<div align="center">

Measurement of Demand

The Official Languages Regulations Reapplication Exercise (OLRRE)
Presentation notes—February 21, 2024

</div>

Slide 1 – Measurement of Demand and the OLRRE

- This presentation focuses on the rules relating to the measurement of demand of the *Official Languages (Communications with and Service to the Public) Regulations* (Regulations)*;* and

- The Official Languages Regulations Reapplication Exercise, that we usually call the OLRRE.

- If you have been invited to participate in this session, it is because your institution is required to undertake a measurement of demand to confirm the language designation of one or more of your offices as part of the OLRRE.

- The System for Official Languages Obligations (SOLO) will notify you of which office or offices will need to conduct a measurement of demand by assigning you a task in the system for each of the offices concerned.

- In this presentation, we will outline the steps, requirements and best practices involved in measurement of demand and demonstrate how to enter your results in SOLO.

- If you have any general questions, you can ask them in the chat, and my colleagues will be happy to answer them. If you have any specific questions about your institution or requests for interpretation, please write to us at our address info-ollo@tbs-sct.gc.ca and we'll get back to you as soon as possible. The material used during this session, namely the PowerPoint presentation and notes, is also posted in the Regulations' Toolbox on GCwiki.

Slide 2 – OLRRE - Updates

- The OLRRE was officially launched on September 21, 2023.

- The OLRRE module has been activated in the SOLO, and the Treasury Board of Canada Secretariat's (TBS) has completed the testing of the initial application of the Regulations*.*

- The Regulations team worked with the IT group responsible for SOLO to finalize the necessary technical adjustments to the OLRRE module to ensure the proper application of the Regulations.

- You have received an invitation to one or more targeted information sessions, depending on the group of provisions that apply to your institution's offices. The information session on automatic rules was delivered on February 13, the one on service areas for certain institutions was presented on February 15, and the one on the proportionality principle and the consultations was delivered yesterday, February 20.

- For those who missed those three sessions, the PowerPoint presentations and notes can be found in the [Regulations' Toolbox on GCwiki](#).

- We are now at the last of four information sessions. Today's session will be about the measurement of demand.

- SOLO will be accessible to all users again the week of **February 26**, once all information sessions have been completed. So, as the Person responsible for official languages (PROL), you will have attended the necessary information sessions before taking the next steps in the OLRRE. You'll receive a message when SOLO is available.

- We are counting on your collaboration to improve SOLO and ensure a smooth OLRRE. As this is a new Web application, we invite you to report any errors, whether they are technical problems, incorrect links or bugs related to the language of the interface.

Slide 3 – Steps of the OLRRE

- To give you an idea of where you stand in the exercise, let's take a look at our infographic illustrating the main steps of the OLRRE.

- At this point, you should have completed the SOLO training and updated your offices in the system. If you have not yet taken the SOLO training, please contact us after this training session and we will provide you with the links to the online training.

- This brings us to the third sphere of the pendulum - the general and the specific rules. The measurement of demand process for specific rules and for offices outside of the country starts at the beginning of the OLRRE.

- **Mention only during the first MD presentation:** You may have noticed that there is also mention of measurement of demand in the fourth sphere entitled, "General rules continued." This refers to a later stage of the OLRRE which also requires a measurement of demand where, in certain cases, when an office does not reach the **service area** thresholds, it must measure the demand to confirm whether there is significant demand at that office. The same process we will discuss today will apply to that measure of demand. **This measurement task will be triggered later in SOLO, after the service areas, and only for certain offices that have not reached the service area criteria and thresholds.**

Slide 4 – Measurement of Demand – General Rules

- As a reminder, measurement of demand is essentially a survey of an office's clientele to determine their preferred official language for communications and services.

- Generally, where there is at least five percent demand for services in both official languages, the office is designated as bilingual. Otherwise, it is unilingual in the language of the majority.

- The minority language is English in Quebec and French outside of Quebec.

- The diagrams on this slide and the next illustrate the circumstances in the Regulations that lead to the need to measure the demand to confirm an office's language designation.

- Circumstances leading to a measurement of demand can be found in the general rules and the specific rules.

- First, there is the measurement of demand that arises from the **general rules**.

  - There is the measurement of demand **following the service area** which will begin in approximately six months. SOLO will assign this measurement of demand task to some offices of which the service area hasn't reached the thresholds prescribed by the Regulations and doesn't include a minority school (provisions 5(1)(d), 5(1)(k), et 5(1)(n)). These offices will be required to measure the demand for service **in the minority language**. If there is at least five percent demand in the minority language, the office is designated as bilingual. Otherwise, it is unilingual in the language of the majority.

  - For offices located **outside of Canada**, the task will start once SOLO is reopened the week of February 26 and the demand will need to be measured **in both official languages** (provision 5(3)). <u>If there is at least five percent demand in both languages over one year, the office is designated as bilingual. Otherwise, it is unilingual in the language in which there is at least five percent demand</u>.

Slide 5 – Measurement of Demand – Specific Rules

- There is also the measurement of demand for offices subject to **specific rules**. SOLO will usually assign a measurement of demand to these offices when they haven't reached the volume of travellers or haven't met the circumstances prescribed by the Regulations. Here, let's look at the different circumstances that may require some of your offices to measure demand during the OLRRE:

  - **Airports and federal offices in airports** are automatically bilingual if they are located in a provincial or territorial capital (7(5)) or if they meet the threshold of one million travellers per year (7(3)). Offices that haven't met these conditions will have to confirm their language designation by measuring the demand in the **minority language** (7(1)). (For airports that are not subject to the *Official Languages Act*, the obligation applies only to the federal offices in the airports and not to the airports themselves.)

  - Similarly, **points of entry in QC, NB and ON** are automatically bilingual when at least 500,000 people enter Canada through these locations over the course of one year (6(2)(c)). Points of entry that do not meet that threshold are required to measure the demand in the **minority language** (6(1)(d)). (Entry points located in airports fall under the airport rules. For other points of entry, the general provisions apply.)

- **Railway stations** are designated as bilingual when they are located in a provincial or territorial capital (7(5)), in a Census Metropolitan Area where the minority is at least 5, 000 people (7(4)(a)(i)) or in a Census Subdivision where the minority is at least 500 people representing at least five percent of the population of that region (7(4)(a)(ii)). Otherwise, the stations are required to measure the demand in the **minority language** (7(1)).

- As for **ferry terminals**, they are designated bilingual when the total number of passengers embarking and disembarking over one year is at least 100,000 (7(4)b). Otherwise, the terminals must measure the demand in the **minority language** (7(1)).

- An office measuring the demand in the minority language is designated as bilingual if there is at least five percent demand in that language at that office. Otherwise, it is unilingual in the majority language.

- Some **air and rail routes** are designated bilingual because of their departure and arrival points as described in provisions 7(4)c and 7(4)d of the Regulations. The other routes are required to measure the demand **in both official languages** to confirm their language designation (7(2)).

- **Ferry routes** are bilingual when they meet the threshold of 100,000 passengers per year prescribed by the Regulations (7(4)e)). Otherwise, they must measure the demand **in both official languages** (7(2)).

- Certain offices offering ship-to-shore communications services are automatically designated bilingual due to the geographic area they serve as described in paragraph 6(2)(a) of the Regulations. All other offices are required to measure demand in **both official languages** (6(1)b)).

- Likewise, certain offices providing search and rescue services that serve Eastern Canada up to the Manitoba border, as described in paragraph 6(2)(d) of the Regulations, are automatically designated bilingual. All other offices must measure demand in **both official languages** (6(1)(e)).

- *Notes only* The Regulations also provide a special provision for certain specific cases (6(1)(f)): an RCMP detachment which, in a province, provides services on a section of the Trans-Canada Highway where there is a place of entry into an officially bilingual province must measure demand **in both official languages**.

- An office that measures the demand in both official languages is designated bilingual if there is at least five percent of the demand for services in both official languages over the course of a year at that office. Otherwise, it is designated unilingual in the official language in which there is at least five percent demand.

- Finally, there are offices serving a **restricted and identifiable clientele**. There are no volume thresholds or other criteria to meet for these offices. To confirm its language designation, each office must contact its clients and ask for their preferred official language for communications and services (6(1)(a)). The office

will be designated bilingual if there is at least five percent of the demand for services in both official languages over the course of a year at that office. Otherwise, the office is designated unilingual in the official language in which there is at least five percent demand. **(For more information on offices serving a restricted and identifiable clientele, please consult the definition section of the *[Directive on the Implementation of the Official Languages (Communications with and Services to the Public) Regulations- Canada.ca](#)* (the Directive).**

- You can find a summary of those rules in the [General Rules Chart](#) and the [Specific Rules Chart](#) in our [Regulations Toolbox on GCWiki](#).

Slide 6 – How to – Best Practices for Measuring Demand

- Generally, measuring the demand includes four key stages:

  1. Planning;

  2. Developing the methodology;

  3. Collecting responses; and,

  4. Reviewing the results report.

- As prescribed by the Directive, the measurement of demand must be completed as soon as possible, within a maximum period of two years from the date on which the office was created or from the date on which the provisions of the Regulations were applied, or reapplied during the OLRRE, as the case may be.

- In collaboration with Statistics Canada, we have developed a [Best Practices Guide for Measurement of Demand](#) for PROL in institutions. The guide provides guidance on the four main steps mentioned earlier.

Slide 7 – Some Key Directive Requirements for the Measurement of Demand

- While institutions are responsible for applying the Regulations on their offices and determining how best to measure demand, section 6.3 of the Directive provides instructions on this subject to ensure a consistent and coherent implementation of the Regulations across the Federal Government.

- On the screen, you'll see a few key requirements that we thought were worth highlighting, including a new requirement to inform the respondents that their answers will be used to determine the office's language designation and a requirement to provide TBS with the results of the measurement of demand and the methodology used.

- A certain expertise in the field of surveys is often required when conducting a measurement of demand. So, we'd like to mention here that section 8.2 of the Directive states that Statistics Canada can, for a fee, offer its services to institutions required to measure the demand.

- We invite you to consult the [Directive](#) for a complete list of requirements related to the measurement of demand.

Slide 8 – SOLO – Navigating Measurement of Demand

- To access your measurement of demand tasks in SOLO, you must first select the "OLRRE" module in the system. You can see how to find this function with **screenshots #1 and #2**.

- Once in the OLRRE module, select "Review OLRRE changes"; select your institution from the drop-down menu and click "View" as you can see in **screenshot #3**.

Slide 9 – Submit Your Data

- The next page will show you all the tasks you've been assigned as part of the OLRRE - the task column displays which tasks are for measurement of demand, service areas, proportionality consultations, and so on. But for the purposes of this presentation, we'll concentrate on measurement of demand.

- On this slide, the example in the **screenshot #4** shows you an Air Canada measurement of demand task.

- Click on "View" to generate the window shown in **screenshot #5**. Here you are asked to fill in the sections in yellow. Once completed, you'll see that the percentage section fills in automatically once you have entered the results of your measure.

- As you may recall from the slide on the key requirements of the Directive, institutions must provide TBS with the results of the measurement of demand as well as the methodology employed.

- It's in this section that you provide us with that information. You can enter general information in the methodology field, but in order to provide us with a copy of your methodology, you must click on the "Generate email" button.

- Once you've clicked on "Generate email", SOLO will generate an email for you, addressed to our generic mailbox here at the Regulations team. You can then attach a copy of your methodology to that email. This is what you see in **screenshot #6**.

- The system should also generate your institution's 3-letter code in the subject line to enable us here at TBS to easily identify and sort the methodologies we receive.

- Please note that we do not review or approve your methodology prior to your measurement of demand. The purpose of submitting your methodology to TBS is to support your measurement results with a document attesting that the process has been thorough and has produced "proven results".

- We will review the results and methodologies when needed and, if we have any questions, we will contact the relevant institutions directly. **Don't forget to attach a copy of your methodology to the email.**

- Back to the SOLO interface, review the details once more and select "Submit" at the bottom of the screen. This will take you to the screenshot on the next slide.

Slide 10 – SOLO – Confirm Your Data

- On **screenshot #7**, SOLO displays the office's confirmed language designation, and the provision applied.

- Depending on your measurement of demand results, it is possible that your office will keep its current language designation or that it will become bilingual or unilingual.

- In this example, you can see that, based on the data provided in the previous step, this office remains designated as bilingual.

- The yellow box indicates that the task is complete. If what you see on the screen is correct, you can click the "Acknowledge" button (green rectangle) which will send the office's information to TBS for a final verification.

- If you have concerns with what you see on the screen (be it an incorrect address or the provision applied) you can click on the "Signal an issue" button (red rectangle). An email, pre-addressed to our generic account, will be generated by SOLO, as shown in **screenshot #8,** so that you can inform us of your concerns for the office in question.

- Once you have signalled an issue, a notification will be generated by SOLO in the green box as shown in **screenshot #9**. You can then click on the "Return to tasks" button. We will contact you once we have reviewed the reported issue.

Slide 11 – Once the Language Designation Has Been Confirmed

- As per the Directive, once the language designation of an office has been confirmed after a measurement of demand, an office that became unilingual or bilingual has up to one year to comply with its new language designation.

- ***For offices that measured the demand following the service areas only:*** Offices that became unilingual after a measurement of demand following the service areas provisions have up to one year to inform the minority population they serve of the date the bilingual services will no longer be provided at that office and where they can receive services in their preferred official language.

- Once the timelines set out in the Directive have passed, annual reviews will be the tool used by TBS to verify compliance.

Slide 12 – OLRRE Critical Path

- For illustrative purposes, the tentative critical path is featured in this slide to provide a *general idea* of the deadlines you can expect.

- This critical path is tentative. The time period for activities of each group is subject to change.

- To coordinate the OLRRE across the federal government, there are compliance deadlines by rules group. This means that the one-year countdown for an office to implement its new language obligations will begin at the end of the rules group's application period. Thus, the start of the countdown depends entirely on the rule that applies to the office in question.

- By way of example, you can see from the graph that the application period for the measurement of demand runs from winter 2024 to winter 2026. The one-year countdown for the implementation of new obligations in these offices will begin after this period.

- Rest assured that TBS will communicate exact deadlines and dates by rules group in due time as the OLRRE progresses and update the critical path and supporting material accordingly.

Slide 13 – Questions?

- As mentioned earlier, this PowerPoint presentation and notes are available in the [Regulations' Toolbox on GCwiki](#) as well as all the resources mentioned in today's presentation.

- If you have any questions about this presentation, the OLRRE, or any questions specific to your institution, please feel free to contact us via our generic email.