



SEPTEMBER 1, 2010

## AMM SPONSORS CLER

**M**anitobans are taking a leadership role in combating climate change by raising community awareness and developing grassroots solutions, Local Government Minister Ron Lemieux and Conservation Minister Bill Blaikie announced on August 27.

Fourteen rural and urban centres are receiving funds under the four-year Community Led Emissions Reduction (CLER) pilot program. The funds help them develop and implement projects and activities to reduce greenhouse gases and support lasting change.

The \$3.5-million pilot program is being delivered in partnership with the AMM, Association of Manitoba Bilingual Municipalities, Conseil de développement économique des municipalités bilingues du Manitoba, Manitoba Hydro, local not-for-profit environmental organizations and the Federation of Canadian Municipalities.

The initiative has five stages and the participating communities have all completed the first three:

- *establishing an emissions inventory to show how many greenhouse gases are being emitted in the areas of energy, transportation and waste;*
- *setting emissions reduction goals;*
- *developing a local climate-change action plan with community input;*
- *implementing emissions-reduction projects and activities; and*
- *monitoring progress and reporting results.*

While the pilot program is currently limited to designated communities, other communities in the province interested in undertaking climate change measures can access tools and resources developed under CLER by visiting the program's website at [www.gov.mb.ca/ia/climate/index](http://www.gov.mb.ca/ia/climate/index). ■

## MUNICIPALITIES RELY ON CENSUS DATA

**O**n Thursday, August 5, 2010, President Dobrowolski had the opportunity to meet with Anita Neville, MP for Winnipeg South Centre, to discuss the Federal Government's decision to discontinue the mandatory long-form Census.

With supporting material from the Federation of Canadian Municipalities, President Dobrowolski explained that federal, provincial, territorial and municipal governments all use the data that is gathered on the long-form to target and evaluate the effectiveness of public services and investments. Municipalities use Census data, particularly long-form data, to target which resident groups and neighbourhoods require public services like immigrant settlement support, low-income housing, child care and transit.

Municipalities are concerned that replacing the long form with a voluntary survey will likely reduce the quality of the census data for two reasons.

- First, the response rate for a voluntary survey is much lower than for a mandatory survey. It is estimated that a voluntary survey will generate only 1.35 million responses, while the long-form questionnaire enjoys a response rate of 1.94 million responses.
- Second, the people who tend to rely most on many municipal programs, such as recent immigrants, aboriginal Canadians and those in lower socio-economic groups, are the very ones who would be least likely to fill out a voluntary survey. This will result in undercounting these population segments and reduce the quality of available information on these groups who are often hard to serve.

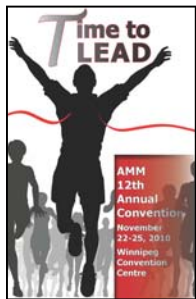
President Dobrowolski concluded his presentation by explaining that good quality data enables municipalities to do a better job serving taxpayers, and these changes in the census will likely hurt the quality of data available to AMM members.

*For most households, the long-form questionnaire requires on average less than 20 to 30 minutes to complete, and the average household will receive the long-form only once every 25 years.*



Furthermore, municipalities feel the value of this data needs to be weighed against what is asked of citizens to complete the long-form. For most households, the long-form questionnaire requires on average less than 20 to 30 minutes to complete, and the average household will receive the long-form only once every 25 years. ■

## Coming Events



**AMM 12th  
Annual  
Convention  
November  
22-25, 2010  
Winnipeg  
Convention  
Centre**

Visit our Convention web page for agendas, keynote speakers, Gala details, and much more!

[www.amm.mb.ca/  
events\\_convention.html](http://www.amm.mb.ca/events_convention.html)

### Heavy Duty Departures: How Municipal Leaders Are Reducing Fleet Emissions

FCM will hold webinars this fall for municipal fleet managers who wish to reduce heavy duty vehicle emissions.

**English webinar: Thursday, September 16, 2010, 12:00–1:30 p.m. EDT**

**French Webinar: Thursday, October 7, 2010, at 12:00–1:30 p.m. EDT**

**Description:** Rising fuel costs, the need to reduce environmental impacts and meet municipal GHG reduction targets, and growing evidence of the significant human health impact of criteria air contaminants have led many municipalities to “green” their heavy-duty diesel (HDD) fleets. This webinar will explore some of the innovative ways that municipalities are reducing the harmful emissions of their HDD fleet vehicles, including:

- *reducing fuel consumption*
- *retrofitting older diesel-powered vehicles*
- *switching to alternative fuels*
- *investing in new vehicle types and technologies*

Participants will have the opportunity to discuss the planning, implementation and evaluation of the fleet emission reduction measures that will be presented.

To register, visit: [http://  
www.surveymonkey.com/s.aspx?  
sm=N5dd7OTOVNSXu9qU\\_2foLBew  
\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=N5dd7OTOVNSXu9qU_2foLBew_3d_3d)

## Notices

### Application for ICCI 2011

As of September 7, 2010, the Invest Canada-Community Initiatives (ICCI) component of the Global Commerce Support Program will be accepting applications from Canadian communities seeking financial support for their foreign direct investment initiatives for the 2011 calendar year.

**Applications must be submitted  
before midnight (Pacific Time),  
October 15, 2010.**

Visit our website at [http://  
www.international.gc.ca/icci-icic](http://www.international.gc.ca/icci-icic) for more info on how to apply, program eligibility and evaluation criteria.

### Nominate a Community

The 2010 Canadian Rural Revitalization Foundation (CRRF) annual policy conference, *On the Bright Side: Rural Canada Works*, hosted by Rural Development Institute (RDI), takes place October 14-16, at the Royal Oak Inn in Brandon. This national conference will focus on rural communities and their futures, highlighting approaches, policies, and projects that are making a difference across rural Canada.

In partnership with Statistics Canada, conference organizers are asking each conference registrant to nominate one rural community considered to be successful. The Rural Research Group at Statistics Canada will document how each community fared relative to its peers in the study.

The overall objective is to test our perception of a “successful” community relative to simple statistical indicators.

Deadline for nominations is September 10th. Please forward nominations to:

**Bev Lischka,  
Administrative Assistant  
Rural Development Institute  
e-mail [lischkab@brandonu.ca](mailto:lischkab@brandonu.ca)  
Phone 204-571-8515  
Fax 204-725-0364**

**For more information about *On the  
Bright Side: Rural Canada Works*, visit:**

**[http://www2.brandonu.ca/  
organizations/rdi/crrf2010english.asp](http://www2.brandonu.ca/organizations/rdi/crrf2010english.asp)**

## Notices

### Beverage Container Recycling

The Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit association committed to the environment and focused on meeting and exceeding the government’s goal of recycling 75% of all beverage containers purchased by Manitobans. CBCRA members include the brand owners and distributors of the beverages we consume every day, who share a commitment to being responsible and increasing recycling rates in Manitoba.

The CBCRA will supply, on request, beverage container bins to municipalities for use in parks, arenas, community centres, streetscapes, and other public spaces. The CBCRA will cover the cost of the bins as well as transportation to the municipality. In turn CBCRA will require, in writing, the locations for the bins and where the material will be taken after collection, to ensure efficient delivery of the program.

For more info, or to place a request, contact Nicholas Clark at 204-942-5490 or [nclark@cbcra-acrcb.org](mailto:nclark@cbcra-acrcb.org).

### Legacy Fund Deadline

The **Legacy Fund** provides local communities with financial support for a capital project that leaves the town with a legacy of a significant anniversary that takes place in 2010 or in the next couple of years. The anniversary celebrated must be of at least 100 years (or thereafter in increments of 25, such as 125, 150, etc.), and must commemorate a local historical event or pay tribute to a local historical personality. The Legacy Fund can provide up to 50 per cent of eligible expenses to a maximum of \$500,000.

**The next deadline for applications  
to the Legacy Fund is September  
30, 2010.**

For more information please  
e-mail [bcah-dcap@pch.gc.ca](mailto:bcah-dcap@pch.gc.ca) or call  
613-991-4298 or call toll-free 1-888-  
330-3018, or visit:

[www.canadianheritage.gc.ca/  
communities](http://www.canadianheritage.gc.ca/communities).