

Manitoba Public Insurance

# French Language Services Plan

April 2023 to March 2028



Bonjour. Hello  
Manitoba



MANITOBA  
PUBLIC INSURANCE

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*Alternative formats of this document are available upon request.  
Ce document existe aussi en français.*

# 1. Overview

Manitoba Public Insurance (MPI) is a provincial Crown corporation that has provided automobile insurance coverage since 1971. We assumed a broader spectrum of services in 2004, when we merged driver and vehicle licensing into our operations. The Corporation is governed by *The Manitoba Public Insurance Corporation Act and The Drivers and Vehicles Act*.

MPI products and services are available from service and claim centres in 12 communities, and from approximately 300 Autopac agents across Manitoba.

## Mission

Exceptional coverage and service, affordable rates and safer roads through public auto insurance.

## Vision

The trusted auto insurance and driver services provider for every Manitoban.

## Values

As a public auto insurer, we hold ourselves accountable to all Manitobans to deliver value by fostering a culture of excellence. We achieve this through our four core values:

- Striving for Excellence
- Providing Value to Manitobans
- Doing What's Right
- Investing in People

## This Plan

In 2016, the Manitoba government passed *The Francophone Community Enhancement and Support Act* (The Act) to provide a formal legislative framework for enhancing the vitality of Manitoba's Francophone community and for supporting and assisting its development. In compliance with the Act, MPI developed its own plan and supporting documents outlining its commitment to provide French Language Services (FLS) to its customers and stakeholders.

This multi-year plan outlines achievements, as well as ongoing and future work, to enhance the provision of FLS. It was first created in December 2018 and revised in April 2024.

## 2. Achievements and Accomplishments

Manitoba Public Insurance is committed to providing FLS to its customers and stakeholders in compliance with the requirements of The Act, and the official provincial FLS Policy. MPI strives to accommodate all customer requests for services in French, whether written or oral. Moreover, these services are to be readily available, easily accessible and of comparable quality and timeliness as those offered in English.

We hold ourselves accountable to all Manitobans to deliver products and services in both official languages, where and when our customers need them. Our multi-year strategic FLS Plan outlines the Corporation's commitment to ongoing improvement of its FLS competencies, capabilities and compliance with relevant provincial legislation and policies.

MPI's FLS priorities include governance, promotion and awareness activities, delivery of FLS in the context of Active Offer and cooperation with the Francophone community. In addition to being on track with objectives of the previous plan, the following highlights some of our achievements and accomplishments to date.

### Governance

- Despite the many challenges and difficulties posed by the COVID-19 pandemic, MPI and the established FLS Working Committee has proudly made great strides in continuing to enhance its provision of FLS and meet the needs of Manitoba's Francophone community.
- The Working Committee focuses on steady growth and meeting the requirements of The Act and the provincial FLS Policy. This committee is responsible for the development of the specific elements of the Corporation's FLS Plan and is comprised of representatives from business areas across the Corporation.
- MPI established a corporate policy on FLS that highlights our commitment that services offered in French are easily and readily available, timely, and of comparable quality to those offered in English.

### Access to Bilingual Staff

- St. Mary's Road Service Centre is the Corporation's designated bilingual centre as it is uniquely located in a Designated Bilingual Area – a region where a significant Francophone population is concentrated, and the services provided by the government of Manitoba are required to be offered in both official languages.
- Our Contact Centre, as well as our Steinbach, Portage and Dauphin Service Centres, also have Designated Bilingual Positions as they are located in Francophone communities near Designated Bilingual Areas and are providing services to a large French-speaking customer base.
- In the spirit of The Act and FLS Policy, the Corporation is able to offer French language services outside of these designated areas.
- In 2019, MPI conducted an audit and needs assessment as well as an in-depth review to identify the number and types of positions to be designated for the purpose of delivering French services. The audit included a survey of all departments and heralded a lot of improvements, such as electronic tracking, automated reporting and new or refined contingency plans.

## Access to Bilingual Information and Websites

- We ensure that signage, brochures and documentation are available in both official languages.
- The MPI website provides both French and English content.
- A search tool on MPI's website (mpi.mb.ca) has been updated to identify all brokers who provide full or partial French services. The tool also identifies glass repair shops and driving schools that offer services in French.
- A comprehensive review of customer communications (forms and letters) led to the translation of over 130 communications to enhance the customer experience and French-language communications.
- The Corporation continues to undertake road safety promotions at Halloween providing flashing badges that children can wear during trick-or-treating to stay visible. These flashing badges are distributed with a bilingual lesson plan to schools and bilingual letter to parents that provides road safety tips to help keep kids safe on Halloween.

## Meeting the needs of the Francophone Community

- We continue to collaborate and build positive working relationships with the Francophone community and organizations to support, assist, and better understand their needs in relation to the Corporation's provision of FLS.

## 3. Opportunities and Challenges

Despite the many challenges and difficulties posed by the COVID-19 pandemic, Manitoba Public Insurance completed the work required to fulfill and meet most of the projected outcomes established in our previous Multi-Year Strategic FLS Plan. Like other public sector organizations, the Corporation faces challenges in providing a high level of French language services. These challenges include bilingual employee recruitment, training, and retention; tracking and reporting to identify improvement opportunities, and improved understanding of Francophone priorities.

## 4. Commitment, Responsibility and Action

Manitoba Public Insurance is committed to providing French language services to its customers and stakeholders in compliance with the requirements of The Act and the official provincial FLS Policy.

In order to highlight the Corporation's commitment, a formal Statement of Commitment was developed. This statement reinforces the importance of providing FLS to the greatest extent possible.

A Responsibility Framework was also developed. The framework is rooted in the core values of MPI, and outlines the key areas we focus on to provide consistently high levels of services in French, and to continuously improve our FLS capabilities.



*A photo of our designated bilingual St. Mary's Road Service Centre signage.*



## Statement of Commitment

Manitoba Public Insurance is committed to providing French language services to its customers and stakeholders in compliance with the requirement of *The Francophone Community Enhancement and Support Act*, and the official provincial French-Language Services Policy.

Through ongoing vigilance and continuous improvement, the Corporation will strive to accommodate all customer requests for services in French, whether written or oral. Moreover, these services will be readily available, easily accessible and of comparable quality and timeliness as those offered in English.

## Responsibility Framework

Manitoba Public Insurance's framework for French-language services (FLS) is rooted in its core values:

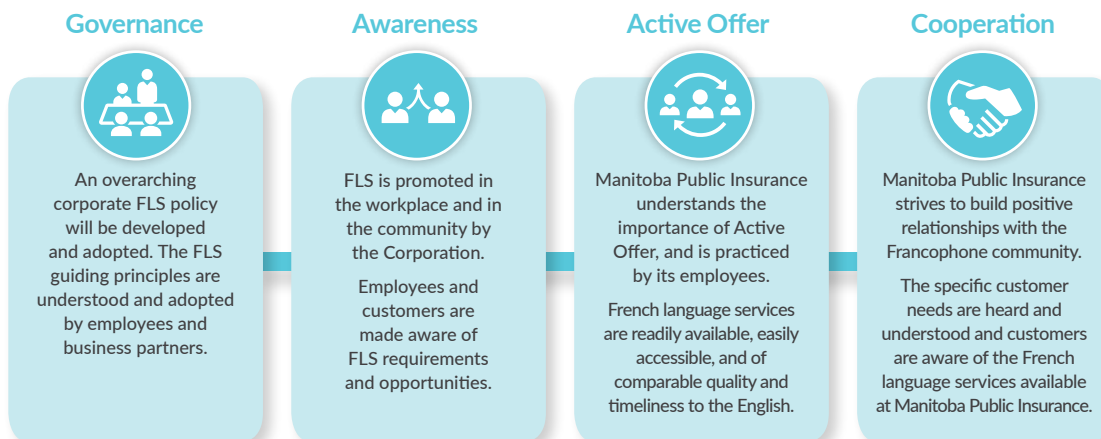
- Striving for Excellence
- Providing Value to Manitobans
- Doing What's Right
- Investing in People

In light of these values, we hold ourselves accountable to all Manitobans to deliver the products and services they need and expect. We provide these to our customers and stakeholders in both official languages where and when they need them.

Through the development and implementation of Manitoba Public Insurance's Multi-Year Strategic French Language Services Plan, the Corporation is committed to ongoing improvement of its FLS competencies and capabilities, and achieving compliance with relevant provincial legislation and policies.

The Strategic Plan established a formal FLS Committee, comprised of members from all major Manitoba Public Insurance business areas and FLS areas of impact. Through the committee, and with the support of the highest levels of the Corporation, Manitoba Public Insurance is able to further enhance its French language services and its engagement with the FLS community to better service the needs of Manitoba's Francophone community on an ongoing basis.

Manitoba Public Insurance's strategic plan to meet this goal focuses on four key areas:



## French Language Services Policy and Corporate Directive

MPI has developed an overarching FLS policy and an associated corporate directive. As areas for improvement or challenges are identified, additional policies and procedures will be developed and implemented.

They are meant to guide the Corporation and its employees in considering FLS responsibilities and requirements.

### Active Offer

The concept of Active Offer forms a key pillar of the provincial FLS Policy. Active Offer requires the Corporation to publicize the availability of services in both official languages, and create an environment where the public is completely at ease in dealing with MPI in either English or French.

#### Active Offer means:

- Providing quality service in the official language of the customer's choice.
- Making this service evident, readily available, and easily accessible to the customer.
- Providing comparable service in both official languages for all oral, written and electronic communications.

Official Active Offer signage is in place in service centres that offer full or partial services in French.

Active Offer Refresher training was launched in 2023 to all employees and continues to be provided to all new hires.





## 5. Roadmap

To fulfill its responsibilities under The Act and the current FLS Policy, MPI has prepared its second Multi-Year Strategic French Language Services Plan. This current plan was approved by government and released in 2024.

It serves as a road map for how the Corporation will continue to ensure it provides quality service in the official language of the customer's choice. To meet this objective, the plan outlines a number of action steps. The plan is reviewed annually and updated as required.

Our goal is to make all MPI workplaces comfortable environments in supporting the Active Offer concept, places where both customers and employees are completely at ease when interacting in either English or French. Creating an environment that offers quality Active Offer service is a long-term, continuous process. However, our success also depends on maintaining and achieving effective short-term goals.

The following plan reflects a multi-year approach to enhance the Active Offer environment at MPI and ensure Manitoba's Francophone community receives the services and supports it needs.

Governance	
Action Steps	Expected Outcomes
<p><b>Planning</b></p> <ul style="list-style-type: none"> <li>• Maintain the permanent FLS Committee to continue implementing and reviewing the five-year strategic and operational plan.</li> <li>• Continue to report on the status of MPI's FLS plan per the requirements of The Act.</li> </ul>	<p>FLS Committee is in place as a critical corporate planning task force.</p> <p>Reported progress of the multi-year strategic FLS plan and annual review will help MPI achieve its goals.</p>
<p><b>French Language Services Policies</b></p> <ul style="list-style-type: none"> <li>• Statement of Commitment, overarching FLS policy and corporate directive continue to be adopted.</li> <li>• Continue to adhere to implemented corporate directive related to FLS.</li> <li>• Identify and work to address departmental policy and procedural issues related to the full implementation of the FLS Policy.</li> </ul>	<p>Guiding principles continue to be adopted.</p> <p>Employees are aware of the FLS policy and concept of Active Offer and support the implementation of the plan.</p>
<p><b>Collaboration</b></p> <ul style="list-style-type: none"> <li>• Collaborate with other public bodies, government, and Crown corporations to develop strategies for addressing issues related to FLS.</li> </ul>	<p>Crown corporations and other public bodies work together to develop strategies and address FLS issues. Best practices are shared.</p>

Promotion and Awareness Activities	
Action Steps	Expected Outcomes
<ul style="list-style-type: none"> <li>• Increase promotion and provide access to more French internal communications and training resources.</li> <li>• Improve centralized internal sites and develop lexicon of terminology for bilingual employees.</li> </ul>	<p>Bilingual employees have on-the-job training resources and bilingual information to help maintain their French skills and build confidence.</p> <p>Centralized access to French information is readily available to bilingual employees to provide better service to French customers.</p>
<ul style="list-style-type: none"> <li>• Continue to promote French external communication materials and information, such as road safety presentations and the external website, including all careers content.</li> <li>• Improve tracking and reporting of external information available to customers on website and in advertising.</li> </ul>	<p>External communications are readily available and easily accessible to Francophone customers, and comparable quality to English.</p> <p>Important data metrics are available to help identify gaps and opportunities for improved access to French communications and road safety information for the Francophone community.</p>
<ul style="list-style-type: none"> <li>• Continue working with FLS Committee and other working groups.</li> </ul>	<p>FLS Coordinator is collaborating with FLS Committee, working groups and employees to promote FLS principles and awareness of FLS obligations.</p>
<ul style="list-style-type: none"> <li>• Increase promotion of opportunities to encourage employees to participate in and/or volunteer for Francophone cultural activities.</li> </ul>	<p>Identify opportunities for employee involvement in the Francophone community.</p>

## Delivery of French Language Services in the context of Active Offer

Action Steps	Expected Outcomes
<ul style="list-style-type: none"> <li>• Deliver training regarding FLS in the context of Active Offer.</li> </ul>	<p>Increase awareness and educate employees on delivery of FLS in the context of Active Offer.</p>
<ul style="list-style-type: none"> <li>• Prepare plan and guidelines to establish orientation for new employees and incumbents to a designated position regarding FLS in the context of Active Offer.</li> </ul>	<p>New designated employees receive orientation specific to their role, and are aware of FLS requirements, supports and resources available to them.</p>
<ul style="list-style-type: none"> <li>• Build on the 2019 audit and conduct a new audit with emphasis to confirm designated and bilingual capacity needs after the implementation of Project Nova. Develop strategies to address identified gaps.</li> </ul>	<p>Working document identifies gaps and strategies to enhance delivery of FLS providing customers access to services in the official language of their choice.</p>
<ul style="list-style-type: none"> <li>• Review FLS recruitment strategies and designated position requirements to support talent acquisition, employee retention, and the potential to increase overall bilingual capacity.</li> <li>• Enhance support and recognition of bilingual employees.</li> </ul>	<p>Completed review and possible recommendations support employee retention and recognition, as well as talent acquisition.</p> <p>Increased bilingual capacity helps fill designated positions.</p>
<ul style="list-style-type: none"> <li>• Develop and implement action plan to address training needs to help employees maintain and develop their French skills and consider customized training solutions or designated positions.</li> <li>• Support and encourage French-language training and education opportunities so employees can practice their French and maintain confidence in their ability to interact with Francophone customers.</li> </ul>	<p>FLS needs are met through bilingual capacity.</p> <p>Designated and bilingual employees can improve French skills and become more confident in providing enhanced French services.</p>
<ul style="list-style-type: none"> <li>• Ensure all new designated bilingual employees receive official 'Active Offer' signage and identification badges that are visible to the public in designated service centres.</li> </ul>	<p>Services in French are visible and available for French-speaking clients.</p> <p>Bilingual nature of designated service centres will be evident.</p>

Delivery of French Language Services in the context of Active Offer	
Action Steps	Expected Outcomes
<ul style="list-style-type: none"> <li>• Monitor and update inventory to ensure any new signs for the public are available in both French and English in designated centres and in other departments where designated positions are required.</li> </ul>	The availability of FLS is actively promoted to all customers through bilingual signage.
<ul style="list-style-type: none"> <li>• Continue to work with third-party vendors to offer surveys in French both over the phone and through MPI's online ePanel.</li> <li>• Ensure new vendors are aware of the provision of FLS, Active Offer, and their requirements as designated third parties.</li> </ul>	<p>Customers can participate in surveys in the official language of their choice.</p> <p>Vendors are aware of and meet any FLS requirements.</p>
<ul style="list-style-type: none"> <li>• Review current Human Resource Management System used to improve tracking and reporting of bilingual capacity pool intake and recruitment successes of designated positions.</li> </ul>	<p>Operational performance of bilingual recruitment is measured to gauge long term recruitment performance.</p> <p>Gaps and trends in bilingual recruitment are identified.</p>

Cooperation with the Francophone Community	
Action Steps	Expected Outcomes
<ul style="list-style-type: none"> <li>• Initiate meetings and maintain positive working relationships with Francophone community groups to understand needs and priorities in relation to MPI's FLS.</li> </ul>	Manitoba's Francophone stakeholders' priorities are heard and continually supported.
<ul style="list-style-type: none"> <li>• Continue to initiate meetings and collaborate with Francophone Affairs Secretariat.</li> </ul>	Positive working relationship with the Francophone Affairs Secretariat.
<ul style="list-style-type: none"> <li>• Continue to build and enhance partnerships and work with Francophone organizations to increase awareness of available FLS, promote bilingual recruitment opportunities and ensure bilingual information and services are available to support the Francophone community.</li> </ul>	Working with Francophone organizations to raise awareness of services and publications available in French, promote bilingual job opportunities and cooperation with the Francophone community.
<ul style="list-style-type: none"> <li>• Launch a public consultation to survey French-speaking customers to gain a better understanding of their FLS priorities.</li> </ul>	Manitoba's Francophone community consulted on their needs.

## 6. Feedback Process

MPI welcomes and encourages feedback about its FLS plan and available services. Feedback can be made in writing, by telephone, TTY or email to:

Manitoba Public Insurance  
French Language Services Coordinator  
9th Floor - 234 Donald St.  
Winnipeg, MB. R3C 4A4

Phone: 204-985-8770, ext. 7477  
Toll-free: 1-800-665-2410  
TTY: 204-985-8832  
Email: FLS@mpi.mb.ca

The FLS Coordinator will review customer feedback or concern in collaboration with the FLS Working Committee and work toward an appropriate resolution. A response acknowledging receipt of the feedback or concern will be provided within five business days.

This multi-year strategic plan is available in French on our website ([mpi.mb.ca](http://mpi.mb.ca)), and in accessible formats upon request.

## 7. Reporting

As part of the planning and reporting cycle, Manitoba Public Insurance will provide an overview of achievements and progress on priorities previously identified, outline measures taken to comply with The Act and FLS Policy, and outline new initiatives and action items planned for the next year to the Minister Responsible for Francophone Affairs. This will be in the form of an Annual Report.

Ongoing annual evaluation of our multi-year strategic plan will enable the Corporation to review and make adjustments to our plans as necessary.

