



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

**2011/2012**  
**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 is known as the department that renews vehicle permits and issues birth certificates. We provide government programs and services to businesses, individuals, and municipalities, through the channels most convenient to our clients – in person, online or by phone.

A lot of our work is behind the scenes, it impacts the lives of Nova Scotians. We work to provide seamless, easy access to government information and numerous services in a cost-effective manner while maintaining the interests of the public and by working with municipalities to build strong communities throughout Nova Scotia.

Our work requires dedicated staff, strong partnerships and good relationships with other levels of government, businesses and community organizations. These relationships are among our greatest strengths. They give us the opportunity to ensure that our programs and services are responsive to the needs of the people and groups they serve.

## Message from the Deputy Minister

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We are pleased to share the 2011/2012 Service Nova Scotia and Municipal Relations French-language Services Plan with you. This plan outlines the progress we have achieved in our delivery and implementation of French-language services in 2010/2011 and identifies the priorities and initiatives for the Department in 2011/2012.

The Department has been steadily increasing the 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 Access Nova Scotia Centres in Dartmouth, Yarmouth and Sackville, and at our Land Registration Offices in Yarmouth and Weymouth; services are also available over the phone in the Provincial Contact Centre and online via our website. This year we saw a 20% increase in web traffic, with 55,000 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 and 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. While some of our French-Language service development work is completed behind the scenes, its aim is to help maintain strong, Acadian communities throughout Nova Scotia.

Our goals and objectives for the upcoming year will focus on improving our capacity to manage the delivery of 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 in 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 Inventory

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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 Capacity*

#### **Staffing**

Bilingual staff are currently located in offices across the province.

- In-person Registry of Motor Vehicles services are provided in French in the Dartmouth, Sackville and Yarmouth Access Nova Scotia Centres;
- In-person services are available in French at Land Registration Offices in Weymouth and Yarmouth;
- Bilingual staff are available in the Business Registration Unit to serve business clients;
- Telephone service is provided in French in the Provincial Contact Centre for Registry of Motor Vehicles, Vital Statistics, Residential Tenancies and Public Enquiries;
- A bilingual web developer provides support for creating and updating French-language web pages; and
- A French-language services coordinator plans French-language initiatives for the Department and represents the Department on the French-language Services Coordinating Committee and its sub committees.

#### **Job postings**

Service Nova Scotia and Municipal Relations managers and directors are encouraged to consider language capacity when hiring staff by including the statement "Bilingual ability in French and English will be considered an asset" in job postings.

Successful candidates who self identify as bilingual are asked to participate in French-language testing to certify their language proficiency level (beginner, intermediate, advanced).

## *Municipal Services, eGovernment and Municipalities*

### **Municipal Services**

On the municipal front, our department works closely with the province's 55 municipalities to help maintain strong communities throughout Nova Scotia. Municipal Services advisors and planners worked closely with the province's Acadian and francophone regions and municipalities on issues of importance to them; topics included bylaws to climate change, municipal election awareness, transit funding, and the emergency services provider fund.

Assistance provided to the Acadian and francophone regions and municipalities through *Community and Municipal Programs* included funding support to:

- Le Transport De Clare in funding for service enhancements under the Nova Scotia Transit Research Incentive Program (NS-TRIP);
- Volunteer fire departments in Antigonish, Digby, Inverness and Yarmouth Counties benefited from Emergency Services Provider Fund (ESPF). This fund assists fire departments, ground search and rescue organizations, and HAZMAT organizations to upgrade their equipment that is used in response to a fire or emergency.

### **eGovernment**

Municipal Services staff work on eGovernment in collaboration with the province's municipalities, with a focus on shared services that optimize the use of technology to offer services that are cost-effective and secure. The following are examples of initiatives coordinated through eGovernment:

- Municipal Government Website eVenture including French content;
- UNSM – Municipal Video Conferencing System; and
- Online Services – Municipal Parking Ticket Payments.

### **Municipalities**

Municipalities with strong Acadian and francophone populations that do not currently have French Language information on their websites have been encouraged to provide French Language Information and Services. This encouragement comes through the continued roll-out of BizPaL and access to Translation Services for website content.

## *Communications, Publications and Translated Material*

### **Publications and Translations**

In 2010/11, we translated material and made available the following documents and information in French in print and in electronic format:

- BizPal – Provincial and Municipal Questions  
Added French-language content for two municipalities
- Registry of Joint Stock Companies - Society & Cooperative Branch  
Updated the Special Resolution Forms:  
*By-laws Form* and *Memorandum of Association Form*
- Vital Statistics - Religious Officiants Guide
- Personal Property Registry – Walk-in Client Access Form  
field labels and disclaimer are available in French
- Bicycle Safety Booklets – updates and translations  
Bicycle book, Nova Scotia Bicycle Safety Book; and a  
Bicycle Safety Promotional bookmark
- New Driver's Licence and Identification Card brochure
- Drivers Handbook – translation of the insert outlining changes  
to the *Motor Vehicles Act*
- Consumer Protection – pre arranged funeral brochure  
translation and printing

## *Online Services, Business Services and Website*

The following information is currently available in French online:

- **Online Services** in French are available for the following transactions:
  - Birth, death, and marriage certificate requests and payment on account
  - Change of address
  - Collections Online Payments - *New*
  - Motor Vehicles – Passenger Vehicle Permit Renewal
  - Motor Vehicles – Commercial Vehicle Permit Renewal - *New*
  - Driver test payments
  - Knowledge (written) test payments
  - Fine payments
  - Municipal parking ticket payments
  - Personal Property Registry – issues a bilingual report
  - Lien Check – issues a bilingual report
  
- **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
  
- **Website:** <http://www.gov.ns.ca/snsmr/>  
The following sections of the Department's website are available in French:
  - Access to Business
  - Alcohol Ignition Interlock program
  - BizPaL - Business permits and licenses application
  - Co-operatives
  - Consumer Information - Payday Loans
  - First-Time Home Buyers Rebate
  - Fraud Prevention Month
  - Graduate Tax Credit
  - Heating Assistance Rebate Program
  - Life Events
  - Nova Scotia Gift Cards
  - Petroleum Products Pricing, Promotions & Station Locations
  - Registry of Firewood Vendors
  - Registry of Joint Stock Companies
  - Registry of Motor Vehicles
  - Residential Tenancies
  - Service NS Permits and Licences listing
  - Vital Statistics
  - Your Energy Rebate Program

## *Public Consultations*

In 2010/11, SNSMR conducted three public consultations and in accordance with the *French-Language Services Act* and *Regulations* included options for members of the Acadian and francophone community to participate in the public consultation process by offering information and online surveys in French.

### **Review of the *Mortgage Brokers and Lenders Registration Act***

SNSMR regulates certain lenders under the *Mortgage Brokers and Lenders Registration Act*, which was introduced in Nova Scotia in 1966. Since then, there have been many changes in mortgage brokerage in Canada. To respond to these changes, the provincial government initiated a review of *the Act* and *Regulations*. As a result of that review, a Discussion Paper and consumer online survey was developed. The Department invited feedback on the proposals and questions outlined.

- Discussion paper was available in English
- Consumer Online Survey was available in both French and English

### **Capped Assessment Program (CAP)**

Government is reviewing the Capped Assessment Program (CAP). The Capped Assessment Program (CAP) limits how much an eligible residential or resource property's assessment can increase in a given year. Annual assessments are used to calculate property taxes. The public was invited to provide their feedback on the CAP Program to government during the months of October and November of 2010. The review was comprehensive and included public and stakeholder input and a detailed analysis to allow government to make a decision on a go-forward basis.

- Program information was available in both French and English
- Online Survey was available in English
- Ad inviting participation in *Le Courrier de la Nouvelle-Écosse*, Oct 8, 2010

### **Motor Vehicle Act Consultations - Raised Vehicles**

Nova Scotia's Motor Vehicle Inspection (MVI) program is designed to protect the safety of all road users. In 2009, the Nova Scotia MVI program was changed to align with national and international standards. Service Nova Scotia and Municipal Relations asked for feedback on proposed changes to the current standards and practices for inspecting, registering, and permitting raised vehicles. Raised vehicles are generally described as vehicles having aftermarket modifications, which result in changes to the original height of the bumper, the frame, loaded static tire diameter, and/or lighting equipment.

- Nova Scotia Discussion Paper was available in both French and English
- Canadian Council of Motor Transportation Administrators Guidelines was available in English
- Online Survey was available in both French and English

## Progress in Reaching Goals and Objectives for 2010-2011

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010-2011	Planned Measures 2010-2011	Progress in Reaching Goals and Objectives for 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 would improve the delivery of services in French and develop or adapt policies as required.</p>	<p>Participated in and represented SNSMR at French-language Services Coordinating Committee Meetings.</p> <p>Contributed to the Government’s annual progress report on French-language Services.</p> <p>SNSMR is a member of two FLS interdepartmental Subcommittees: Human Resources and Communications.</p> <p>Reviewed internal policies to identify areas where changes would improve the delivery of services in French and developed or adapted policies as required.</p>

<b>Objectives</b>	<b>Expected Results: 2009-2013 French-language Services Strategic Plan</b>	<b>Goals and Objectives 2010-2011</b>	<b>Planned Measures 2010-2011</b>	<b>Progress in Reaching Goals and Objectives for 2010-2011</b>
<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>Continue to translate documents and publications such as manuals, forms and brochures</p>	<p>Maintain French-language Services currently offered in the Provincial Contact Centre, for clients accessing services in person at our Yarmouth, Sackville 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>Maintained the number of French-language Services offered in the Provincial Contact Centre, in person and increased the number of online services available.</p> <p>Reviewed key departmental forms and services to assess the viability of offering French or bilingual versions. For example Vital Statistics and Lien Check.</p> <p>Maintained ongoing dialogue and nurtured relationships with Acadian and francophone community organizations to determine and prioritize the needs for French-language government services.</p> <p>In 2010/11 we invited public feedback from business and the public on three topics. Acadian and francophones were able to respond in French either by phone, by mail or online.</p> <p>Public was encouraged to serve on the various SNSMR agencies, boards, and commissions through the "Want to make a difference" Executive Council Campaign.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010-2011	Planned Measures 2010-2011	Progress in Reaching Goals and Objectives for 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>2.2 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-language 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>	<p>Presented information on French-Language Service and <i>Bonjour!</i> active offer along with French-language Training opportunities at orientation sessions for new staff.</p> <p>Developed a <i>Bonjour!</i> Access Nova Scotia Card to promote French-language services available at SNSMR.</p> <p>Promoted the use of the active offer within the Department and in Access Centres that offer French Language Service.</p> <p>Promoted and encouraged employees to attend the Acadian awareness session, <i>Acadie at a Glance</i>, offered by the Office of Acadian Affairs.</p> <p>The Office of Acadian Affairs presented a compressed session of <i>Acadie at a Glance</i> to 22 Access Nova Scotia Service Delivery Directors &amp; Managers.</p> <p>Met with the departments' communication staff to review communication plans related to French-Language Service guidelines, advertising and public consultations.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010-2011	Planned Measures 2010-2011	Progress in Reaching Goals and Objectives for 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>	<p>Identified and prioritized program areas of the Department’s website to be translated, such as:</p> <ul style="list-style-type: none"> <li>- Bicycle Safety information,</li> <li>- Personal Privacy disclaimers,</li> <li>- PPRS bilingual reports and more. (see page 7).</li> </ul> <p>Continued 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>Met with Directors to discuss improving signage at Access Centres.</p> <p>Promoted the availability of Online Services through a print and online advertising campaign and <i>Bonjour!</i> Promo card.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010-2011	Planned Measures 2010-2011	Progress in Reaching Goals and Objectives for 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>2.4 Service Delivery</b> 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>Launch of the new bilingual Nova Scotia driver's licence</p> <p>Participate in the requirements gathering for a new bilingual Nova Scotia Government Online Store</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>	<p>Launched two new bilingual Online Services:</p> <ul style="list-style-type: none"> <li>- plate renewals for commercial vehicles,</li> <li>- Collection Services - Payments.</li> </ul> <p>Access Nova Scotia launched a new Nova Scotia driver's licence with bilingual labels.</p> <p>Participated in the requirements gathering for a new bilingual Nova Scotia Government Online Store.</p> <p>Explored the ability to offer online services:</p> <ul style="list-style-type: none"> <li>- Replacement vehicle permits initiative was deferred,</li> <li>- Explored the possibility of new shared Municipal payments.</li> </ul>
	<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>Continue to advertise all vacant positions in the Service Delivery Division as seeking French-language capacity as an asset</p>	<p>Continued to advertise all vacant positions in the Service Delivery Division as seeking French-language capacity as an asset.</p> <p>As a result more than 30 staffing actions in service delivery promoted French-language capacity as an asset and one new bilingual Contact Centre CSR position was created and filled.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010-2011	Planned Measures 2010-2011	Progress in Reaching Goals and Objectives for 2010-2011
	<p>2.5 Human Resources - continued</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>Encourage all SNSMR divisions to advertise all vacant positions as seeking French-language capacity as an asset</p> <p>Complete a 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>	<p>Vital Statistics Division has started to post vacant positions with French-language capacity as an asset.</p> <p>Completed a French-language Capacity Survey to review capacity and identify bilingual staff. All 889 SNSMR were invited to complete the survey, 200 participated,                      - 30 are Acadian or francophone,                      - 28 are French first language,                      - 29 indicate they currently, provide French Language Services.</p> <p>In 2010/11, promoted and encouraged staff to participate in French-language training: 40 employees participated in Language Training.</p> <p>Continued to work on the Development of an Intranet site to grow a community of Practice / using French language as a common interest.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010-2011	Planned Measures 2010-2011	Progress in Reaching Goals and Objectives for 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 municipality'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>Municipalities were encouraged to promote French-language services by accessing translation services and using BizPal.</p> <p>Municipalities were encouraged to identify collaborative opportunities that would enhance their online service offerings.</p> <p>Encourage municipalities to improve French-language services through the identification and development of French Language training Guidelines.</p> <p>Explored the ability to provide access to translation services to Municipalities with French Communities that do not have French content available online today.</p> <p>In support of strong healthy communities Municipal Services through Community and Municipal Programs was able to provide funding to various communities under the Emergency Services Provider Fund and the Nova Scotia Transit Incentive Program.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2010-2011	Planned Measures 2010-2011	Progress in Reaching Goals and Objectives for 2010-2011
	<p>3.2 School Community Centres Acadian and francophone school community centres offer services and programs to the Acadian and francophone community.</p>			<p>Updated and translated the Nova Scotia Bicycle safety booklets for Youth and Adults and make them available online.</p> <p>Printed 13,000 copies of the French booklet "<i>Le livre de la bicyclette</i>".</p> <p>Printed 130, 000 bilingual bookmarks promoting bicycle safety.</p> <p>Published Youth and the Adult bicycle safety ebooks to the SNSMR website.</p>

## Goals, Objectives, and Measures for 2011-2012

The Department will continue to improve and increase existing services in French in 2011 / 2012 in the following areas, subject to appropriate budget funding:

Objectives	Expected Results: 2009 - 2013 French-language Services Strategic Plan	Goals and Objectives 2011 - 2012	Planned Measures 2011 - 2012
<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 <i>French-language Services Act</i> and <i>Regulations</i></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>Contribute to the Government’s annual progress report on French-language Services.</p> <p>SNSMR will maintain representation on the French-language Services Coordinating Committee.</p> <p>SNSMR will continue to participate in the FLS interdepartmental Subcommittees for Human Resources and Communications.</p>

<b>Objectives</b>	<b>Expected Results: 2009 - 2013 French-language Services Strategic Plan</b>	<b>Goals and Objectives 2011 - 2012</b>	<b>Planned Measures 2011 - 2012</b>
	<p><b>1.2 Institutional Responsibilities</b> Designated public institutions better fulfill their obligations pursuant to the <i>French-language Services Act and Regulations</i></p>	<p>Continue to promote the internal guideline on availability of French-language services during all available business hours.</p> <p>Continue to identify possible areas where changes would allow for the development and delivery of new or expanded French-Language Services.</p> <p>Have the Government of Nova Scotia Public Enquiries form made available in French.</p>	<p>Review internal policies to identify areas where changes are required to facilitate the delivery of services in French and develop or adapt policies as required.</p> <p>The Government of Nova Scotia's online contact form, "Ask Us" Public Enquires form will be made available in French.</p>
<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>Maintain French-language Services currently offered by phone in the Provincial Contact Centre, in person in our Yarmouth, Sackville and Dartmouth Access NS Offices, in the Business Registration Unit and online through Online Services and "Ask Us".</p> <p>Identify and prioritize program areas (both new and existing) of the Department's website to be translated for example:</p> <ul style="list-style-type: none"> <li>- Consumer Protection Services,</li> <li>- Municipal Services,</li> <li>- Land Services.</li> </ul>

Objectives	Expected Results: 2009 - 2013 French-language Services Strategic Plan	Goals and Objectives 2011 - 2012	Planned Measures 2011 - 2012
<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>Encourage the translation of documents and publications such as manuals, forms and brochures.</p> <p>Encourage Acadians and francophones to become members of the various agencies, boards, and commissions.</p> <p>Encourage Acadians and francophones to participate in SNSMR public consultations/public meetings.</p> <p>Continue to keep an ongoing dialogue with Acadian and francophone community organizations to determine and prioritize the needs for French-language government services.</p>	<p>Support the translation of forms, brochures, manuals and other publications as opportunities become available.</p> <p>Inform Acadians and francophones of the various SNSMR agencies, boards, and commissions through the Provincial “Want to make a difference” Executive Council Campaign published in <i>Le Courrier de la Nouvelle-Écosse</i>.</p> <p>Publish French-language support materials online to encourage Acadians and francophones to participate in SNSMRs public consultations/public meetings.</p> <p>Liaise with the Acadian and francophone community organizations through business and community events.</p>

Objectives	Expected Results: 2009 - 2013 French-language Services Strategic Plan	Goals and Objectives 2011 - 2012	Planned Measures 2011 - 2012
	<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 <i>Bonjour!</i> Program, and 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> <li>- through email communications,</li> <li>- an active offer refresher.</li> </ul>	<p>Provide FLS Service Delivery Staff that currently offer French-languages services a refresher on the active offer: <i>Bonjour!</i> Program. Encourage employees to:</p> <ul style="list-style-type: none"> <li>- say <i>Bonjour!</i>,</li> <li>- attend the Acadian Cultural awareness, session <i>Acadie at a Glance</i>.</li> </ul> <p>Work with Alcohol and Gaming to identify ways to promote French-language services, cultural awareness and French-language training.</p> <p>Work with SNSMR Communications staff to continue the development of a communications plan related to promoting new and existing French Language Services to the public in French. Setting a goal of more than two (2) French-language press releases in 2011/12.</p> <p>Develop an internal French-language Services Communications plan to promote SNSMR Services to all SNSMR employees.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2011 - 2012	Planned Measures 2011 – 2012
<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>Develop an advertising and communication plan to promote French-language Services to the Public, encouraging the use of the self-serve aspects of the SNSMR website and the use of government French-language services in general.</p> <p>Improve French-language signage in Access Centres.</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>Explore the possibility of using a <i>Bonjour!</i> Government French-language services promotional page on Facebook.</p> <p>Complete the planned review the current French-language 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 2011 - 2012	Planned Measures 2011 - 2012
	<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>Participate in the selection of a new bilingual Nova Scotia Government Online Store application.</p> <p>Participate in the following bilingual service initiatives:</p> <ul style="list-style-type: none"> <li>- Modernization of the Licences, Permits, Approvals, Registries and Certificates. (LPARC),</li> <li>- New Service Integration for Birth and death Registries,</li> <li>- New integrated service for Business Registrations.</li> </ul> <p>Explore the ability to offer new and revised French information online:</p> <ul style="list-style-type: none"> <li>- Registry of lobbyists,</li> <li>- Residential Tenancies,</li> <li>- Registry of Motor Vehicles,</li> <li>- Land Information Services,</li> <li>- Consumer Services.</li> </ul>	<p>Refine or develop approaches, programs, and strategies for planning and delivering French-language services in priority areas.</p> <p>New and revised French information and services will be available online. Such as making “Ask us” Public Enquiries contact page available in French on the SNSMR and Government of Nova Scotia websites.</p> <p>Explore the possibility of translating Vital Statistics Application forms.</p> <p>Make improvements to the SNSMR website’s Online Services as it relates to French-Language Services.</p> <p>Complete the requirements gathering for a new bilingual Nova Scotia Government Online Store and participate in the selection of a tool that meets the identified French-Language Services requirements.</p>

Objectives	Expected Results: 2009-2013 French-language Services Strategic Plan	Goals and Objectives 2011 - 2012	Planned Measures 2011 - 2012
	<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 Bilingual staff in the department.</p> <p>Increase the number of staff participating in French Language training.</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>Increase the number of staffing actions at SNSMR that include bilingual ability as an asset.</p> <p>Continue to ask new hires/staff to participate in the French-language Capacity Survey to identify Bilingual Staff and inform staff on French Language training.</p> <p>Provide staff with opportunities for French-language training.</p> <p>Continue to 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, online learning tools, and resources for French-language skills development, maintenance, and growth.</p>

<b>Objectives</b>	<b>Expected Results: 2009-2013 French-language Services Strategic Plan</b>	<b>Goals and Objectives – 2011 - 2012</b>	<b>Planned Measures – 2011 - 2012</b>
<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 their websites and through BizPal.</p> <p>Encourage municipalities to begin offering French-language services, programs and/or press releases.</p> <p>Encourage Acadians and francophones to find out about and participate in Local Government.</p>	<p>Collaborate with Municipalities to promote French-language services (Translate sections of the Municipality'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>Explore the ability to provide access to translation services to Municipalities with French communities that do not have French content available online today.</p> <p>Collaborate with Municipal Services to promote 2012 Municipal Elections through access to translation services for the website on Municipal Elections.</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>		<p>Distribute French-language bicycle safety booklets and bookmarks to schools.</p> <p>Encourage students and adults to be aware of bicycle safety rules and access information on the SNSMR website.</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 continue to 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.