Minutes – Executive Policy Committee – June 18, 2024

REPORTS

Item No. 10 Plain Language Key Performance Indicators

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

The Executive Policy Committee granted an extension of time of 30 days for the Winnipeg Public Service to report back on the following:

1. Key Performance Indicators (KPIs) and any additional performance metrics to evaluate the success of the Plain Language Policy as it applies to the other public-facing written materials noted in section 3.1, namely:

    - Advertisements
    - Correspondence
    - Presentations
    - Publications
    - Signage
    - Social media
    - Website content
    - All 311 Services

2. Confirmation that the directions outlined in section 4 of the Policy have been satisfied.

DECISION MAKING HISTORY:

Moved by Councillor Lukes,

That the recommendation of the Winnipeg Public Service be concurred in.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On May 22, 2024, the Executive Policy Committee concurred in the recommendation and granted an extension of time of up to 30 days for the Winnipeg Public Service to report back on the following:

1. Key Performance Indicators (KPIs) and any additional performance metrics to evaluate the success of the Plain Language Policy as it applies to the other public-facing written materials noted in section 3.1, namely:

    - Advertisements
    - Correspondence
    - Presentations
    - Publications
    - Signage
    - Social media
    - Website content
    - All 311 Services

2. Confirmation that the directions outlined in section 4 of the Policy have been satisfied.

David Grant submitted a communication with respect to the matter.

On March 12, 2024, the Executive Policy Committee passed the following motion:

WHEREAS the administrative report includes performance metrics to measure the success of the Plain Language Policy as it applies to Administrative Reports (executive summaries only);

AND WHEREAS the policy includes a number of other materials to which the plain language guidelines apply;

DECISION MAKING HISTORY (continued):

EXECUTIVE POLICY COMMITTEE RECOMMENDATION (continued):

THEREFORE BE IT RESOLVED that the matter laid over for 90 days and the Public Service be further directed to report back on the following:

1. Key Performance Indicators (KPIs) and any additional performance metrics to evaluate the success of the Plain Language Policy as it applies to the other public-facing written materials noted in section 3.1, namely:

    - Advertisements
    - Correspondence
    - Presentations
    - Publications
    - Signage
    - Social media
    - Website content
    - All 311 Services

2. Confirmation that the directions outlined in section 4 of the Policy have been satisfied.

COUNCIL DECISION:

On September 29, 2023, Council concurred in the recommendation of the Executive Policy Committee, and adopted the following:

1. That the Plain Language Policy, attached as Appendix A, be approved with the following amendments:

    A. In Section 3.1, add the following:

        i. "i. All 311 Services"

        ii. "The Public Service will mandate a plain language training program for all staff who write public facing materials as part of their job. The current training programs offered by the city will need to be modified to incorporate ISO standards."

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

B. In Section 4:

i. Delete Section 4.1 in its entirety and replace with the following:

"4.1 Director of Customer Service & Communications

The Director of Customer Service & Communications is responsible for administering this policy, including ongoing reviews every two years. The Director shall post the Plain Language Policy on the Customer Service & Communications webpage, along with an online mechanism to accept feedback on the policy."

ii. In Section 4.2, delete the period after the words "follow this policy", and replace with the following:

", within 90 days. This position is also responsible for providing clarity on the requirements of this Policy."

iii. In Section 4.3, delete the period after the words "follow this policy", and replace with the following:

", within 90 days."

iv. In Section 4.4, delete the period after the words "follow this policy", and replace with the following:

", within 90 days."

v. In Section 4.6, add the following:

"Responsible for identifying a key contact in their department that will be fully versed in plain language practices. They will help ensure that their departments are adhering to the updated plain language policy.

Complete mandatory training for staff who write public facing materials as part of their job."

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

C. Delete Section 5 in its entirety and replace with the following:

"5. The Policy will be reviewed, at minimum, every two (2) years via an administrative report brought forward to City Council. Performance will be reviewed using Key Performance Indicators (KPIs)/ and or performance metrics that will be developed by the public service within 6 months upon the adaptation of the plain language policy.

This will ensure public-facing written materials will be at a grade 8 reading level or lower so that most individuals can understand the information."

2. That the Public Service report back with a review on the effectiveness of the Plain Language Policy no later than July 2028.

3. That the Public Service be directed to report back to Executive Policy Committee within 6 months of adoption of the policy, outlining what Key Performance Indicators (KPIs) and or performance metrics have been developed, as outlined in section 5 of the policy.

4. That any new costs associated with the training referred to in section 3.1 of the policy be referred to the 2024 Budget Review Process.

5. That the Proper Officers of the City of Winnipeg be authorized to do all things necessary to implement the intent of the foregoing.

NOTICE OF EXTENSION REQUEST

Title: Plain Language Key Performance Indicators

Critical Path: Executive Policy Committee

AUTHORIZATION

Author	Department Head
D. Driedger	F. Wiltshire

RECOMMENDATION

The Public Service requests that an extension of up to 30 days be granted to report back on the following:

1. Key Performance Indicators (KPIs) and any additional performance metrics to evaluate the success of the Plain Language Policy as it applies to the other public-facing written materials noted in section 3.1, namely:

   • Advertisements • Correspondence • Presentations • Publications • Signage • Social media • Website content • All 311 Services

2. Confirmation that the directions outlined in section 4 of the Policy have been satisfied.

REASON FOR THE EXTENSION

A draft report is under review by the Public Service. It is anticipated that the final report will be approved and ready for inclusion on the July agenda.

DECISION MAKING HISTORY

On March 12, 2024, The Executive Policy Committee laid the matter over and further directed the Public Service to report back within 90 days on the following:

1. Key Performance Indicators (KPIs) and any additional performance metrics to evaluate the success of the Plain Language Policy as it applies to the other public-facing written materials noted in section 3.1, namely:

   • Advertisements
   • Correspondence
   • Presentations
   • Publications
   • Signage
   • Social media
   • Website content
   • All 311 Services

2. Confirmation that the directions outlined in section 4 of the Policy have been satisfied