

Preamble and Policy Statement

Preamble

The City of Greater Sudbury provides municipal services to 162,000 residents in a geographic area encompassing some 3,300 square kilometres.

Approximately one-third of these residents list French as their mother tongue.

The Region of Sudbury, the City of Sudbury, the City of Valley East and the Town of Rayside Balfour have historically provided French-language services in their respective communities.

Regional Council, through resolution, unanimously endorsed an enhanced and expanded level of French-language services for the new City. The Councils of the City of Valley East and the Town of Rayside-Balfour approved similar motions.

*Council of the Regional Municipality of Sudbury
December 8, 1999 - Resolution # 379
Moved by J. Robert, Seconded by Ron Bradley*

Whereas municipalities in the Region of Sudbury presently offer services in both official languages; and

Whereas the Special Advisor recommends that in communities where French is the predominant language, that front line staff provide services in both official languages; and

Whereas the Special Advisor is also recommending boundary changes which may affect French being the predominant language in certain wards; and

Whereas the Special Advisor also recommended that all by-laws of the former municipalities shall carry forward to the new municipality, being the City of Greater Sudbury;

Therefore be it resolved that the Minister of Municipal Affairs and Housing and the Transition Board assure that the French-language services currently provided be enhanced and expanded for the City of Greater Sudbury.

The Support Services Task Force and Corporate Support Steering Committee established by the Transition Board to make recommendations regarding the provision of French-language Services in the new City have also supported an enhanced and expanded level of service.

A number of French-language organizations have written to the Transition Board requesting that the City of Greater Sudbury offer bilingual services. They have recommended that appropriate policies and procedures be established to ensure that this occurs.

Policy Statement

This policy establishes basic principles for the delivery of municipal services in both official languages in the City of Greater Sudbury.

It is also intended to provide the French-language Services Co-ordinator with guidelines to assess service level requirements and to measure the effectiveness of French-language services.

The City of Greater Sudbury is committed to offering services in both official languages, in keeping with the following goals:

1. The City recognizes the importance of providing French-language services to meet community needs.
2. The City recognizes that it must dedicate resources to ensure that the French-language services policy is implemented and that its effectiveness is adequately monitored.

Proposed Operational Guidelines for French Services

ORAL COMMUNICATION

Corporate Switchboard/Call Centre

Switchboard/Call Centre positions shall be filled with incumbents capable of handling calls and greeting the public in both English and French.

Reception Areas/Citizen Service Centres

In all service areas that include a public reception counter where there is a significant French-language population and a community need, there shall be the ability to verbally communicate with members of the public in the official language of their choice.

Recorded Telephone Messages

Recorded telephone messages accessed by the general public after regular business hours shall be in both official languages.

Voice Mail

Staff who can speak French should record a bilingual message on their voice mail.

Public Events/Ceremonies

Greetings at official public events of the City of Greater Sudbury shall be conducted in English and French.

Public Meetings

Public meetings called by the City of Greater Sudbury will be held in English.

This does not preclude any citizen from addressing Council in French if they wish to do so.

Agendas and minutes, with the exception of the Agenda cover sheet for City Council meetings, will be produced in English only.

WRITTEN COMMUNICATION

Internal Communication

English shall be the language of use for all internal correspondence (to staff and Council) via letter, newsletter, e-mail or other form (print or electronic).

Official Documents

Technical and legal documents, including by-laws, official plans, maps, information reports, tenders, etc. shall be produced in English only.

Upon a special request by a member of Council to the Manager of Corporate Communications and French-language Services, translation of documents produced in English only in accordance with this policy will be considered.

Correspondence

Responses to correspondence from the public shall be in the official language in which it was received (including correspondence by e-mail.)

All written communication aimed at the general public and intended for the notice or information of the public shall be issued in English and in French.

Advertising and Promotion

Advertising for municipal events, schedules, activities, meetings, notices, etc. will be published in both English (in English-language media) and in French (in French-language media).

Pamphlets, brochures and promotional material produced by the City of Greater Sudbury for distribution to the general public shall be available in English and in French. Publications will include a notice that "*This document is also available in English*" or "*Ce document est également disponible en français*" and will indicate where copies may be obtained. Wherever possible, a bilingual format will be used.

Forms

All business forms and accompanying notices produced by or for the City intended for public use shall be available in English and in French (a bilingual format is preferred).

Website

The City's official website will be bilingual. Documents produced in English only, as outlined in these operational guidelines, will be posted on the website in English only.

Media Relations

All media releases shall be issued in English (to English media) and French (to French media).

Media conferences are to be held in English. The City of Greater Sudbury shall designate an individual to assist the French media and, where possible, will provide a French-language spokesperson.

Proposed Operational Guidelines for French Services

Signage and Other City Identification

Signage produced by or for the City of Greater Sudbury and intended for public viewing shall be in both official languages or shall make use of international symbols (icons).

Letterhead, business cards, and directories intended for public use shall be in both official languages.

Plaques, awards and certificates shall be in the language of choice of the recipient.

Counter cards will be used at Citizen Service Centres/ public access counters to notify the public that services in French are available on request. The availability of French-language services will be promoted as part of the City's Communications Plan.

Translation

Translation is an exacting task in which style, nuance, and tone must be considered. Only qualified translators shall be used by the City of Greater Sudbury. The French-language Services Co-ordinator shall maintain a directory of qualified translators with rates/services provided.

Directory of Terminology

The French-language Services Co-ordinator will produce a directory listing English/French terminology for department names, services, position titles, etc. in the City of Greater Sudbury to ensure consistency and accuracy of use. This directory will be updated regularly and made available to staff in electronic format.

Role of the French-language Services Co-ordinator/Translator in the new City

- Conduct a comprehensive analysis of the availability of French services in all departments/service areas of the City.
- Maintain a current list of all employees who speak French, specifying their level of proficiency.
- Assess the language needs of each department or service area and ensure that written, verbal and electronic communication is available in French in response to community needs.
- Identify service deficiencies and prepare recommendations regarding the service needs of the Francophone community. Work with departments to develop appropriate strategies to reach the Francophone population.
- Act as the liaison with the Francophone community with regard to issues pertaining to French-language Services.
- Draft and implement language guidelines and policies, including a five-year operating plan with priorities, deadlines, and budgetary requirements.
- Provide advice on issues related to bilingualism.
- Provide centralized translation services to all departments.

DEDICATED RESOURCES

Manager of Corporate Communications/ French-language Services

The provision of French-language Services in the City of Greater Sudbury will be the responsibility of the Manager of Corporate Communications/French-language Services. This mandatory bilingual position reports to the Chief Administrative Officer. The Manager shall be part of the Senior Management Team of the City.

French-language Services Co-ordinator/Translator

A French-language Services Co-ordinator/Translator will work with staff in all departments to oversee the day-to-day implementation of the City's language policy. This mandatory bilingual position reports to the Manager of Corporate Communications/French-language Services.

French Services Administrative Advisory Committee

The City of Greater Sudbury shall establish a French Services Administrative Advisory Committee made up of staff from all areas of the organization.

This Committee would work with the French-language Services Co-ordinator/Translator to identify gaps and make recommendations for enhancing the provision of services in French.

It is recommended that the Committee meet monthly to provide feedback/input. The Committee should include a member of Council, as well as English and French speaking employees to ensure a balanced perspective. Representatives of the Francophone community will be invited to attend meetings to provide input and suggestions to the Committee.

- Prioritize translation requirements, co-ordinate assignments among contract translators and monitor deadlines. Maintain a list of qualified translators, their rates and services.
- Proofread, edit and approve translated documents to ensure final copy is complete, free of errors and consistent with municipal government terminology.
- Prepare a directory of terminology (English/French) for the City of Greater Sudbury.
- Prepare a communications strategy to promote the availability of municipal services in both official languages (including a suitable logo for use on counter cards and in corporate publications). The strategy should include opportunities to solicit citizen feedback.
- Prepare an information package for employees outlining the City's policy regarding French-language services and its importance in the overall provision of quality customer service.
- Access possible sources of funding for translation/possible sources of material already translated from municipal, provincial and federal sources in order to minimize translation costs and avoid duplication.
- Develop a procedure, by department, for dealing with and tracking language complaints.

Proposed Operational Guidelines for French Services

BUDGETARY CONSIDERATIONS

Translation

In order to meet the above guidelines, sufficient funds must be allocated in the corporate communications budget for translation services.

Individual departments will be responsible for implementing this policy. As such, they must allocate sufficient funds in their departmental budgets to cover translation costs for their specific initiatives (those that are over and above corporate communications.)

Design/printing/production costs

Sufficient funds must also be allocated to allow for the design/printing of material and the production of signage, etc., in both official languages, at the corporate communications and departmental levels.

HUMAN RESOURCES

The City of Greater Sudbury will adopt and implement human resources policies and procedures in keeping with the City's official languages policy.

This may require negotiated amendments to current collective agreements.

The most suitable and best qualified candidates will be selected to fill all positions in the City of Greater Sudbury.

The rights and privileges of unilingual employees will be accommodated.

Bilingual skills will be a requirement of candidates in the following positions:

- Switchboard/Call Centre Operators
- Manager of Corporate Communications/
French-language Services
- Co-ordinator of French-language Services/Translator

In order to allow for maximum flexibility in the deployment of human resources, areas of high public contact where there is a significant Francophone population will be designated and promoted as "bilingual areas" in response to community needs. (Citizen Service Centres, reception areas, public access counters, etc.) Instead of putting the focus on positions requiring bilingual ability, emphasis will be placed on the service area being able to serve a citizen in French.

When staffing Citizen Service Centres, consideration will be given to placing French-speaking staff in communities where there is a higher proportion of Francophone residents in order to provide a high level of personal, one-on-one service, in both official languages.

Individual departments, in conjunction with the French-language Services Co-ordinator/Translator, will be responsible for evaluating the needs of their client groups and ensuring that appropriate staffing levels are in place to respond to those needs. Departments must include a strategy on the delivery of French-language services to their clients in their annual Business Plans.

Public contact staff who can provide services in both English and French should use a simple bilingual greeting:

On the phone - Name of department, bonjour.
At the counter - Bonjour, how may I help you?

The initial point of contact with the public must reflect the capability of the department to provide information in both official languages (with counter cards, etc. to be produced by the Communications Department.)

Support Tools

Staff serving French-speaking residents will have access to appropriate support tools: bilingual keyboards, spell check, lexicon software, Directory of Terminology for the City, English/French dictionaries.

Customer Service Training

Customer service training must include information explaining the City's French-language services policy.

An information package on the City's Languages Policy will be given to all new employees and to City Councillors.