AMBM

GROUP

CONSOLIDATED ACTIVITY REPORT

Initiating Meaningful Projects







FOR APRIL 1, 2019
TO MARCH 31, 2020

Association of Manitoba Bilingual Municipalities (AMBM)

Economic Development Council for Manitoba Bilingual Municipalities (CDEM)

Eco-West Canada (EWC)

AMBM

COMMITMENT

Strong bilingual municipalities benefiting from the necessary resources and partners to build prosperous, proud and vibrant communities.

MISSION

The AMBM is the voice of bilingual municipal leadership. Acting politically and strategically, it leverages the added value that French brings to bilingualism to foster the development, vitality and sustainability of its members and their communities.

VALUES

The following values express the principles that guide the AMBM in its operations, decision-making and action.

COMMITMENT

We understand the needs and expectations of our members and act accordingly to meet or exceed them. We inspire and exercise sound and effective government. We create a synergy between all stakeholders to achieve common objectives to benefit our communities.

BILINGUAL IDENTITY

We celebrate and promote French as an added value to bilingualism in the context of Canada's two official languages. We recognize French as a distinct asset and an important factor in the social, cultural and economic life of our communities.

LEADERSHIP

We take strategic, relevant and innovative action to inspire and influence the future of bilingual municipalities in Manitoba and ensure their prosperity and sustainability.

STRATEGIC THEMES

1

EXERCISE STRATEGIC LEADERSHIP & POSITIONING

By exercising leadership on the provincial and national stages, the AMBM positions its members and their issues and priorities vis-à-vis the other two levels of government and works strategically with key municipal partners.

2

ENHANCE OUR REPUTATION & VISIBILITY

Manitoba municipalities and key partners recognize and promote the added value that the AMBM brings.

3

CONSOLIDATE THE AMBM GROUP

The three organizations that make up the AMBM Group (AMBM, CDEM and EWC) work together to address issues and priorities of member municipalities and are seen as acting under the umbrella of the AMBM Group consortium.

4

CONTRIBUTE TO THE VITALITY, PROSPERITY & DEVELOPMENT OF THE FRANCOPHONE COMMUNITY

The AMBM is a key player in promoting the vitality, prosperity and development of the French-speaking minority community at the regional, provincial and national levels.

5

ENSURE EFFECTIVE & EFFICIENT ORGANIZATIONAL PERFORMANCE

The AMBM implements governance and management practices that optimize its performance and promote its sustainability.

1

AMBM GROUP

BUILDING A STRONG CONSORTIUM TO SERVE MANITOBA'S BILINGUAL MUNICIPALITIES



The AMBM Group is first and foremost an economic consortium made up of three non-profit entities serving Manitoba's bilingual municipal leadership.

The AMBM is the voice of the 15 municipalities committed to providing services in both official languages to their residents. Acting politically and strategically, it leverages the added value that French brings to bilingualism to bolster the development, vitality and sustainability of its members and their communities.

Operating under the umbrella of the AMBM, CDEM[1] and EWC are two complementary engines of economic development, working in synergy with communities.

CDEM has a multi-faceted, provincial economic development mandate with entrepreneurs, organizations and community groups in Manitoba's 15 bilingual municipalities.

Eco-West Canada has a national mandate to assist small and medium-sized municipalities in planning and implementing environmentally responsible practices. EWC also offers leading-edge expertise in the management of sustainable development projects to a broader clientele.

1 Economic Development Council for Manitoba Bilingual Municipalities

ORGANIZATION

AMBM

- Lead association of the AMBM Group.
- Catalyst for the development, prosperity and sustainability of Manitoba's bilingual communities.
- As a political and strategic leader, the AMBM supports and represents strong and unified municipal governance.
- 15 Manitoba municipalities that have adopted policies to promote the active offer of services in both official languages.
- Governance provided by member municipalities, each of which appoints one elected representative to the AMBM Board of Directors.

2019–2020 HIGHLIGHTS

The strong and united voice of Manitoba's bilingual municipal leadership

A $3,500 contribution to bilingual libraries generated an investment of $30,337 ($9 leveraging effect).

AMBM translation services for its members: 467,670 words for an investment of $122,570, an 8.2% increase over the previous year.

Creation and deployment of an information and resource platform on the COVID-19 pandemic for bilingual municipalities and francophone communities in Manitoba.

AMBM/CDEM collaboration to identify priority infrastructure projects in Manitoba's 15 bilingual municipalities: more than 50 projects worth over $138 million.

Preparation and distribution of a federal brief containing six recommendations and a provincial brief containing 10 recommendations, geared to the implementation of the priority projects identified.

Multiple submissions to governments pertaining to the 16 recommendations contained in the briefs.

Launch of work on the development of an integrated rural development strategy for Manitoba's francophone community: towards greater access to services in French in rural areas.

Start of work on the development of a maturity model for municipal service delivery in both official languages.

Significant progress towards the development of regulations under *The Francophone Community Enhancement and Support Act* recognizing Manitoba's bilingual municipalities as local governments and public entities responsible for complying with the Act.

Invitation from the Province to create a working, cooperation and advisory group to formalize AMBM's recognition as a municipal association and establish new avenues for collaboration between the provincial and municipal levels of government.

Immigration: support for the *Communauté francophone accueillante du Manitoba* [welcoming francophone community of Manitoba] initiative and a new project to define and formalize the role of bilingual municipalities in immigration.

Investment of $112,500 to support the provision of services in both official languages to Manitoba's bilingual municipalities.

Development and adoption of the AMBM's new 2020-2025 Strategic Plan.

Continued support for the anchoring and stabilization of EWC, an organization created by bilingual municipal leadership in 2017.



MANITOBA'S BILINGUAL MUNICIPALITIES

1 Rural Municipality of Alexander

2 Rural Municipality of De Salaberry

3 Rural Municipality of Ellice-Archie

4 Rural Municipality of La Broquerie

5 Rural Municipality of Montcalm

6 Rural Municipality of Ritchot

7 Rural Municipality of St. Laurent

8 Rural Municipality of Taché

9 City of Winnipeg

10 Local Urban District of Notre-Dame-de-Lourdes

11 Town of Ste. Anne

12 Local Urban District of Saint-Léon

13 Village of St. Pierre-Jolys

14 Local Urban District of Somerset

15 Town of Powerview-Pine Falls

ORGANIZATION

Economic Development Council for Manitoba Bilingual Municipalities (CDEM)

- ***Mandate:*** Encourage, stimulate and organize economic development in Manitoba's bilingual municipalities.
- Recognized Canada-wide for its leadership.
- 23 employees.
- ***Services offered:*** business support, communications, community economic development, employability, immigration, youth involvement, the cooperative movement, tourism.

2019–2020 HIGHLIGHTS

BUSINESS SERVICES

86 new companies launched

179 jobs created

$8,620,000 leveraged

556 people served

23 workshops delivered (177 participants)

SUPPORT FOR IMMIGRANT INVESTORS

36 businesses created, including 22 in rural areas

$2,069,500 invested in business creation

82 immigrants served

2 workshops delivered

YOUTH

Junior Achievement initiative (financial literacy):
- 172 programs
- 4,553 participants
- 36 schools
- 4 school divisions

Entrepreneurship:
- 3 camps for young entrepreneurs, including 2 in rural areas: 22 participants
- Business of Beavers initiative (Festival du Voyageur): 7 sessions with 800 students
- Été en affaires [summer business] program: 16 young entrepreneurs and 10 businesses created

Careers and professions:
- Career exploration day with three (3) DSFM schools
- 197 participants
- 24 volunteers

EMPLOYABILITY

Destination Emploi **[destination employment]:**
- 119 people trained
- 96 people found employment
- Success rate: 85%

Emploi pour tous **[employment for all]:**
- 134 people trained
- 93 people found employment
- Success rate: 70%

Pre-departure services:
- 84 participants including 80 young people

Adapted services:
- 18 people trained
- 11 people found employment
- Success rate: 60%

IMMIGRATION

67 exploratory visits organized

2,059 information requests processed

65 face-to-face consultations

232 French-speaking newcomers settled in Manitoba

COMMUNITY ECONOMIC DEVELOPMENT

15 bilingual municipalities served

18 community projects completed

25 ongoing community projects

$52,000 invested

$7,268,000 leveraged

14 bilingual municipalities with a profile on the Townfolio platform

2 investment attraction profiles created

6 strategic plans involving over 40 partners

TOURISM

33 ongoing tourism projects

18 tourism companies launched or expanded

96 jobs created

$1,393,500 leveraged

61 partner organizations

28 employees

ORGANIZATION

ECO-WEST CANADA (EWC)

Created by CDEM in 2008 (green economy sector), Eco-West Canada joined the AMBM Group as a non-profit organization in 2017.

- ***Mandate:*** educate and support small and medium-sized[2] municipalities in Western Canada and other provinces in greening their local and regional economies. Especially committed to helping AMBM and AMM member municipalities[3].
- Offering expertise in: energy, transportation, wastewater treatment, waste management, brownfield redevelopment, promotion of agricultural products.
- Non-profit structure with a national mandate.

2 20,000 inhabitants or less.
3 Association of Manitoba Municipalities

2019–2020 HIGHLIGHTS

Supporting the greening of the local and regional economy

27 Climate Change Local Action Plans prepared with:
- 20 rural communities in Manitoba;
- 1 urban community (Portage la Prairie) in Manitoba;
- 6 rural Saskatchewan communities.

2 community energy and emissions plans completed with the Municipality of Russell-Binscarth and the Gambler First Nation community.

1 Sustainable Neighbourhood Action Plan prepared with the community of Pinawa.

Partnership with Environment and Climate Change Canada for the implementation of the Business Climate Initiative: value of $101,200.

Final year of partnership with the Federation of Canadian Municipalities to enable EWC to act as regional climate advisor in Manitoba and Saskatchewan.

2 partnerships with the Province of Manitoba to:
- Support municipalities in developing organic waste diversion strategies;
- Conduct a feasibility study for the creation of a provincial appliance recycling program.

1 partnership with the Province of Alberta to develop a business plan for the hemp industry value chain in Alberta (economic model and transport analysis).

Tabling of 7 financial proposals with various levels of government for sustainable development projects totalling $838,700.

To date, EWC has developed a large database of over 100 greenhouse gas emission inventories, 200 initiatives involving various environmental projects on behalf of 53 communities in Western Canada.

2

PRIORITY INFRASTRUCTURE PROJECTS:

THE AMBM PUBLISHES TWO HARD-HITTING BRIEFS

Following the consultation that identified more than 50 infrastructure projects (worth $138 million) among its members, the AMBM published two policy briefs addressed to the federal and provincial governments, respectively.

The briefs contained 16 recommendations aimed at facilitating and supporting the implementation of its members' priority projects in the areas of social, tourism and digital infrastructure, as well as sustainable development. The documents immediately caught the attention of the governments concerned and led to several impactful meetings with elected officials and departmental offices in connection with the demands made. The exercise was productive and the AMBM can affirm that the Association and its members have established an enviable position in addition to opening new fluid and dynamic communication channels with their government partners. The progress is encouraging, but much work remains to be done. The next step will be to identify and implement new, innovative and far-reaching mechanisms to facilitate infrastructure investment in bilingual municipalities and, by extension, in official-language minority communities in our province.

COVID-19, an uninvited guest

In the context of the COVID-19 crisis, our municipalities have been working from day one to ensure the health and safety of residents and to support businesses that are also experiencing the effects of the health crisis on a daily basis. Thus, the attention and resources of municipalities have been directed towards managing the crisis since early 2020. COVID-19 shrunk the local economy and resulted in a loss of revenue for municipalities and an unprecedented increase in their spending.

2021-2023 ECONOMIC STIMULUS STRATEGY: A LOGICAL FOLLOW-UP TO THE FEDERAL AND PROVINCIAL BRIEFS

The AMBM and its members believe that recovery will involve stimulating the economy at several levels, starting with infrastructure. In these uncertain times, it is imperative that all three levels of government work together to build stronger, more resilient communities.

The recovery will hinge on our resilience, flexibility and adaptability, as well as our agility and speed in implementing the strategy. The strategy will enable us not only to identify the needs of Manitoba's bilingual municipalities, but also to find targeted measures to meet those needs so that municipalities can embark on a path of sustainable and well-orchestrated growth.

In the wake of the briefs published in 2019, starting in fall 2020, the AMBM Group will conduct a new consultation with its members to take stock of their priority infrastructure projects and move towards developing an economic recovery strategy for Manitoba's bilingual municipalities.

3

TOWARDS OFFICIAL RECOGNITION OF THE AMBM AS A MUNICIPAL ASSOCIATION

During the year, the AMBM tabled a collaborative strategy with the Government of Manitoba. One of the recommendations of the strategy was for the Province to officially recognize the AMBM as a municipal association. As a result, the Province invited the AMBM to join a working, cooperation and advisory group mandated, among other things, to work towards the AMBM's formal recognition as a provincial association. This new group will provide a platform for meaningful representation of AMBM members.

During this period, the AMBM also made significant progress toward the development of regulations under *The Francophone Community Enhancement and Support Act*. The integrated rural development strategy for Manitoba's francophone community and the development of a maturity model for municipal services in both official languages will enable the AMBM and its members to reach new milestones in 2020-2021.

4

INCREASING THE OFFER OF, AND ACCESS TO, SERVICES IN BOTH OFFICIAL LANGUAGES

In 2019-2020, the AMBM launched two major initiatives aimed at substantially increasing the offer of, and access to, services in both official languages in Manitoba.

INTEGRATED RURAL DEVELOPMENT STRATEGY FOR MANITOBA'S FRANCOPHONE COMMUNITY

At its 2019 Annual General Meeting, the *Société de la francophonie manitobaine* (SFM) announced its intention to implement a structured approach to developing an integrated rural development strategy for Manitoba's francophone community. To that end, the SFM chose to join forces with the AMBM and CDEM. The three organizations together assigned five (5) resource persons from their respective organizations to form a project steering committee and mandated Justin Johnson, the AMBM's Chief Executive Officer, to lead the project.

The strategy's objective is to optimize the offer of, and access to, French-language services in rural Manitoba by building on the strengths of existing service providers.

Nearly 30 organizations, mostly rural service providers, agreed to be part of the initiative's advisory committee.

On March 31, 2020, the initial phase of consultations was about to begin. The strategy will be developed by Consultation Alegria Consulting Inc. in close cooperation with the project steering and advisory committees. The work will be completed in the spring of 2021.

The active participation of Manitoba's bilingual municipalities in the implementation of this true social project makes them key players in the development of the rural francophone community.

Maturity model for official language municipal service delivery

Manitoba's bilingual municipalities are committed to providing their residents with optimal service delivery in both official languages. However, for various reasons, service delivery can differ from one municipality to another.

To build the capacity of its members in this area, the AMBM has begun to develop a maturity model for the delivery of municipal services in both official languages.

The model will make it possible to measure each member's starting point, identify their needs (tools, resources) and then track their progress.

The approach specifically targets rural bilingual municipalities. The City of Winnipeg, also an AMBM member, has generously offered to share its experience and the mechanisms and tools developed by its team to deliver services in both official languages.

A consultation will be held in spring 2020 with the administrative executives of the 14 rural bilingual municipalities. The process will also lead to the creation of the new provincial table of AMBM administrative officers.

5

INCREASED DEMAND FOR AMBM TRANSLATION SERVICES

Since 2013, the AMBM has been coordinating translation services for municipal documents on behalf of its members with funding from the *Canada-Manitoba Agreement on French-Language Services*. In 2019-2020, the AMBM authorized the translation of 467,670 words for an investment of $122,570, an 8.2% increase over the previous year. With the global COVID-19 pandemic, Manitoba's bilingual municipalities will have to produce and distribute an unprecedented number of critical documents (public health instructions and procedures) in both official languages to their residents. According to a survey of its members, the AMBM anticipates that translation requests from member municipalities will double in 2020-2021.

6

MUNICIPALITIES AND IMMIGRATION

Since 2019, the AMBM has been proud to represent its members on the community advisory committee of the Seine River region's welcoming francophone community initiative (*initiative de la communauté francophone accueillante*). The project, led by the Réseau en immigration francophone du Manitoba, provides Seine River region communities with the support they need to welcome French-speaking newcomers and help them integrate successfully.

Municipalities have a direct impact on the vitality and quality of life of their residents and have an interest in participating in the immigration continuum. That is why, starting in April 2020, the AMBM will begin a three-year project to define the role of Manitoba's bilingual municipalities in francophone immigration to the province, in addition to identifying the tools and resources needed to fulfil that role effectively.

It should be noted that, for several years now, CDEM has been doing excellent work with French-speaking economic immigrants by providing them with employability and entrepreneurship services. The newcomers come from many countries (France, Belgium, French-speaking African countries and elsewhere) and contribute to the economy of our municipalities in many ways.

7

MODERNIZATION OF THE *OFFICIAL LANGUAGES ACT*: BILINGUAL MUNICIPAL LEADERSHIP INFLUENCING THE AGENDA

In March 2020, the Board of Directors of the Federation of Canadian Municipalities (FCM) adopted a resolution containing two complementary statements regarding the *Official Languages Act (OLA)*. The resolution was submitted to the FCM by the AMBM Board of Directors in 2018.

The first statement of the resolution urges "the Government of Canada to thoroughly modernize the *Official Languages Act* in order to reaffirm and strengthen a direct federal-municipal partnership in the area of official languages in a manner that respects provincial jurisdiction." It is imperative that the *OLA* be thoroughly overhauled so that it fully recognizes municipalities as key partners of the federal government, on an equal footing with the provinces and territories, for the implementation of services that fall within their jurisdiction.

The second statement of the resolution calls upon "the Government of Canada to explore the implementation of an official languages funding, resource and training program for interested municipalities in order to support and promote the vitality of official-language minority communities." Since the *OLA* came into force 51 years ago, there has been a general consensus that municipalities have an important role to play in enforcing the Act because of their proximity to minorities and their direct impact on their daily lives. However, this expected involvement has never been clearly defined or officially recognized.

8

JOINT MESSAGE FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

March 2020 will long be remembered as the month that the COVID-19 pandemic placed our economy on hold. It also marked the beginning of a frantic race for our municipalities, which have been working from day one to protect the health and safety of their residents.

At the time of writing, the federal, provincial and municipal governments seem to agree on the importance of a green economic recovery over the next few years. The *Made-in-Manitoba Climate and Green Plan* comes to mind. By establishing the EWC in 2017, bilingual municipal leadership created the perfect vehicle to support the vision of our three levels of government. More than ever, the EWC's mission is relevant and more than ever, we are ready to team up with our government partners to support the post-COVID economic recovery.

Generally speaking, 2019-2020 was characterized by the start of new projects that will profoundly mark the future of the AMBM and its members.

The changes we are pursuing are structural in nature. On the one hand, we are looking to optimize existing mechanisms. On the other, we are exploring solutions that go against existing paradigms. One must dare to innovate to get different results. But in all cases, we move forward based on evidence and robust consultation with our members and partners.

Initiatives aimed at increasing the offer of, and access to, more services in both official languages, the commitment of local governments to immigration, and overhauling the *Official Languages Act*. Not to mention the journey towards official recognition of the AMBM as a municipal association by the Province.

2019-2020 will undoubtedly mark the beginning of a new era. What if *the new normal* for the AMBM Group and its members was to contribute in a renewed way to the development of Manitoba's official language minority communities? That is our wish for the years to come.

Since renewal is always the result of mutually beneficial collaborations, we would like to extend our warmest thanks to the boards, management and experienced teams at CDEM and EWC who do outstanding work in our communities.

We are also grateful to our provincial and federal governments for the financial and technical support provided to our association in the implementation of key initiatives that have a structuring effect on the vitality and development of our members.

Finally, many thanks to our numerous community, provincial, and national partners, who enable the AMBM to fully exercise its mandate and carry the voice of its members ever higher, ever further.

Ivan Normandeau
President of the Board of Directors

Justin Johnson
Chief Executive Officer

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AMBM GOVERNANCE

AMBM EXECUTIVE

Ivan Normandeau
President
Deputy Reeve, Rural Municipality of La Broquerie

Justin Bohémier
Vice-President
Mayor, Rural Municipality of Taché

Lilliane Sorin
Treasurer and representative of the municipal administrative officers
Administrative Assistant, Local Urban District of Notre-Dame-de-Lourdes, Rural Municipality of Lorne

Conrad Durand
Secretary
Member, Local Urban District of Notre-Dame-de-Lourdes

AMBM BOARD OF DIRECTORS

Diane Dubé
Councillor
Rural Municipality of Alexander

André Carbonneau
Councillor
Rural Municipality of De Salaberry

Angelo Fouillard
Councillor
Rural Municipality of Ellice-Archie

Paul Gilmore
Reeve
Rural Municipality of Montcalm

Paul Desrosiers
Director by proxy
Town of Powerview-Pine Falls

Chris Ewen
Mayor
Rural Municipality of Ritchot

Richard Pelletier
Mayor
Town of Ste. Anne

Gaétan Talbot
Member
Local Urban District of St. Leon

Raymond Maynard
Mayor
Village of St-Pierre-Jolys

Cheryl Smith
Reeve
Rural Municipality of St. Laurent

Mathieu Allard
Councillor
City of Winnipeg

Denis Savard
Member
Local Urban District of Somerset

Thank you to the Governments of Canada and Manitoba for their support of our mission and their financial assistance.

Government of Canada / Gouvernement du Canada

Manitoba

AMBM

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