

Measurement of demand for services in both official languages: Turnkey Solution



Proposal prepared by the Centre of Excellence for Statistical Consultation and Analytical Methods

Statistics Canada

June 2024

Official Languages Regulations Reapplication Exercise– *Communications with and Services to the Public (OLRRE)*

- Institutions subject to the *Official Languages Act* are required to carry out certain activities to ensure the provision of bilingual services in certain circumstances.
- The Treasury Board Secretariat (TBS) guides institutions through the reapplication of the provisions of the Regulations to confirm the language designation of their offices. Some institutions must measure the demand to know the clients' preferred official language for services (a sample or census of clients) and produce a report detailing the methodology and conclusions.
- This exercise takes place every 10 years and institutions subject to the measurement of demand do not necessarily have the required expertise to carry it out.



« *The [2019] regulatory amendments will result in some **700 newly designated bilingual offices**, increasing the percentage of bilingual federal points of service from **34 %** to more than **40 %**. »*

[Annual Report on Official Languages 2019–2020](#)
– Treasury Board Secretariat of Canada



Statistics Canada Service Offerings



Management of all measurement of demand requirements from planning to reporting of the measurement of demand through customized services.

Service #1 – Provide advice on the methods selected by institutions performing their own measurement of demand and analysis.

Service #2 – Measurement of demand planning, execution and report production for restricted and identifiable clientele.

Service #3 – Measurement of demand planning, execution and report production of the public/clients (e.g. airports, routes, etc.)

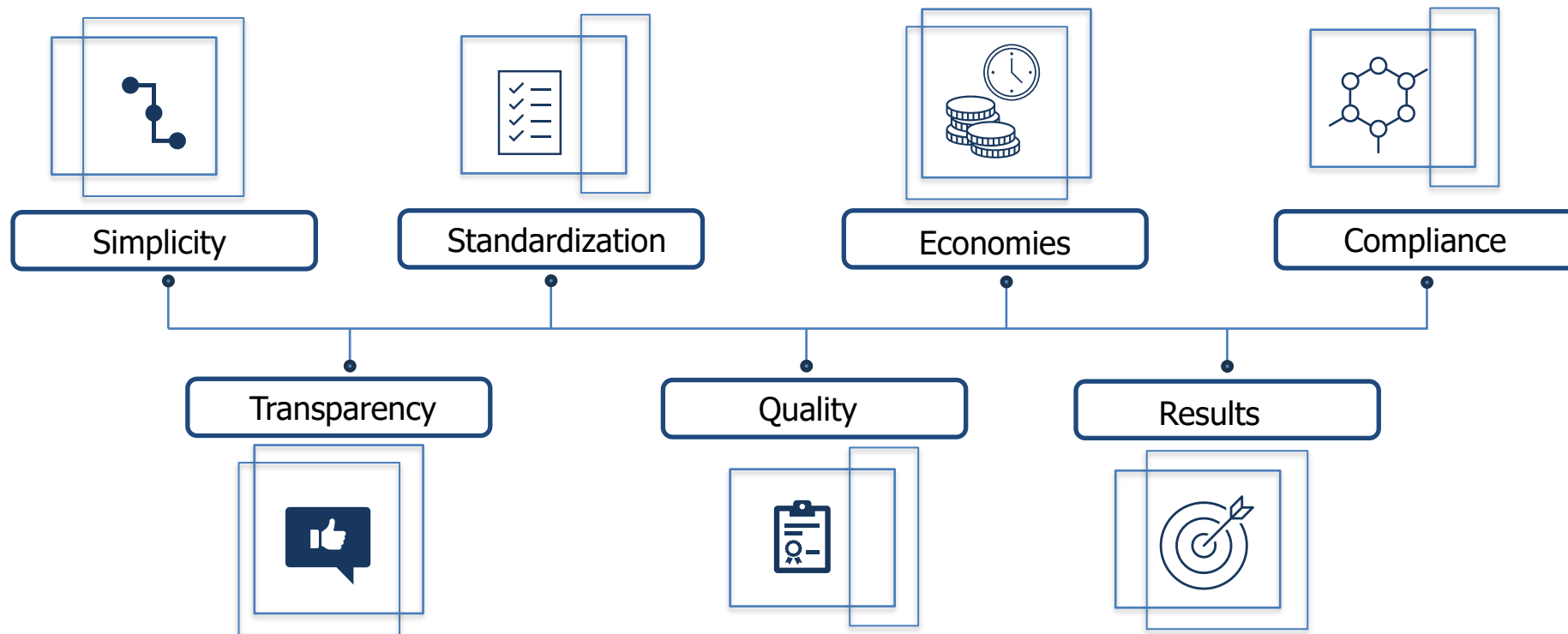
These cost-recovery services include:

- A standard and bilingual questionnaire
- Sampling (if necessary)
- Information collection and treatment
- Documentation
- A standard report with all information for reporting



The Advantages of this Approach

The completion of the measurement of demand with Statistics Canada's support guarantees the following with all savings from economies of scale passed on to you.



Appendix – Statistics Canada's Services

The [Statistical Consultation Group](#) (SCG) offers you a high-quality standardized approach completed by a third party.

PLANNING

- ✓ Design, planning and project management
- ✓ Information needs assessment
- ✓ Establishment of a survey and sampling plan

DATA COLLECTION

- ✓ Design of data collection tools and processing methods
- ✓ Questionnaire preparation
- ✓ Interviewer training
- ✓ Data collection (by client or Statistics Canada)

METHODOLOGY

- ✓ Management and quality assurance
- ✓ Protecting confidentiality
- ✓ Statistical use of administrative data

REPORT (RESULTS)

- ✓ Data analysis
- ✓ Results preparation and presentation
- ✓ Survey and methods documentation
- ✓ Report writing



Contact us at statcan.oldss-edslo.statcan@statcan.gc.ca for a costed work proposal.



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