

5. 2017 REPORT ON FRENCH LANGUAGE SERVICES

RAPPORT SUR LES SERVICES EN FRANÇAIS 2017

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 27 March 2018 (ACS2018-CCS-GEN-0002).

Rapport Gestionnaire, Services en français, Bureau du greffier municipal et de l'avocat général, daté le 27 mars 2018 (ACS2018-CCS-GEN-0002).

**Report to
Rapport au :**

**Finance and Economic Development Committee
Comité des finances et du développement économique
3 April 2018 / 3 avril 2018**

**and Council
et au Conseil
11 April 2018 / 11 avril 2018**

**Submitted on March 27, 2018
Soumis le 27 mars 2018**

**Submitted by
Soumis par :
Michèle Rochette, Manager, French Language Services /
Gestionnaire, Services en français
613-580-2424, ext./poste 21453, michele.rochette@ottawa.ca**

Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2018-CCS-GEN-0002

SUBJECT: 2017 REPORT ON FRENCH LANGUAGE SERVICES

OBJET: RAPPORT SUR LES SERVICES EN FRANÇAIS 2017

REPORT RECOMMENDATIONS

That the Finance and Economic Development Committee recommend:

- 1. That Council receive this report; and**
- 2. That the Finance and Economic Development Committee approve the goals identified for the 2018-2019 Departmental French Language Services Operational Plans.**

RECOMMANDATIONS DU RAPPORT

Que le Comité des finances et du développement économique recommande :

1. **Que le Conseil prenne connaissance du présent rapport; et**
2. **Que le Comité des finances et du développement économique approuve les objectifs qui seront inclus dans les Plans opérationnels sur les services en français des Directions générales de 2018-2019.**

EXECUTIVE SUMMARY

In 2017, City Departments continued to demonstrate their 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 for City clients, staff and the public is respected when accessing City services. Departments have been proactive in incorporating the principles of the Bilingualism Policy in their service delivery models and by being responsive to the evolving needs of the Francophone community as well as staff. The report highlights many of these initiatives.

The designation of bilingual positions is a process by which managers identify the appropriate number and type of bilingual positions required within their work units that would ensure provision of service to the public and staff in English and French. As of December 2017, 16 per cent of the City's positions were designated bilingual. This is consistent with the 2016 percentage.

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 2017, the number of French Language complaints received increased from 23 complaints in 2016 to 47 complaints in 2017. This number remains well below the five-year average of 72 complaints per year. All complaints received in 2017 were resolved and closed and the average resolution time was 12.2 business days. This exceeds the City's standard of 20 business days in which a final response or update must be sent, barring exceptional circumstances.

The Bilingualism Policy requires that each Department prepare annual operational plans, describing future goals for the improvement of services provided in French. As a

result of the successful implementation of the 2016-2017 goals, the FLS Branch and City Departments are recommending adopting four new goals that will be reported on for 2018 and 2019 with the objective of attaining full compliance and incorporation into daily operations by the end of 2019.

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

On May 9, 2001, the Council approved the continuation of the Bilingualism Policy which reaffirmed the City's commitment to support the delivery of services in both official languages to residents and to staff: (ACS2001-CMS-OCM-002). In addition, Council recognized the "bilingual character of the City of Ottawa" which is outlined in *By-Law No. 2001-170*. The Policy applies to all City staff and services. The Policy focuses on the designation of bilingual positions, translation services, complaint resolution as well as the promotion and provision of services to the public in French and English. Additionally, it also requires that each Department prepare annual operational plans, describing their goals to improve the departmental provision of services in French. The purpose of this report is to provide an update of City-wide achievements since the last annual report: (ACS2017-CCS-GEN-0017) submitted on May 30, 2017.

DISCUSSION

Bill 177, Stronger, Fairer Ontario Act (Budget Measures), 2017 (Schedule 5)

On December 14, 2017, Bill 177, the *Stronger, Fairer Ontario Act (Budget Measures), 2017*, received Royal Assent. This was an omnibus bill that amended a variety of statutes, including the *City of Ottawa Act, 1999*. The amendments were intended to recognize within provincial legislation, Ottawa's bilingual character, and require the City to pass a by-law providing that the administration of the municipality shall be conducted in both English and French and that all or specified municipal services to the public shall be made available in both languages, in accordance with Subsection 14(1) of the *French Language Services Act*.

In keeping with this, the Bill 177 amendments acknowledge that the City's existing *Bilingualism By-law (No. 2001-170)*, originally passed in May 2001, already fulfills the City's statutory obligation to pass a by-law and they also explicitly recognize City Council's discretion to determine the "scope and content" of that by-law.

Though the City's bilingual character is now officially recognized in the *City of Ottawa Act, 1999*, the changes to the *City of Ottawa Act, 1999* did not expand the City's obligations in terms of the provision of French-language services, beyond the requirement of having a By-law under Subsection 14(1) of the *French Language Services Act* or beyond those obligations that would already be recognized by existing law including for example, under By-law 2001-170.

As a result of these changes, Section 11.1 of the *City of Ottawa Act, 1999*, now reads as follows:

Bilingualism

11.1 (1) The city's bilingual character is recognized.

By-law respecting use of English and French languages

(2) The city shall pass a by-law under subsection 14 (1) of the French Language Services Act.

Same, board of health

(3) The by-law applies with respect to the administration of the board of health and the provision of services by the board.

Scope and content of by-law

(4) The scope and content of the by-law shall be as determined by the City.

Existing by-law

(5) For greater certainty, City of Ottawa By-law No. 2001-170 (Bilingualism) meets the requirement of subsection (2).

French Language Services Advisory Committee

The mandate of the French Language Services Advisory Committee (FLSAC) is to provide 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.

Members of the FLSAC continued advancement on the following priorities as part of their 2015-2018 work plan:

- Economic prosperity – Promoting Ottawa;
- Service Excellence - Increasing the provision of recreational activities in French; and
- Advancing equity and inclusion for the City's diverse population.

At the first meeting of 2017, the FLSAC received a presentation by the Ottawa 2017 team, who provided confirmation of the successful implementation of the 15 recommendations that had been identified as a first priority at the FLSAC meeting of February 2016. This first item of the FLSAC work plan focused on Ottawa 2017 activities supporting the development of a fully bilingual program and promotional activities for the City's celebrations surrounding the 150th anniversary of Canada's Confederation in 2017. During that same meeting, there was a presentation by Human Resources Services on Objective No. 4 of the FLSAC work plan, which focused on developing an approach promoting the diversification of employee recruitment methods in order to attract a greater number of bilingual candidates at all levels of the organization.

In May of 2017, the FLSAC received a presentation from the Municipal Elections Office on Objective No. 5 of their work plan, which aims at continuing to increase staff awareness of the active offer of bilingual services during the 2018 municipal elections. In addition, the FLSAC also endorsed its report that contained recommendations to Human Resources Services staff on the fourth work plan objective based on the presentation received in February. The FLSAC's 2015-2016 Annual Report was also presented at that meeting.

In September of 2017, the FLSAC endorsed its report, which contained recommendations to staff in the Municipal Elections Office, based on the presentation received in May.

Furthermore, in November of 2017, the FLSAC discussed the 2018 Draft City Budget documents and approved the Committee's comments that were presented by the Chair of the FLSAC at the Finance and Economic Development Committee meeting on December 6, 2017.

Service Delivery Initiatives

In 2017, City Departments continued to demonstrate their 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 for City clients, staff and the public is respected when accessing City services. Departments have been proactive in incorporating the principles of the Bilingualism Policy in their service delivery models and by being responsive to the evolving needs of the Francophone community as well as staff. Set out below are examples from various Departments.

Recreation, Cultural and Facility Services Department

The Department of Recreation, Cultural and Facility Services (RCFS) strives to deliver high quality recreational and cultural services to residents, in both English and French. In collaboration with community partners, RCFS offers programs, classes, courses, drop-in activities, camps, productions and events. RCFS is also responsible for managing numerous facilities that provide residents with opportunities to lead healthy and active lifestyles.

In 2017, RCFS worked to strengthen the impact and effectiveness of its Francophone Hubs, including the introduction of outreach strategies to Francophone communities. These Hubs are strategically located at the following facilities to better coordinate programming offered in all areas of the city: Bob MacQuarrie Recreation Complex, Sandy Hill Community Centre, Heron Rd. Community Centre, Minto Recreation Complex and Richcraft Recreation Complex. The Francophone Hubs and their surrounding facilities continued to offer a variety of Francophone programs, such as swimming lessons, camps, artistic and cultural programs, sports and fitness programs as well as specialized programs to residents.

Summer camps continued to be among the most popular offerings, with 172 Francophone summer camps offered across the city, ranging from preschoolers to youth age groups. Although there were fewer Francophone summer camps in 2017, a 14 per cent increase was observed in the overall registrations for Francophone summer camps. This was due to an improved planning process and a refined offering to better meet the needs of Francophone and Francophile residents. In addition, François-Dupuis Recreation Centre was able to increase its Francophone summer camp offering by 40

per cent to better serve the surrounding population. This improvement can be largely attributed to the expansion of the complex, which included a new gym facility.

Other areas of focus in 2017 included *Learn to Skate* and *Learn to Swim* programs as well as preschool programs, which allow participants to develop cognitive, social, emotional, and language skills in both French and English. In an effort to better support and develop these programs, a bilingual staffing approach was implemented and awareness tools were developed and provided to staff to help them in the delivery of bilingual programs.

RCFS observed a slight decrease in overall registrations that can partly be attributed to new provincial legislation prohibiting the registration of 4 and 5 year-olds in non-licensed care programs. A total of 8,741 participants registered in Francophone programs in 2017, which represents a 5.8 per cent decrease from 2016.

The Department also continued to deliver arts and cultural programming to the Francophone community, with successful initiatives aimed at increasing the availability of Francophone cultural programs and services offered by the City and its partners, including:

- The showcasing of 26 *À la Carte* events at the Shenkman Arts Centre presented to over 500 Francophone students;
- 172 Francophone and bilingual programs where 957 participants took part, demonstrating an increase of 22 per cent over 2016; and
- The removal of barriers to participation for low-income students through the *I Love to Dance* program for a total of 14 Francophone and bilingual programs. Overall, more than 200 children participated in various dance classes across the city at no cost.

In 2017, a pilot project involving a new gesture-based approach to teaching fitness programs was developed and implemented. This program's goal was to reduce language barriers in adult fitness and aqua-fitness classes. As these classes naturally require minimal vocal communication, adding gestural cues have made classes more accessible and inclusive to participants who speak French or another language. As a result of the positive feedback received from participants in classes offered in the pilot project, RCFS will be implementing this approach in additional facilities.

RCFS worked in partnership with the AFMO (*Association française des municipalités de l'Ontario*) to organize the first Franco-Ontarian [Tremplin Santé](#) training summit here in

Ottawa. *Tremplin Santé* is a program that promotes healthy, active lifestyles in summer camps throughout Canada, through games, play, resources and easy to use tools. Over thirty RCFS employees took part in the training, and staff extended an invitation to Francophone partners, school boards and Francophone municipalities, as well as to our municipal counterparts in Gatineau. Over 70 participants registered for this training session. Francophone partners are an integral part of the French program offering at RCFS and work is done collaboratively with these partners to ensure the delivery of diverse programs and services.

In the areas of marketing and promotion of French programs, RCFS developed a strategy aimed at increasing postings in French on Facebook, in the *DiscoverRec* Newsletter, as well as on digital signs and displays at facilities. RCFS also created its own internal newsletter, *Franco-nouvelles / Franco-news* to help staff discover the Franco-Ontarian culture, highlight programming information, and disseminate departmental materials.

Moving forward, RCFS will focus its effort in working with *Retraite en Action* and *CMFO (Centre multiservices francophone de l'ouest d'Ottawa)* to develop and expand Francophone programming in the west end of the City. In 2018, RCFS will review and update its French Services Strategy and further develop the mandate for Francophone Hubs. One of the actions of 2018 will be to conduct a client survey facilitated through the Hubs to guide future program development and outreach strategies.

Community and Social Services Department

The Community and Social Services Department works in partnership with community agencies to ensure a strong social infrastructure of coordinated and responsive programs and services for families and individuals in need to improve quality of life and promote self-reliance. This includes the provision of employment and financial assistance, housing and homelessness services, childcare and early-years services, long-term care and community funding with a commitment to engaging with our stakeholders.

In partnership with the *Réseau de soutien à l'immigration francophone de l'est de l'Ontario (RSIFEO)*, the City hosted an event to launch National Francophone Immigration Week 2017 during which Mayor Watson provided an official proclamation of National Francophone Immigration Week.

Community and Social Services implemented extensive stakeholder engagement sessions at the four long-term care homes in September and October 2017. Sessions for families, friends and volunteers. A survey was available in both official languages for stakeholders who could not attend these sessions in person.

In collaboration with community partners, the Children's Services Branch has revised the process for the *Désignation de programmes et de services de garde d'enfants autorisés en français*, which now allows families to choose Francophone culturally relevant programming on the Child Care Registry and Waitlist.

Children's Services also continued to provide General Operating funding to approximately 22 Francophone child care service providers to help reduce the wait list, increase quality, and to provide affordable child care. 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.

In preparation for the implementation of Early ON Centres in Ottawa and the City's new role coming in 2018, Children's Services conducted an in-depth consultation process to inform the planning of the new Early ON Centres in Ottawa to prioritize culturally relevant Francophone services for all families in Ottawa. This included:

- Bilingual online survey of parents and caregivers (168 completed in French);
- In-person group sessions (4 sessions in French including one focus group with new Francophone immigrants);
- Bilingual online survey of early years service providers (23 completed in French);
- In depth interviews with key stakeholders (six out of 21 interviews conducted in French); and
- The Best Start Francophone Table, made up of Francophone early years service providers, was also engaged throughout the planning process.

Employment and Social Services continued to develop client engagement strategies to target Francophone students to participate in the *Youth Futures* program. Youth Futures is a seven-month program intended for high school students, aged 16 to 21 from low-income families and communities and provides skills development, information, support and experience to succeed in college, university and the workforce. In 2017, 93 participants completed the Youth Futures program and 36 of the youths were bilingual.

Again in 2017, the annual bilingual Income Tax Clinics initiative held 13 bilingual tax clinics for *Ontario Works/Ontario Disability Support Program* clients and low-income residents through the West Social Support Centre's Social Services Hub.

The Ten-Year Housing and Homeless Plan continued to develop key resources, including partnerships, and ensures Francophone representation on Advisory Groups and Committees. These included the Housing System Working Group, the Community Advisory Board and the Youth Coordinated Access Group.

The Social Housing Branch held various information sessions with Housing Providers at the End of Operating Agreements, and the new service agreements. All session materials and presentations were provided in both French and English. As part of the services of the Social Housing Branch, internal reviews are offered in French and English. In 2017, over 40 Internal Reviews were conducted in French.

A new 48-unit supportive housing development in Orléans, in partnership with Montfort Renaissance opened in May 2017. The Affordable Housing Branch will be hosting a community consultation session as it relates to Building Better Revitalized Neighborhoods. Session materials and speakers will be available in French and English and other multiple languages.

Transportation Services Department

The Transportation Services Department strives to provide high quality customer service to residents, businesses, and visitors of the City of Ottawa, in both English and French. The Department has been proactive in incorporating the principles of the City's Bilingualism Policy into everyday services and in responding to the evolving needs of the Francophone community and staff.

2017 was an important year leading up to the launch of the O-Train Confederation Line in 2018. The Confederation Line, Ottawa's largest transportation infrastructure project since the building of the Rideau Canal, will be a state-of-the-art Light Rail Transit (LRT) system. It is a significant part of OC Transpo's integrated transit network, and will move Ottawa's residents and visitors faster and in more comfort than ever before.

The Department focused on service enhancements in 2017 that will help the customer experience for Francophones using the City's transit system as the City prepares for the launch of the Confederation Line in 2018:

1. In November 2017, new ticket vending machines were installed at four O-train Trillium Line stations that incorporated a number of positive features for customers. These include audible bilingual voice instruction through a headphone jack for customers with vision loss, as well as the ability to video-chat with a bilingual service representative for assistance. The same ticket vending machines will also be available at all 13 stations on O-Train Confederation line in 2018;
2. In late 2017, sixty new transit information screens were installed at transit stations across the City. The screens provide customers with real-time bus arrivals and bilingual OC Transpo updates. Additional transit information screens will be installed in 2018, including all 13 stations on the O-Train Confederation Line;
3. In April 2017, exterior bus announcements were launched, which audibly announce the route and destination of the arriving bus in both official languages when the front doors open. These announcements provide the same information displayed on the bus's exterior destination sign, which is also bilingual. This technology enhanced service to customers who were unable to see or read the destination sign of an approaching bus, improving their ability to use transit independently and safely. Once launched in 2018, the O-Train Confederation Line will also have bilingual exterior destination signs and audible announcements at all light rail station platforms;
4. Interior next stop announcements on buses continue to provide customers with bilingual audible and visual announcements of next stops on route. This system also continues to be enhanced to provide customers with public service announcements and transit information in both official languages, including details of detours, service changes, bus number changes, etc. Interior audio and visual announcements are also used on all O-Train Trillium Line vehicles, and will be used on all O-Train Confederation Line vehicles in 2018;
5. The Transportation Services Department continues to provide services that respond to the Francophone community. The Department regularly performs community outreach and stakeholder engagement activities for a variety of City transportation planning and construction projects and to seek input to policy changes and other departmental initiatives. Community stakeholder consultations are available in both official languages, and were held for projects such as Stage

2 LRT design and the renewal of Elgin Street. Additionally, all staff presentations, departmental print materials and online communications are available in both French and English; and

6. All OC Transpo customer-facing support staff provide information and services in both official languages, including: In-person OC Transpo Customer Service Centres (Rideau Centre, Lincoln Fields, Place d'Orléans, St-Laurent) as well as in-person, telephone and email services for OC Transpo Customer Relations and Transit Information and Para Transpo Booking and Customer Service.

Ottawa Public Health

The Ottawa Public Health (OPH) Unit provides public health programs and services to individuals and communities while advocating for public policies that make the City and residents healthier. The following describes two examples of efforts by OPH in 2017 to enhance programs, services and outreach to the Francophone community.

In 2017, the [Community of Practice Public Health en français \(CoP\)](#), a Ministry of Health and Long Term Care funded initiative, co-led by OPH and Eastern Ontario Health Unit, secured one-time funding to help increase access to Francophone resources, information and support for health care professionals across the province. The CoP achievements in 2017 included:

1. The development of a stand-alone website;
2. Continued collaboration with partners and subject matter experts to help guide the work of the CoP;
3. Renegotiating of partnership agreement with the *Alliance des réseaux des services de santé en français de l'Ontario* to continue supporting the community of practice to increase promotional activities and outreach to the community;
4. Attending the Ontario Public Health Convention and *Rendez-vous santé en français*;
5. Collaboration in the planning and facilitation of the first “*Salon Francophone*” at the biannual Healthy Communities (HC) Conference “With Everyone, For everyone”; and

6. Viewing of the documentary *Pis nous autres dans tout ça?* on the challenges faced by Francophones in Ontario presented to OPH staff on St-Jean Baptiste Day. The documentary was part of Diversity & Inclusion activities offered to employees at OPH. Approximately 20 employees participated in the viewing and discussion.

A key function of public health relates to monitoring the health of the population and responding appropriately to emerging and/or emergency situations with partners. When an increase in illicit fentanyl became present in the community, OPH worked closely with community partners to ensure appropriate key messages and resources were accessible in both French and English. Webinars developed in French and English on the risks associated with opioid use, and presented to parents of children attending all four local school boards during evening information meetings. A total of twelve presentations were made across the City, six of which were provided to the two French school boards by Francophone nurses and our Francophone addictions partner, *Maison Fraternité*.

Webinars were also hosted in English and in French for intermediaries and partners on opioids and fentanyl.

Service Innovation and Performance Department

The Service Innovation and Performance Department (SIPD) is composed of four service areas and one branch, each of which has specific responsibilities pertaining to French Language Services:

1. ServiceOttawa is the first stop for City information and services for residents, businesses and visitors through ottawa.ca, by phone through 3-1-1 and in person at the seven ServiceOttawa Client Service Centres and three Provincial Offences Act offices. ServiceOttawa is responsible for providing a consistent, accessible and high quality client experience in both French and English;
2. Public Information and Media Relations (PIMR) provides information to residents in both French and English to keep them informed about City programs and services by using various communication channels such as social media (Twitter and Facebook), media products (public service announcements, media advisories and news releases), graphic services (posters, digital and corporate signage), feature stories on ottawa.ca and advertising;

3. Service Transformation leads and supports the organization through continuous improvement of service delivery to citizens. This new service area integrates the functions of organizational effectiveness, service analytics and planning, digital service innovation and service improvement, provides internal communications to City staff and supports the delivery of digital services in both French and English; and
4. Human Resources Services provides a one-stop shop for the City's Human Resources needs and provides all Human Resources services in both French and English. They are responsible for the delivery of language assessments and training for employees, for supporting Departments in the designation of bilingual positions and hiring outreach. The purpose of the language training program is to develop participants' English or French language proficiency skills.

Working closely with the French Language Services Branch, SIPD service areas engaged in a number of initiatives in 2017 to enhance the provision of services in French. These initiatives include:

1. Establishing standards and quality measures for the Web Improvement Program related to bilingualism;
2. Reviewing content, in English and French, of key areas of the City's Web content by working with departments to make high value content more client-friendly. Examples include swimming, skating, garbage and recycling pages;
3. Updating the French language dictionary used by the City's main quality control tool related to the Web (Siteimprove) to support high quality bilingual content on departmental Web pages;
4. Producing over 550 media products, posting more than 4,000 social media messages in French and supporting approximately 90 media events in both French and English. Examples of the variety of bilingual City communications that PIMR delivered include posting tweets about snow removal, answering a social media inquiry on how to use pedestrian crossovers, issuing a public service announcement for spring and summer recreation programs and hosting a media event about the next stage of LRT;
5. Working with City Departments to identify bilingual spokespersons who can speak in both French and English at Committees, public meetings and in

- interviews with reporters. The Branch also works with Francophone reporters to ensure interviews and media responses are provided in French;
6. Producing more than 330 *In the Loop* articles, roughly 80 Management Bulletins and dozens of emails to City staff in both official languages in 2017;
 7. Delivering several projects to improve resident experiences with the City including the following examples:
 - The Noise Enhancement project sought to improve the user experience when interacting with the City for services. This was accomplished through adding new content to the Noise By-law web page and enabling users to submit noise complaints online, in both French and English; and
 - The My ServiceOttawa project featured design changes to improve usability of the My ServiceOttawa dashboard, including new wording and labels for the dashboard content in English and French.

Human Resources Services is responsible for assisting managers in the designation of bilingual positions, delivery of language assessments and language training for staff.

The designation of bilingual positions is a process by which managers identify the appropriate number and type of bilingual positions required within their work units that would ensure provision of service to the public and staff in English and French. Human Resources Services assists managers in the designation process by providing annual reports on position designation and requirements, employee training history and testing results. Managers are responsible for ensuring that employees who do not meet bilingual position requirements register for training and that skill progress is monitored.

As of December 2017, 16 per cent of the City's positions were designated bilingual. This is consistent with the 2016 percentage.

The following table illustrates employee participation rates in self-directed and group training sessions over the past three years:

Session	2015	2016	2017
Winter	306	255	273

Spring	289	251	225
Fall	271	257	250
Total	866	763	748

As of 2016, priority for language training was 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.

The following table illustrates the overall number of language assessments conducted during the past three years:

	2015	2016	2017
Total	421	444	623

In 2017, 623 language proficiency assessments were conducted primarily for staffing competitions and/or employees who transferred to designated bilingual positions. Depending on the requirements of positions and work units, candidates may be assessed in one or more language skill areas: oral expression, oral comprehension, reading or writing.

The increase in assessments can be attributed to the lifting of the hiring freeze from 2016 following the reorganization and increased competitions as a result of stabilization in 2017.

French Language Services

The French Language Services (FLS) Branch plays an important role in supporting City Departments in providing quality municipal services in French to its residents and its staff, bearing mutual respect and recognition of official languages.

The City's Bilingualism Policy identifies a number of priorities for action by the FLS Branch such as: translation services; complaint resolution; coordination and support in the development of annual departmental operational plans; interpretation services for Committees and Council, and the promotion and active offer of French-language services. The FLS Branch also provides support to the French Language Services Advisory Committee in achieving their Annual Work Plan Objectives.

(1) Translation Services

In 2017, the Translations Services Unit (TSU) received 31,840 requests for service. The breakdown of the services requested by type between 2015 and 2017 is presented in the table below:

Types of Services Requested	2015	2016	2017
Number of requests for translation ¹	19,890	20,145	20,526
Number of requests for comparative revision ²	1,413	1,586	1,804
Number of requests for proofreading ³	477	979	888
Number of documents quality controlled ⁴	9,525	8,546	8,622
Total requests for service	31,305	31,256	31,840

May 2017 was the busiest month for TSU staff, who provided translation support during

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

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

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

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

the 2017 Spring Freshet. TSU supported the ongoing and timely communications with residents in both French and English about the City's response and recovery efforts.

(2) Complaints Resolution

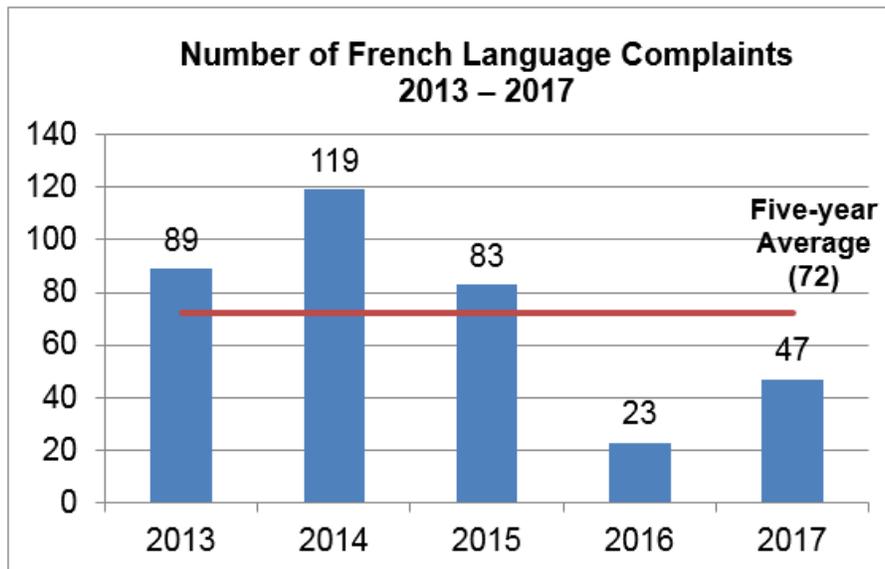
The FLS Branch is responsible for managing, investigating and responding to all complaints received by the City regarding the quality and provision of French-language services. The City of Ottawa's Corporate Complaints Procedure defines a complaint as being an expression of dissatisfaction related to a City of Ottawa program, service, facility, or staff member, where a person believes that the City has not provided a service experience to the customer's satisfaction at the point of service delivery and a response or resolution is explicitly or implicitly expected.

Complaints reporting and data collection allows FLS to:

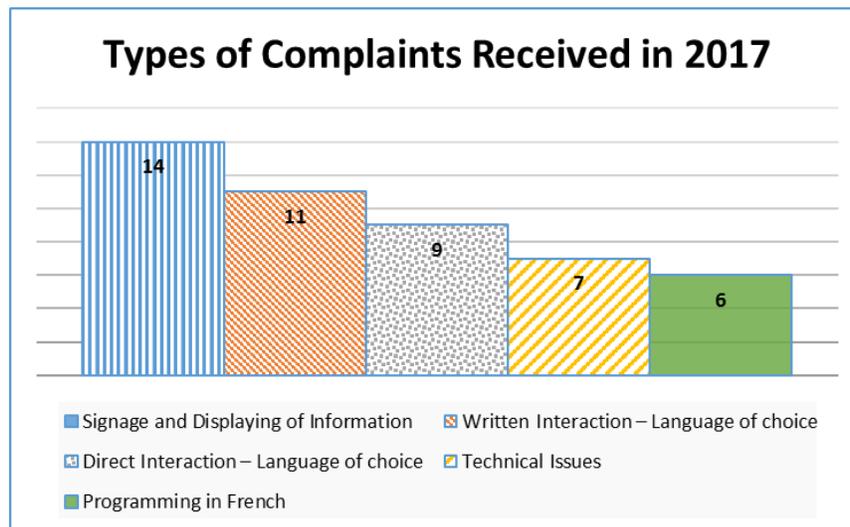
- assist Departments in improving the quality of services in French to residents and staff;
- address the needs and concerns of residents and staff regarding the provision of services in French;
- collaborate with Departments to ensure necessary measures are taken to prevent the recurrence of such complaints;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

In 2017, the number of French Language complaints received increased from 23 complaints in 2016 to 47 complaints in 2017, well below the 2013-2017 average of 72 complaints per year. Non-receivable complaints totalled 15 in 2017 compared to 5 in 2016 and 18 in 2015 (e.g. complaints about other organizations). All complaints received in 2017 were resolved and closed. The average resolution time was 12.2 business days, an improvement of 3 days over 2016. 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, 97 percent of the time.

The table below illustrates the number of complaints received by the City of Ottawa from 2013 to 2017:



The table below reflects the breakdown of the 2017 complaints by complaint type:

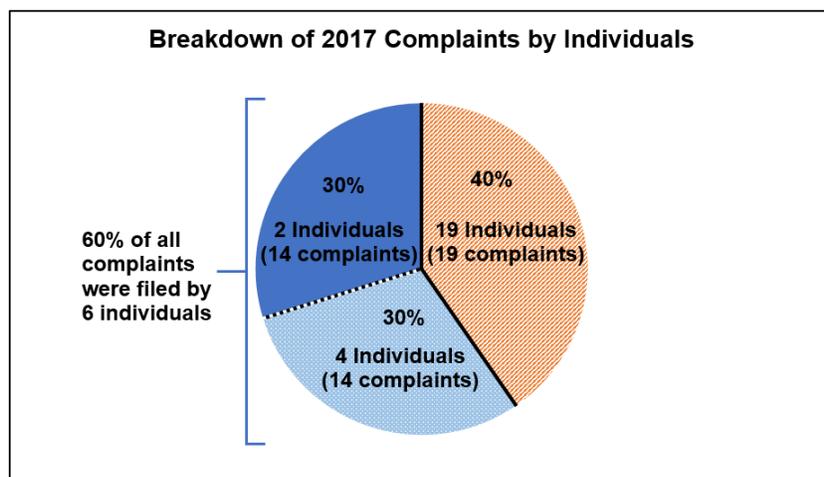


Of the 47 complaints received, 14 were related to signage and displaying of information in one language only or of comparable size (e.g.: font size considerably smaller for French text). Written responses in English to inquiries received in French accounted for 11 complaints received, and nine complaints concerned direct interaction with the client that did not take place in their official language of choice. It is important to note that all signage and displayed information was corrected. With respect to the complaints about client interactions, staff were provided with reminders, tools and support. The required corrective action for all seven technical issues were implemented and clients were

provided with responses. For example, an automatic e-mail reply did not properly display French accents.

In 2017, 25 individuals submitted the 47 FLS complaints to the City of Ottawa. Sixty percent, which represents 28 of the 47 complaints, were filed by six individuals. Of that 60%, half (14) were filed by two individuals.

The graph below illustrates the number of the 2017 complaints filed by individuals:



(3) *Operational Plans*

The Bilingualism Policy requires that each Department prepare annual operational plans, describing future goals for the improvement of services provided in French.

In January 2018, the majority of City Departments have reported completing the implementation of the following four 2016-2017 goals:

1. To ensure that Departments review and make necessary adjustments to their designated bilingual positions to meet their operational requirements for providing services in French to staff and residents;
2. To ensure that a bilingual contact is included and updated regularly in all 3-1-1 department-specific Knowledge Based Articles to ensure seamless customer service to clients in the official language of their choice;
3. To create an inventory of all generic email addresses within the Department and ensure they are displayed in a bilingual format or in each official language on all City internal and external websites, electronic media and publications; and

4. To develop a department-specific lexicon of terms that will be published on Ozone pages to ensure the use of consistent City terminology for communications and publications in French to staff and residents.

In early 2018, nine Departments and Ottawa Public Health submitted a report approved by their general manager indicating their achievement of the Council approved goals. Six of the nine Departments and Ottawa Public Health completed their 2016-2017 FLS operational plans. Three Departments will carry over goal No. 3 above as part of their 2018-2019 plans and will continue to report on this measure until it is completed.

As a result of the successful implementation of the 2016-2017 goals, the FLS Branch and City Departments are recommending adopting four new goals that will be reported on for 2018 and 2019 with the objective of attaining full compliance and incorporation into daily operations by the end of 2019. These four goals have been designed to address risks, respond to complaints as well as promote and create awareness of the Bilingualism Policy. The four goals in 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 French Language Services as required.

(4) Promotion and ongoing initiatives

French Language Services’ ongoing efforts to accentuate service excellence through the provision and promotion of quality services and events in French are evident in many ways including:

1. Organization of the 11th Annual Francophone Rendezvous with the Mayor, providing 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 2017 Rendezvous celebrated the contributions of *La Nouvelle Scène Gilles Desjardins* to the arts and culture in Ottawa;

2. The nomination of successful award recipients to the ACFO Ottawa's *Prix Bernard Grandmaître Awards*, which took place in February. Recipients proposed by the City won in the following categories: Organization of the Year Award: *Centre Espoir Sophie* and the Award for the Claudette Boyer Citizen of the Year: Mrs. Claire Watier;
3. To celebrate the *Rendez-vous de la francophonie* in March, the French Language Services Branch presented, in collaboration with the National Film Board, a featured French language documentary (with English subtitles) to a total of 45 City staff during the lunch hour in two separate City locations. [*Le goût des belvas*](#) is a short film which reveals the parallel between the evolution of the Acadian French language and family memories;
4. Celebration of Franco-Ontarian Day and the 42nd Anniversary of the Franco-Ontarian Flag at City Hall, in collaboration with *l'Association des communautés francophones d'Ottawa*. On the morning of September 25, 2017, Mayor Jim Watson joined leaders from the Francophone community, staff and members of the public at Marion Dewar Plaza to celebrate;
5. As part of the National Francophone Immigration Week, from October 29 to November 4, 2017, the French Language Services Branch hosted two documentary screenings of [*Femmes Debout*](#), in collaboration with the Department of Community and Social Services;
6. Publication of FrancoForum was made available in English as well as French as of January 2017. Twelve editions of this bulletin were distributed to more than 700 subscribed staff in 2017. The FrancoForum Bulletin is an internal newsletter for staff highlighting activities and events happening in French within the organization and throughout Ottawa;
7. Monthly publication of *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;
8. Provision of continued support to Departments by communicating and reaching out to staff, by helping in the development of common approaches to data collection, and the continuous development of tools to achieve progress on the

provision of services in both languages as well as the four goals in the Departmental Operational plans;

9. Publishing quarterly articles in the City's Management Bulletin as part of the efforts to improve the delivery of services in French, and in direct relation to the types of complaints received. Articles covered topics such as: signage, responding to clients in their preferred official language, Translation Services' guidelines and communicating with the public. French Language Services follows up with each Department providing recommendations and messaging for staff;
10. Advising Departments on effective ways of providing services in both French and English, especially as it relates to emerging new social media trends, applications and products; and
11. The submission of an application to the Francophone Community Grant Program from the Ministry of Francophone Affairs of Ontario, in collaboration with the Department of Recreation, Culture and Facilities Services.

In addition to the efforts by the French Language Services Branch, the City bestowed its highest and most prestigious honour, the Key to the City, to well known Francophone personality, Michel Picard, on March 20, 2017.

The City also celebrated the contribution of some of its outstanding citizens in 2017 by presenting the Order of Ottawa to 15 residents, four of which are well known Francophones who contributed in many areas of city life. The 2017 Francophone award recipients are: Édith Dumont, Director of Education for Conseil des écoles publiques de l'Est de l'Ontario (CEPEO), Guy Laflamme, Executive Director and Producer of Ottawa 2017, Dr. Bernard Leduc, President and Chief Executive Officer of the Montfort Hospital, and Claude Gingras. Founder, Chief Executive Officer and Board Trustee of Ginsberg, Gingras & Associates.

MOVING FORWARD

The City of Ottawa's commitment to improving services in French was evident in 2017. Furthermore, Departments continue to demonstrate their commitment towards service excellence in both English and French. Moving into 2018, FLS will continue to support all Departments in providing quality services in both French and English.

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 2017.

LEGAL IMPLICATIONS

There are no legal implications associated with this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk implications to receiving this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility 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 one of the 2015-2018 Term of Council Priorities: Service Excellence.

DISPOSITION

With the upcoming municipal elections as well as the launch of the O-Train Confederation Line, the FLS Branch will continue to support City Departments in the successful implementation of their 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 working 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.