

**2013 REPORT ON FRENCH LANGUAGE SERVICES
RAPPORT SUR LES SERVICES EN FRANÇAIS 2013**

COMMITTEE RECOMMENDATIONS

That Council receive this report.

RECOMMANDATIONS DU COMITÉ

Que le Conseil prenne connaissance du rapport.

DOCUMENTATION / DOCUMENTATION

1. Kent Kirkpatrick, City Manager, report dated May 27, 2014 (ACS2014-CMR-OCM-0006)

Kent Kirkpatrick, Directeur municipal, rapport daté du 27 mai 2014 (ACS2014-CMR-OCM-0006)

**Report to
Rapport au :**

**Finance and Economic Development Committee
Comité des finances et du développement économique**

**and Council
et au Conseil**

**May 27, 2014
27 mai 2014**

**Submitted by
Soumis par:
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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2014-CMR-OCM-0006

SUBJECT: 2013 Report on French Language Services

OBJET: Rapport sur les services en français 2013

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 rapport.**

BACKGROUND

On May 9, 2001 the City of Ottawa enacted the Bilingualism Policy, which reaffirms the City's commitment to support the delivery of services in both official languages to residents and to staff (ACS2001-CMS-OCM-0002). The Policy applies to all staff and services and focuses on: Language of Work, Language of Service, Cultural Programs, Complaints and Communication. The policy requires that each department prepare public plans describing accomplishments and future goals for approval by Council. The purpose of this report is to provide an update of the departmental achievements realized since the last annual report submitted July 2nd, 2013. (ACS2013-CMR-OCM-0004).

DISCUSSION

In 2010, all City departments reported initiatives aimed at improving the provision of French language services and enhancing service excellence in their respective operational plans. Since the development and subsequent implementation of these operational plans, progress has been made toward service delivery and day-to-day operations in French. This is the third of a four-year cycle during which departments will have created a baseline for the development and improvement of services in both official languages.

Service Delivery

The City promotes the delivery of services in both official languages. Initiatives undertaken by departments over the past year have impacted on the overall delivery of bilingual services City-wide. For instance, departments have incorporated language considerations into their departmental succession plans by identifying where language training may be needed. Departments have placed significant emphasis on ensuring that all official communications are sent to employees in both official languages. Additionally, departments which engage the public through consultation have taken the appropriate measures to guarantee that public consultations are hosted in such a way that Francophones have access to bilingual documents simultaneously and that qualified staff can answer questions in the official language of choice of participants.

In 2013, departments focused on delivering their work plan commitments including:

EMERGENCY AND PROTECTIVE SERVICES:

Prevention and education are critical components in ensuring that residents stay safe. In order to safeguard the lives and property of residents, Emergency and Protective Services carried out a number of information campaigns. In 2013, an internal review of all public education and prevention materials was undertaken to ensure that all material was made available in hard copy, as well as on ottawa.ca, in both languages. This review confirmed that currently all materials are available in both languages. As future materials are developed, staff will ensure that French and English versions are available simultaneously.

ENVIRONMENT SERVICES DEPARTMENT:

The Customer Services unit has reviewed its operations with regard to providing bilingual services to residents and has achieved the following accomplishments:

1. Incoming / outgoing calls, water and wastewater information lines - recorded public information messages are bilingual.
2. All 6 positions that receive telephone inquiries from the public have been reviewed regarding language requirements.
3. Since 2012, all 4 employees on the 22300 line at Clyde Avenue and the 2 employees on the 22301 line at ROPEC have been bilingual. Other bilingual staff that are not consistently on the phone lines are also available to provide service in both languages.

FINANCE:

The Strategic Sourcing Unit has successfully transitioned to a new Corporate Uniform Stores which is fully bilingual for internal clients via online ordering. Customer support is also available in French from the external provider.

PARKS, RECREATION AND CULTURAL SERVICES:

This Department has maintained and shown an increase in the number of French programs offered in 2013. For example, in comparison to 2012, French recreation programs (Fall and Winter) increased by 23% and aquatic programs increased by 8%. The opening of the François Dupuis Recreation Centre has created more opportunities for French programming in the East end of the City, both in aquatic and other programs.

PLANNING AND GROWTH MANAGEMENT:

This department advances the City's Bilingualism Policy by ensuring that all broad e-mail distributions to the public, including invitations, posters, web pages, and letters are and available in both official languages, simultaneously.

RAIL IMPLEMENTATION OFFICE:

The Rail Implementation Office launched a new project website in October 2013, which not only meets French Language requirements but also applicable web accessibility requirements. The website serves as the primary means through which the public can access timely and relevant project information in their language of choice. In addition, all scheduled weekly construction updates, Public Service Announcements (PSA) and related communications are available in one's language of choice.

REAL ESTATE PARTNERSHIP AND DEVELOPMENT OFFICE:

All City of Ottawa properties for sale and for lease are now advertised in both official languages in newspapers and on ottawa.ca to ensure that the general public receives information about properties for sale and lease in the language of their choice.

COMMUNITY AND SOCIAL SERVICES:

A Departmental Communications Work Group was established in late 2012. The membership of this work group includes one or two representatives from each branch. Their collective responsibility is to promote the active offer of services in French, ensure their communications meet the Bilingualism Policy and promote the E-Learning Modules on an active offer. Since its inception, Community and Social Services has raised awareness of the many initiatives under their French Languages Services Operational Plan.

TRANSIT SERVICES:

This year, Transit Services has added Twitter as a vehicle for Important Service Notifications (ISNs). This allows Team Leads in the Transit Information Centre to push messages in both official languages simultaneously through multiple channels, including the website's Live Updates, text alerts, MyTransit app and all three Twitter accounts. ISNs are an effective notification tool which allows reaching thousands of Transit's

customers instantly. Timely updates on Twitter in both official languages have been well-received and appreciated by customers.

Staff Development

PARKS, RECREATION AND CULTURAL SERVICES (PRCS):

This department has allocated an annual budget of \$3,000 to support volunteer training opportunities through a partner organization, Volunteer Ottawa. Volunteers from partner/community organizations are encouraged to register for these workshops that are offered in both languages. The content of these training sessions deal mainly with broad development themes, as this was identified as a need by the community. To facilitate the process when community organizations are organizing events and programs, or when accessing City services an on-line tool-kit has been launched to community partners, in a completely bilingual format. This tool-kit offers support, tools, guidelines, forms, links, etc. In addition, PRCS is currently developing a recruitment campaign, in an effort to recruit francophone employees. Meetings have been held with two French High School guidance counselors, documents are being created and a strategy is being developed. For 2014, meetings are occurring on a regular basis with different French high schools, and documents, presentation and a complete process will be developed and rolled-out by the end of 2014.

HUMAN RESOURCES:

This department has completed the eLearning Pilot project financed by the Federal Department of Canadian Heritage. One hundred and three (103) employees registered to participate in the pilot project which included self-directed on-line learning, *Tell me more*, (2 hours per week recommended), teacher-led support workshops, webinars and individual meetings with instructors. Feedback received indicated that participants found the tool useful; however, finding the time to consistently use the tool to achieve progress was found to be challenging. Recommendations for an eLearning training option will be finalized with a target implementation of mid- 2014.

OTTAWA PUBLIC HEALTH:

Supervisors confirmed that second language training will be included in the employee's Individual Contribution Agreements (the basis of staff performance appraisals). This practice is strongly encouraged by French Language Services in order to monitor, support and solicit employee engagement.

PUBLIC WORKS:

This department has identified a francophone designate for each branch in 2013. These designates will review any French translation materials and items that are posted to Ozone and Ottawa.ca. They will speak to Francophone clients on behalf of the branch and, when required, attend media events and act as the French media spokespersons.

FRENCH LANGUAGE SERVICES:

The designation of bilingual positions is a mechanism available to managers to strengthen the implementation of the Bilingualism Policy. In 2013, 12 departments conducted a review of their day-one and designated positions. This process is a central step in securing the adequate number of bilingual staff in key positions. As of December 2013, 16% of the City's positions were designated bilingual. This excludes certain pooled positions as well as some identified jobs (i.e. Transit supervisors, bus operators, paramedics, firefighters, lieutenants and captains). This is consistent with the 2012 number (16%) and is based on the City's three portfolios (City Manager's Office, City Operations and Planning and Infrastructure).

The City's Bilingualism Policy specifies the follow up process for complaints received regarding the absence of, or quality of French services. In May 2012, management approved the new French Language Complaint Resolution Procedures. French Language Services has the responsibility for following up with departments and the complainant regarding corrective measures to be implemented and to report to Council. The new process was designed to make registering a complaint easy for the public and for employees. Additionally the process was designed to improve the quality of French language services delivery; to better meet the needs and concerns of residents and staff; and to take the necessary measures to prevent the recurrence of any issues or concerns.

The promotion of the French Language Complaint Resolution Procedures has impacted the number of complaints sent to French Language Services Branch in 2013. As a result of the enhanced awareness of this procedure, 89 complaints were received in 2013, compared to 49 in 2012. The complaint resolution procedure improved discussions and collaboration between French Language Services and City departments on these issues. The increase in complaints is in part attributable to the increasing use of Twitter and the increasing amount of open data being provided to the public. Quality assurance controls have been put in place to strengthen the accuracy of information being published in both English and French. Additionally the nature of the complaints was focused on service oriented departments such as ServiceOttawa, Parks, Recreation and Cultural Services, and OC Transpo. The complaints were analysed and actions were taken to address them, with a view to enabling sustained service improvement. For instance, in 2014 Parks, Recreation and Cultural Services, ServiceOttawa and other City services have developed a protocol to adopt a Quality Assurance process before posting open data on Ottawa.ca. This measure should reduce significantly the number of complaints concerning the quality of French texts on the web. Another successful accomplishment was the re-emphasis by a number of departments (Fire Services, Human Resources, Events Central) on ensuring bilingual messages in their generic voice mailboxes. This initiative is being expanded and will be part of all departmental operational plans in 2014. French Language Services is working with departments to reduce the incidence of complaints and to support their efforts in providing quality services in both official languages.

Moving Forward

With refreshed and strengthened planning and reporting processes in place, departments are developing their 2014 Departmental French Language Operational Plans. This year is the final year of the current 2011-2014 four-year cycle. Part of the strengthened process includes the incorporation of an established citywide baseline for the provision of French language services. This includes the following standards applicable to all departments. These standards/benchmarks will help measure the level of improvement on providing quality services in French across departments year after year.

These measures are:

1. Ensuring that 100% of employees holding a Designated bilingual position or a Day 1 Ready Designated position have their generic out-of-office voicemail and email messages in both official languages.
2. Ensuring that 100% of employees holding a Designated bilingual position or a Day 1 Ready Designated position have their email signature in both official languages.
3. Ensuring that 100% of official written communications from GMs and Directors are sent out to staff in both official languages simultaneously.
4. Ensuring that 100% of Departments' centralized voicemail and email greeting messages are in both official languages.
5. Ensuring that 100% of public events hosted by the City project a bilingual image simultaneously and comply with the City's Bilingualism Policy, specifically regarding Communications, Staff and Signage.
6. Ensuring that 100% of staff holding a Designated bilingual position or a Day 1 Ready Designated position complete the "One City, Two Languages" E-Learning Modules.
7. Ensuring that the Individual Contribution Agreements (performance appraisals) of employees in Second Languages Training, holding a designated bilingual position or a Day 1 Ready Designated position incorporate the employee's pre-determined training goals and evaluation against those goals on an annual basis.

Conclusion

The Bilingualism Policy states: "That the City Manager, the General Managers, directors and managers all be accountable for the implementation of this action plan and related measures." This report marks the third of a four-year planning cycle during which departments have created a baseline for the development and improvement of services in both official languages. Progress has been made towards this objective and moving forward, French Language Services is confident that Managers and staff will continue to be proactive in looking for opportunities to enhance how and where services can be made available to staff and the public.

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.

LEGAL IMPLICATIONS

There are no legal impediments to the receipt of the report for information.

RISK MANAGEMENT IMPLICATIONS

There are no risk implications to receiving the 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.

TECHNOLOGY IMPLICATIONS

There are no technology implications associated with this report.

TERM OF COUNCIL PRIORITIES

The development of departmental operational plans to improve the delivery of French languages services throughout the organization impacts two of the 2010-2014 Term of Council Priorities: Service Excellence and Employee Engagement.

SUPPORTING DOCUMENTATION

2013 Departmental Operational Plans for the Delivery of French Language Services

DISPOSITION

Departmental managers are responsible for the implementation of their relevant action plans. Staff will action any direction received as part of consideration of this report.