

Multilingual Information Provisions Policy

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Multilingual Information Provisions Policy

- Aims to ensure that information about the City's programs, services and engagement activities reflect the linguistic diversity of Toronto and helps the public to engage, participate and be informed of City services, programs and engagement activities.
- Came into effect August 2, 2017 and applies to all City divisions.
- Establishes criteria for translation and interpretation of information based on type of information, target audience and impact on localized areas.
- Helps ensure that critical information (i.e. information that impacts the health and safety of residents) has the greatest reach.
- Provides a framework for City divisions to guide decision-making around translation of City information. City Divisions use the framework to decide when information should be translated into French.

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Critical Information – will or may impact the health and safety of Toronto residents and/or communication about a long-term or sudden disruption of the City’s critical services.



Localized Area Information – about City services, programs and engagement activities operating or being promoted in a specific geographic area, a neighbourhood, and/or a ward or adjacent wards in the City of Toronto.



Marketing Information – about the City or a City service or program that is intended to promote the City of Toronto to generate tourism, business growth and/or economic development.



All Other Types of Information – not captured by the categories above.



All Other Types of Information

- Policy allows for data-driven decision-making
 - Division Head to determine translation and/or interpretation of information
 - Considerations:
 - Program data indicates translation is beneficial or necessary to improve participation rates, compliance or use of City services and programs by specific groups, neighbourhood or community;
 - Lifespan of the information;
 - Project/program is high-profile and expected to have City-wide impacts;
 - Strategic Public & Employee Communications' advice on previous translation requests for similar types of information; and
 - Available budget.
- ❖ Members of the public can request to receive information in any language. Division must translate information within reasonable timeframe.



Live Interpretation

- ❑ For City-hosted public meetings and consultations, if requested by a member of the public at least 5 business days prior, Divisions must make best efforts to provide a live interpreter
- ❑ Live interpretation of City information is also available via the City's 311 service in over [180 languages](#) on request by the caller
- ❑ City website can be accessed in over 130 languages using auto-translation (Google Translate)



Ad campaigns in French – 2023/24

- 20 media campaigns included translated ads placed in French media and social media channels
- Approximately 19% of campaigns include French ads



Media Relations in French

- Proactive outreach to French media outlets, including on distribution of City news releases, interview opportunities and invitations to attend media briefings
- Best efforts to provide a French-language spokesperson for media interview requests
- Regular correspondence with French language media and responses to their emails and calls - 201 responses to French language media over the past year
- Top requestors:





Merci!