



10 Recommendations

for prosperous bilingual communities
making a positive contribution to the
Manitoba economy



AMBM

ASSOCIATION DES MUNICIPALITÉS
BILINGUES DU MANITOBA

ASSOCIATION OF MANITOBA
BILINGUAL MUNICIPALITIES

TABLE OF CONTENTS

1.	Introduction	4
2.	AMBM Group Leadership	6
	2.1 About the AMBM Group	6
	2.2 The economic vision of bilingual municipal leadership for Manitoba	8
	2.3 Priorities of the AMBM Group	9
	2.4 Economic impacts of the AMBM Group	10
	2.5 The AMBM Group and official languages	13
3.	The AMBM Group: partnering with the Government of Manitoba	14
4.	Investing in infrastructure: a tripartite responsibility	17
	4.1 Social Infrastructure	17
	4.2 Sustainable Development Infrastructure	18
	4.3 Tourism Infrastructure	21
	4.4 Digital Infrastructure	22
5.	Conclusion	23
	APPENDIX A	24
	2019-2020 Priority Infrastructure Investment Plan for Manitoba Bilingual Municipalities	



1 — INTRODUCTION

Ahead of the preparation of the upcoming provincial budget, the AMBM Group¹ is seeking to engage in a dialogue with the Government of Manitoba with a view to sharing the vision and initiatives of Manitoba's bilingual municipal leadership and stimulating a host of partnership opportunities that benefit provincial taxpayers.

The AMBM Group has therefore prepared 10 recommendations aimed at increasing the effectiveness, efficiency and coherence of economic development and infrastructure in Manitoba's bilingual municipalities and promoting greater stakeholder accountability.

RECOMMENDATION 1

The AMBM encourages the Government of Manitoba to recognize the AMBM as a provincial association and legitimate representative of Manitoba bilingual municipalities in and through an official agreement between the two parties.

RECOMMENDATION 2

The AMBM encourages the Government of Manitoba to adopt regulations under the *Francophonie Community Enhancement and Support Act* recognizing Manitoba's bilingual municipalities as local governments and public bodies responsible for complying with the provisions of this legislation.

RECOMMENDATION 3

The AMBM encourages the Government of Canada and the Government of Manitoba to ensure that the next Bilateral Agreement for the *Investing in Canada Infrastructure Program* (ICIP) contains a binding language clause providing for: (1) creating a predictable and stable investment fund meeting the needs of bilingual municipalities and official language minority communities in the AMBM's purview; (2) holding effective annual consultations with the AMBM and the official language minority communities in its purview (including a representative appointed by the AMBM on the Manitoba Local Consultative Committee); and (3) listing the parties' reporting responsibilities.

¹ Association of Manitoba Bilingual Municipalities



RECOMMENDATION 4

The AMBM encourages the Government of Canada and the Government of Manitoba to ensure that that next Gas Tax Fund (GTF) Administrative Agreement includes a representative appointed by the AMBM on the Agreement Oversight Committee tasked with monitoring its implementation.

RECOMMENDATION 5

The AMBM encourages the Government of Manitoba to include a representative of Manitoba's bilingual municipalities on the Board of Directors of its new rural economic development agency.

RECOMMENDATION 6

The AMBM encourages the Government of Manitoba to work with the bilingual municipalities to meet the needs of Manitoba's Francophone and bilingual rural communities. The AMBM recommends that the Government of Manitoba and the Government of Canada jointly invest \$66.4 million over the next two years in the social infrastructure of these communities.

RECOMMENDATION 7

The AMBM encourages the Government of Manitoba and the Government of Canada to jointly invest \$38.6 million in the sustainable development infrastructure of Manitoba's Francophone and bilingual communities over the next two years to support their transition to a green economy.

RECOMMENDATION 8

The AMBM encourages the Government of Manitoba to invest \$5,450,000 over the next five years to: (1) support major projects across the province, and (2) promote the resilience of Manitoba municipalities to climate change and their sustainable development infrastructure planning² over the next five years.

RECOMMENDATION 9

The AMBM encourages the Government of Manitoba and the Government of Canada to jointly invest \$31.5 million over the next two years in the Francophone and bilingual tourism industry to support the development of entrepreneurial initiatives and job creation in Manitoba's Francophone and bilingual communities.

RECOMMENDATION 10

The AMBM encourages the Government of Manitoba and the Government of Canada to bring reliable and affordable high-speed Internet access and mobile connectivity to Manitoba's Francophone and bilingual rural communities by jointly investing \$1.65 million in their digital infrastructure.

-
- 2** This planning includes creating greenhouse gas (GHG) inventories and developing Climate Change Local Action Plans (CCLAPs).

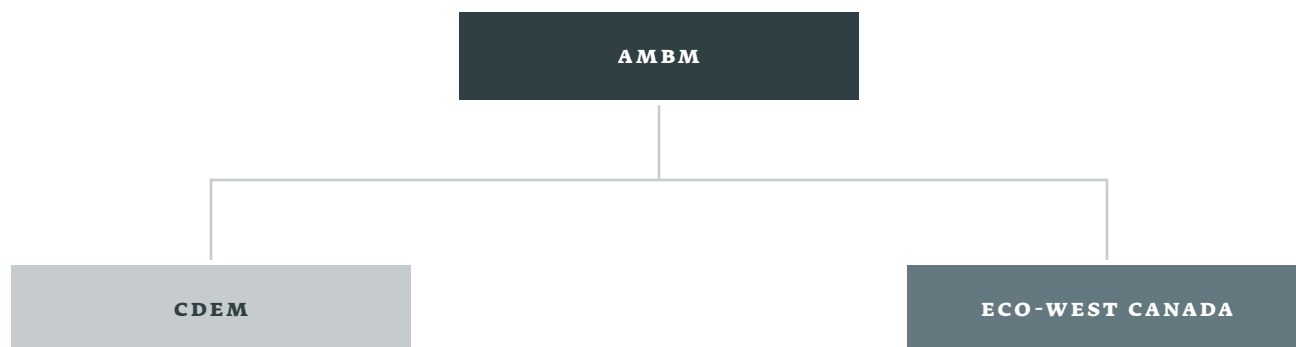


2 — AMBM GROUP LEADERSHIP

2.1 — ABOUT THE AMBM GROUP

The AMBM Group is primarily an economic consortium headed up by Manitoba's bilingual municipal leadership that focuses on the added value that French brings to bilingualism.

With a unique structure that enjoys an enviable reputation across Canada, the AMBM Group has become a true powerhouse, bringing together three organizations with complementary aims: the AMBM, CDEM³ and Eco-West Canada.



THE AMBM

Acting as a catalyst for the development, prosperity and sustainability of bilingual communities in Manitoba, the Association of Manitoba Bilingual Municipalities (AMBM) is an effective political and strategic leader in bringing together, supporting and representing strong and cooperative municipal governance. AMBM continues to thrive and currently consists of 15 Manitoba municipalities that have adopted policies to promote the active offer of French-language services, with a total population of around 182,000 residents.

Governance: Each member municipality appoints one elected representative to the AMBM Board of Directors.

³ CDEM = Economic Development Council for Manitoba Bilingual Municipalities (Conseil de développement économique des municipalités bilingues du Manitoba)



CDEM

Since 1996, CDEM has been encouraging, stimulating and organizing economic development in Manitoba's bilingual municipalities. With countless success stories to its credit, and recognized across Canada for its leadership, CDEM has 20 employees and provides services in six key areas: Business Support, Community Economic Development, Youth Integration, Immigration, Employment and Tourism.

With its continued focus on innovative strategies and approaches, CDEM maximizes the trade and investment appeal and added value of Manitoba's bilingual municipalities.

CDEM also specializes in employability issues and is the provincial coordinator of a number of job search and employment training programs, special needs employability services and pre-departure services for newcomers. CDEM also holds two annual job fairs, featuring “speed-dating” type interviews between employers and job seekers.

Governance: CDEM Board members are appointed by the AMBM.

ECO-WEST CANADA (EWC)

Previously under the direction of CDEM, Eco-West Canada is the latest addition to the AMBM Group's family (2017).

EWC is a not-for-profit organization and one-of-a-kind model tasked with educating and supporting small and medium-sized municipalities⁴ in Western Canada and other provinces in greening their local and regional economies. EWC is especially committed to helping AMBM and AMM⁵ member municipalities.

EWC's primary services include creating greenhouse gas (GHG) emissions inventories, developing Climate Change Local Action Plans (CCLAPs), implementing sustainable infrastructure projects, and developing value chains in different areas of the green economy. EWC also supports municipalities in bringing innovative green technologies to the marketplace, attracting foreign

direct investments and developing a skilled workforce. The organization focuses on establishing partnerships with stakeholders (all three levels of government, private businesses and local residents) to fully engage them in the success of the initiatives undertaken. Eco-West Canada is actively involved in the following five areas:

- Energy and carbon emission reduction
- Transportation
- Wastewater treatment
- Waste management and organics diversion
- Creating agricultural product value chains

Governance: EWC Board members are appointed by the AMBM.

⁴ Max. 20,000 residents

⁵ Association of Manitoba Municipalities



For the AMBM Group, investing within viable and sustainable infrastructure is the very pillar of the economic development and prosperity of its communities. Whether it is tourism, social, sustainable or digital development infrastructure, some fundamental principles are central to the investment priorities of the AMBM's municipal government members. These principles are: economic efficiency, the added value French brings to bilingualism, social solidarity and environmental protection.

The AMBM Group's recommended approach and its infrastructure investment targets are in line with the vision advocated by the Government of Manitoba.



2.3 — PRIORITIES OF THE AMBM GROUP

The infrastructure investment priorities of the AMBM Group are based primarily on the 2019-2020 Priority Infrastructure Investment Plan for Manitoba Bilingual Municipalities.⁶ A total of some 50 “shovel-ready” infrastructure projects (tourism, social, sustainable development and digital) valued at nearly \$138 million have been identified.

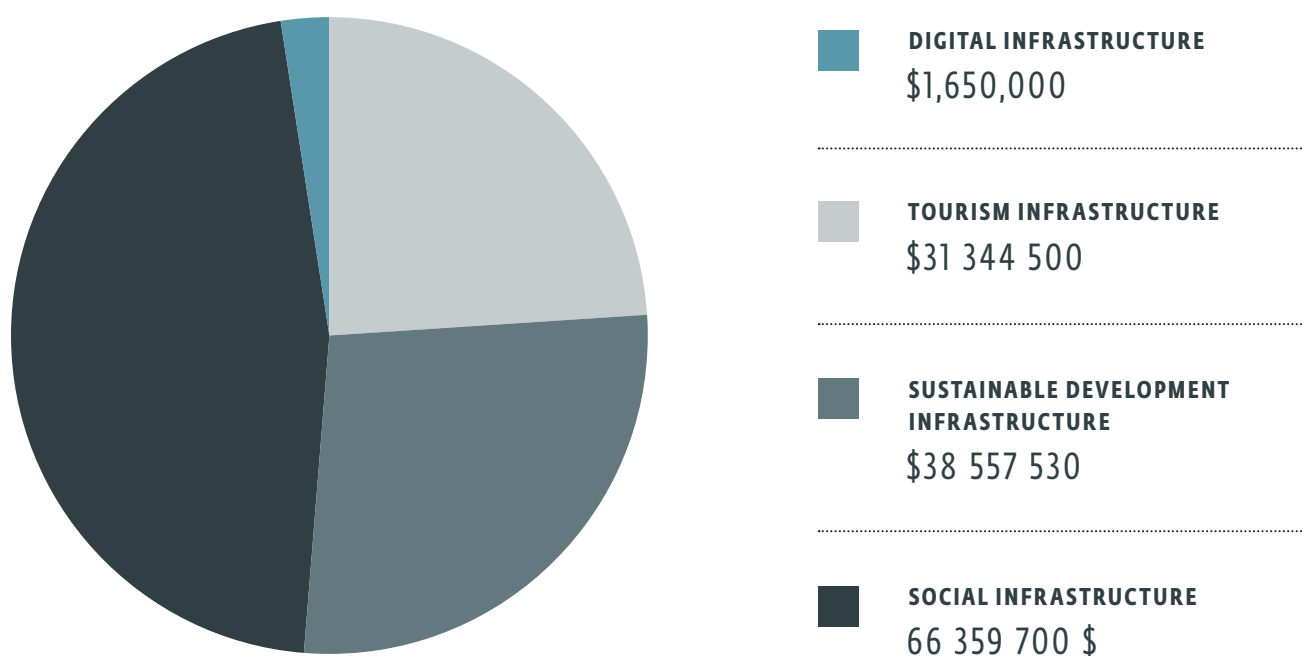


FIGURE 1

Breakdown of the projects in the 2019-2020 priority infrastructure investment plan for Manitoba bilingual municipalities (unofficial English title) (French: *Plan 2019-2020 des investissements prioritaires en infrastructures des municipalités bilingues du Manitoba*).

The above figure illustrates the bilingual municipalities’ key social (48%), sustainable development (28%), tourism (23%) and digital (1%) infrastructure needs.

A number of challenges will have to be addressed to implement this Plan and key social actors, starting with the various levels of government and the private sector, will therefore be encouraged to be involved.

As outlined in the next section, public investment in bilingual municipal endeavours has been shown to stimulate the local economy and have an exceptional leverage effect in generating new investments.

⁶ This Plan is informed by rigorous consultation led by the AMBM Group with its 15 member municipalities and their Community Development Corporations (CDCs).

2.4 — ECONOMIC IMPACTS OF THE AMBM GROUP

In 2017-2018, the AMBM had a leverage effect of 250% when it transferred \$154,000 to its members, which in turn invested an additional \$376,000 in initiatives implemented by the bilingual municipalities.

Concomitantly, CDEM, recognized by the Government of Canada as one of four Francophone Economic Development Organizations (FEDOs), has had outcomes and impacts confirming its added value in the socio-economic development architecture of Manitoba and the four Western provinces.

A recent study confirms CDEM's importance in the economic fabric of its province and shows that objectives and expected results were achieved

and even exceeded by the *Francophone Economic Development Initiative* funding program of Western Canadian Diversification Canada (WD), specifically: strong businesses, capacity for socio-economic development, stronger strategic planning and implementation, and access to business development services in Western Canadian Francophone communities.

The economic spinoffs describe the scope of the economic activities associated with spending in terms of employment and economic productivity. The analysis of CDEM's financial statements for four recent years (2012-2015) show a spending shock (aggregate spending) of \$2,522,964 in a typical year.⁷



7 In the years of interest, Eco-West Canada was still a CDEM initiative. This study therefore shows the cumulative spinoffs for the AMBM Group's two economic organizations at that time.



MANITOBA

The breakdown of economic spinoffs per project, ranked according to spending size, shows that:

RANKING	SPENDING IMPACT FOR PROJECTS IN	SPENDING AMOUNT	ADDED VALUE CREATED (CANADIAN GDP)	TAX REVENUE GENERATED	ESTIMATED FTEs
1	Economic Diversification and Development	\$1.1 million	\$1.6 million	\$97,433	16
2	Employment and Social Development	\$0.7 million	\$1 million	\$59,709	10
3	Tourism	\$0.32 million	\$0.44 million	\$27,414	5
4	Economic Immigration	\$0.23 million	from \$0.32 million	\$19,715	3
5	Green Economy	\$0.17 million	\$0.23 million	\$14,428	2
6	Youth	\$0.11 million	\$0.15 million	\$9,500	1

The activities or services proposed and completed by CDEM (and Eco-West Canada, identified under the “Green Economy” heading) in support of Manitoba’s Francophone businesses and communities create socio-economic gains measured by results achieved, action taken and avoided cost.

Socio-economic impacts: leverage effect of 400%

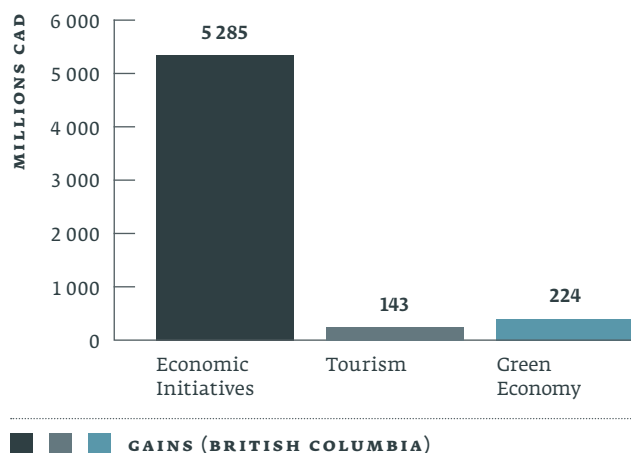
The following box presents an overview of the economic gains related to the management of CDEM and the three other FEDOs. It clearly shows the organization to be a leader in this area, for all the economic projects undertaken.



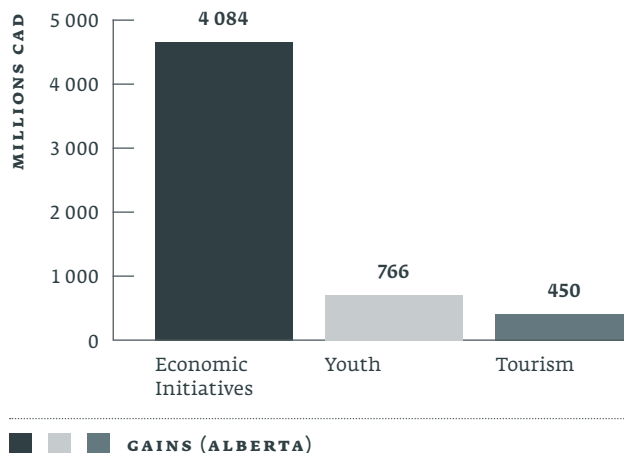
2.4 — ECONOMIC IMPACTS OF THE AMBM GROUP

WESTERN CANADA

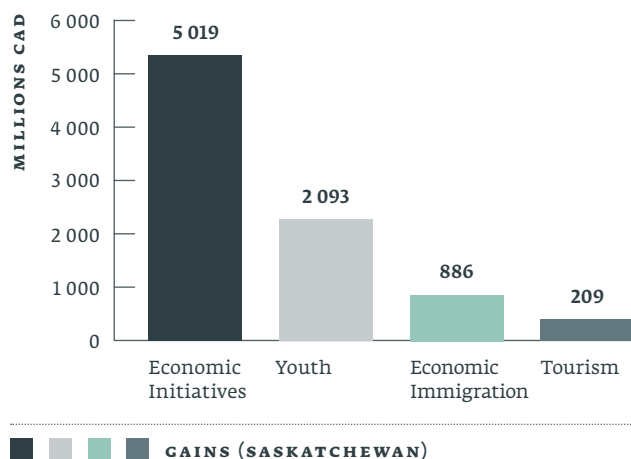
Société de développement économique de la Colombie-Britannique



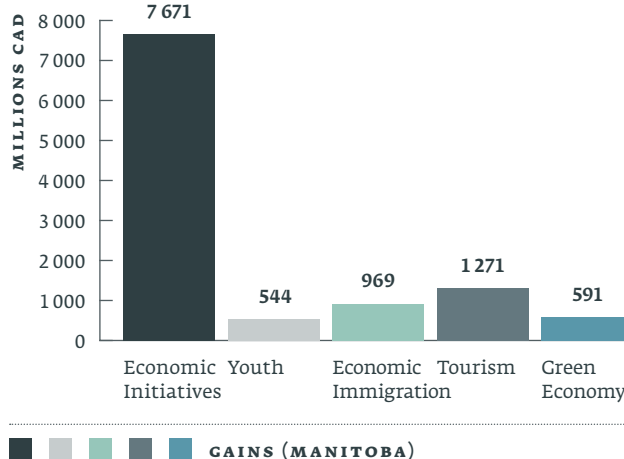
Conseil de développement économique de l'Alberta



Conseil économique et coopératif de la Saskatchewan



Conseil de développement économique du Manitoba



The socio-economic impact of the actions/projects of the four FEDOs is estimated at \$30 million (economic projects represent 73% of this global impact with \$22 million). The cost of their actions/projects is estimated to be \$7 million. In total, it is estimated that the impact of the four FEDOs on society (monetarily speaking) is more than four times the cost of their actions, representing an exceptional return on investment for funders.

Every dollar invested in CDEM's economic activities (including Eco-West Canada) generates four dollars in spinoffs.



2.5 — THE AMBM GROUP AND OFFICIAL LANGUAGES

In Part VII of the *Official Languages Act* on the advancement of English and French, Section 43 states that: “(1) The Minister of Canadian Heritage shall take measures as that Minister considers appropriate to advance the equality of status and use of English and French in Canadian society and, without restricting the generality of the foregoing, may take measures to: ... (d) encourage and assist provincial governments to support the development of English and French linguistic minority communities generally and, in particular, to offer provincial and municipal services in both English and French and to provide opportunities for members of English or French linguistic minority communities to be educated in their own language.”

Similarly, Section 45 on Consultation and negotiation with the provinces states that “Any minister of the Crown designated by the Governor in Council may consult and may negotiate agreements with the provincial governments to ensure, to the greatest practical extent but subject to Part IV, that the provision of federal, provincial, municipal and education services in both official languages is coordinated and that regard is had to the needs of the recipients of those services.”

According to the Report of the Royal Commission on Bilingualism and Biculturalism (Book 1: The Official Languages): “In 1967, the Royal Commission on Bilingualism and Biculturalism stated the critical role of Canadian municipalities in official languages.”

In the English abstract of their article “Les municipalités canadiennes et les langues officielles,” published in 2011, authors Daniel Bourgeois and Yves Bourgeois write: “In 1988, the *Official Languages Act* made municipalities full partners in the promotion of bilingualism.” The article shows that many Canadian municipalities (including Manitoba’s bilingual municipalities) intervene in official languages, both to promote bilingual service delivery and develop minority communities.

In his report *Above All, Common Sense* (1998), Manitoba Judge Richard Chartier wrote: “I first examined the issue of the boundaries of the designated areas and sought to group the vitality indicators of each community forming part of the Francophonie of Manitoba. I was able to get a fairly accurate picture of the Francophone reality in Manitoba in 1998. It turns out that the community no longer identifies itself by school divisions that existed before the Division scolaire franco-manitobaine, but by municipality.”

All of these sources clearly show that the AMBM’s member bilingual municipalities play a key role in the vitality and development of official language minority communities in Manitoba.



3 — THE AMBM GROUP: PARTNERING WITH THE GOVERNMENT OF MANITOBA

The success of many economic (including infrastructure) projects implemented under AMBM Group leadership hinges on the expertise and experience gained over the past thirty years, as well as its close relationship with municipal officials and administrators, businesses and community organizations. One of the AMBM Group's strengths is its ability to mobilize local stakeholders, including socio-economic decision-makers, in implementing infrastructure with direct growth-generating impact on citizens' quality of life of and on local economic development. AMBM Group stakeholders work on the ground with developers and know their reality. They are therefore in a position to identify success factors and pitfalls in order to bring projects to a successful outcome.

By leveraging the added value French brings to bilingualism, the AMBM Group supports the Government of Manitoba's desire to create a province with increased prosperity and job creation, with a particular focus on rural communities.

The bilingual municipalities and the Francophone Community Enhancement and Support Act

On June 30, 2016, the Province of Manitoba unanimously adopted the new *Francophone Community Enhancement and Support Act*. "This is the beginning of a new chapter in our province's history, and I am pleased to play a role in it, along with a strong and dynamic Francophone community," said Rochelle Squires, Minister responsible for Francophone Affairs. This bold step, taken in a province that increasingly recognizes the equal status of English and French, clearly shows the commitment of the Progressive Conservative government under Brian Pallister to ensure the sustainability of its Francophone community.

The AMBM was officially created in 1989,⁸ the same year that Gary Filmon's Progressive Conservative government adopted the *French Language Service Policy* (FLS) requiring government departments, certain government agencies and other governmental bodies to provide French language services in designated bilingual areas. These areas now correspond to the 15 Manitoba municipalities that have adopted a French language services policy in their communities. The AMBM and its municipal governments can therefore act as key partners to support the Province in its mission to enhance French language service delivery in the designated bilingual areas. They are also cited in the "Whereas" section at the beginning of the *Francophone Community Enhancement and Support Act*.

The *Francophone Community Enhancement and Support Act* sets out four principles to be used in administering this Act and in fulfilling the responsibilities under it: recognition, active offer, collaboration and dialogue, and progress.

The previous section clearly shows that bilingual municipal leadership is a key player that is closest to the official language minority communities. Since 2016, the AMBM has engaged in ongoing constructive discussions with the Province of Manitoba with a view to establishing a close collaboration with the bilingual municipal governments in implementing all of the principles of this Act. As a socio-economic driver in Manitoba, the AMBM Group can apply these principles to robust projects and enhance French language services in Manitoba while having a direct impact on the daily lives of bilingual community residents.

8 The AMBM was later incorporated in 1995.



To update this promising partnership with the Government of Manitoba and drive the implementation of its *Francophone Community Enhancement and Support Act*, the AMBM Group would like to see more formal and robust mechanisms in place.

The Investing in Canada Infrastructure Program (ICIP) Bilateral Agreement

In June 2018, the federal and provincial (Manitoba) governments signed a Bilateral Agreement for the *Investing in Canada Infrastructure Program*. The AMBM Group welcomes this program through which “Manitobans will see more than \$3 billion over 10 years in combined federal, provincial, and other partner investments.”⁹

However, it is most unfortunate that this Agreement makes no reference to Manitoba’s bilingual municipalities or its Francophonie. The AMBM Group is a catalyst that combines municipal leadership and economic development

expertise. It is a natural ally of the governments of Manitoba and Canada because of its ability to intervene at various levels on economic and infrastructure issues by identifying and carrying out forward-looking projects that create prosperity and leverage the bilingual advantage. The AMBM Group can therefore promote a more prosperous and sustainable province and country on a daily basis.

Given the four basic principles of the *Francophone Community Enhancement and Support Act*, it would make sense for the ICIP Bilateral Agreement to allocate investment funds for strengthening the capacity of the AMBM’s member bilingual municipal governments and their public infrastructure, further contributing to the vitality and sustainability of Manitoba’s Francophone community.

The Federal Gas Tax Fund (GTF)

The Federal Gas Tax Fund (GTF) “is a permanent source of funding provided up front, twice a year, to provinces and territories, who in turn flow this funding to their municipalities to support local infrastructure priorities. Municipalities can pool, bank and borrow against this funding, providing significant financial flexibility.”¹⁰

The GTF is allocated on a per capita basis for provinces, territories and First Nations. This funding is administered through administrative agreements outlining the terms and conditions for the use of the GTF. In 2016-2017, the sum of \$68,744 from the GTF was allocated to Manitoba in addition to \$835,093 from the same Fund as “an additional transfer from remaining unused legacy funds.”¹¹

Recommendations for implementing the *Francophone Community Enhancement and Support Act*

The AMBM encourages the Government of Manitoba to recognize the AMBM as a provincial association and legitimate representative of Manitoba bilingual municipalities in and through an official agreement between the two parties.

The AMBM encourages the Government of Manitoba to adopt regulations under the *Francophonie Community Enhancement and Support Act* recognizing Manitoba’s bilingual municipalities as local governments and public bodies responsible for complying with the provisions of this legislation.

9 Source: <https://www.gov.mb.ca/fpir/strainfrasec/investing/index.html>

10 Source: <https://www.infrastructure.gc.ca/plan/gtf-fte-eng.html>

11 Source: <https://www.infrastructure.gc.ca/prog/gtf-fte-tab-eng.html>



It is paramount that these transfer calculations consider the First Nations. In the same inclusive vein, Manitoba's bilingual municipalities - which work with a Francophone and bilingual population - would benefit from being brought into the equation.

An Oversight Committee established by Canada and Manitoba monitors the overall implementation of the GTF Administrative Agreement and serves as the principal forum to address and resolve issues arising from its implementation.¹² Eligible projects for GTF funding include those for capacity building, including investments related to strengthening the ability of local governments to develop long-term planning practices. Under this Agreement, "ultimate recipient"¹³ means "a Local Government or its agent (including its wholly owned corporation); and a non-municipal entity, including for-profit, non-governmental and not-for-profit organizations, on the condition that (a) the Local Government(s) had (have) indicated support for the project through a formal resolution of its (their) council(s)."

Recommendations for leveraging the partnership between the AMBM Group and the Governments of Canada and Manitoba on infrastructure issues

The AMBM encourages the Government of Canada and the Government of Manitoba to ensure that the next **Bilateral Agreement for the Investing in Canada Infrastructure Program (ICIP)** contains a binding language clause providing for: (1) creating a predictable and stable investment fund meeting the needs of bilingual municipalities and official language minority communities in the AMBM's purview; (2) holding effective annual consultations with the AMBM and the official language minority communities in its purview (including a representative appointed by the AMBM on the Manitoba Local Consultative Committee); and (3) listing the parties' reporting responsibilities.

The AMBM encourages the Government of Canada and the Government of Manitoba to ensure that that next **Gas Tax Fund (GTF) Administrative Agreement** includes a representative appointed by the AMBM on the Agreement Oversight Committee tasked with monitoring its implementation.

¹² This committee includes two representatives of the Association of Manitoba Municipalities.

¹³ Source: <https://www.infrastructure.gc.ca/prog/agreements-ententes/gtf-fte/2014-mb-eng.html>



4 — INVESTING IN INFRASTRUCTURE: A TRIPARTITE RESPONSIBILITY

In December 2018, the Government of Manitoba launched its new *Growing Manitoba's Economy* strategy in which rural economic development is identified as a strategic priority. The Province also announced that it was establishing a new rural economic development agency. Some strategic partners have been identified to be involved in the governance of this new structure, including the AMM¹⁴ and the Manitoba Chamber of Commerce. Given that it represents a majority of rural municipalities, the AMBM will be an important ally of the provincial government in implementing these two initiatives. It is critical that economic and social infrastructure development in Manitoba's rural Francophone and bilingual communities be part of this provincial government vision.

Recommendation for Rural Economic Development

The AMBM encourages the Government of Manitoba to include a representative of Manitoba's bilingual municipalities on the board of directors of its new rural economic development agency.

The municipalities represent the level of government closest to citizens' daily lives. They are very familiar with their population and needs on the ground, and they know how to create and implement effective solutions to address them.

Municipal governments own approximately 60 per cent of the core public infrastructure¹⁵ that supports local and provincial economic development, as well as the vitality of our Francophone and bilingual communities (both rural and urban). The municipalities also create local solutions, ranging from economic growth to public safety and climate change, to address infrastructure challenges across the province and the country.

Drawing from the 2019-2020 Priority Infrastructure Investment Plan for Manitoba Bilingual Municipalities, the AMBM Group highlights the importance of modernizing the federal-provincial-municipal partnership via infrastructure investments in the province's Francophone and bilingual communities to optimize outcomes and have a direct impact on enhancing the lives of all Manitobans and on local, provincial and national economic development.

¹⁴ Association of Manitoba Municipalities

¹⁵ Source: <https://fcm.ca/en/focus-areas/infrastructure>.



4.1 — SOCIAL INFRASTRUCTURE

With one in five Canadians living and working in rural communities contributing nearly 30 per cent of Canada's total GDP, rural economic development is essential to Canada's prosperity. As stated in the federal government's new rural economic development strategy, "[w]e cannot have a prosperous country without successful, competitive, and thriving rural communities."¹⁶ However, across the country, rural communities face many challenges that impact their vitality and sustainability.

For Manitoba's Francophone and bilingual communities, these challenges include maintaining vibrant local economies, access to affordable and accessible housing, access to reliable and affordable high-speed Internet and mobile connectivity, building new or improved infrastructure, the increased out-migration of youth and seniors to urban centres, and attracting and retaining new Canadians and businesses.

Stimulating the economy in rural Francophone and bilingual communities in southern Manitoba via quality social infrastructure will help them attract new investments and promote quality job creation.

Recommendation for Social Infrastructure

The AMBM encourages the Government of Manitoba to work with the bilingual municipalities to meet the needs of Manitoba's Francophone and bilingual rural communities. The AMBM recommends that the Government of Manitoba and the Government of Canada jointly invest \$66.4 million over the next two years in the social infrastructure of these communities.

4.2 — SUSTAINABLE DEVELOPMENT INFRASTRUCTURE

Meeting the needs of the present without compromising the ability of future generations to meet their own needs has been Canada's sustainable development vision since 2008.¹⁷ With Canada's Climate Plan (2017)¹⁸, Canada's Long-Term Infrastructure Plan (2018) and the Federal Sustainable Development Strategy (2019)¹⁹, the federal government has the tools for achieving its key sustainable development objectives, namely to address climate change and move Canada to a prosperous, clean growth, resilient and low-carbon economy.

The provincial government also recognizes that "climate change...is a serious threat to the well-being of Manitoba's economy, ecosystems, and communities" that must be addressed to "make Manitoba Canada's cleanest, greenest, and most climate resilient province."²⁰ To achieve this vision, the Made-in-Manitoba Climate and Green Plan (2017)²¹ proposes a four-pillar approach: (1) Climate, (2) Jobs, (3) Water, and (4) Nature. The Climate pillar's mission is to reduce GHG emissions, invest in clean energy and ensure Manitoba adapts to climate change impacts. The Jobs pillar aims to use sustainable development to help create new jobs and economic growth for

¹⁶ *Rural Opportunity, National Prosperity: An Economic Development Strategy for Rural Canada* (2019) <https://www.infrastructure.gc.ca/rural/strat-eng.html>

¹⁷ *Federal Sustainable Development Act* (S.C. 2008, c. 33) <https://laws-lois.justice.gc.ca/eng/acts/F-8.6/page-1.html>



Manitobans by investing in green infrastructure, clean technologies and innovations. This idea is also reiterated in the PC party's electoral platform, which makes new clean technology job creation a central focus of its vision for a clean and green Manitoba.²²

Transforming sustainable development across the province over the next five years

Building on the linkages between economic growth and sustainable development since 2014, Eco-West Canada (EWC) works in the areas related to these two pillars of the Made-in-Manitoba Climate and Green Plan and is in a position to continue helping the provincial government meet its targets. The AMBM therefore encourages the Government of Manitoba to support (over the next five years) the following five green job creation initiatives led by EWC in several Manitoba municipalities:

1 Recycling of household appliances

The provincial government has already contributed to the first phase of this project with \$100,000 in funding for a feasibility study valued at \$223,900.

The AMBM is asking the Province to invest **\$1,500,000** for the next phase: a pilot project for the environmentally responsible recovery and recycling of used household appliances in a public-private partnership (P3).

-
- 2 Project for establishing **three (3) hemp processing/decortication plants** in Manitoba, as part of an initiative to develop a value chain for hemp by-products in the province. A feasibility study has been carried out by EWC and its hemp industry partners in the three Prairie provinces. The next step will be to identify the long-term market potential for a hemp value chain in Canada and beyond.

Of an estimated total of \$45 million (\$15 million for each decortication plant), the AMBM is asking the provincial government to contribute **\$1 million** in funding to this project over a five-year period for a joint initiative with the other two Prairie provinces.

3 Organic waste diversion and processing project

The AMBM is requesting a renewal of the funding agreement between the provincial government and EWC for **\$500,000** over a five-year period to support the bilingual municipalities in establishing local and regional organic waste diversion and composting programs.

-
- 18 *Pan-Canadian Framework on Clean Growth and Climate Change* (2017)
<https://www.canada.ca/en/services/environment/weather/climatechange/pan-canadian-framework/climate-change-plan.html>
- 19 *Achieving a Sustainable Future: A Federal Sustainable Development Strategy for Canada* (2019)
<http://www.fsds-sfdd.ca/index.html#/en/goals/>
- 20 Manitoba's Climate and Green Plan <https://www.gov.mb.ca/climateandgreenplan/index.html>
- 21 *Manitoba's Made-in-Manitoba Climate and Green Plan* (2017)
https://www.gov.mb.ca/asset_library/en/climatechange/climategreenplandiscussionpaper.pdf
- 22 "Manitoba PC Party Unveils Manitoba Works Jobs Plan To Add 40,000 Private Sector Jobs,"
https://www.pcmnitoba.com/manitoba_pc_party_unveils_manitoba_works_jobs_plan_to_add_40_000_private_sector_jobs



4.2 — SUSTAINABLE DEVELOPMENT INFRASTRUCTURE

4 Project for installing **90 charging stations for electric vehicles** in Manitoba

Sustainable development infrastructure project estimated at \$2,724,000 over three years. The AMBM is asking the provincial government to contribute **\$450,000** in funding to recruit and mobilize Manitoba municipalities as part of a provincial network for electrical vehicles.

As well, the AMBM is asking the provincial government to provide **\$2 million** in financial support to EWC over a five-year period to support Manitoba's municipalities in adopting best practices for sustainable development infrastructure.

Recommendation for Sustainable Development Infrastructure

The AMBM encourages the Government of Manitoba and the Government of Canada to jointly invest \$38.6 million in the sustainable development infrastructure of Manitoba's Francophone and bilingual communities over the next two years to support their transition to a green economy.

The AMBM encourages the Government of Manitoba to invest \$5,450,000 over the next five years to: (1) support major province-wide projects and (2) promote the resilience of Manitoba municipalities to climate change and their sustainable development infrastructure planning²³ over the next five years.

²³ This planning includes creating greenhouse gas (GHC) inventories and developing Climate Change Local Action Plans (CCLAPs).



4.3 — TOURISM INFRASTRUCTURE

Canada's tourism industry accounts for 2 per cent of the country's total GDP, generating \$102 billion in annual economic activity and 1.8 million jobs, over half of which are in rural areas. While it is already a key pillar of the Canadian economy, it has the potential to generate more spinoffs and make a greater contribution to Canada's economic growth.²⁴ In Manitoba, it is also estimated that tourism's economic contribution to the provincial GDP could increase if the province's extraordinary tourism potential were leveraged.

With the new provincial tourism strategy (2019)²⁵, intended to be “the foundation for future engagement and collaboration, ongoing economic development and tourism business development” that supports “the growth of a new competitive advantage for the Province,” the AMBM would like special focus to be placed on Francophone and Métis tourism and therefore on developing, implementing and marketing new and unique Francophone and bilingual experiences in the rural municipalities. The expertise developed by CDEM over the years could be used to achieve this objective in collaboration

with sector partners. As the strategy recognizes, collaborating “with Indigenous, Francophone and other communities on tourism marketing and economic development opportunities”²⁶ will be one of the keys to its success.

Creating more jobs, including in the tourism sector, is one of the five “guarantees” of the PC party's electoral platform: “Promoting Manitoba tourism means creating jobs in Manitoba ...Our world-class tourism industry employs thousands of Manitobans, and we're committed to its continued growth and even more good jobs for Manitobans.”²⁷ In this context, the AMBM recommends that the provincial government consider Francophone and bilingual tourism potential by allocating the funding required to implement job-creating tourism projects in rural and urban Francophone and bilingual communities.

Recommendation for Tourism Infrastructure

The AMBM encourages the Government of Manitoba and the Government of Canada to jointly invest \$31.5 million over the next two years in the Francophone and bilingual tourism industry to support the development of entrepreneurial initiatives and job creation in Manitoba's Francophone and bilingual communities.

²⁴ *Creating Middle Class Jobs: A Federal Tourism Growth Strategy* (2019)
<http://www.ic.gc.ca/eic/site/134.nsf/eng/00003.html>

²⁵ *Provincial Tourism Strategy for Manitoba* (2019)
https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/manitoba/Provincial_Tourism_Strategy_LR_66e4c2bf-2324-4011-926a-80d5cob23efo.pdf

²⁶ *Provincial Tourism Strategy for Manitoba* (2019), p. 56.

²⁷ “Manitoba's Progressive Conservatives Pledge to Take Tourism to New Heights”
https://www.pcmnitoba.com/manitoba_s_progressive_conservatives_pledge_to_take_tourism_to_new_heights



4.4 — DIGITAL INFRASTRUCTURE

Connectivity is a critical element of economic development. Without reliable connectivity, small businesses, especially those conducting business online, are unable to operate effectively. This issue is more acute in rural communities where mobile broadband connectivity is often less than optimal. In Manitoba, outside Winnipeg and a few urban centres, virtually the rest of the province does not have broadband. Two underlying factors of this digital divide are cost and availability.²⁸

In developing two complementary national strategies for rural economic development and connectivity, the federal government recognizes that Canada's economic prosperity depends on its connectivity and that the rural communities making a significant contribution to it should have full opportunity to share in it.²⁹ In its electoral platform, the Manitoba Progressive Conservative party promises to enhance connectivity in rural areas across the province.³⁰

While it welcomes this promise, the AMBM hopes that the new investments in broadband services will guarantee Manitoba's Francophone and bilingual rural communities access to rapid, reliable and affordable Internet services, putting them in a better position to attract new investments and create quality jobs in their communities, in accordance with Premier Pallister's vision. One thing is blatantly clear when it comes to connectivity in our province: "Right now, there is a digital divide in rural areas, and Manitoba is one of the provinces that is furthest behind."³¹

Recommendation for Digital Infrastructure

The AMBM encourages the Government of Manitoba and the Government of Canada to bring reliable and affordable high-speed Internet access and mobile connectivity to Manitoba's Francophone and bilingual rural communities by jointly investing \$1.65 million in their digital infrastructure.

-
- ²⁸ "Budget fédéral 2019: Internet haute vitesse, la priorité des municipalités rurales" [Federal Budget 2019: High-speed Internet, a top priority for rural municipalities] <https://ici.radio-canada.ca/nouvelle/1159140/internet-rural-budget-manitoba>
- ²⁹ *High-Speed Access for All: Canada's Connectivity Strategy (2019)* https://www.ic.gc.ca/eic/site/139.nsf/eng/h_000000.html
Rural Opportunity, National Prosperity: An Economic Development Strategy for Rural Canada (2019) <https://www.infrastructure.gc.ca/rural/strat-eng.html>
- ³⁰ "Manitoba PC Party Unveils Manitoba Works Jobs Plan To Add 40,000 Private Sector Jobs," https://www.pcmnitoba.com/manitoba_pc_party_unveils_manitoba_works_jobs_plan_to_add_40_000_private_sector_jobs
- ³¹ Wayne Kelly, a researcher at Brandon University's Rural Development Institute, in "Vérification des faits : Internet, polémique et politique" [fact-checking: Internet, polemics and politics] <https://ici.radio-canada.ca/nouvelle/1280312/verification-faits-haute-vitesse-manitoba-elections-2019-provinciales>



5 — CONCLUSION

This AMBM Group brief will be submitted to political and public administration stakeholders in the Government of Manitoba during the fall of 2019 in the context of preparations for the upcoming provincial budget. The document is the result of a formal consultation process with member municipalities of the AMBM and their Community Development Corporations (CDCs).

The 10 recommendations developed by the AMBM Group for the Manitoba Government are aimed at increasing the effectiveness, efficiency and coherence of economic development and job creation based on the implementation of forward-looking infrastructure projects in Manitoba's bilingual municipalities and promoting greater stakeholder accountability.

The recommendations are based on a number of findings and address current priorities. For the Government of Manitoba, building a strong collaboration with the AMBM Group will enable Manitoba municipalities, as local governments, to act more effectively and systematically to ensure that their residents have the infrastructure that meets their needs. In doing so, the Government will be investing both in economic development and job creation and in the continued growth and vitality of its Manitoba Francophonie. Special consideration should be given to small rural municipalities to help them adapt to the economy of tomorrow and attract new residents and businesses.

Through this brief, the AMBM Group is seeking to further develop its partnership with the Government of Manitoba to implement the 2019-2020 Priority Infrastructure Investments Plan for Manitoba Bilingual Municipalities and all of the recommendations outlined above.

The AMBM Group remains at the disposal of the Government of Manitoba to clarify any of the recommendations and how they can be implemented.



APPENDIX — A

2019-2020 Priority Infrastructure Investment Plan for Manitoba Bilingual Municipalities

1 – SOCIAL INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs ²⁸	PRIORITY PROJECTS	COST
La Broquerie CDC	Developing a community kitchen and programming	\$132,000
Lourdéon— Notre-Dame-de-Lourdes CDC	Building a daycare centre	\$2,310,000
	Building a helipad	\$198,000
	Building an apartment block	\$1,980,000
Saint-Pierre-Jolys CDC	Renovating the arena	\$844,800
	Industrial development plan	\$27,500
	New business attraction strategies	\$44,000
Village of Saint-Pierre-Jolys	Building a residential complex for frail seniors	\$1,100,000
RM of Salaberry	Building a rest area in St. Malo	\$110,000
	Recreational development plan	\$55,000
Town of Sainte-Anne	Rehabilitation of the baseball field	\$110,000
Sainte-Anne CDC	Reconfiguring the arena to make it universally accessible	275 000 \$
	Building a community multiplex	\$9,900,000
	Promoting Ste. Anne (attracting residents)	\$11,000
Sainte-Agathe CDC	Marketing of industrial park	\$11,000

²⁸ Community Development Corporations



APPENDIX — A

1 – SOCIAL INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
RM and CDC of Ritchot	Building a community centre at Grande Pointe	\$301,400
	Main Street revitalization	\$11,000,000
Town of Powerview-Pine Falls	Resurfacing Highway 11	\$8,800,000
RM of Taché	Building a multiplex	\$12,100,000
	Building a seniors housing co-op (41 units) in Lorette	\$14,850,000
Riel District, City of Winnipeg	Mixed-use development (light industry, commercial, institutional, recreational and residential) on the former Public Markets site on Marion St. in St. Boniface	\$2,200,000
Total		\$66,359,700



APPENDIX — A

2 – SUSTAINABLE DEVELOPMENT INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
Saint-Georges CDC	Developing the Trans-Canada Trail (Great Falls)	\$280,500
Town of Saint-Pierre-Jolys	Developing an industrial park	\$7,150,000
Town of Sainte-Anne	Expanding the lagoon	\$14,300,000
Somerset CDC	Building a natural gas line to Somerset	\$1,650,000
	Drinking water infrastructure	\$1,320,000
RM of Alexander	Expanding the lagoon	\$742,500
	Expanding the drinking water distribution system	\$1,100,000
RM of Ellice-Archie and Saint-Lazare CDC	Redeveloping the lagoon and wastewater management infrastructure in St. Lazare and McAuley	\$3,850,000
	Renewing the drinking water and wastewater infrastructure in St. Lazare	\$550,000
RM and CDC of Saint-Laurent	Developing a waste management centre	\$1,100,000
	Retrofitting the lagoon to extend its lifetime	\$1,320,000
RM of Montcalm	Expanding the lagoon in Letellier	\$904,530
	Creating a landfill	\$1,650,000
RM of Powerview-Pine Falls	Refitting the lagoon to increase capacity and reduce groundwater infiltration	\$1,980,000
RM of Taché	Surveying and identification project for the area's drainage system	\$660,000
	Total	\$38,557,530



APPENDIX — A

3 – TOURISM INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
La Broquerie CDC	Developing a campsite and community gardens	\$528,000
	Developing and holding a summer festival	\$82,500
RM of La Broquerie	Renovating a building to create a recreation centre	\$3,850,000
	Purchasing a golf course	\$1,650,000
	Building a water park	\$550,000
Saint-Georges CDC	Building a museum	\$4,620,000
	Developing the beach and a campsite in St. Georges	\$22,000
Town of Saint-Pierre-Jolys	Building a recreation centre	\$11,000,000
Town of Sainte-Anne	Enhancing walking trails	\$82,500
Sainte-Agathe CDC	Building a dock with a boat launch	\$330,000
	Preparing a vision and plan for Parc Cartier Park	\$55,000
RM of Alexander	Installing a boat launch at Traverse Bay	\$1,320,000
RM of Ellice-Archie and Saint-Lazare CDC	Developing the Fort Ellice historic site	\$110,000
RM and CDC of Ritchot	Building a dock with a boat launch	\$346,500
RM and CDC of Saint-Laurent	Métis heritage centre	\$550,000
	Preservation of a heritage building	\$66,000



APPENDIX — A

3 – TOURISM INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
RM of Montcalm	Developing the public space in St. Jean-Baptiste	\$1,100,000
Riel District, City of Winnipeg	Adding a visitor centre at the CCFM (Centre culturel franco-manitobain) Franco-Manitoban cultural centre	\$3,300,000
	Installing a commemorative park in St. Norbert to identify, mark and celebrate the historic event that took place at La Barrière	\$132,000
	Developing the public spaces around Provencher Boulevard	\$1,650,000
	Total	\$31,344,500

4 – DIGITAL INFRASTRUCTURE

BILINGUAL MUNICIPALITIES AND CDCs	PRIORITY PROJECTS	COST
La Broquerie CDC	Access to broadband Internet	\$385,000
Lourdéon — Notre-Dame-de-Lourdes CDC	Access to broadband Internet	\$275,000
Somerset CDC	Enhanced access to cellular service in the area	\$110,000
RM of Ellice-Archie and Saint-Lazare CDC	Enhanced access (tower) to area cellular service	\$550,000
RM of Montcalm	Access to broadband (fibre) Internet	\$330,000
	Total	\$1,650,000





ASSOCIATION DES MUNICIPALITÉS
BILINGUES DU MANITOBA

ASSOCIATION OF MANITOBA
BILINGUAL MUNICIPALITIES

T 204 289 4077
E INFO@AMB.M.CA

219-614, RUE DES MEURONS,
SAINT-BONIFACE (MANITOBA) R2H 2P9

   @ReseauAMB

AMB.M.CA