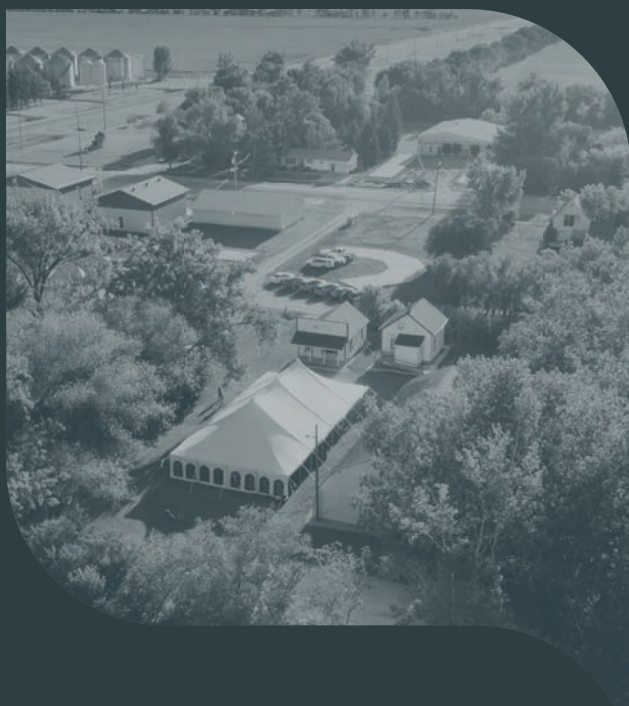




CONSOLIDATED ACTIVITY REPORT

# Ready for Relaunch



APRIL 1, 2021  
MARCH 31, 2022

Association of Manitoba Bilingual  
Municipalities (AMBM)

Economic Development Council for Manitoba  
Bilingual Municipalities (CDEM)

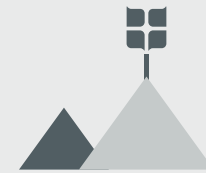
Eco-West Canada (EWC)



## VISION

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

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## MISSION

The AMBM is the voice of Manitoba's bilingual municipal leadership. 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.

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## VALUES

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

### 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 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 POLES

1

**EXERCISE STRATEGIC LEADERSHIP AND 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 orders of government and works strategically with key municipal partners.

2

**ENHANCE OUR REPUTATION AND VISIBILITY**

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

3

**CONSOLIDATE THE AMBM GROUP**

The three organizations associated with the AMBM Group (AMBM, CDEM and Eco-West Canada) 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 AND 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 AND EFFICIENT ORGANIZATIONAL PERFORMANCE**

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

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# A MESSAGE FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

The AMBM is the collective strength of the leadership provided by 15 municipalities that have chosen to take on a leading role in the development and vitality of the Francophone and bilingual communities residing within their territory.

The year 2021-2022 marked the end of a four-year municipal cycle<sup>1</sup>. Despite the turbulence and the imponderables attributable to COVID-19 and its multiple effects, we can say: mission accomplished!

The past four years have been marked by the increased awareness and visibility of Manitoba's bilingual municipal leadership among public decision-makers, as well as by the impressive progress made in providing municipal services in both official languages and in actively participating in the Francophone and bilingual economic immigration continuum.

## FIRST YEAR OF IMPLEMENTATION OF THE ECONOMIC RECOVERY STRATEGY FOR MANITOBA BILINGUAL MUNICIPALITIES

Despite the slowdowns caused by the COVID-19 pandemic, the AMBM has been more visible than ever to the other two orders of government. We have been on all fronts promoting our Economic Recovery Strategy and mobilizing public decision-makers to invest with our member municipalities in several priority infrastructure projects. As a result of these ongoing advocacy efforts, we expect to see massive investment announcements in our municipalities during 2022-2023.

As this consolidated report of activities demonstrates, the year 2021-2022 will have allowed our two economically oriented subsidiaries<sup>2</sup> to deploy their multiple expertises to implement the priorities of member municipalities, in particular those listed in our Economic Recovery Strategy.

## MUNICIPALITIES THAT WISH TO PARTICIPATE FULLY IN THE DEVELOPMENT AND GROWTH OF FMCS

We have also been very active and vocal on the issue of the new Official Languages Act and the much anticipated Action Plan for Official Languages (APOL). The ultimate goal is to ensure that Francophone and bilingual municipalities in Francophone minority communities (FMCs) have the resources and tools to fully participate in the promotion and protection of French. The results will have a direct impact on the sustainability of these same communities and our communities as a whole.

To that end, we have significant support in our advocacy efforts through the commitment of the Manitoba government. The Province understands the issues and priorities of our municipalities in providing services in both official languages and is committed to identifying and implementing sustainable solutions with us through our Working Group on Cooperation and Consultation which began sitting in August 2021.

## 3M: BUILDING A STRONG MUNICIPAL-COMMUNITY PARTNERSHIP

The AMBM has finalized the development of its new Municipal Maturity Model (3M) and its implementing regulation. The 3M will be presented to the AMBM Board of Directors in June 2022 for adoption. The purpose of 3M and its by-law is to provide member municipalities with the support, resources and tools necessary to enhance their delivery of municipal services in both official languages, based on their realities and priorities. The 3M is a true revolution in our approach to service delivery. There will be a before and an after to the application of the 3M.

## COMMUNITIES INCREASINGLY READY TO WELCOME

Finally, with the financial support of Immigration, Refugees and Citizenship Canada (IRCC), we are very proud to have taken many steps since 2020 towards the creation of our first ever Strategy to Support Economic Immigration in Manitoba's Bilingual Municipalities. With this strategy, the AMBM and its member municipalities will be able to actively participate in the success of Francophone and bilingual economic immigration to our territory.

In closing, we would like to thank all the CDEM and EWC board members and team members for their exceptional contribution, diligence, agility and resilience. You are the source of the past, present and future successes of the AMBM Group and the prosperity of Manitoba's bilingual communities.



**Ivan Normandeau**  
President  
*Reeve of the Rural Municipality  
of La Broquerie*



**Justin Johnson**  
Chief Executive  
Officer of the AMBM

<sup>1</sup> The 2022 municipal elections will be held on October 26.

<sup>2</sup> The Economic Development Council for Manitoba Bilingual Municipalities (Conseil de développement économique des municipalités bilingues du Manitoba, or CDEM) and Eco-West Canada (EWC).



# THE ORGANIZATIONAL STRUCTURE

Focusing on the vitality and prosperity of Francophone and bilingual communities, the AMBM Group has acquired real political and economic clout by bringing together under its umbrella three organizations with complementary vocations: the Association of Manitoba Bilingual Municipalities (AMBM), the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) and Eco-West Canada (EWC).

In doing so, municipal leadership has equipped its advocacy organization, the AMBM, with two economic subsidiaries, each with a complementary mandate and responding to the priorities of Manitoba's bilingual municipal governments.



## AMBM

As a driving force for the development, prosperity and sustainability of Manitoba's bilingual communities, the AMBM is the political and strategic leader in bringing together, supporting and representing strong and supportive municipal governance. The AMBM is a strong and well-established organization with 15 municipalities in Manitoba that have adopted a policy of offering services in both official languages.

**GOVERNANCE:** Each member municipality appoints an elected representative to the AMBM Board of Directors, in addition to having a representative from among the member municipalities' Chief Administrative Officers (CAOs).

## CDEM

Since 1996, the CDEM has been encouraging, stimulating and organizing economic development in Manitoba's bilingual municipalities. The CDEM has a history of success and is recognized across Canada for its leadership. It has over 20 employees and offers its services in six different impact sectors:

- Business Support
- Community Economic Development
- Employability
- Immigration
- Youth Integration
- Tourism

**GOVERNANCE:** CDEM Board members are appointed by the AMBM.

## EWC

Established in 2017, EWC is an environmental economic development agency created by and for municipal leadership. As a non-profit organization, EWC has a national mandate. To date, its activities have been more concentrated in the Western Canadian provinces (Prairie region).

Eco-West Canada (EWC) educates and supports small and medium-sized municipalities across Western Canada and other provinces in greening their local and regional economies. Some of EWC's key services include the creation of greenhouse gas (GHG) emission inventories and the development of Climate Change Local Action Plans (CCLAPs). In addition, EWC provides customized support for the implementation of sustainable and environmentally responsible infrastructure and economic development projects:

- Design of environmental projects based on reliable data
- Research and development of environmental projects
- Drafting of funding applications
- Project management

### EWC'S MAIN AREAS OF INTEREST

- Planning and GHG Inventories
- Transportation (Zero Emission Vehicles)
- Circular Economy
  - Value-Added Waste Processing (Energy)
  - Diversion of Organic Materials
  - Recycling of Household Products
  - Community Energy Systems and Building Retrofits
- Energy Efficiency

**GOVERNANCE:** EWC Board members are appointed by the AMBM.

<sup>1</sup> 20,000 residents or fewer.

# THE AMBM GROUP'S ORGANIZATIONS

AS AT MARCH 31, 2022

Each of the three organizations forming the AMBM Group has its own governance.

## Association of Manitoba Bilingual Municipalities (AMBM)

**Mr. Justin Johnson**  
Chief Executive Officer

### Members of the Board of Directors

**M. Ivan Normandeau**  
President  
Reeve of the Rural Municipality of La Broquerie

**Mr. Justin Bohémier**  
Vice-président  
Maire de la Municipalité rurale de Taché

**Mrs. Liliane Sorin**  
Treasurer and Representative of the Chief Administrative Officers  
Administrative Assistant of the Local Urban District of Notre-Dame-de-Lourdes, Rural Municipality of Lorne

**Mr. Conrad Durand**  
Secretary  
Member of the Local Urban District of Notre-Dame-de-Lourdes

**Mr. Denis Savard**  
Director  
Local Urban District of Somerset

**Mr. Paul Desrosiers**  
Director by proxy  
Town of Powerview-Pine Falls

**Mrs. Diane Dubé**  
Councillor  
Rural Municipality of Alexander

**Mr. André Carbonneau**  
Councillor  
Rural Municipality of De Salaberry

**Mr. Angelo Fouillard**  
Councillor  
Rural Municipality of Ellice-Archie

**Mr. Paul Gilmore**  
Reeve  
Rural Municipality of Montcalm

**Mrs. Cheryl Smith**  
Reeve  
Rural Municipality of Saint-Laurent

**Mr. Chris Ewen**  
Mayor  
Rural Municipality of Ritchot

**Mr. Richard Pelletier**  
Mayor  
Town of Sainte-Anne

**Mr. Gaétan Talbot**  
Director  
Local Urban District of Saint-Leon

**Mr. Raymond Maynard**  
Mayor  
Village of Saint-Pierre-Jolys

**Mr. Mathieu Allard**  
Councillor  
City of Winnipeg

# Economic Development Council for Manitoba Bilingual Municipalities (CDEM)

Mr. Louis Allain  
Executive Director

# Eco-West Canada (EWC)

Mr. Dany Robidoux  
Executive Director

## Members of the Board of Directors

**Mrs. Mona Bruneau-Fallis**  
President  
*Village of Saint-Pierre-Jolys*

**Mr. Philippe Mailhot**  
Vice-President  
*City of Winnipeg*

**Mr. Alain Damphousse**  
Treasurer  
*Rural Municipality of Montcalm*

**Mr. Jacques Lavack**  
Secretary  
*Rural Municipality of Taché*

**Mr. Guy Bradet**  
Director  
*Rural Municipality of Alexander*

**Mr. Gabriel Tétrault**  
Director  
*Rural Municipality of De Salaberry*

**Mr. Mario Tanguay**  
Director  
*Rural Municipality of Ellice-Archie*

**Mrs. Bev Collet**  
Director  
*Local Urban District of Notre-Dame-de-Lourdes*

**Mr. Gaëtan Bisson**  
Director  
*Rural Municipality of La Broquerie*

**Mrs. Salwa Meddri**  
Director  
*Immigration Sector*

**Mr. Guy Dumont**  
Director  
*Rural Municipality of Saint-Laurent*

**Mr. Stéphane Rondeau**  
Director  
*Local Urban District of Somerset*

**Mr. Rémi Lemoine**  
Director  
*Youth Sector*

**Mrs. Éveline Touchette**  
Director  
*Rural Municipality of Ritchot*

**Mr. Joël Rondeau**  
Director  
*Cooperative Group Sector | Caisse Financial Group*

**Mr. Paul Desrosiers**  
Director  
*Town of Powerview-Pine Falls*

**Mr. Richard Pelletier**  
Director  
*Town of Sainte-Anne*

## Members of the Board of Directors

**Mr. Ivan Normandeau**  
President (Acting)

**Mr. Conrad Durand**  
Secretary-Treasurer

**Mr. François Catellier**  
Director  
*Waste Management and Local Products Sectors*



# AMBM

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## UNITE AND REPRESENT

The 2021-2022 period marked something of a return to “normal” with the mitigation of the COVID-19 threat provincially, nationally and internationally.

The AMBM and its members focused on key priorities such as post-COVID economic recovery through new provincial and federal infrastructure investments in member municipalities, and finalized their newly developed Strategy to Support Economic Immigration to Manitoba’s Bilingual Municipalities and the Municipal Maturity Model for the Delivery of Services in Both Official Languages.

# KEY ACHIEVEMENTS OF THE AMBM DURING THE PERIOD

During the 2021-2022 period, the AMBM has been present on several fronts to represent its member municipalities and create an environment conducive to the achievement of their priorities. The key achievements of the AMBM can be summarized by the following three impact categories:

- Improve the continuum of government services in both official languages
- Build welcoming and inclusive Francophone and bilingual communities
- Revitalize the economy of Manitoba's bilingual municipalities



## Improve the continuum of government services in both official languages

### MUNICIPAL MATURITY MODEL (3M): TAKING ACTION!

Providing optimal municipal services in both official languages is a top priority for the AMBM and the elected officials and chief administrative officers of Manitoba's bilingual municipalities. This year, thanks to the services of consultant Louis Tétrault and his team, and with the collaboration of elected officials and municipal departments, the AMBM developed a Municipal Maturity Model (the 3M) for the delivery of municipal services in both official languages, along with a by-law and an action plan identifying the best tactics to help each of Manitoba's 14 bilingual rural municipalities not only adopt the maturity model at municipal council, but also apply it and develop an implementation plan.

The AMBM Board of Directors is expected to validate and ratify the maturity model and the application by-law in June 2022, which will allow for the development of customized support for each municipality in order to increase and sustain their services, as well as to increase the visibility of French in public spaces within AMBM member municipalities.

Through the implementation of the 3M and the adoption of its by-law, the AMBM and its members intend to align the provision of municipal services in both official languages more directly with the provincial legislative framework for Manitoba's Francophone community, and thus strengthen and improve the continuum of government services in French, alongside the provincial and federal governments.

### FRANCIZATION OF COMMUNICATION AND SIGNAGE TOOLS IN THE MUNICIPAL PUBLIC SPACE

During the 2021-2022 year, the AMBM supported bilingual municipalities and their local partners in the francization of their communication and signage tools. A total of 539,897 words (534 documents or projects) were translated by AMBM resources, a 24% decrease from the previous year. This variance is due to the fact that the 2020-2021 year required the translation of multiple additional documents related to the COVID-19 pandemic.

The extension of the Agreement for the Translation of Written Materials of Manitoba Bilingual Municipalities will ensure that translation services to member municipalities will continue until March 31, 2023.

Pending the implementation of the new Canada-Manitoba Agreement on French Language Services (2023-2028), the Working Group on Cooperation and Consultation between the Government of Manitoba and the AMBM has determined that the AMBM will submit a proposal to the Department of Municipal Relations for the 2023-2024 fiscal year to implement priority elements that will create favourable conditions for enhancing the delivery of bilingual municipal services.

### SUSTAINING OUR BILINGUAL MUNICIPAL LIBRARIES IN RURAL AREAS

The Federation of Libraries of the Bilingual Municipalities of Manitoba (FLBMM) is currently dormant due to a lack of resources to carry out its mission and adequately support its members. The FLBMM is at a crossroads and its future is more than uncertain. The Saint-Pierre-Jolys and Saint-Malo branches of the Jolys Regional Library are threatened with imminent closure. At the very least, they will need to find a new place to operate. Political and strategic canvassing of public decision makers is underway in collaboration with the Village of Saint-Pierre-Jolys and the Rural Municipality of De Salaberry.

With the financial and technical support of the Province of Manitoba, the AMBM plans to conduct a general review of the situation surrounding the FLBMM and bilingual municipal libraries in rural areas over the next year, in order to identify ways to strengthen the network for the benefit of our communities.



### NEW WORKING GROUP ON COOPERATION AND CONSULTATION BETWEEN THE GOVERNMENT OF MANITOBA AND THE AMBM IS OPERATIONAL

The first meeting of the new Working Group on Cooperation and Consultation between the Government of Manitoba and the AMBM was held in August 2021. During the period, the Working Group met twice, while their respective teams subsequently conducted several technical follow-ups resulting from these meetings. Through this formal mechanism, the AMBM and the Government of Manitoba have the opportunity to reflect on and move forward on key issues such as the implementation of the Department of Municipal Relations' multi-year French language services strategic plan, the provision of municipal services in both official languages, and the implementation of improved funding models for the AMBM's subsidiaries (CDEM and EWC) so that they can continue to better serve Manitoba's bilingual municipalities in line with the Government of Manitoba's goals.



**THE MUNICIPAL PERSPECTIVE AT THE HEART OF THE ISSUES SURROUNDING THE MODERNIZATION OF THE OFFICIAL LANGUAGES ACT**

The AMBM has invested a great deal of time and energy in bringing a municipal perspective to the issue of modernizing the Official Languages Act (OLA).

In May 2021, the AMBM submitted a brief to the Senate Standing Committee on Official Languages (charged with studying the official languages reform bill) with four specific recommendations:

1. That the Government of Canada thoroughly modernize the OLA and that the final text of the OLA explicitly reaffirm and strengthen a direct federal-municipal partnership on official languages in a manner that respects provincial jurisdiction<sup>4</sup> as the bilingual character of Canadian municipalities that are committed must be clearly recognized and supported;
2. That the final text of the new OLA include the levers and mechanisms (legislative and administrative) that are relevant or necessary for the establishment of a funding program, as well as for the provision of resources and training in official languages for interested Canadian municipalities, in order to support and promote the vitality of Official Language Minority Communities (OLMCs) and to properly entrench the federal-municipal partnership<sup>5</sup>;
3. That the next Action Plan for Official Languages (APOL) include a funding program to strengthen the capacity of Canadian municipalities to deliver services in both official languages so that public institutions are strong and have the necessary capacity to take concrete action;
4. That the federal government create a round table of Francophone and bilingual municipal associations (outside Quebec), in keeping with its firm intention to establish a new linguistic balance in Canada to reflect the particular situation of French in North America<sup>6</sup>.

In March 2022, AMBM President Mr. Ivan Normandeau issued a public statement welcoming Bill C-13 tabled by the Honourable Ginette Petitpas-Taylor and congratulating the Minister for the important work accomplished. While this bill represents significant progress over its predecessor (the Official Languages Act), the federal government continues to ignore the fundamental role that municipalities across the country are prepared to play in contributing to the vitality of these same communities, as the order of government closest to the citizens and on an equal footing with the other two orders of government. The AMBM's position is clear: the three orders of government must work together to promote and protect official languages, in accordance with the principle of subsidiarity in Canadian federalism. This principle states that law-making and implementation are often best achieved at a level of government that is best positioned not only in terms of effectiveness, but also closest to the citizens affected and thus most responsive to their needs, to local distinctiveness and to population diversity.

The AMBM also brought the voice of its members to the spring 2022 consultations held by the federal government in preparation for the next Action Plan for Official Languages (APOL), based on the recommendations in its 2021 brief.



**INTEGRATED RURAL DEVELOPMENT STRATEGY FOR MANITOBA'S FRANCOPHONE COMMUNITY**

Since 2020, the AMBM CEO has served as Project Director for the Integrated Rural Development Strategy for Manitoba's Francophone Community initiative. The project aims to increase the quality of life in French in rural Manitoba. While the COVID-19 pandemic has slowed the pace of the work to be done, it is anticipated that the Strategy will be presented to the coordinating committee in the fall of 2022 and will be fully deployed by January 2023. The initiative was initiated and sponsored by the Société de la francophonie manitobaine (SFM), with the collaboration of the AMBM and the CDEM (steering committee), as well as all the organizations providing services in the Manitoba Francophone community (coordinating committee). This collective work will ensure that the adoption and implementation of the new Strategy will be the result of a collaborative effort and a true community-municipal partnership for the benefit of Manitoba's Francophone community.

<sup>4</sup> This statement is part of the Federation of Canadian Municipalities (FCM) Board of Directors' March 2020 resolution on the Official Languages Act (OLA). The FCM's resolution was subsequently supported by several other municipal associations, including the Association of Manitoba Municipalities (AMM), the Alberta Bilingual Municipalities Association (ABMA) and the Association francophone des municipalités du Nouveau-Brunswick (AFMNB). This resolution was originally successfully submitted to FCM by the AMBM in 2018.

<sup>5</sup> Ibid.

<sup>6</sup> Such a federal-municipal mechanism would be most strategic and productive in contributing to the development of Francophone minorities in many ways.

**JOINING FORCES TO STRENGTHEN THE PROVINCIAL-MUNICIPAL-COMMUNITY PARTNERSHIP FOR THE BENEFIT OF MANITOBA'S FRANCOPHONE COMMUNITY**

On September 16, 2021, AMBM Vice President Justin Bohémier met with the Premier of Manitoba (at that time the Premier was the Honourable Kelvin Goertzen), the Deputy Premier and Minister responsible for Francophone Affairs, the Honourable Rochelle Squires, and representatives of the Société de la francophonie manitobaine (SFM), including President Angela Cassie and Executive Director Daniel Boucher.

At the conclusion of the strategy meeting, Mr. Bohémier issued a public statement confirming the shared commitment of all stakeholders in attendance to actively collaborate in the implementation of the Municipal Economic Recovery Strategy 2021-2024 for Manitoba's Bilingual Municipalities and to strengthen the delivery of municipal services in both official languages.

This meeting confirmed the strength of the provincial-municipal-community partnership. Manitoba's 15 bilingual municipalities are home to over 98% of Manitoba's Francophone population. As the order of government closest to the citizens, the member municipalities wish to increase their collaboration with the provincial government and the SFM in order to actively participate in the development of our Francophone community, particularly by strengthening their access to French language services in rural areas.





Build Welcoming and Inclusive Francophone and Bilingual Communities

TAKING OUR PLACE IN THE FRANCOPHONE AND BILINGUAL ECONOMIC IMMIGRATION CONTINUUM

Since 2020, the AMBM has been conducting the Renforcement des connaissances et des capacités des municipalités bilingues en matière d’immigration économique francophone au Manitoba project (Strengthening the Knowledge and Capacity of Bilingual Municipalities With Respect to Francophone Economic Immigration in Manitoba) thanks to the financial support of Immigration, Refugees and Citizenship Canada (IRCC). The goal is to define the role, responsibilities, assets and needs of Manitoba’s bilingual municipalities in the continuum of Francophone and bilingual economic immigration.

Through this project, we were able to highlight the City of Winnipeg’s outstanding performance as a national champion in Francophone economic immigration. Among the 14 rural bilingual member municipalities, the capacities are rather asymmetrical, but it is easy to conclude that almost everything has to be built. We also identified the importance of regionalizing immigration, preparing our communities to welcome immigrants, helping member municipalities recognize and promote their assets, and addressing key local infrastructure issues (housing, transportation, connectivity). This project has allowed us to conclude once again that the success of immigration in our communities depends on a strong and committed tripartite government partnership and a solid alliance with the Francophone community.

Accomplishments during the 2021-2022 year include:

- Creation of a Strategy to Support Economic Immigration in Manitoba’s Bilingual Municipalities;
- Evaluation of the capacities of rural bilingual municipalities in Manitoba to attract, receive, integrate and retain Francophone immigrants;
- Documentation and transfer of immigration best practices (from other provinces) to the AMBM and its members;
- Eight training and consultation sessions for elected officials and staff of member municipalities on economic immigration.

AMBM will continue to implement the project in 2022-2023, which technically represents the final year of the agreement with IRCC. The organization and its member municipalities are aiming to reach a new agreement with the funding agency to extend the project to 2025.

ACTIVE PARTICIPATION OF THE AMBM IN THE WELCOMING FRANCOPHONE COMMUNITIES OF THE SEINE RIVER REGION INITIATIVE

For the past three years, the AMBM has been an active participant in the Community Advisory Committee of the Welcoming Francophone Communities Initiative of the Seine River Region (Rural Municipality of Taché, Rural Municipality of La Broquerie and Town of Sainte-Anne), under the leadership of the Réseau en immigration francophone du Manitoba (RIF MB). Over the past year, the AMBM, the RIF and the Réseau communautaire de la SFM (SFM Community Network) have launched a new online platform to provide French-speaking newcomers with information and referrals to French-language services available in the region, in order to facilitate their settlement and integration into the Seine River region. The platform was launched in the summer of 2021 in conjunction with Canadian Multiculturalism Day.

NETWORKING AND POLITICAL REPRESENTATION FOR FRANCOPHONE AND BILINGUAL IMMIGRATION

On March 31, 2022, the AMBM planned, organized and hosted a networking and political advocacy event at the Canadian Museum for Human Rights. This evening on the theme of Francophone and bilingual immigration brought together the Honourable Jon Reyes, Minister of Advanced Education, Skills and Immigration, the elected officials and chief administrative officers of Manitoba’s bilingual municipalities, the executive directors of most of Manitoba’s Francophone organizations, particularly those involved in immigration, as well as certain Anglophone partners.

Revitalize the Economy of Manitoba’s Bilingual Municipalities... Vigorously!

MUNICIPAL ECONOMIC RECOVERY STRATEGY 2021-2024 UNVEILED AND DEPLOYED

In September 2021, the AMBM officially unveiled its new Municipal Economic Recovery Strategy 2021-2024 in conjunction with the current federal election.

This Strategy is based on the vision and priorities of the AMBM membership. It proposes concrete measures and interventions that are consistent with the economic recovery plans of the governments of Manitoba and Canada. More specifically, it provides for \$259.3 million in infrastructure investments (sustainable development, tourism and digital economy), \$11.6 million in economic development and entrepreneurship, as well as the establishment of a \$70 million endowment fund for infrastructure that will contribute to the development of Manitoba’s Francophone community.

The COVID-19 pandemic has had devastating effects on society as a whole. However, its greatest impact has been on the most vulnerable communities, including Manitoba’s Francophone and bilingual communities. Municipalities are the order of government closest to Official Language Minority Communities (OLMCs), so it is crucial that they receive special attention in the post-pandemic economic recovery.

Municipalities own 60% of the critical infrastructure that supports our economy. According to the Conference Board of Canada, every dollar invested in local infrastructure adds between \$1.20 and \$1.60 to Canada’s real GDP. The AMBM is ready to act and to put in place the winning conditions to stimulate the investment needed to deploy its Strategy by advocating for a tripartite partnership between the three orders of government.

Manitoba’s bilingual municipalities are resilient and strong. Working with the federal and provincial governments, and with the support of its affiliates, the AMBM is committed to fostering a robust recovery from the crisis and rebuilding prosperous communities together.

The Strategy has served as a strategic and visionary tool to carry out multiple advocacy actions with provincial and federal public decision-makers to achieve the priorities of member municipalities: meetings with ministerial offices, official letters, political statements by the AMBM President and Vice President on social networks. The AMBM has also increased the number of letters of support for projects submitted by its members to provincial and federal funding programs, including the Investing in Canada Infrastructure



Program (ICIP), the Pan-West Francophone Economic Development Fund (PWFEDF), the Zero Emission Vehicle Awareness Initiative (ZEVAI), the Green and Inclusive Community Buildings Program (GICBP), the Tourism Relief Fund (TRF), the Canadian Community Revitalization Fund (CCRF), the Rural Transit Solutions Fund (RTSF), the Conservation and Climate Fund (CCF), Community Efficiency Financing (CEF), and the Western Net-Zero Communities Acceleration Program (NZCAP). Advocacy efforts have been successful on the majority of these files, resulting in millions in new public investments in AMBM member municipalities.

As a result of these ongoing advocacy efforts, we expect to see massive investment announcements in our municipalities during 2022-2023.



**A YEAR OF GREAT PROGRESS IN RURAL CONNECTIVITY**

Increasing access to broadband Internet and cell phone services for rural Francophone and bilingual communities in Manitoba is one of the priority issues championed by the AMBM and advocated for in the Municipal Economic Recovery Strategy 2021-2024. The AMBM has always promoted the development of public-private partnerships to help build better-connected bilingual rural communities.

In a post-pandemic economic recovery, we need to maximize the opportunities for our rural Francophone and bilingual communities to develop and prosper. To achieve this, access to reliable and affordable broadband Internet and cellular phone connection is a must. This is why the AMBM is committed to supporting the development of successful regional partnerships, on issues such as this one, where we can demonstrate the added value of effective and constructive collaboration between the various service providers and our communities.

**SUCCESSFUL COLLABORATION BETWEEN CDEM AND VALLEY FIBER FOR ALMOST TWO YEARS**

For almost two years, CDEM and Valley Fiber have been working together on federal investment opportunities to build fibre infrastructure and deploy connectivity in bilingual rural municipalities.

Through Valley Fiber's connectivity technology, CDEM's facilitation of on-the-ground partnerships with municipalities, and AMBM's leadership, eight municipalities have signed connectivity agreements and three more have indicated interest, resulting in a direct investment of over \$100 million in infrastructure in Manitoba's bilingual municipalities.

In addition to accelerating the connection of rural communities in bilingual municipalities, these partnerships also represent numerous employment opportunities within the communities themselves, through the hiring of a variety of professionals, including sales staff, technical support staff, home installers and technicians, as well as local construction and electrical contractors.

Valley Fiber says it wants to be part of the fabric of every community, creating local access points and providing ways for non-profits and local government to connect with their residents. The company recognizes that connectivity is a critical economic issue as it enables business retention and growth by improving work-from-home opportunities.

These major investments are perfectly aligned with the Municipal Economic Recovery Strategy initiated by the AMBM Group. The strategy states that investments in digital infrastructure strengthen the social fabric of communities, attract new investment, and enable the full benefits of digital opportunities.

The CDEM, AMBM and Valley Fiber look forward to confirming further investments in the future to continue to make Manitoba's bilingual municipalities more resilient and prosperous in the context of economic recovery.



**MAY 2021: AGREEMENT BETWEEN THE PROVINCE AND XPLORNET**

In May 2021, the Province of Manitoba announced its partnership with Xplornet to improve connectivity to hundreds of rural, remote and Indigenous communities in Manitoba. This agreement will provide practical and innovative solutions to the digital divide, particularly in rural areas of the province. It will optimize and improve the use of existing digital infrastructure and capacity (Manitoba Hydro's fibre network and tower infrastructure), representing substantial savings without compromising quality standards. The agreement therefore advocates effectiveness and efficiency for the benefit of communities. In terms of broadband Internet connectivity, the list of communities covered by this announcement included 12 of the 14 rural bilingual municipalities that are members of the AMBM (approximately 86%):

- Rural Municipality of Ritchot (Île-des-Chênes)
- Rural Municipality of La Broquerie (La Broquerie)
- Rural Municipality of Taché (Landmark)
- Town of Powerview-Pine Falls (Pine Falls)
- Rural Municipality of Montcalm (Saint-Jean-Baptiste)
- Rural Municipality of De Salaberry (Saint-Malo)
- Town of Sainte-Anne

- Rural Municipality of Alexander (Saint-Georges)
- Rural Municipality of Saint-Laurent (Saint-Laurent)
- Local Urban District of Notre-Dame-de-Lourdes
- Local Urban District of Somerset
- Rural Municipality of Ellice-Archie (Saint-Lazare)

With respect to cellular telephony, 10 of the 14 rural bilingual municipalities that are members of the AMBM (approximately 71%) will benefit directly from this same agreement:

- Rural Municipality of Montcalm (Letellier, Saint-Joseph, Saint-Jean-Baptiste)
- Rural Municipality of Taché (Landmark, Lorette, Sainte-Geneviève)
- Rural Municipality of De Salaberry (Otterburne)
- Town of Powerview-Pine Falls (Powerview, Pine Falls)
- Rural Municipality of Alexander (Saint-Georges)
- Town of Sainte-Anne
- Rural Municipality of Saint-Laurent (Saint-Laurent)
- Local Urban District of Notre-Dame-de-Lourdes
- Local Urban District of Saint-Leon
- Rural Municipality of Ellice-Archie (McAuley)





**ACCELERATING THE PRAIRIES’ SHIFT TO ZERO-EMISSION VEHICLES**

On February 11, 2022, Natural Resources Canada (NRC) announced an investment of \$300,000 in AMBM’s subsidiary, Eco-West Canada (EWC), as part of the Zero Emission Vehicle Awareness Initiative (ZEVAI). This funding would allow EWC to develop and deploy a series of webinars and workshops designed to increase and accelerate the shift to zero-emission vehicles on the Canadian Prairies.

For nearly 15 years, EWC has been the embodiment of Manitoba’s bilingual municipal leadership in the green economy across Western Canada. EWC’s primary mandate is to assist small and medium-sized Canadian municipalities and their communities in making and achieving their energy transition in a responsible and sustainable economic development perspective.

The department could not have chosen a better “vehicle” than EWC to lead this corporate project. In doing so, NRC is making a strategic choice to capitalize on the organization’s leading-edge expertise, local knowledge and credibility in the green economy in the greater Prairie region.

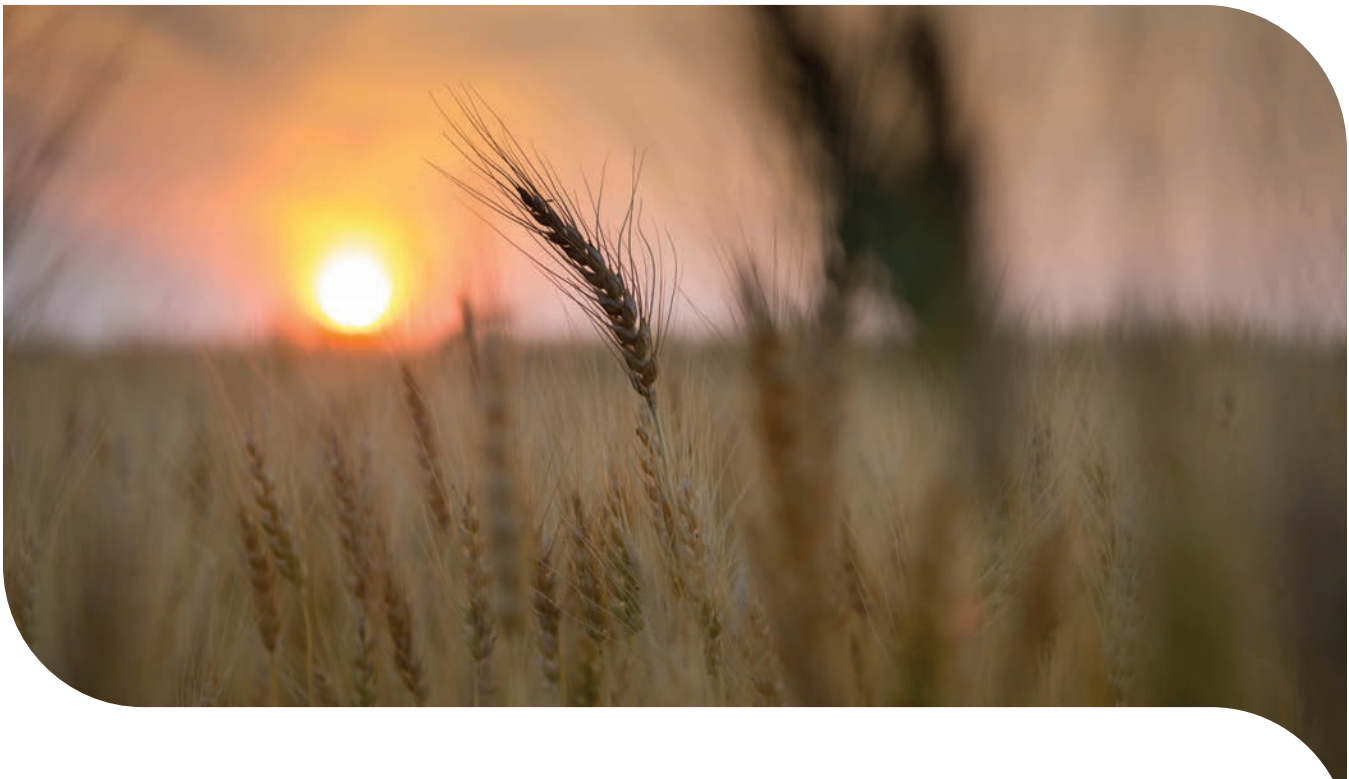
NRC’s investment in the ZEVAI fits perfectly with the vision of the Municipal Economic Recovery Strategy 2021-2024 as 80% of the infrastructure projects are related to sustainable development initiatives for an overall investment of \$222.4 million.

**CENSUS 2021: WORKING TOGETHER TO BUILD STRONGER, MORE PROSPEROUS FRANCOPHONE AND BILINGUAL COMMUNITIES**

In June 2021, during the launch of the 2021 census, the AMBM joined the Fédération des communautés francophones et acadienne du Canada (FCFA) and the Société de la francophonie manitobaine (SFM) to encourage citizens to read the questions on languages carefully and to answer them according to their reality.

The AMBM salutes the FCFA and its allies for their tremendous work in having new questions added to the census to better measure the French fact across Canada. In particular, these questions will allow us to count the number of children and youth who have the right to receive their education in French in the schools of the Division scolaire franco-manitobaine (DSFM) and other French first language schools across the country. The addition of these issues is a turning point for the sustainability of Official Language Minority Communities (OLMCs) and provides member municipalities with evidence to better support them.

The AMBM and its members work daily to strengthen the OLMC-municipal partnership. An accurate portrait of the French fact in Manitoba and Canada will allow us to target our actions in order to multiply the direct impact on the vitality of OLMCs and build even stronger, more inclusive and resilient communities together.



## CDEM

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# BOOSTING THE LOCAL ECONOMY

As an economic development engine serving Manitoba's bilingual municipalities, the CDEM offers rich programming in the areas of employability and immigration, community economic development, business support, youth and tourism.

Its services usually involve multiple face-to-face meetings, training and events with multiple stakeholders in bilingual communities.

# KEY ACHIEVEMENTS OF THE CDEM DURING THE PERIOD

## Business Support

The CDEM offers a multitude of services to Francophone and Francophile businesspeople who wish to use bilingualism as an added value in the economic development of Manitoba. Its business advisors offer their expertise for all the key steps involved in the creation and life of a business.

The 2021-2022 period generated the following results:

- Creation of 124 new businesses: 49 by women entrepreneurs, 11 by Métis entrepreneurs and 65 by immigrants whose projects leveraged \$1,084,500
- Creation of 275 new jobs
- Creation of 83 urban businesses leveraging \$4,025,500
- Creation of 41 rural businesses leveraging \$9,343,267
- Creation of 17 tourism businesses leveraging \$3,265,267
- Assistance in writing business plans: 65 interactions with aspiring entrepreneurs
- Provided advisory services to 578 clients
- Top Chrono-Pitch competition for entrepreneurs: the CDEM has reached its maximum of 7 participants



## Community Economic Development (CED)

The CED sector offers a range of services that it has refined over 25 years of experience in community project development.

The following table represents the actions that will lead to tangible results in 2021-2022 for the 15 bilingual municipalities in Manitoba:

2021	2022
15 bilingual municipalities served Population: 266 500 Number of bilingual people in Manitoba: 106 000	15 bilingual municipalities served Population: 266 500 Number of bilingual people in Manitoba: 106 000
3 investment attraction profiles 14 communities on Townfolio	2 investment attraction profiles 14 communities on Townfolio
23 completed community projects 23 under development	18 completed community projects 25 under development
\$ 580,200 invested \$3,620,962 generated by leverage	\$52,000 invested \$3,620,962 generated by leverage
8 strategic plans 158 partnerships	6 strategic plans More than 40 partnerships

Tourism

The CDEM's tourism sector is involved in several regional, provincial and federal projects to continue to support and encourage the development of bilingual tourism products and services in Manitoba. It provides support services to bilingual entrepreneurs and the 15 bilingual communities within the province. The tourism sector promotes tourism as an economic vector and is part of RDÉE Canada's pan-Canadian Francophone tourism corridor strategy.

*Bonjour Manitoba* is the trademark of the CDEM's tourism component. This brand highlights rural bilingual municipalities and their tourism products—unique products that reflect the distinctive heritage of Manitoba's Francophones and Métis.

1. BONJOUR MANITOBA PROGRAM



2. COMMUNITY ECONOMIC DEVELOPMENT AND TOURISM PROJECTS SUPPORTED BY THE CDEM IN 2021-2022

ALEXANDER

- Traverse Bay Boat Ramp
- Study of the needs for the development of municipal lands

DE SALABERRY

- Rural Municipality Industrial and Commercial Zone
- Renovations to the Saint-Malo Arena

ÎLE-DES-CHÊNES

- Wildlife Haven Educational Program

LA BROQUERIE

- Pioneer Trail
- La Broquerie Golf: take-out sales
- Masagana Flower Farm & Studio
- Expansion of Les P'tits Brisous daycare

NOTRE-DAME-DE-LOURDES

- Construction of a 55+ residence
- Aspen Winds/Vents de tremble: bilingual website
- Business Park

POWerview-PINE FALLS

- Renovation study for the community pool

RITCHOT

- A Maze in Corn: tubes, slide and equipment
- Prairie Berry: experiences with charcuterie and jam
- Daycare

SAINTE-AGATHE

- New website for Sainte-Agathe CDI
- Development of Cheyenne Park

SAINT-AMBROISE

- Camping Surfside Beach: website and development

RIEL DISTRICT

- Opening of daycares in Windsor Park, Saint-Vital, Transcona, Sage Creek
- Nonsuch Brewery: beer and Franco-Métis experience
- Prairie Gal Fishing: dog sledding excursion
- Prairie Vélo: adapted bike tours
- Kilter Brewery: creation of bilingual videos
- Maison Gabrielle-Roy: theatrical play
- Maison des artistes: strategic planning
- Creation of a multimedia studio
- Promotion of the Francophone daycare at USB
- Publication of a magazine on sustainable development
- Expansion of a new Centre Flavie-Laurent
- Construction of a Welcome Centre at the CCFM
- La Vérendrye Park
- Vermette Park

SAINTE-ANNE

- Dawson Road: Dawson Museum, online store
- Dawson Trail Farm House: experiences and workshops

SAINT-GEORGES

- Support with the museum and the online store
- Borealis Beading: experience and videos of beading workshops

SAINT-JEAN-BAPTISTE

- Construction of a picnic shelter
- Spirit of place

SAINT-GEORGES

- Saint-Joseph Museum: Design and construction plan

SAINT-LAURENT

- Métis Heritage Centre
- Saint-Laurent Beach kiosk
- Starlink bandwidth in Saint-Laurent
- Renovation of the seniors' residence

SAINT-LAZARE

- Fort Ellice: site development, fundraising and first nations engagement
- Daycare

SAINT-PIERRE-JOLYS

- CDC Saint-Pierre-en-Boom strategic planning
- B & B Sayzoons Métis experience
- J'em Nature
- J'em Bistro: experiences and picnic
- Lucky Luc's Bar and Grill: online sales
- Volunteer bank for the village
- EDAM training modules 1 and 2

SOMERSET

- CDC Somerset strategic planning
- Training: What is a CDC?
- Business retention and expansion survey





TACHÉ

- Municipal strategic planning
- Training: What is a CDC?
- Centre of Canada: secondary plan and water and hydro installation
- EDAM training modules 1 and 2

OTHER PROJECTS

- Universal Broadband Fund (Rural Municipality of De Salaberry, Rural Municipality of Taché, Rural Municipality of La Broquerie, Village of Saint-Pierre-Jolys, Local Urban District of Sainte-Agathe, Town of Sainte-Anne, Community Development Corporation (CDC) and Rural Municipality of Saint-Laurent
- Arthécom strategic planning
- Strategic planning Southeast Chamber of Commerce (Sainte-Anne, Ritchot, Taché)
- Buy Local workshop (De Salaberry, Taché, Alexander)
- Development of a salary scale for EDO (EDAM)

Employability

The CDEM offers employability programs designed to help Francophone individuals obtain and maintain employment in Manitoba. Each program helps develop employability skills such as resume and cover letter writing. Interview techniques and other tips for successful job searching in Manitoba are also offered by the CDEM.

Review of actions in 2021-2022:

1. ADAPTED SERVICES

- 14 people received employability training
- 6 people got a job
- 8 people are still in training

2. EMPLOI POUR TOUS (EMPLOYMENT FOR ALL)

- 41 participants trained in employability
- 33 participants found a job, 4 returned to school
- Success rate: 80%

3. DESTINATION EMPLOI (DESTINATION EMPLOYMENT)

- 24 youth trained in employability: 5 weeks of training and 11 weeks of internship
- 7 new employers

4. PASSEPORT EMPLOI (EMPLOYMENT PASSPORT)

- 50 clients trained in employability
- 40 people got a job after the training
- Success rate: 80%

5. PROGRAMME PANCANADIEN DE MENTORAT (PAN-CANADIAN MENTORSHIP PROGRAM)

- Project carried out in partnership with SÉO Ontario and SDÉCB
- 17 candidates placed in businesses
- 21 businesses participated in the program

6. PRE-DEPARTURE SERVICES

- 23 immigration candidates were taken in charge

7. ESPACE EMPLOI (JOB FAIRS)

- October 14, 2021 to March 17, 2022
- Approximately 117 participants
- 40 employers
- Over 500 job interviews conducted

Immigration

The mandate of the CDEM's Employability and Immigration sector is to work with qualified Francophone candidates. The CDEM promotes the Invitation to Manitoba component of the MPNP to the Francophone community in Manitoba and supports the immigration process for all eligible Francophone clients.

In 2021-2022:

- 410 candidates participated in an exploratory visit
- 332 applications were approved
- 500 candidates visited the CDEM booth at the Destination Canada trade show
- Over 29,000 views were generated on Facebook and 6,000 registrations were received for the “How to Immigrate to Manitoba” online workshop
- A video testimonial was made with Julie Cordova about the exploratory visit





Youth

The CDEM’s youth sector is constantly developing a rich program aimed at stimulating the entrepreneurial spirit of Manitoba’s young Francophones and Francophiles, starting at the age of 9.

In 2021-2022, the CDEM had resounding successes within the 7 programs it deploys in this sector:

- 1. SCHOOL PROGRAMS: FINANCIAL LITERACY, ENTREPRENEURSHIP AND CAREER DEVELOPMENT**
  - 140 school programs
  - 2,298 participants
  - 23 schools/3 school divisions
  - Programs delivered in partnership with Apprentissage Illimité/aha Learning, JA Manitoba and Caisse F.G.
- 2. CAREERS AND TRADES**
  - World of Choices: a day of exploring careers presented in virtual mode
- 3. ENTREPRENEURSHIP CAMP**
  - 1 virtual camp
  - 3 participants
  - 3 micro-businesses
- 4. PITCH COMPETITION**
  - 3 young entrepreneurs participated in the pitch competition, 2 of them in rural areas
- 5. BUSINESS IN THE SUMMER**
  - Creation of 14 businesses: 18 people enrolled in the program
  - Participation of 9 women and 9 men, including 12 people considered to be from visible minorities

6. CANAL DES JEUNES ENTREPRENEURS DES MINORITÉS VISIBLES (VISIBLE MINORITY YOUTH ENTREPRENEUR STREAM)

- Creation of a board of directors with 5 members (4 virtual meetings)
- 16 members recruited in total
- 3 to 4 networking events/workshops/trainings conducted by the Canal with other organizations

7. SELF-EMPLOYMENT (SE) PROGRAM

- 4 businesses created: 5 people registered
- Continuity of the program, 5 participants per year



Large-Scale Projects

In 2021-2022, the CDEM supported the following large-scale projects:

1. DIGITAL INFRASTRUCTURE

- Partnership with Valley Fiber
- 8 municipalities have signed a connectivity agreement and three more have expressed interest
- Over \$100 million in direct infrastructure investment in Manitoba's bilingual municipalities
- Starlink Internet Connection in the Rural Municipality of Saint-Laurent

2. FORESTRY PROJECT

ALBERTA BIOCHAR INITIATIVE

- With the transfer of technology from a Horse Lake First Nations partner, the forestry project has generated wood waste solutions.

SPRUCE BUDWORM

- Special attention was given by the working group to map and track the spruce budworm infestation in Manitoba. A technical committee representing the 4 First Nations was formed in order to streamline the decision-making process.

Marketing and Communications

The CDEM Marketing and Communications team was active in 2021-202 in supporting projects in the various business areas, including the following:

FACEBOOK

- 5,646 subscribers (22% increase)

YOUTUBE

- 33 videos produced
- 36,700 views

NEWSLETTER

- Creation of a new monthly newsletter
- 1,450 subscribers

CDEM.COM

- New website launched in June 2021
- 63,754 visits to the site

CDEM 25TH CELEBRATIONS - PIONEER RECOGNITION

- Diane Dubé, Saint-Georges
- Paul Grenier, Saint-Leon
- Jeannot Robert, Sainte-Agathe (posthumous)
- Rénaud Parent, Saint-Joseph
- George Rajotte, Winnipeg
- Gilbert Robert, Winnipeg (posthumous)
- Production of 7 video clips with key people in the history of the CDEM



# OUR BEST WISHES FOR RETIREMENT TO LOUIS ALLAIN

At the helm of the CDEM since 2007 as Executive Director, Mr. Louis Allain will leave his position in the fall of 2022 to take a well-deserved retirement.

A great builder of Manitoba's Francophone community for the past 15 years, Louis has been a great force within the CDEM and the entire AMBM Group. He has led the economic development engine of Manitoba's bilingual municipalities to many accomplishments using his skills as a visionary, a developer and a diplomat.

On behalf of Manitoba's bilingual municipal leadership, we thank him most sincerely for his many years of dedicated service and for his important legacy of making a positive difference in the prosperity of our member municipalities.

Energetic, passionate and young at heart, Louis will begin his active retirement to put his business acumen and strategic thinking to good use in the field of international trade. We wish him a bright future and the best of success in all of his projects.



# EWC

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## STIMULATE GREENING OF MUNICIPAL GOVERNMENTS

Since 2008, Eco-West Canada (EWC) has assisted dozens of communities in the development of their GHG emission inventories and climate change local action plans (CCLAP).

Municipal governments also rely on EWC to support them in the planning and implementation of major green economy projects. In all of its work, EWC ensures that innovative technologies from Manitoba and Canadian companies are used to support sustainable development that meets the needs of the present without compromising the ability of future generations to meet their own needs. EWC actively supports the goal of carbon neutrality so that our economy does not emit greenhouse gases or offsets its emissions, including measures such as planting trees or using technologies that can capture carbon before it is released into the air.



# EWC'S KEY ACHIEVEMENTS DURING THE PERIOD

## Transportation - Zero Emission Vehicles

Total value of zero-emission vehicle projects supported by Eco-West Canada: \$3,077,523

- 31 Level 2 charging stations installed and active in 13 Manitoba municipalities.
- Funding from Natural Resources Canada for the installation of 100 Level 2 charging stations across Manitoba and Saskatchewan.
- Zero Emission Vehicle Awareness Initiative.
- Request for Funding for Municipal Fleet Optimization in the Municipality of North Battleford
- Funding request for Stonewall and Area Mobility Services.
- Development of the South East Transit regional and interregional transportation initiative in Manitoba.



## Circular Economy

Total value of waste diversion projects supported by Eco-West Canada: over \$20 million

- Supported the completion of the Dunnottar feasibility study for technology options and regional waste diversion opportunities.
- Part of the provincial team developing a pilot project for appliance recycling.
- EWC appointed by the Province of Manitoba as the measurement and evaluation service provider for the first ever Green Impact Bond.

## Energy Efficiency

Total value of energy efficiency projects supported by Eco-West Canada: over \$25 million

- Application to PrairiesCan for funding for a pan-Prairie project with QUEST (national), MCCAC (Alberta), CEA (British Columbia), under the Net Zero Communities Acceleration Program.
- Established a two-year contract with Efficiency Manitoba, Rural Municipality of De Salaberry, Village of Saint-Pierre-Jolys and Local Urban District of Notre-Dame-de-Lourdes (Rural Municipality of Lorne).
- Development of a community effectiveness funding initiative between the AMBM and the Federation of Canadian Municipalities (FCM).

## Some Future Projects

### TRANSPORTATION ELECTRIFICATION

- Installation of over 150 charging stations by 2024.
- Electric vehicle awareness campaign in Manitoba and Saskatchewan.

### SOUTHEAST MANITOBA TRANSPORTATION PROJECT

- Feasibility Study: Partnership with the Rural Municipality of Piney, located east of the Red River and south of the Trans-Canada Highway. A project that will affect 14 municipalities and First Nations (total population of 60,000).

### GREEN IMPACT BOND/EWC PROJECT MANAGER FOR THE PROVINCE OF MANITOBA

- Advanced technology for the transformation and reuse of organic materials.
- Development of an approach to quantify greenhouse gas (GHG) emissions for the possible sale of carbon credits.

### ENERGY EFFICIENCY

- Net Zero Communities Accelerator Program.
- Energy efficiency advisor for three bilingual municipalities (Notre-Dame-de-Lourdes, Saint-Pierre-Jolys, Rural Municipality of De Salaberry).

### STRATEGIES FOR MOVING MUNICIPALITIES TOWARDS CARBON NEUTRALITY

- Make incremental improvements.
- Use standardized tools and measurements.
- Document sustainable practices.
- Monitor performance.
- Share best practices.
- Global vision and local values.



# MAP OF MANITOBA'S BILINGUAL MUNICIPALITIES

- |                                       |                                                  |                                     |
|---------------------------------------|--------------------------------------------------|-------------------------------------|
| 1 Rural Municipality of Alexander     | 6 Rural Municipality of Ritchot                  | 11 Town of Ste. Anne                |
| 2 Rural Municipality of De Salaberry  | 7 Rural Municipality of St. Laurent              | 12 Local Urban District of St. Léon |
| 3 Rural Municipality of Ellice-Archie | 8 Rural Municipality of Taché                    | 13 Village of St. Pierre-Jolys      |
| 4 Rural Municipality of La Broquerie  | 9 City of Winnipeg                               | 14 Local Urban District of Somerset |
| 5 Rural Municipality of Montcalm      | 10 Local Urban District of Notre-Dame-de-Lourdes | 15 Town of Powerview-Pine Falls     |



Government  
of Canada

Gouvernement  
du Canada



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ASSOCIATION DES MUNICIPALITÉS  
BILINGUES DU MANITOBA

ASSOCIATION OF MANITOBA  
BILINGUAL MUNICIPALITIES

T 204 289 4077  
E INFO@AMBM.CA

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

   @GroupeAMBM

AMBM.CA