

REPORT OF THE SPECIAL PROJECTS MANAGER FOR THE CONSIDERATION OF COUNCIL

OBJECTIVE

To provide Council with information re. Francophone Community Grants Program

RECOMMENDATION

THAT the report of the Special Projects Manager dated July 8, 2021 be received;

AND THAT Council direct staff to apply for the Francophone Community Grants Program for the costs of bilingual website development

AND THAT Council approve an additional \$15,000 from working funds for the creation and translation of the Library site



Steve Antunes
Special Projects Manager



Natalie Bray
Acting Chief Administrative Officer

BACKGROUND

According to the last Census, Francophone population in Elliot Lake stands at 16.4%

During the 2021 budget process, Council approved a Capital Budget expense of \$35,000, from working funds, for the creation of a French version of the City's web site.

In late May, the Province announced the Francophone Community Grant Program. This program has been put place to support, amongst other initiatives, projects that will strengthen the capacity of organizations and/or businesses to provide products and services to Francophones in the Province. The community and culture stream of the grant offers up to \$50,000 in funding and under this steam, the Province will cover 80% of eligible costs. Up to 10 per cent of eligible project costs can be covered with in-kind contributions (that is, contributions of goods and services rather than cash). The remaining 10 per cent or more of eligible project costs must be covered by cash contributions.

The City's website supplier, has confirmed that they can create a French version of the City website at a cost of \$20,515 exclusive of translation services. The cost to complete the same scope of work for the Library page would be at an additional cost of \$10,000, again excluding translation costs.

ANALYSIS

Application of the grant is straight forward and would greatly lower the cost to the Municipality of this project. The submission deadline is July 15, 2021.

Translation remains the largest challenge. Sourcing a service provider that is able to translate the sheer volume of text that is on the site in a cost effective manner has been difficult. Staff have reached out to several options and are working on securing pricing. As the scale of the deliverable can be adjusted based on budget, staff will prioritize the pages to be translated to remain within the current budget of \$14,485. If the City is successful with the grant application, that in turn will increase the amount of pages that can be translated and lower the cost burden to the Municipality.

In the process of laying out the French pages in the City's web site, it has become apparent that the same offering should apply to the City's Library site. This would allow the library to better serve Francophone residents and in-turn, due to higher usage, justify the expansion of the French content offering in our Library. The resolution outlines a cost of \$15,000 for the French site which can be broken down to \$10,000 for site development and \$5,000 for translation. A successful grant application will also greatly lower the financial impact of this project.



In terms of ongoing translation, with the “mirrored” site in place, pages can be posted in both languages where appropriate to allow Francophone residents access to services. Items such as minutes and agendas will continue to be posted in English.

FINANCIAL IMPACT

The addition of the French Library site would carry a financial impact of \$15,000. This would bring the total cost of both French websites to \$50,000. A successful grant application could lower that substantially. At 80% funding, the City would be required to spend \$10,000 on the project.

LINKS TO STRATEGIC PLAN

The recommendations align with the following strategic goals:

- Capitalize on opportunities for diversification and community growth.
- Identify projects that require partnerships and the communities that will be impacted.
- Customer Service Excellence.
- To cultivate in the citizens of Elliot Lake an appreciation of arts and culture through accessible programming, arts and cultural facilities and entertainment that is available to all citizens.
- To further develop successful relationships with the diverse and vibrant arts and culture organizations within the community.

SUMMARY

Staff is recommending that direction is given to apply for the Francophone Community Grant Program and that an additional \$15,000 be approved for creation of a French Library Site.

