



***Service Nova Scotia and Municipal Relations  
Service Nouvelle-Écosse et Relations avec les municipalités***

**2010/2011  
French-language Services Plan**

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Kevin Malloy, CA  
Deputy Minister

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Date:

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## Introduction to Service Nova Scotia and Municipal Relations

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Service Nova Scotia and Municipal Relations (SNSMR) is the lead government department for improving access to government information and services for businesses, individuals, and municipalities. Information registries on motor vehicles, vital statistics, businesses and corporations, and land data are some of the information and services managed by the Department. The Department also provides advice, assistance, and program support to Nova Scotia municipalities.

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## Message from the Deputy Minister

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Service Nova Scotia and Municipal Relations is pleased to present our 2010/2011 French-language Services Plan. This plan outlines the progress we have achieved in our delivery and implementation of French-language services in 2009/2010 and identifies the priorities and initiatives for the Department in 2010/2011.

The Department has been steadily increasing the level of services offered in French since our first French-language Services plan in 2005. This past year saw us continue to offer bilingual service across our three major service channels: in-person at our Dartmouth and Yarmouth Access Nova Scotia Centres, over the phone in the Provincial Call Centre and online via our website. This year we saw a 15% increase in web traffic, with 46, 000 visits to our French web pages. We expect this number to grow as we continue to offer new programs and services in French and English as they are introduced online. We continued to work closely with the Office of Acadian Affairs and the French-language Services Coordinating Committee on French-language issues such as communications, public consultations, human resources and recognition.

Our goals and objectives for this upcoming year will focus on improving our capacity to manage French-language services as we build on our strong base of existing services. We will continue to expand French-language Services to the Acadian and Francophone community to enable improved interaction with government for the delivery of information, programs and services, in their own language.

Kevin Malloy  
Deputy Minister

## Policy on written and verbal communications in French

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The Department responds to verbal and written requests from the public in a timely manner in French whenever possible. Written correspondence received from the public is replied to in the language of the original correspondence; translation of written correspondence is arranged through the Department's French-language Services Coordinator.

### French-language Services – Progress to date

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Service Nova Scotia and Municipal Relations began offering French-language services in the fall of 2005. To date, the following progress has been made to increase and improve our services, publications and program information in French:

#### *Bilingual Staffing*

- In-person Registry of Motor Vehicles services is provided in French in the Dartmouth and Yarmouth Access Nova Scotia Centres
- Bilingual staff is available in the Business Registration Unit to serve business clients
- Telephone service is provided in French in the Provincial Call Centre for Registry of Motor Vehicles, Vital Statistics, Residential Tenancies and general public inquiries
- A bilingual web developer provides support for creating and updating French-language web pages
- A French-language Services Coordinator plans French-language initiatives for the Department and represents the Department on the French-language Services Coordinating Committee

#### *Publications, Translated Material*

- BizPal – Provincial and Municipal Questions  
Added content for three new municipalities and updated French-language content
- Registry of Joint Stock Companies - Society  
Updated the Special Resolution Forms:  
*By-laws Form* and *Memorandum of Association Form*
- National Safety Code Program Information for Commercial Carriers / Owners  
Initial Application National Safety Code Carrier Registration

## Online Services

- Online Services in French are available for the following transactions:
  - Birth, death, and marriage certificate requests and payment on account
  - Change of address
  - Motor Vehicles - Vehicle Permit Renewal
  - Driver test payments
  - Knowledge (written) test payments
  - Fine payments
  - Municipal parking ticket payments
  - Personal Property Registry – Lien Check
  
- Business services in French
  - BizPaL – Business permits and licenses application
  - Registry of Joint Stocks
    - Company Name Search and Name Reservation Request
    - Society Update Forms Special Resolution Forms
    - By-laws Form and Memorandum of Association Form
  
- The following sections of the Department’s website are available in French:
  - Access to Business
  - Alcohol Ignition Interlock program
  - Co-operatives
  - Graduate Tax Credit
  - Heating Assistance Rebate Program
  - Life Events
  - New Home Construction Rebate
  - Nova Scotia Gift Cards
  - Payday Loans
  - Petroleum Products Pricing & Station Locations
  - Registry of Firewood Vendors
  - Registry of Joint Stocks
  - Registry of Motor Vehicles
  - Residential Tenancies
  - Service NS Permits and Licences
  - Vital Statistics
  - Your Energy Rebate Program

## Progress in Reaching Goals and Objectives for 2009-2010

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2009-2010	Planned Measures 2009-2010	Progress in Reaching Goals and Objectives for 2009-2010
<p><b>Objective 1 – Framework and Policy</b></p> <p>Strengthen the policy, regulatory, and administrative framework in support of the French-language Services Act</p>	<p>1.1 The Office of Acadian Affairs, the Minister, and designated public institutions fulfill their obligations pursuant to the <i>French-language Services Act</i> and <i>Regulations</i>.</p> <p>This includes the required review of the Regulations before July 31, 2010 to evaluate their effectiveness in ensuring substantive and measurable improvements to the French-language services offered by the Government of Nova Scotia.</p>	<p>Continue to support the Office of Acadian Affairs with regards to the <i>French-language Services Act</i> and Regulations</p>	<p>Ensure representation on the French-language Services Coordinating Committee</p> <p>Ensure representation on the French-language services Communications, Consultation, HR/Training and Recognition Subcommittees</p> <p>Contribute to the Government's annual progress report on French-language services</p>	<p>Ensured representation on the French-language Services Coordinating Committee</p> <p>Ensured representation on FLS Communications, Consultation, HR/Training and Recognition Subcommittees</p> <p>Contributed to the Government's annual progress report on French-language services</p>
	<p>1.2 Designated public institutions have implemented all sections of the Regulations.</p>	<p>Review the availability of French-speaking staff during all available business hours</p>	<p>Develop an internal guideline on the availability of French-language services during all available business hours</p>	<p>Developed an internal guideline on the availability of French-language services during all available business hours</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2009-2010	Planned Measures 2009-2010	Progress in Reaching Goals and Objectives for 2009-2010
<p><b>Objective 2 – Enabling French-language Services</b></p> <p>Consult, plan, develop, and deliver French-language services in priority areas</p>	<p>2.1 Designated public institutions deliver services that respond to the priority needs of the Acadian and Francophone community as identified through consultation.</p>	<p>Continue provision of existing French-language services across designated delivery channels</p>	<p>Maintain French-language services currently offered in the Provincial Call Centre, for clients accessing services in our Yarmouth and Dartmouth Access NS Offices, in the Business Registration Unit and with online transactions</p>	<p>Continued to provide French-language services in our Dartmouth and Yarmouth Access Nova Scotia Centres, the Provincial call-centre and Business Registration Unit</p> <p>Enhanced existing online services through an upgrade of the SNSMR website along with adding an Interac payment option for online services</p> <p>Bilingual reporting through the Personal Property Registration System and Lien check System will be implemented in Q1 2010/2011.</p>
	<p>2.2 Public service employees are more knowledgeable about the approach being taken by the government to provide French-language services; are more sensitive to cultural issues pertaining to the Acadian and Francophone community; and promote public awareness of French-language services and their availability.</p>	<p>Provide employees with increased access to information on French-language services</p>	<p>Promote French-language services to new employees through orientation sessions</p> <p>Provide information on French-language services for employees on the Department’s Intranet site</p>	<p>Promoted French-language services to new employees through our “Onboarding Sessions” and other orientation sessions</p> <p>Provided information on French-language services for employees on the Department’s Intranet site</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2009-2010	Planned Measures 2009-2010	Progress in Reaching Goals and Objectives for 2009-2010
	2.3 The public is more aware of the approach being taken by the government to provide French-language services and of the programs and services available to them.	A phased redesign of the Department's website enabling greater awareness of French-language services and improved user experience	Implementation of the "Website Content and Design" standards for French-language services web pages and the migration of French-language content into a web content management system	<p>Continued to implement the "Website Content and Design" standards for French-language pages and continued the migration of French-language content into the web content management system</p> <p>Continued to maintain and update translated program area web pages simultaneously in French and English</p> <p>Continued to update the <i>Bonjour!</i> page to highlight SNSMR French-language services available and included an additional link to the NS Government French-language Services listing at : <a href="http://www.gov.ns.ca/bonjour">www.gov.ns.ca/bonjour</a></p>
	2.4 Prioritization and establishment of French-language services to be offered, and of strategies or approaches for service delivery.	<p>Continue to increase the amount of program content available in French on the Department's website</p> <p>Translate documents and publications such as manuals, forms and brochures</p>	<p>Identify and prioritize program areas (both new and existing) of the Department's website to be translated</p> <p>Review key Departmental forms to assess the viability of offering French-language or bilingual versions</p>	<p>Identified and prioritized program areas (both new and existing) of the Department's website to be translated</p> <p>Continued to review key Departmental forms to assess the viability of offering French or bilingual versions</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2009-2010	Planned Measures 2009-2010	Progress in Reaching Goals and Objectives for 2009-2010
	<p>2.5 The capacity of the Public Service to provide services in French has increased due to the recruitment of French-speaking employees and training of employees, and standards and guidelines for recruitment, evaluation, and training are in place.</p>	<p>Increase the number of French-speaking front-line staff</p>	<p>Continue to advertise all vacant positions in the Service Delivery division as seeking French-language capacity as an asset</p> <p>Provide staff with opportunities for French-language training</p>	<p>Continued to advertise all vacant positions in the Service Delivery division as seeking French-language capacity as an asset</p> <p>Promoted French-language services within the Department through new employee “Onboarding Sessions”</p> <p>Provided staff with opportunities for French-language training</p>
<p><b>Objective 3 – Community Development and Capacity-Building</b></p> <p>Support the Acadian and francophone community in its long-term development and sustainability</p>	<p>3.1 Government has helped Acadian and Francophone community-based organizations, where appropriate, realize their objectives expressed in the community’s Global Development Plan.</p>	<p>Encourage municipalities to begin offering French-language services and/or programs</p>	<p>Provide increased access online to information and services from Nova Scotia municipalities</p>	<p>Provided increased access online to information and services from Nova Scotia municipalities through the implementation of Interac Online.</p>
	<p>3.2 Acadian and Francophone school community centres offer services and programs to the Acadian and Francophone community.</p>			

## Goals, Objectives, and Measures for 2010 -2011

The Department will continue to improve and increase existing services in French in 2010 / 2011 in the following areas, subject to appropriate budget funding:

Objectives	Expected Results: 2009 - 2013 French-language Services Strategic Plan	Goals and Objectives 2010 - 2011	Planned Measures 2010 - 2011
<p><b>Objective 1 – Framework and Policy</b></p> <p>Strengthen the policy, regulatory, and administrative framework in support of the <i>French-language Services Act</i></p>	<p><b>1.1 Administrative and Policy Framework</b> The Office of Acadian Affairs, the Minister, and designated public institutions fulfill their obligations pursuant to the <i>French-language Services Act</i> and <i>Regulations</i>.</p>		
	<p><b>1.2 Institutional Responsibilities</b> Designated public institutions better fulfill their obligations pursuant to the French-language Services Act and Regulations</p>	<p>Continue to support the Office of Acadian Affairs with regards to the <i>French-language Services Act</i> and <i>Regulations</i></p> <p>Ensure representation on the French-language Services Coordinating Committee</p> <p>Ensure representation on the sub committees of the French-language Services Coordinating Committee</p> <p>Continue to promote the internal guideline on availability of French-language services during all available business hours</p>	<p>Contribute to the Government’s annual progress report on French-language Services</p> <p>Review internal policies to identify areas where changes are required in order to allow for delivery of services in French and develop or adapt policies as required</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010 - 2011	Planned Measures 2010 - 2011
<p><b>Objective 2 – Enabling French-language Services</b></p> <p>Consult, plan, develop, and deliver French-language services in priority areas</p>	<p><b>2.1 Consultations</b> Designated public institutions deliver services that better respond to the priority needs of the Acadian and francophone community as identified through consultation.</p>	<p>Continue provision of existing French-language services across designated delivery channels</p> <p>Continue to increase the amount of program content available in French on the Department’s website</p> <p>Translate documents and publications such as manuals, forms and brochures</p>	<p>Maintain French-language Services currently offered in the Provincial Call Centre, for clients accessing services in our Yarmouth and Dartmouth Access NS Offices, in the Business Registration Unit and with online transactions</p> <p>Review key Departmental forms and services to assess the viability of offering French or bilingual versions</p> <p>Maintain ongoing dialogue and nurture relationships with Acadian and francophone community organizations to determine and prioritize the needs for French-language government services.</p>
	<p><b>2.2 Internal Communications</b> Public service employees are more knowledgeable about the approach being taken by the government to provide French-language services. They are more sensitive to cultural issues pertaining to the Acadian and francophone community and more aware of the requirements to communicate in French; they promote services in French to the public.</p>	<p>Provide employees with increased access to information on French-language services and knowledge about the Acadian and francophone Community in Nova Scotia through:</p> <ul style="list-style-type: none"> <li>- orientation sessions</li> <li>- SNSMR Intranet site</li> </ul>	<p>Promote and use the <i>Bonjour!</i> Program within the Department and in Access Centres that offer French-languages services.</p> <p>Promote and encourage employees to attend the Acadian awareness session <i>Acadie at a Glance</i> offered by the Office of Acadian Affairs</p> <p>Work with Departmental communications staff to develop a communications plan related to promoting new initiatives to the public in French.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010 - 2011	Planned Measures 2010 - 2011
<p><b>Objective 2 – Enabling French-language Services</b></p> <p>Consult, plan, develop, and deliver French-language services in priority areas</p>	<p><b>2.3 Communications with the Public</b> The public is more aware of the approach being taken by the government to provide French-language services and of the programs and services available to them.</p>	<p>Continue to deploy phased redesign of the Department’s website enabling greater awareness of French-language services and improved user experience</p>	<p>Identify and prioritize program areas (both new and existing) of the Department’s website to be translated</p> <p>Continue with the implementation of the “Website Content and Design” standards for French-language web pages and the migration of French content into a web content management system</p> <p>Review the current signage at Access Centres and make recommendations for improved signage as necessary.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010 - 2011	Planned Measures 2010 - 2011
	<p>2.4 Service Delivery Prioritization and establishment of French-language services to be offered, and of strategies or approaches for service delivery.</p>	<p>Review in-person service offerings in select offices and encourage recruitment of bilingual staff.</p>	<p>Refine or develop approaches, programs, and strategies for planning and delivering French-language services in priority areas.</p> <p>Participate in the selection of a bilingual bookstore tool for Government online publications.</p> <p>Launch the new Nova Scotia bilingual driver's licence</p> <p>Explore the ability to offer online</p> <ul style="list-style-type: none"> <li>- plate renewals for commercial vehicles.</li> <li>- replacement vehicle permits.</li> </ul>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010 - 2011	Planned Measures 2010 - 2011
	<p><b>2.5 Human Resources</b> The capacity of the Public Service to provide services in French has increased due to the recruitment of French-speaking employees and training of employees, and standards and guidelines for recruitment, evaluation, and training are in place.</p>	<p>Increase the number of French-speaking front-line staff</p> <p>Increase the number of French Speaking staff in the department</p> <p>Develop a sense of French Community within the Department to encourage, attract and retain staff that can provide French-Language Services.</p>	<p>Continue to advertise all vacant positions in the Service Delivery division as seeking French-language capacity as an asset</p> <p>Encourage all SNSMR divisions to advertise all vacant positions as seeking French-language capacity as an asset</p> <p>Complete a second French-language Capacity Survey to review capacity and identify Bilingual Staff.</p> <p>Provide staff with opportunities for French-language training</p> <p>Develop an Intranet site to grow a community of Practice / using French language as a common interest with tools to support their French language training, learning tools, and resources for French-language skills development, maintenance, and growth.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives – 2010 - 2011	Planned Measures – 2010 - 2011
<p><b>Objective 3 – Community Development and Capacity-Building</b></p> <p>Support the Acadian and francophone community in its long-term development and sustainability</p>	<p><b>3.1 Preservation and Growth of the Community</b> Government has helped Acadian and francophone community-based organizations, where appropriate, realize objectives expressed in the community's Global Development Plan.</p>	<p>Encourage municipalities in Acadian and Francophone communities to offer French-language information online through BizPal.</p> <p>Encourage municipalities to begin offering French-language services, programs and/or press releases</p>	<p>Collaborate with Municipalities to promote French-language services (Translate sections of the institution's website in French)</p> <p>Collaborate with Municipalities through the identification of and development of collaborative opportunities that enhance their online service offerings.</p> <p>Collaborate with municipalities to improve French-language services through the identification and development of French Language training Guidelines.</p>
	<p><b>3.2 School Community Centres</b> Acadian and Francophone school community centres offer services and programs to the Acadian and Francophone community.</p>		

## Priorities of the Acadian and Francophone Community

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Service Nova Scotia and Municipal Relations is dedicated to providing access to government information, programs and services in French for Acadian and francophone Nova Scotians. Greater collaboration with municipalities to increase services in French has been identified as a need in the community. Service Nova Scotia and Municipal Relations currently provides service online for municipalities and will continue to encourage municipalities to begin offering services in French.

We encourage the Acadian and francophone community to provide us with feedback on our services and to indicate areas or programs where we could initiate offering French-language service offerings to suit the community's needs.

## Conclusion

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The goals and objectives outlined in this plan build upon the foundation of French-language services the Department has in place to provide Acadian and francophone Nova Scotians with options to interact with government in their own language. The Acadian community is an important part of our clientele; providing increased access to programs, services and information in French is a very exciting initiative which benefits our customers, our employees, our Department, and all of government.