — Deliver quality bilingual services that are innovative and continuously improved to meet the needs of individuals and diverse communities.

Due to the COVID-19 pandemic, virtual FLSAC meetings continued in 2021. At its February 11, 2021 meeting, the FLSAC approved its recommendations report to the Recreation, Cultural and Facilities Services Department (RCFS). This followed a presentation from RCFS in September 2020 where the FLSAC had received a presentation on its first work plan objective regarding French-language recreational activities in Ottawa and in non-bilingual neighbourhoods. Information had also been

provided on how the pandemic required the City to modify its offer of recreational and cultural services.

On February 11, 2021, the FLSAC received a presentation from the Talent Development Unit in Human Resources Services at the Innovative Client Services (ICS) Department on its fourth objective, which deals with talent development measures, including programming, activities, and learning and professional development offered in French to City staff.

At that same meeting, the FLSAC received a presentation from the Emergency and Protective Services Department (Public Policy Development) on the Community Safety and Well-being Plan. A summary of FLSAC comments was submitted to staff on March 1, 2021.

On March 23, 2021, a Special Joint Meeting of the Accessibility Advisory Committee and the FLSAC was held to receive a presentation by the Women and Gender Equity Strategy and 2021-2022 Framework of the Community & Social Services Department (Gender and Race Equity, Indigenous Relations, Diversity and Inclusion Branch). A memorandum summarizing the comments provided at the Joint Meeting was submitted to the Community and Protective Services Committee prior to its meeting of March 26, 2021.

On May 13, 2021, the FLSAC had the opportunity to receive a presentation from the Anti-Racism Secretariat of the Gender and Race Equity, Indigenous Relations, Diversity, and Inclusion Branch (CCS) on its priorities and action plan. The FLSAC provided its comments at the following meeting.

The FLSAC also approved its recommendations report to the Planning, Infrastructure and Economic Development Department (PIED) on the above-mentioned second work plan objective. This report followed a presentation to the FLSAC in November 2020. The Economic Development Branch of PIED updated members on their economic development strategy and promotion of bilingualism with City partners.

On May 13, 2021, further adjustments were made to the deliverables of the FLSAC work plan to accommodate various departments' capacity to present to the FLSAC due to the ongoing pandemic pressures on the organization.

At the September 9, 2021, meeting, two reports were presented. The first related to the fourth objective by the Talent Development Unit in Human Resources Services at the Innovative Client Services (ICS) Department. The second was the recommendations to

the Anti-Racism Secretariat of the Gender and Race Equity, Indigenous Relations, Diversity and Inclusion Branch. Additionally, the Chair presented the 2019-2021 Mid-Term Report. The FLSAC was not able to table these reports because quorum was not attained.

At the November 15, 2021, meeting, items that had been deferred from the previous meeting were considered, in addition to two new items. The Committee received a presentation on the 2022 City budget in addition to a presentation from the Public Information and Media Relations Branch and the Service Transformation Branch of the Innovative Client Services Department on Consulting and engaging the City's Francophone population with their Municipal government.

Lastly in 2021, the Advisory Committee was represented at various community events such as the virtual *Prix Bernard Grandmaître* Awards, the Virtual Francophone Café RendezVous with the Mayor and at the Franco-Ontarian Flag raising ceremony held at the Festival franco-ontarien.

(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 30 external translation service providers to meet the City's translation demand.

Due to the ongoing COVID-19 efforts by the City, the TSU saw an increase in demand in 2021. Additionally, the TSU continued to support all City departments with their translation, revision and proofreading requirements. A process was implemented to provide translation services 24 hours a day, seven days a week, through an agreement with an external provider to address the increase demands and ensure adequate timelines associated with the quickly changing COVID-19 landscape federally, provincially and municipally. Despite the additional pressures of the pandemic on the translation services demand, TSU staff continued to operate and meet operational needs in a fully virtual model in 2021.

The TSU also assisted all departments with the translation and revision of timely communications required for the seamless delivery of City services, projects, programs, and activities. Services requested and processed by the TSU were wide-ranging and covered a variety of topics such as City web pages, social media messages, resources and tools for the public, schools, workplaces and professionals, as well as Corporate procedures and guidelines for staff, memos and reports for Council and many more.

The TSU also provided the translation and proofreading for outreach, engagement and communications initiatives for bilingual platforms and tools such as EngageOttawa and many online public consultations, meetings, and surveys. TSU undertook the translation of major corporate projects and initiatives on a variety of topics such as:

- The new Official Plan;
- Asset management plans for water, wastewater, stormwater and transportation;
- Master plans for transportation, solid waste, infrastructure, parks and recreation facilities, climate change, regulatory services as well as equity, diversity, and inclusion.

The TSU also handled requests pertaining to the City’s SharePoint sites migration, the modernization of HR’s SAP, Ariba, Para Transpo’s new online reservation system, amongst others.

In 2021, the TSU translated 13,453,362 words, which represents a 17 per cent increase from the 11,467,423 words translated in 2020. The TSU received 30,825 requests for services in 2021, which represents an increase of 3.5 per cent compared to the 29,750 requests processed in 2020. The TSU processed an average of 124 requests per day. Fifty per cent of requests were deemed to be a “rush.”¹ To accommodate the high volume of urgent requests that are brief in nature and have tight turnaround timelines, the number of words translated in-house increased. As such, the internal quality control capacity decreased as those resources were reallocated to provide timely translations to support departments on getting information to residents without delay.

The breakdown of services requested by type between 2018 and 2021 is presented in the table below:

Types of services requested	2018	2019	2020	2021
Number of requests for translation ²	18,201	19,879	21,702	23,803

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.

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.

Number of requests for comparative revision ³	1,530	2,139	1,941	2,025
Number of requests for proofreading ⁴	632	992	874	888
Number of documents quality controlled ⁵	7,939	7,008	5,062	3,947
Number of transcriptions ⁶ and terminology ⁷ requests	N/A	201	171	162
Total requests for service	28,302	30,219	29,750	30,825

The TSU is committed to supporting City-wide quality translation services to meet the City of Ottawa’s Bilingualism Policy objectives, and ensuring our residents are able to receive City communications in both French and English.

(5) Designated Bilingual Positions and Second Language Training

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.

Human Resources maintains the data and 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.

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.

⁶ Transcription: The act of writing down verbatim what has been said in an audio file.

⁷ Terminology: Set of terms specific to a professional field, a field of knowledge.

In 2021, 16 per cent of the City's positions were designated bilingual. This number is consistent with the last five years.

In 2021, 343 language proficiency assessments were conducted primarily for staffing competitions and/or employees who transferred to designated bilingual positions. This represents an increase compared to 229 language proficiency assessments in 2020. The increase is due to continuous availability of virtual oral assessments and capacity for conducting on-site reading and writing assessments that were very restricted in 2020 due to COVID-19.

Over the course of 2021, language training continued in a virtual format, with individual and group classes being offered to all employees.

In 2021, there were 636 registrations for language training compared to 383 in 2020. Employees are embracing virtual delivery of this program and participation levels are comparable to 2019. Ninety-one per cent of all training offered was to develop French language skills. Participation in English training increased from five per cent to nine per cent in 2021. This can be attributed to increased participation of frontline employees who were unable to attend off-site in-person classes due to operational requirements.

Initiatives for 2022 and beyond

The FLS Branch is dedicated to continuing to support City departments in the successful delivery of quality services to residents and visitors alike in both English and French, and in the continued implementation of objectives set out in the 2020-2022 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 City's response to the COVID-19 pandemic, the 2022 Municipal Elections and the construction of Stage 2 LRT. Throughout 2022, FLS will continue to find creative ways to maintain and enhance its service levels to ensure that all COVID-19-related materials are translated as a priority in order to provide timely and accurate information to residents and staff in French and English.

At the core of FLS' priorities lies the ongoing commitment to resolving City-wide complaints pertaining to French-language services, assisting departments in their communications strategies to reach the Francophone community, engaging, and liaising with the Francophone community and key stakeholders, and supporting the French

Language Services Advisory Committee in carrying out its mandate. FLS is committed to providing quality Translation Services and coordination of all City-wide translation and simultaneous interpretation services.

The following initiatives are planned and underway for 2022:

- The launch of a new interactive training for employees, depicting practical examples of providing an active offer of French-language services with the goal of assisting employees to intuitively recognize when it is needed and to support the City's ability to provide excellent customer services to our residents;
- The continuation of our employee-led Francophone affinity group as part of the Corporate Diversity and Inclusion Plan (2019-2024) which aligns with the goal of creating a thriving workforce and respectful workplace where employees are free to be their authentic selves in French;
- Submission of two nominations for the *ACFO Ottawa's Prix Bernard Grandmaître Awards*, which gala will take place on March 7, 2022:
 - Anthony Di Monte, newly retired General Manager of Emergency and Protective Services, for the Health Care Provider of the Year Award;
 - Vanessa Gilles, Canadian Gold Medalist at the Tokyo Olympics in Women's Soccer, for the Young Leader Award;
- The preparation and coordination of activities to celebrate Francophone Month in March, as well as planning of the Mayor's Annual Francophone RendezVous;
- Increasing FLS' visibility with the organization and externally throughout the year and during Francophonie month through social media initiatives;
- 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;
- Continuing to support the "*Ottawa bilingue : avançons ensemble*" initiative with the ACFO Ottawa by participating with other community partners on the steering committee for the evaluation of project submissions;
- Continuing to support City departments in the successful achievement of their Council-approved 2020-2022 Operational Plan goals;

- Continuing to provide support to the *Association française des municipalités de l'Ontario* (AFMO) by sitting on its Board of Directors with Councillor Jean Cloutier;
- The continued development of partnerships with important stakeholders in the Francophone community;
- Continuing to collaborate with the Ontario Ombudsman's Office in the resolution of complaints;
- Continuing efforts to reduce the number of recurring complaints concerning direct and written 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; and
- Continuing to support the FLSAC and Councillor Jean Cloutier as the Council liaison, as the Advisory Committee focuses on advancing its work plan priorities.

SUPPORTING DOCUMENTATION

Appendix A – City-wide service delivery in both official languages

Appendix A

City-wide service delivery in both official languages

In 2021, the City of Ottawa worked to continually demonstrate its commitment to providing quality services to staff and residents in French and English while continuing to manage the consequences of the COVID-19 pandemic.

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. As the COVID-19 pandemic has continued throughout 2021, the category added for the 2020 Report has been maintained and provides examples of continued City services during the pandemic.

Service area highlights

- The City's official social media channels are presented in both official languages; this also includes service alerts on all channels (Twitter, web posts, emails, and SMS);
- All staff presentations, City-wide print materials and online communications are available in both official languages;
- All media releases and advisories are provided in both official languages;
- All generic voice mailbox greetings and email signatures are provided in both official languages;
- All public facing client service centres and call centres offer services in both official languages;
- Regular community outreach and stakeholder engagement activities are held in both official languages;
- Committee report recommendations and executive summaries are always available in both official languages;

- “Budget at a Glance”, “Budget Backgrounders” to Council and the City’s Budget books are posted on ottawa.ca and are consistently provided in both English and French;
- User interfaces for all customer facing fare payment systems are bilingual. This includes ticket machine screens and audio, and faregate feedback; and
- Electric Light Rail Vehicle Operators continue to employ the use of pre-recorded bilingual messages to notify passengers of events on the trains. This message bank continues to grow, in consultation with Operators and from feedback received.

Below are some of the numbers reported in 2021 on services offered in both official languages

- More than 720 corporate communications for employees were produced in both official languages, including:
 - 427 *Au courant*/In the Loop articles;
 - 55 emails from Employee Communications;
 - 165 Management Bulletin articles;
 - 44 network emails from the City Manager;
 - 20 joint network emails from City Manager, Mayor and occasionally GM/elected officials;
 - Six network emails from SLT or directors;
 - Seven network emails from other elected officials to promote City programs;
- In 2021, all communications on the Stage 2 LRT project including social media were released in French and English. Examples of other products can be found on the Stage 2 website and include:
 - 25 Construction Updates;
 - 215 Newsletters;
 - 24 Web Articles;

- 12 Videos;
- 729 inquiries were received in French from internal and external clients to the HR Service Centre and were issued a response;
- 4,018 social media posts were disseminated in French, including 1,572 on Facebook, 2,085 on Twitter, 267 on Instagram and 94 on LinkedIn;
- 46 bilingual datasets were added to the open data catalogue bringing the total number of datasets to 404 on Open Ottawa;
- 65 French online engagement activities were posted on the *Participons Ottawa* platform;
- 41,560 inquiries were received in French from external clients to the 3-1-1 Call Centre which represents 7.5 per cent of all calls received in 2021, and a 2.6 per cent increase over 2020;
- 341,000 waste collection calendars were printed and distributed to households, in addition to the online version; all the operational and educational information is provided in both languages;
- Six editions of the Solid Waste Master Plan eNewsletter were sent to over 2,000 subscribers in the language of their choice;
- 52 weekly collection reminders and 12 service alerts were delivered to 282,046 recipients via email, text or phone call to residents who have signed up to receive ReCollect messages/Service alerts in either French or English;
- Revenue Services handled over 210,000 calls, emails, and in-person interactions with residents provided residents with the option of receiving services in English or French;
- RCFS continued to offer support to its many Recreation Partners in the community, by providing clear communication of ever-changing restrictions, expertise, and guidance. In total, 22 Communiqués were written and translated for simultaneous delivery to partner organizations. These communication tools enabled the transmission of accurate information as it was issued by the provincial government;

- The Cultural Funding Support Unit supports local arts, heritage and festival organizations, as well as local professional artists and heritage professionals through 17 funding and awards programs. In 2021, the City of Ottawa made 46 allocations to francophone applicants, investing over \$1.94 million through cultural funding programs. This investment does not include all the organizations and individuals who may have applied in English, but are francophone, and/or offer French or bilingual programming;
- Community and Social Services (CSS) operates one Francophone and two bilingual Long-Term Care Homes. Long-Term Care provides bilingual documentation and communications in line with the corporate policy, and each home has some bilingual staff available to support. Throughout the pandemic all outbreak communications, newsletters, resident/family/staff updates and engagement opportunities were conducted in both languages across all homes; and
- Children’s Services continued to provide General Operating funding to 61 Francophone child care programs to help reduce the wait list, increase quality, and provide affordable child care. Over 19 per cent of the total amount of child care fee subsidies were allocated to families with children attending licensed Francophone child care programs.

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

Examples of these types of initiatives in 2021 include:

- OC Transpo launched one main customer service contact number, 613-560-5000, that consolidated several existing numbers to provide more streamlined access to transit customer information. With this new line customers can choose the French option immediately at the beginning of the call rather than listen to an English and French recording of the options;
- OC Transpo adopted the Canada Video Relay Service where people with hearing or speech disabilities can connect with a sign-language interpreter via video conference before calling OC Transpo at 613-560-5000. The video relay service allows callers to express themselves in their first language, American Sign Language (ASL) or Langue des signes québécoise (LSQ) when communicating with OC Transpo;

- A newly developed “Emergency Management Handbook for Members of Council” was released in October to Members of Council in both official languages; and
- Revenue Services launched a new online payment card service platform for City services with smaller lines of business (Genpay), offering service in English and French.

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:

- Finance Services provided bilingual staff for Councillor-led budget consultations (English or French);
- The Winter Maintenance Quality Standards Review was a public engagement opportunity for residents to provide input into the City’s Winter Maintenance Quality Standards. Bilingual facilitated public sessions were held and residents were given the chance to attend in person, online or via a special phone number that was available to residents who required additional support to provide input. For this first-time initiative, staff from the Accessibility Office provided French and English services by phone during the public consultation period. All materials were posted and shared via the Engage Ottawa site and were updated in both English and French;
- Continued stakeholder engagement conducted by Community and Social Services (CSS), using surveys in both official languages: Recently, CSS issued a survey addressing community agencies and their service resumption challenges and another survey, targeted to low-income residents of Ottawa asking about health and well-being, income, service needs and barriers to service;
- Employment and Social Services ensured stakeholder engagement reflected the residents served. In 2021, the Social Assistance Community Advisory Group was created to inform the development of a new Social Assistance service model that meets the needs of all Ottawa residents. Francophone representation on the Advisory groups was a priority. Examples of Francophone organizations who are a part of the Advisory Group include Conseil Economique et Social d’Ottawa Carleton (CESOC) and Le CAP.

- Collaboration with 2SLGBTQ+ community organizations to host a public consultation to inform the Women and Gender Equity Strategy. In the Ottawa 2SLGBTQ+ Service Needs, Gaps and Recommendations final report, a recommendation was made to increase 2SLGBTQ+ community, health, and social services to support to underrepresented populations within the 2SLGBTQ+ community, including Francophone communities;
- Audiovisual products developed by the Ottawa Paramedic Service for theme weeks, special events, holidays and observances were recorded in English and French (examples: Remembrance Day, Doors Open Ottawa for a virtual tour of Paramedic Headquarters);
- The Prix du livre d'Ottawa 2021 celebrated local francophone authors. The award for French fiction was given to Monia Mazigh for her novel *Farida*. The award for French non-fiction was presented to Nicole V. Champeau for *Niagara...la voie qui y mène*. Both books were published by Les Éditions David, a local publisher. Winners were each awarded a prize of \$7,500. Six additional books were shortlisted, and finalists received \$1,000 each;
- Three dedications were made in 2021, recognizing the significant contributions of francophone residents:
 - The woodlot located at 1054 Prestone Drive, was named the “Herma Saumur Family Forest”;
 - The anticipated Orléans Health Hub park was named “Dr Émile Major Park”; and
 - The new community park, located at 525 Famille-Laporte Ave, was named the “Mantha Park”.

Below are some examples of awareness campaigns and slogans developed and adapted in both languages:

- Safer Roads Ottawa’s Road Safety Action Plan – Think Safety Act Safely/Pensez Sécurité, Agissez en Sécurité slogan, awareness campaign ads, feature stories, and tweets were developed and promoted in both languages. Six “Be safe be seen/Sois visible pour ta sécurité” events were also promoted in both languages, with bilingual staff on site;

- “Keeping You Safer / Assurer votre sécurité” campaign was launched in 2020 by OC Transpo and continued in 2021 informing customers how we are keeping them as safe as possible while travelling on OC Transpo throughout the pandemic;
- OC Transpo’s “Unlimited no-charge transit campaign / Service illimité sans frais” in December allowed residents and visitors to ride OC Transpo without having to pay a fare for the month; and
- All electric bus key messages were created in both official languages, permitting e-bus announcements to be shared by the Chair, the Mayor, and OC Transpo on various social media platforms. Branding on the vinyl wraps for the four electric buses are bilingual and incorporate a bilingual phrase/slogan “100% Electric / 100% électrique” and a bilingual logo. Additional logos were designed with limited text in mind, creating visual representations that could be understood by all.

Examples of continued City Services in times of COVID-19

Although 2021 presented continued challenges associated with the pandemic, with many facilities being closed or operating at reduced capacity and a significant number of staff being redeployed to support other departments. The City continued to offer key programs and services to its residents.

- The Recreation, Culture and Facility Services Department (RCFS) once again realigned its service delivery to meet the provincial government’s guidelines. This allowed RCFS to offer safe, enjoyable recreation opportunities to the residents of Ottawa. RCFS staff also continued to support City departments such as OPH and CSSD in delivering valuable services and programs to Ottawa’s most vulnerable residents, while recreation facilities operated in a hub model for the better part of the year. This was done to maximize and streamline the limited areas of programming that could be offered. Although programming and service delivery were greatly impacted, RCFS staff were successful in developing positive and enjoyable opportunities for its francophone community;
- Although the offer of recreational programming was significantly reduced, an effort was made to ensure programming in both languages was available to our residents. The following programs were offered successfully in French:

- A total of 75 weeks of French camps, out of nine City facilities, which represents 1243 total registrations;
 - A French in person Leadership camp was offered for the first time, resulting in 11 successful graduates, and a French Virtual Leadership (Module 1) was successfully implemented in the winter;
 - Swimming lessons were held when restrictions allowed such programs; in total, 990 registrants benefited from French swim lessons;
- The Human Needs Task Force (HNTF) continued to work in conjunction with the Emergency Operations Centre and community agencies ensuring vulnerable residents had access to basic human needs like food, washrooms and showers. Housing Services, in partnership with Ottawa Public Health, quickly set up and made operational various respite centres, isolation centres and physical distancing centres. Provincial and federal governments released COVID-19-related funding to be allocated to local service providers to maintain much needed services and fund new requirements like personal protective equipment and increased public health protocols. CSS succeeded in allocating this funding in a timely manner to help maintain our local social infrastructure. Vital COVID-19 relief funding was granted to 10 local Francophone community agencies serving a variety of residents including isolated seniors, women and youth;
 - To meet the needs of Ottawa's Francophones and Francophiles, Ottawa Public Health (OPH) uses a Microsoft Teams group chat of francophone colleagues able and willing to share tips on how to phrase or edit tricky translations, better target messages, rework short sentences or expressions, and brainstorm appropriate messages or tools to better reach targeted audiences;
 - Ottawa Public Health (OPH) maintained a designated COVID-19 webpage on its website, which was updated almost daily throughout the pandemic response. In addition to providing the latest information on the local situation, this webpage includes reports and data, infographics, factsheets, FAQs, downloadable handouts, forms and checklists, videos and other resources, all of which are available in both official languages and some of which is available in multiple languages. In addition, OPH participated in 57 media availabilities, always ensuring that statements included French content and that staff were able to respond to media questions in both official languages;

- OPH participated in 57 media availabilities, always ensuring that statements included French content and that staff were able to respond to media questions in both official languages; and
- To ensure Ottawa residents can be served in the official language of their choice at City COVID-19 vaccination clinics, the health unit reviewed its policies and procedures with all employees working in the immunization clinics, added signage at all clinic sites indicating that services are available in both official languages and uses name tag stickers and tent cards to identify employees who are able to serve clients in both languages. In addition to daily reminders provided to on-site staff, OPH developed a “clinic toolkit” that was distributed to clinic supervisors to ensure they have all the resources necessary, including a “cheat sheet” and tips on the active offer of bilingual services, which clinic supervisors are asked to share with all on-site staff. Further, this toolkit is redistributed to clinic supervisors on a weekly basis to ensure they always have all the necessary resources close at hand and to remind them of their responsibilities with respect to the provision of services in both official languages.