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BACKGROUND

In August 2002, under the visionary leadership of Mayor Brian Murphy, supported by the council at the time, an important milestone in Moncton's history was achieved when the *Declaration of Official Bilingualism* was adopted. It gave the City of Moncton and its residents official bilingual status, making Moncton unique in New Brunswick and the rest of Canada. This represented a concrete commitment by the City to explicitly recognize the equal status and rights of both official language communities. It promoted the City's most important cultural, social and economic asset. In short, it was a very conscious, deliberate and strategic choice to invite official bilingualism into City Hall. It is very clear that the City must be a model of respect for both official languages, so that community members are able to appreciate how the City, as a public institution and major employer in Moncton, deftly handles linguistic development and harmony in the only officially bilingual city in the country.

In addition to the first step towards achieving true equality between the two language communities, an ad-hoc committee was established to study the issue of bilingual commercial signage in 2010–2011. A letter of understanding¹ signed by the representatives of Downtown Moncton Centre-ville Inc., Enterprise Greater Moncton (now known as 3+), and the Greater Moncton Chamber of Commerce confirms the approach to bilingual commercial signage adopted by City Council. This approach promotes progressive entrenchment of the principles of official language equality in the businesses of Moncton; it actively encourages, supports and promotes, through Moncton businesses working together, awareness of the value and importance of using bilingual signage outside Moncton businesses and providing service in both official languages to better reflect both of our language communities. Bilingual commercial signage in businesses without bilingual service is far from a cure-all for equality in language planning in our city. More is needed, and this is why the above-mentioned letter of understanding takes a more participatory stance, calling all businesses to commit to achieving true equality between the two language communities.

This approach is more encouraged than required, with a holistic approach to language planning throughout the city. The proposed approach may not be perfect, but it has the definite advantage of encouraging collaboration between the City and residents, providing access to resources to promote the use of official languages rather than penalizing a lack of use.

We will go further by reaching out to each other than by trying to take away rights from each other. If we set ourselves this common goal and work together, we can and will do great things together.

Mathieu Wade, Sociologist
Université de Moncton
Astheure blog, March 2015

¹ Attached.

“Bilingualism” is, essentially, the philosophical belief in being bilingual. By embracing the choice we made to be a bilingual province within a bilingual country, and to live here and appreciate the richness of bilingualism, we’re exercising the right to practice that belief.

Brian Maude, resident of Saint John, NB
Facebook, August 2015

INTRODUCTION

In August 2012, the City of Moncton celebrated its 10th anniversary as an officially bilingual city. However, the linguistic harmony the City seeks and celebrates remains something that must be continuously cultivated and maintained. We all know that both of the City's official language communities have not only made huge contributions to the growth of the region, but they also have a lot to contribute in the future. Yet there are challenges. The Francophone community, which is in a demographic minority situation, continues to face the unique challenges, risks and perils of assimilation, which require special treatment designed to ensure true equality. Although considerable progress has been made on the issue of official languages since 2002, to commemorate the 10th anniversary, the City Council proposed creating a committee to focus specifically on the issue of true equality of these two language groups in our community.

This committee's task was to advise the city on the deliberate path towards progressively more equality in bilingualism, such that residents fully promote and cherish this value of true equality of official languages and the communities that use them.

The Committee members were appointed in spring 2013. The group is made up of residents and elected members: Christian E. Michaud (Co-Chair and resident), Paulette Thériault (Co-Chair and Councillor), Dawn Arnold (Councillor), Charles Léger (Councillor), Kelsey Bingham (resident), Aldéa Landry (resident), Blair Lawrence (resident, then elected to Council in May 2014), Valérie Roy (resident). The Committee is supported by various employees: Marc Comeau (Corporate Analyst, Strategic Initiatives), Catherine Dallaire (General Manager, Recreation, Parks, Tourism & Culture), Isabelle LeBlanc (Manager, Communications) and Nicole Melanson (Manager, Communications and Bilingual Services).

MANDATE

On July 16, 2012, Council adopted the following motion, which states the committee's mandate:

The role of the "Bilingualism in Moncton" Committee is to define the meaning of equality with regards to bilingualism at the municipal level and make recommendations to City Council no later than August 2013 regarding practical measures City Council and the Corporation of the City of Moncton could undertake to advance the City of Moncton as a truly bilingual city.

COMMITTEE BACKGROUND

The committee filed a preliminary report in August 2013, which was received and ratified by City Council. Council also supported the committee's recommendation to adopt a guiding principle, which has since been the cornerstone for the committee's discussions and the relevant initiatives brought in by the city.

« Moncton est une collectivité unique, qui appuie et célèbre les deux langues officielles et les deux communautés linguistiques, qui promeut la valeur et la source de fierté qu'elles représentent grâce à leurs cultures uniques, et qui cultive un sentiment d'appartenance et d'égalité réelle pour tous ses citoyens. »

"Moncton is a unique community that supports and celebrates the two official languages and linguistic communities, promotes the value and source of pride they represent through their unique cultures and fosters a sense of belonging and true equality for all of its citizens."

In fall 2013, the committee set a work plan for its activities and participated as a stakeholder in reviewing the Street and Trail Naming Policy². Thanks to feedback from this committee, the new policy, adopted by City Council in May 2014, includes the following statements, among others:

1308.03.3. It is important to the City of Moncton to support and celebrate the two official languages and linguistic communities, promote a value and source of pride that they represent through their unique cultures, and foster a sense of belonging and true equality for all of its citizens. Names selected for its public streets, trails and civic facilities shall reflect and celebrate the historical, cultural, ethnic and linguistic characteristics of the community, and citizens shall have an opportunity to contribute to the naming process.

1308.03.4. Further to Policy Statement 3, it is the City's goal to approve the use of names such that the following ratios regarding languages are achieved on a yearly basis:

*45% English;
45% French; and
10% other languages.*

Accordingly, the city is committed to ensuring that all future place names in the city are chosen based on these percentages. It is also important to re-establish a balance between languages, because the current place names disproportionally represent the English-language community.

In December 2013, the committee also received a presentation on the history of official languages by the city.

² Policy available online at www.moncton.ca

CONSULTATION PROCESS

In winter 2014, the committee launched a consultation process with key contacts in the community and specialists in the fields of official languages, ethnolinguistics, language minorities and language planning.

Subject matter experts

The first step was to ask nine subject matter experts to answer the following questions, divided into the four themes in the guiding principle:



1. Equality

- How can true equality be defined in a minority language setting (distinction between equality and equity)?
- How could the City explain, justify or provide distinct support for programs, activities, etc. being conducted in the minority language?
- How do we address the issue of equality/equity in municipal policies?
- Key objective(s):
 - i. *Distinguish between equality and equity*
 - ii. *Allow open, honest, and respectful discussion on the importance of supporting minority language settings*

2. Support

- How could the City work (develop approaches), beyond its institutional obligations, with residents and within the business community?
- Key objective(s):
 - i. *Carry out an in-depth review of the applicable municipal policies*
 - ii. *Create a roadmap for the city (short-, medium- and long-term)*

3. Celebration

- How could the City promote the organization of authentic activities that would allow the two linguistic groups to interact without running the risk of undermining the minority language?
- When awarding grants, how can the City also encourage community organizations to respect its residents' values in relation to official languages?
- Key objective(s):
 - i. *Promote bilingualism*
 - ii. *Instill pride in citizens*
 - iii. *Provide relevant resources to community organizations so as to promote the values and benefits of bilingualism*

4. Sense of belonging

- As an officially bilingual organization, how could the City foster a sense of belonging among its residents with respect to bilingualism?
- How could the City promote/distinguish between the concepts of culture and language (with language as a means of communication)?
- What role does the City play in forming identity, particularly concerning official languages as a cornerstone?
- Can the sense of belonging become a motivating factor for those having to learn a second language?
- Key objective(s):
 - i. *Create opportunities conducive to encouraging a sense of belonging*

A summary of the answers received is included in Appendix 2; this document was reviewed and accepted by the committee in late May 2014.

Recommendations

The experts' contributions led to excellent discussions among committee members and were used to develop recommended actions, with the goal of consulting various target stakeholders and the public.



- Explain the difference between the concepts of equality and equity.
- Encourage francophone and anglophone communities to come together in a common vision of linguistic and cultural harmony by requesting ideas on how to accomplish this.
- Encourage dialogue on the similarities and differences between "being Acadian" and "being francophone" in Moncton.
- Ensure the legislative and regulatory framework for official languages is always fully respected; ensure all levels of services can be provided in both languages by establishing a policy and/or procedure for analyzing

the effect of policies, programs and services on official language promotion, in order to eliminate systemic barriers.

- e) Contribute to a better understanding of bilingualism and duality by ensuring all internal and external city communications are consistent with values of duality.
- f) Strengthen exchanges with francophone communities in Canada and internationally.



- a) Launch an awareness campaign directed at all residents to highlight the cultural and economic benefits of bilingualism for the community.
- b) Define the context, namely, the difference between celebrating bilingualism and protecting the minority language.
- c) Launch an internal awareness campaign to remind City employees of the benefits of bilingualism for the community; this will improve customer service. Where possible, encourage employees to work in their mother tongue, which will inspire creativity and more natural and efficient productivity.
- d) Create a guide and/or checklist to help sports, cultural or other groups and consultants hired by the City to provide equal-quality services in both official languages.
- e) Establish an internal and interdepartmental committee to ensure coordination and a general view on official languages for the city (planning, accountability, guiding services and those providing them, etc.).
- f) Create a policy or process to ensure all relevant contracts between the City and a third party include a language clause that transfers the responsibility for providing services in both languages to these subcontractors.
- g) Encourage the main sources of non-community cultural products (movie theatres, bookstores, sports centres) to offer a significant number of products in French.
- h) Promote the establishment of specialized businesses and institutions in the language industry.



- a) Look for positive and creative ways to celebrate bilingualism.

- b) During existing cultural events, strengthen the presence of both languages and the increasing presence of multiculturalism in Moncton.
- c) Encourage bilingualism in performances and extracurricular/sports activities in the community; offer tools to community organizations.
- d) Develop a formal policy for bilingualism when granting financial or other support of any kind to community groups, e.g., by contributing to translation costs or referring them to resources.
- e) Aim to have community event programming that celebrates the two official language communities jointly and alternately.
- f) Promote the online community calendar (moncton.ca) and/or use social media to promote activities that could interest either one of the two official language communities.
- g) Create an award to recognize individuals, organizations/businesses and City employees who show excellence in promoting and/or supporting bilingualism.



- a) Promote community activities generally attended by only one language community (e.g., French-language activity in anglophone communities and vice versa).
- b) Use social media to promote bilingualism as an asset.
- c) Support opportunities for exchange between the anglophone and francophone cultural spheres to encourage open-mindedness.
- d) Encourage the development of a dynamic, dense downtown that serves as an intercommunity meeting space.
- e) Add an *Official Languages* category under *Issues* on the *Council/Committee Report* form to ensure City policy on official languages is considered for all projects presented to City Council.

Public event

On October 22, 2014, the committee presented a joint activity with the Frye Festival, which was the recipient of an award from the Commissioner of Official Languages of Canada, Graham Fraser. Katherine d'Entremont, the Commissioner of Official Languages for New Brunswick, was also present as a special guest to support the committee's efforts and to congratulate the Frye Festival.

During this evening, the committee publicly unveiled the proposed actions (listed above), as supported by the two commissioners, who work to promote official languages and respect for the constitutional rights of citizens.

The members of the public in attendance provided feedback on the proposed ideas and concepts; committee members had the opportunity to participate in animated discussions.

Meeting with stakeholders

The committee made a list of about thirty stakeholders who could be affected by, or interested in, the equality of Moncton's two language communities. Submissions were received from, and meetings were held with, representatives of the following groups over a period of four months:

Internal	External
<ul style="list-style-type: none">✓ Human Resources✓ Parks and Leisure✓ Culture✓ Heritage✓ Events✓ City Clerk✓ Urban Planning✓ Economic Development and Immigration	<ul style="list-style-type: none">✓ Capitol Theatre✓ Public Library✓ Greater Moncton Chamber of Commerce✓ Interest groups✓ Minor hockey associations

The initial recommendations from these meetings were categorized under two approaches: values for the city and community, and measures to implement.

Overall, the internal and external groups indicated that bilingualism successfully occurs rather naturally and informally in their operations, without there being a more formal written policy. However, none were opposed to the idea of establishing a formal language policy, especially one that would result in the deployment of services and resources from the city to better support these organizations in achieving true equality of the two official language communities as part of their operations.

Case studies

At the above-mentioned meetings, the committee confirmed the various stakeholders' support for and/or acceptance of the proposed approach to bilingualism with the goal of promoting and celebrating this community asset. A few case studies are presented below.

SPORTS COMMUNITY – Both minor hockey associations (Moncton and Lewisville) said they form teams by taking into account many factors/criteria, including the children's language, to ensure their integration into the team and their well-being, encouraging children to interact in French and English, and making sure there is at least one bilingual coach (as often as possible, depending on the availability of volunteers). The languages spoken by the volunteers and players seem to be a good representation of the population. They said that there were no major barriers to overcome, and that teams from other areas who participate in tournaments in Moncton have not reported any significant language challenges.

These two associations were open to suggestions, such as **adding a field on the registration form to confirm the preferred language of the registered child's family** (e.g. for exogamous families) and **providing free translation services for the associations' documentation through the City's already existing services. Such services would be welcomed and greatly appreciated by all organizations.** Overall, the current "unofficial" approach seems to work due to the generally open attitude of Moncton residents, but everyone believes that to better promote and achieve true equality of the two official languages, they need access to **concrete tools**. The two above-mentioned concrete measures can be easily implemented and were supported by all sports associations consulted.

ECONOMIC/BUSINESS SECTOR – Although it is always possible to improve the bilingual services provided by the City, the impression that committee members got from investors setting up in Moncton was positive overall for dealings with City Hall (recent successes show a bilingual workforce accessible in their preferred language).

The awareness campaign for bilingual commercial signage is ongoing, with the deployment of concrete tools, the implementation of voluntary measures and commitments from a public–private sector collaboration, and support from City resources made available to the business community. This seems to be the business sector's preferred method; entrepreneurs are more committed when the advantages of official bilingualism are promoted, rather than the addition of punitive restrictions and legislative sanctions. This philosophy supports the suggestion of **creating a campaign that promotes both official languages as a key asset in economic prosperity and growth, while providing concrete resources to support the private sector and ensure the most complete bilingual language management both outside and inside of businesses.**

For example, the new American retailer Cabela's worked closely with the City starting more than a year before opening its store in May 2015. Concretely, Cabela's used City resources to help with translation of its outside and inside signage, catalogue, and recruitment of bilingual employees (e.g. by posting information on the recruitment process in both languages on its website).

The committee believes that the City is responsible for acting as a leader and showing initiative by approaching businesses opening in the area, so they not only appreciate the existence of the two language communities, but also truly promote both official languages. The City should accomplish this not just through legislative means with required sanctions for outside commercial signage, but also through awareness and concrete support from the City to help businesses develop internal tools in their language of operation.³ The focus should be on an internal culture change among employees in businesses to ensure that they are aware of the sociolinguistic situation in the region and act accordingly.

There is also the Province's and City's mandate to attract more francophone immigrants, since bilingualism (and the affordable cost of living) makes us stand out. We need to promote our assets and use them to their full advantage!

CULTURAL/EVENTS SECTOR – The cultural sector is very dynamic in Moncton, and its "products" are varied. **Public establishments like the Capitol Theatre and the Moncton Public Library offer a broad range of activities in both languages.** The Theatre pointed out that certain artists now put on shows in their second language to

³ See the *Measures to implement* section of this report.

share their work with a larger audience. The Library confirmed that children's French books are frequently borrowed, often for children in the French immersion program.

The community organizers of major events are not only very aware but also very open to promoting their festivals in both languages, with the City's unwavering support and encouragement.

Remarkable progress has been made in the past ten years. For example, to be inclusive and respectful of the population, the promoter of the AC/DC concert (September 2015) on the Magnetic Hill Concert Site, with whom the City has been dealing since the first concert on this location, the Rolling Stones in 2005, decided to be proactive in engaging local francophone media, by publishing bilingual press releases and providing a francophone spokesperson to participate in interviews.

The organizers of several small festivals welcome the City's support with open arms to help translate key promotional components. **Therefore, the committee believes it is beneficial for this approach to translation services to be included in a concrete policy; it promotes compliance with appropriate language management during signature events.**

MEASURES TO IMPLEMENT

Based on the discussions and comments received, the committee is proposing several concrete methods to promote bilingualism and real equality of the two language communities in Moncton. *Note that studying the potential financial effects of the recommendations is beyond this committee's mandate. If City Council decides to proceed with our recommendations, we recommend that they first mandate City staff to study the potential financial effects.*

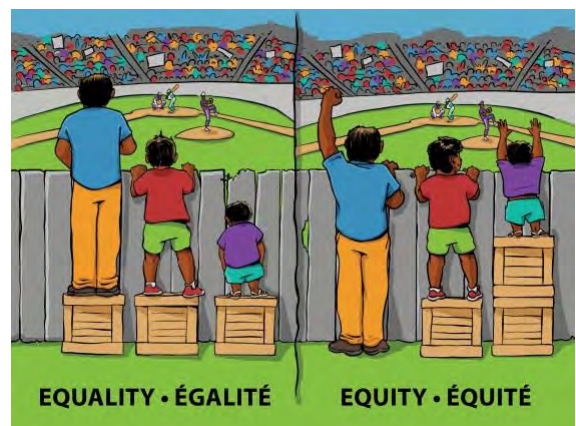
The committee recognizes that a certain number of resources (human, financial or other) need to be invested to implement these measures, and that the City will have to allocate these resources fairly, efficiently and appropriately. Remember, bilingualism is an informed choice that must be supported appropriately. Recognizing a second official language increases quality of life, economic development and culture in the community, benefiting all residents, whether they are bilingual or not.

In the committee's opinion, the concrete measures proposed below are a strategic cornerstone, or even the beginning of a roadmap, which could be included in a more complete policy on language planning throughout the city, in both the public and private sectors. At the same time, we recognize that the concrete measures and initiatives need some latitude and flexibility, so the City can adapt and make adjustments as certain files and situations change. A language planning policy that includes an implementation plan and cost breakdown with specific financial resource assignment remains the best way to ensure respect for both language communities and a sure path to true equality.

To clearly define the concept of *true equality*, the committee finds it needs to distinguish between *equality* and *equity*, and proposes the following definition:

Taking into account everyone's distinct needs to ensure the vitality of both language groups, not one at the expense of the other. Promoting inclusive quality of life based on coexisting cultures, thus allowing citizens to act as co-owners of the bilingual experience in our community, so that everyone feels comfortable in the official language of their choice.

Definition: true equality



Source:
interactioninstitute.org • madewithangus.com

THEME	RECOMMENDATIONS	MEASURES/ACTIONS	SCHEDULE
EQUALITY	Develop an action plan	✓ Review and categorize the actions proposed by the committee (listed above).	2016-2017
		✓ Update the City's official language policy.	2016-2017
	Draft a language management plan <i>Accent should not be considered when measuring a person's ability to speak a language, as long as the person can be understood.</i>	✓ In its area of responsibility, the City will give special consideration to official languages in order to promote this asset in the community (make bilingualism an operational requirement in all relevant decisions the City makes).	2016-2021
		✓ Incorporate this plan in the City policy on official languages.	
SUPPORT	Provide support to community groups (sports, culture, etc.) to help them translate documents	✓ Develop guidelines.	2016-2017
		✓ Promote this support.	2016-2017
		✓ Establish a formal policy on official languages for organizations that receive City grants (e.g. ask recipients to submit a copy of their poster with the final report to count how many organizations promote their activity in both official languages).	2016-2018
	Establish a formal awareness process for businesses	✓ Create supporting tools to promote the economic benefits of bilingualism.	2016-2021
CELEBRATION	Create an information kit with tips and guidelines <i>In order to promote and nurture true bilingualism, each linguistic group needs to feel included and welcomed into each other's cultural events.</i>	<ul style="list-style-type: none"> ✓ Distribute it to event organizers and other stakeholders to facilitate discussion with and participation of both language communities. ✓ Produce a draft, which will be tested at the Canadian Francophone Games (2017), then finalized and distributed in 2018-2019. ✓ Create a checklist of event organizers' efforts/actions to collect statistics—and make adjustments as needed to City policies or the support the City provides groups. 	2016-2019

THEME	RECOMMENDATIONS	MEASURES/ACTIONS	SCHEDULE
SENSE OF BELONGING	<p>Create a community campaign promoting the value of both linguistics groups</p> <p><i>(with Dialogue NB)</i></p> <p><i>Promote francophone culture, beyond Acadian heritage.</i></p>	<ul style="list-style-type: none"> ✓ For the public and City employees: maximize use of the website and social media to debunk myths and inspire open communication and mutual respect between the two language groups. ✓ Planning and production 2016–2017, distribution 2017–2018. ✓ Establish a policy and/or a procedure for analyzing the effect of policies, programs and services on official language promotion, in order to eliminate systemic barriers. 	2016-2018

OVERALL RECOMMENDATIONS⁴

1. City Council should receive this report.
2. City Council should instruct staff to study the implementation of this report to ensure appropriate assignment of human and financial resources to the proposed measures.
3. City Council should support a review of and update to the city policy on official languages in 2016–2017 to take into account the findings of this report.
4. City Council should dismiss committee members and dissolve the committee, since its mandate has been fulfilled.

⁴ Submitted to City Council vote.

Appendix 1

Letter of understanding on bilingual commercial signage



December 20, 2010

Le 20 décembre 2010

LETTER OF UNDERSTANDING ON BILINGUAL COMMERCIAL SIGNAGE IN MONCTON

As a community that is proud of its linguistic diversity, we are committed to ensuring that both English and French-speaking residents and visitors to the city of Moncton have a sense of belonging not only from our governmental institutions, but also in the physical landscape that signage creates in our community.

We support Moncton City Council's adopted recommendations that recognize the importance of encouraging increased bilingual signage to better reflect the linguistic reality of our city.

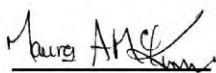
It is with this notion that, as organizations affiliated with the commercial sector, we are committed to collaborate with the municipality in a formal partnership for the purpose of developing a strategy that actively encourages, facilitates, assists and promotes to Moncton-based businesses the value and importance of incorporating bilingual signage.

LETTRE D'ENTENTE SUR L'AFFICHAGE COMMERCIAL BILINGUE À MONCTON

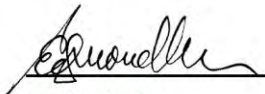
En tant que collectivité fière de sa diversité linguistique, nous sommes engagés à veiller à ce que les résidents et les visiteurs francophones et anglophones de la ville de Moncton aient un sentiment d'appartenance, non seulement des institutions gouvernementales, mais également dans le paysage que l'affichage créé au sein de notre municipalité.

Adoptées par le conseil municipal, nous appuyons les recommandations qui reconnaissent l'importance d'encourager l'utilisation plus fréquente d'affiches bilingues, dans le but de mieux refléter la réalité linguistique de notre ville.

À cette fin, à titre d'organismes représentant le secteur commercial, nous sommes engagés à collaborer avec la municipalité dans un partenariat formel, afin d'élaborer une stratégie qui, de façon active, encourage, facilite, aide et promeut aux entreprises à Moncton la valeur et l'importance d'utiliser des affiches bilingues.



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Appendix 2

Results of survey of subject matter experts

May 29, 2014

SUMMARY

- Survey sent to nine subject matter experts
- Surveys received from three respondents
 - Katherine d'Entremont (Commissioner of Official Languages for New Brunswick)
 - Christophe Traisnel (U de M)
 - Carole Fournier (Dialogue NB)
- Requests to meet with the committee from:
 - Raphaëlle Valay-Nadeau, representative from the Office of the Commissioner of Official Languages of Canada, and Sylvie LeBlanc, representative from Canadian Heritage (May 27)
 - Katherine d'Entremont (Commissioner of Official Languages for New Brunswick) (date TBD)

The suggestions received are presented under four themes (Support, Celebration, Sense of Belonging, and Equality/Equity) and three critical categories (Key Actions, Challenges, and Key Indicators and/or Key Data).

HIGHLIGHTS

Theme 1: Support

Key actions

- ✓ Public debate on bilingualism (awareness for the public as a whole)
- ✓ Participation from the business community to create awareness
- ✓ Encourage the main sources of non-community cultural products (movie theatres, bookstores, sports centres) to offer a significant number of products in French
- ✓ Influence the language landscape by improving the policy on commercial signage (awareness for businesses)
- ✓ As an economic developer, the City could promote the establishment of specialized businesses and institutions in the language industry

Challenges

- ✓ The policy should be directed, not toward the minority language community, but toward all citizens

Key indicators and/or key data

- ✓ Statistics Canada
- ✓ Survey on the linguistic aspects of city services
- ✓ Survey on commercial signage

Theme 2: Celebration

Key actions

- ✓ During existing cultural events, strengthen the presence of both languages and the increasing presence of multiculturalism in Moncton
- ✓ Encourage bilingualism in performances and extracurricular/sports activities (e.g. Sistema)
- ✓ Financially support bilingual and multicultural activities
- ✓ Contribute to translation costs
- ✓ Increase the visibility of Acadian activities
- ✓ As a socio-cultural stakeholder, the City of Moncton could base its cultural policy on programming that celebrates the two official language communities jointly and alternately
- ✓ Promote events on the online community calendar (moncton.ca)

Challenges

- ✓ Public awareness to encourage acceptance and celebration of bilingualism and bring the two language groups closer together
- ✓ Encourage the minority to overcome its feeling of linguistic inferiority
- ✓ Define the context, namely, the difference between celebrating bilingualism and protecting the minority language

Key indicators and/or key data

- ✓ Financial support criteria
- ✓ French signage/visibility in Moncton
- ✓ Create an annual bilingualism award (e.g. awarded to employees who demonstrate excellence in bilingual service delivery)

Theme 3: Sense of belonging

Key actions

- ✓ Be open to anglophone and francophone cultural spheres (e.g. FICFA)
- ✓ More FR/ENG cultural products from abroad (outside North America)
- ✓ Encourage the development of a dynamic, dense downtown that serves as an intercommunity meeting space (bilingualism is also achieved through humanized urban planning)
- ✓ Develop partnerships with the Université de Moncton (arts, conferences, etc.)
- ✓ Show both languages in their best light / Celebrate the uniqueness of bilingualism in Moncton
- ✓ Use social media to promote bilingualism as an asset
- ✓ Promote community activities generally attended by only one language community (e.g., French-language activity in anglophone communities and vice versa)
- ✓ As an employer, the City could establish a policy on language of work, encouraging City employees to work in the official language of their choice (to implement this principle, it could create francophone and anglophone teams, provide second language courses and establish a mentorship program)
- ✓ As the municipal government, the City could adopt an initiative similar to that announced in the Government Plan on Official Languages: "Briefs submitted to the Executive Council will contain a section discussing the potential impact of the program or policy on Anglophone and Francophone communities."

Challenges

- ✓ Take the heat out of the language issue and make bilingualism not a restriction, but a possibility (openness to the world, etc.)
- ✓ Remove bilingualism from local issues

Theme 4: Equality/Equity

Key actions

- ✓ Strengthen exchanges with other places / Encourage students to go on exchange in Europe, Central America or elsewhere
- ✓ Encourage immigration (and allow newcomers to contribute to the debate on bilingualism)
- ✓ Encourage students in Greater Moncton schools to learn a foreign language
- ✓ Work on revamping the image of French (to fight its image of being a local language, since it is international)
- ✓ Provide more systematic support for youth to discover cultural diversity
- ✓ Encourage francophone and anglophone communities to come together in a common vision of linguistic and cultural harmony and how to accomplish it
- ✓ Ensure that the legislative and regulatory framework for official languages is always fully respected
- ✓ Ensure the ability to provide bilingual service at all levels
- ✓ Contribute to a better understanding of bilingualism and duality by ensuring all internal and external City communications are consistent with values of duality
- ✓ Publish regular testimonials from citizens on the benefits of bilingualism and the necessity of promoting strong vitality of both official languages

Challenges

- ✓ Real equality is achieved through patient efforts to transform the status of the minority/minor language
- ✓ Institutions subject to the OLA must have a plan to fulfil their obligations and ensure quality control / (It is not unusual to note that) bilingual service delivery is limited to general services, and it can be very difficult to obtain specialized services in the other official language
- ✓ Perceptions: 55% of Francophones feel that the future of French is under threat, while only 22% of Anglophones share this opinion. These percentages may partially explain the lack of understanding as to why there are separate institutions in our province, mainly educational institutions

Comments

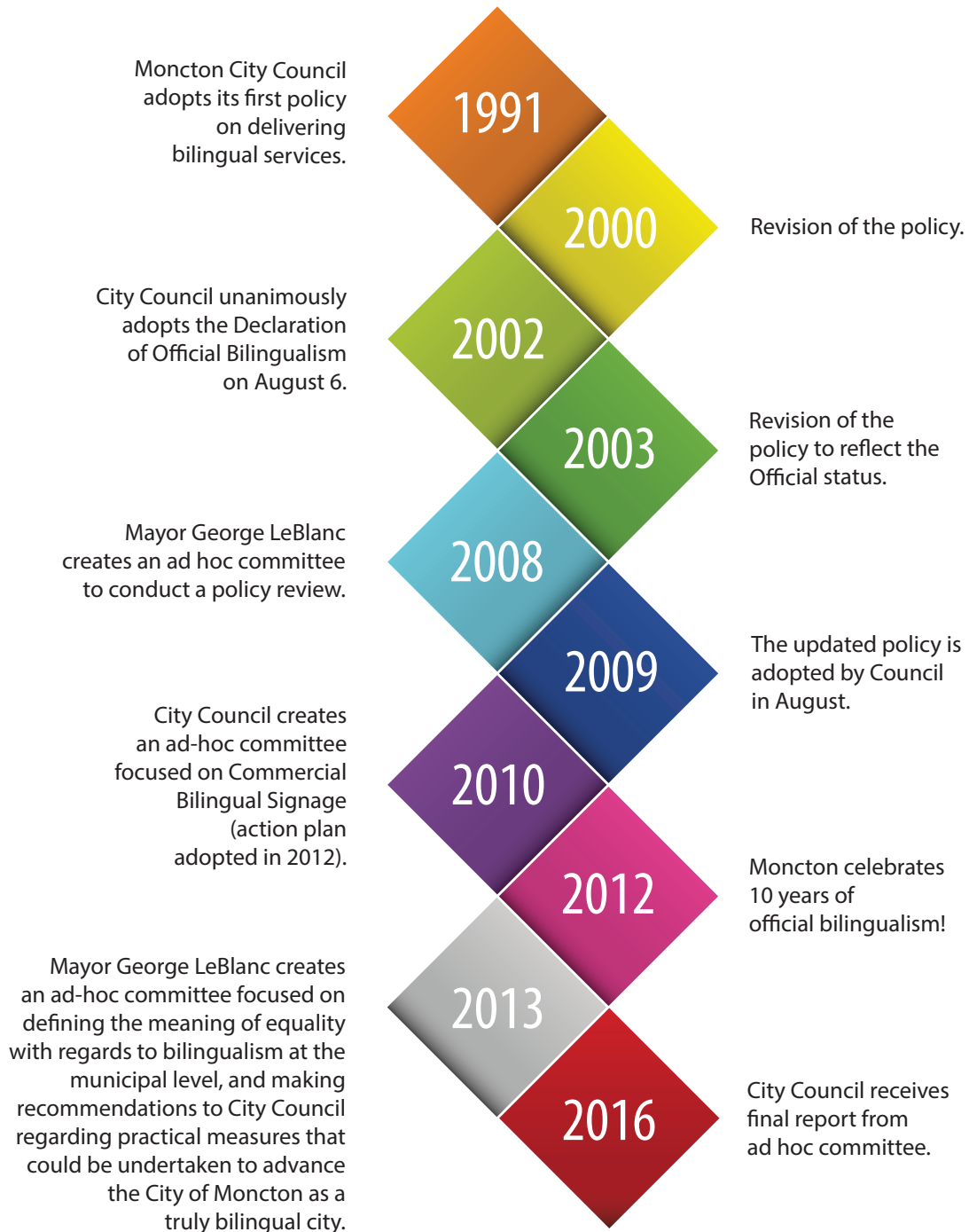
- ✓ Uniform quality service delivery in both official languages is one of the most important signs of respect for both of our official language communities.
- ✓ Progress in official languages can be easily jeopardized by the lack of sufficient understanding of the reason for official bilingualism and, more frequently, linguistic duality.

APPENDIX 3

TIMELINE

OFFICIAL BILINGUALISM

CITY OF MONCTON



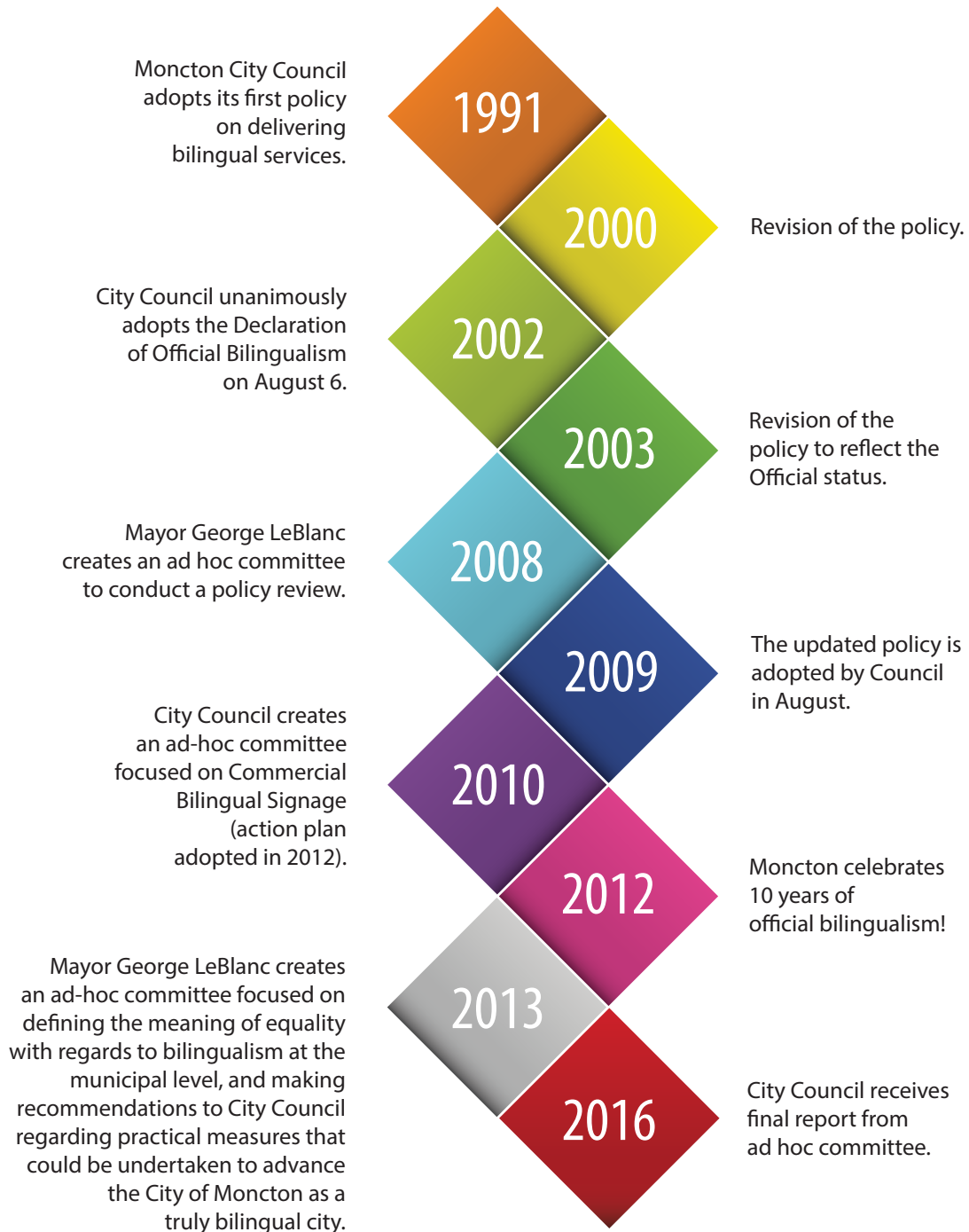
MARCH 2016

APPENDIX 3

TIMELINE

OFFICIAL BILINGUALISM

CITY OF MONCTON



MARCH 2016

APPENDIX 4

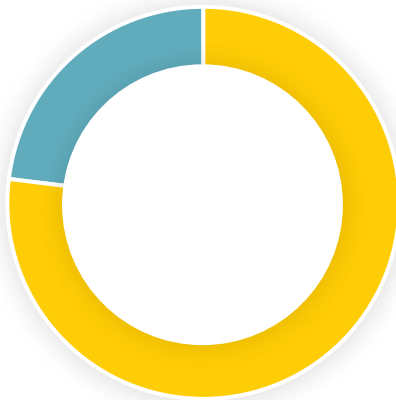
BILINGUAL EMPLOYEES AND POSITIONS



639 EMPLOYEES

310 UNILINGUAL
EMPLOYEES – 49%

329 BILINGUAL
EMPLOYEES – 51%



268 POSITIONS

80 DESIGNATED BILINGUAL
POSITIONS – 30%

188 UNILINGUAL
POSITIONS – 70%

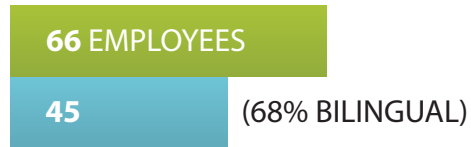
MARCH 2016

APPENDIX 4

BILINGUAL CAPACITY



NON-BARGAINING

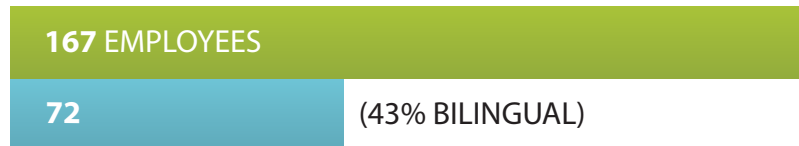


- NUMBER OF EMPLOYEES PER SECTOR
- NUMBER PER SECTOR AND PERCENTAGE OF BILINGUAL EMPLOYEES

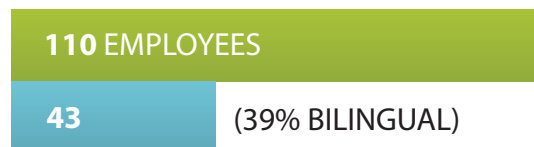
CHEA/PSAC



CUPE LOCAL 51



IAFF LOCAL 999 FIREFIGHTERS



ATU LOCAL 1290



TOTAL 639 EMPLOYEES

310 UNILINGUAL EMPLOYEES (49%)

329 BILINGUAL EMPLOYEES (51%)

MARCH 2016

Appendix 5 Community Example



Under embargo until Thursday, September 4th at 11 a.m.

PRESS RELEASE

The Capitol School of Performing Arts receives the 2014 Lieutenant-Governor's Dialogue Award

(Fredericton, September 4th 2014) – The Capitol School of Performing Arts is pleased to announce that it has been selected as one of two recipients of the 2014 Lieutenant-Governor's Dialogue Award for its efforts in promoting dialogue between New Brunswick's two official language communities through the performing arts. A ceremony will be held at the Old Government House in Fredericton at 11 a.m., Thursday, September 4th, 2014.

"We are honored and humbled to receive the prestigious *Lieutenant-Governor's Dialogue Award*," said Marshall Button, Capitol Theatre's artist-in-residence, the School's summer camp director and school co-founder. "As a theatre school we are driven to promote and improve dialogue through the creative process, and equally motivated to ensure that the bond between our two official language communities is strengthened."

Canada's only award program designed to honour builders of cultural and linguistic harmony, the Lieutenant-Governor's Dialogue Award was launched in 2003. This prestigious award is reserved for and bestowed on those special individuals, businesses or organisations that signify the spirit that built the province of New Brunswick to be a national example of harmonious living.

The Capitol School of Performing Arts, Southeastern New Brunswick's only year-round bilingual theatre training school, focuses on developing acting skills among students of all ages. For more than 17 years, the School has been fostering an appreciation for the theatre arts by nurturing creativity, promoting cooperation, enhancing communication and developing life skills.

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