

NRE² BUILDING RURAL CAPACITY IN THE NEW ECONOMY

Cultural Diversity and Social Cohesion: National Insights for the Eastern Townships

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- Topic: “Pan Canadian perspective on cultural diversity and social cohesion in rural communities”
- 20 minutes with 5 minute discussion

- Thanks for invitation
- My comments rest on the experience and work of the CRRF
 - Network of researchers, policy-makers, practitioners, rural people
 - Meeting for 19 years – annual conferences and workshops
 - For last 8 years – the New Rural Economy Project
 - Macro analysis
 - Intensive case study research in 32 systematically selected rural sites
 - All across Canada
- We believe that collaboration among researchers, policy-makers, practitioners, and rural people is critical to learning
 - Therefore we work in as many venues as possible
 - Invite you to explore our web site, and
 - Contact us if you find something of interest along the way
- Thanks to supporters for our work*
 - SSHRC – *Strategic Grant on Social Cohesion*
 - SSHRC – *INE Grant – Building Rural Capacity*
 - CRRF
 - Rural Secretariat*
 - Rural people*

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Rural Outcomes

- Depopulation and aging
- Bifurcation into winners and losers
- Forced self-reliance
- Greater vulnerability to disasters
- Shifting use of natural resources
- Exclusion from technological development

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You will find in my paper a discussion of many key trends and pressures facing rural Canada today

- I will not spend time on most of them, but concentrate on several that are particularly related to the issues of cultural diversity and social cohesion
- Our national conference in Lanark County last week spent a day discussing what we can expect for rural Canada in the future – expectations and vision. I have selected a few from their list in order to set the context
- (S) Continued depopulation and aging – especially in more remote locations
- (S) Bifurcation into winners and losers (communities)
- (S) Rural people and communities will be forced to operate more on their own
 - Investment riskier for urban-based business perspectives
 - Uncertainty greater
 - More expensive
 - Greater political and economic preoccupation with urban challenges, infrastructure, and issues
- (S) Greater vulnerability to climate-related disasters
- (S) Shifting uses for natural resources as technologies are developed – including biofuel and wind energy
- (S) Continued exclusion of rural businesses from the centres of technological development

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How can people and groups in the Eastern Townships best position themselves for these new conditions?

Esp.: Cultural Diversity and Social Cohesion

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- How can rural people and groups best position themselves for these new conditions?
- I have several suggestions
 - They are not exhaustive, but reflect our results and analysis of rural conditions
 - (S) Particularly focus on those related to Cultural Diversity and Social Cohesion

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ET Assets

- Natural resources
- Strong labour force 🏠
- Historical legacy
- Social capital
- Location



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The Eastern Townships re particularly fortunate.

- They have a relatively large share of the basic assets for sustainable growth.
- (S) Natural resources
- (S) Strong labour force
 - Relatively well educated
 - Diversified economy
 - Good base in manufacturing
- (S) Strong historical cultural legacy
 - Well recognized and celebrated
- (S) Strong social and institutional capital
 - Universities, schools, hospitals, volunteer groups, and organizations
- (S) Great location – among several major urban centres with their markets and services (within Quebec and outside)
- Better off than many rural communities
- BUT – needs building, reorganizing, and nurturing to meet the new conditions

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A strong economy

- Commodity trade
 - Economically successful
 - Socially damaging 
- Tourism limited 
- Manufacturing strong 
- Tensions 

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Building a strong economy is fundamental to a high quality of life

- (S) Trading of natural resource commodities has been very successful for our balance of trade, but disastrous for rural communities
 - Loss of the milk quotas will have same effect
- (S) Tourism tends to be supported as a strategy for economic development, but it generates relatively low incomes and insecure jobs
- In the new economy, rural communities must find new things to export in order to survive
- (S) In general, rural Canada has done very well in maintaining and growing its manufacturing industries
- This remains a strong support for municipal governments
 - More so than residential housing where the costs of services largely outweigh revenues (<http://www.rockies.ca/programs/cocs.htm>: Industrial land use subsidized other uses (1:.09 for each \$ of revenue, municipalities spend .09\$ in services), residential land use was heavily subsidized by the others (each \$ of revenue cost 1.8\$ in services)
- ETownships are well positioned to meet these conditions
- Strong in manufacturing
- (S) But too often this comes into conflict with the growing interest in natural amenities and the urban image of rural life
- These are key challenges worth addressing outside of a win-lose framework

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Integrate strangers

- They are the future of rural Canada
- Urban benefits
- Seek new forms for social cohesion
 - More mobile
 - More diverse in values



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- Immigration and in-migration will increase (by necessity)
 - Quebecers are not reproducing themselves
- (S) The integration of strangers will be critical to the future of Canada and the Eastern Townships
 - As it has been the past
- Canada is an experiment in the integration of strangers
 - We have a checkered history in that regard
- Rural Canada has been built on immigration but we are now operating under new conditions
 - (S) Immigrants settle primarily in urban regions
 - Little understanding of rural Canada
 - Rural Canada needs their expertise
- Difficult when these strangers have different values & dreams
- (S) We need to keep searching for the ways to do it
 - Cap-St-Ignace story
 - (S) Winkler story
- Must look for new ways of establishing social cohesion – not just locally but regionally and nationally
- In ET – often they are ex-urbanites, or still urbanites
- The ET means quiet, environmental purity, isolation, urban-style services
- Not consistent with rural as:
 - Working spaces and places:
 - Agriculture – smells and noise
 - Manufacturing – chain-link fences and trucks
 - Vulnerable places:
 - Water quality
 - Environmental fragility
 - Demanding places:
 - Taxes and by-laws
 - Water and pesticide use regulations
- Result is often serious confrontation between those faced with the demands of economic survival and those who seek comfort and quiet
- Urban in-migrants often weakly connected locally, stronger connections elsewhere
- Ingredients for conflict and weak social cohesion
- How can we respond?
 - Eg. Seguin – integration of seasonal people and newcomers into municipal committees
 - Faced with all challenges – not just special interests
 - Not only provided a forum for hard work on the tensions, but
 - Placed significant social capital and network at the disposal of the municipalities for resolving these tensions and advancing their causes externally
 - As a result they were able to even resolve issues related to taxation

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Build regional and urban alliances

- Find new markets
- Identify urban demands
- Negotiate new arrangements
- Reorganize social cohesion



<http://cwconline.org/>

In the New Economy it will be necessary to build regional and urban alliances

- (S) To find new markets – new things to trade
 - Including both services and goods
 - Jane Jacobs – Market substitution is key to viability
 - Can you substitute local products for those previously imported – maybe even have enough to sell externally
 - Opportunities also exist globally
 - Alberta farmer selling truck boxes to the southern USA (note – used farm skills and equipment)
 - Northern Ontario entrepreneur supplying bowling pins to USA using the cores from plywood production
 - ET has markets close by – a significant advantage
- Urban populations are critical
 - (S) Identify their needs and demands
 - (S) Catskill mountains region has negotiated a contract with New York City (<http://cwconline.org/>)
 - Financial support for community development in exchange for clean water
- (S) Repackage your assets for urban markets
 - Ste-Paule was faced with school closure
 - Promoted their rural schools to those nearby in Matane
 - Bussed students from urban to rural
 - Warner, AB opened a hockey school for girls when faced with the same challenge
 - Now have 30 students paying \$20K/yr, purchased and renovated an old church as a dorm and have made the town an international centre of attraction for hockey enthusiasts
- Redefine the nature of social cohesion and interdependence
 - Among centres within the Eastern Townships
 - With urban centres
 - With individuals moving among them

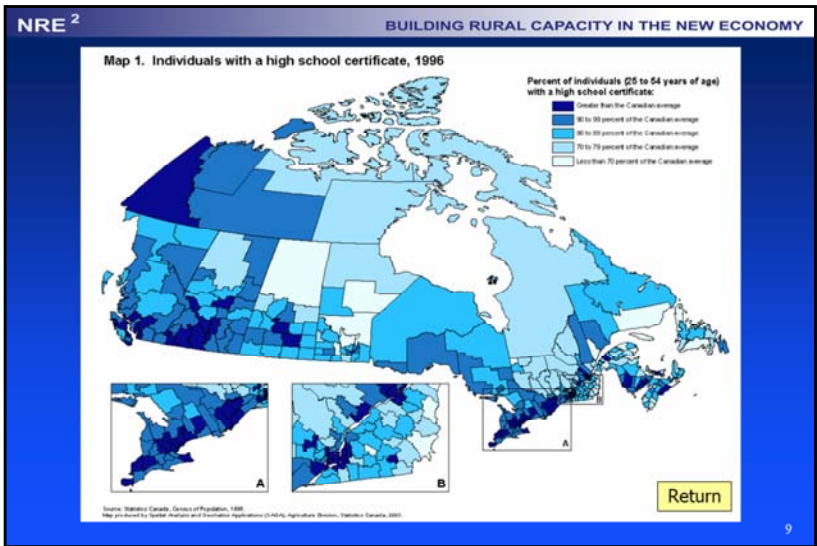
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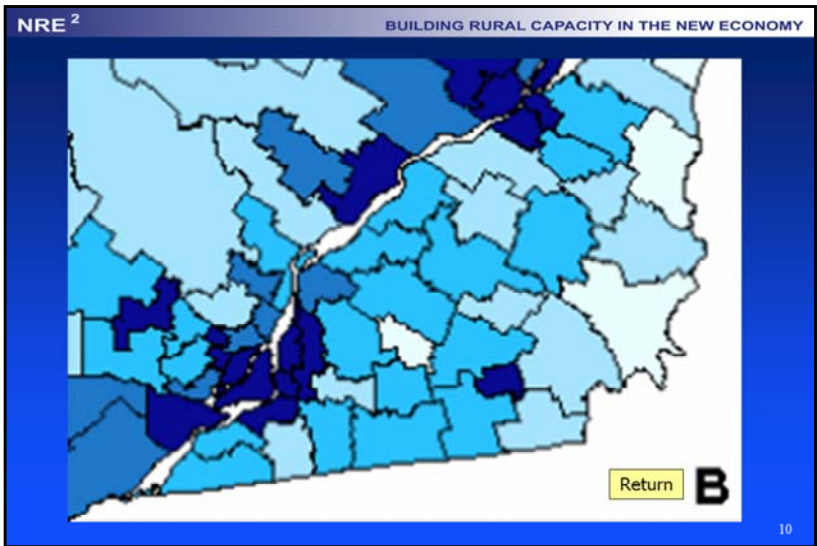
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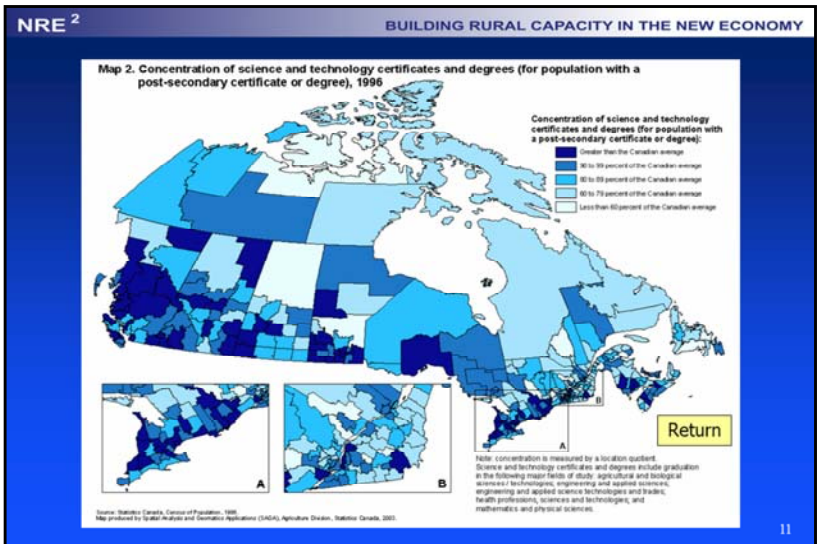


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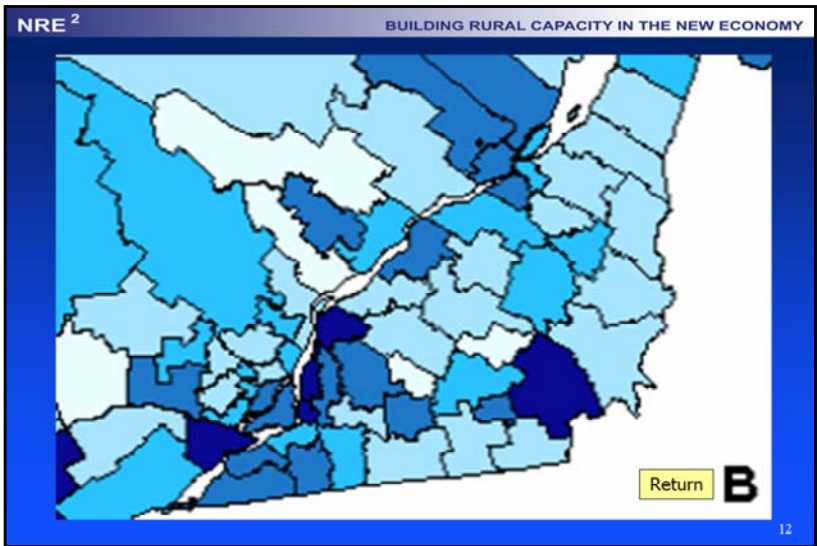


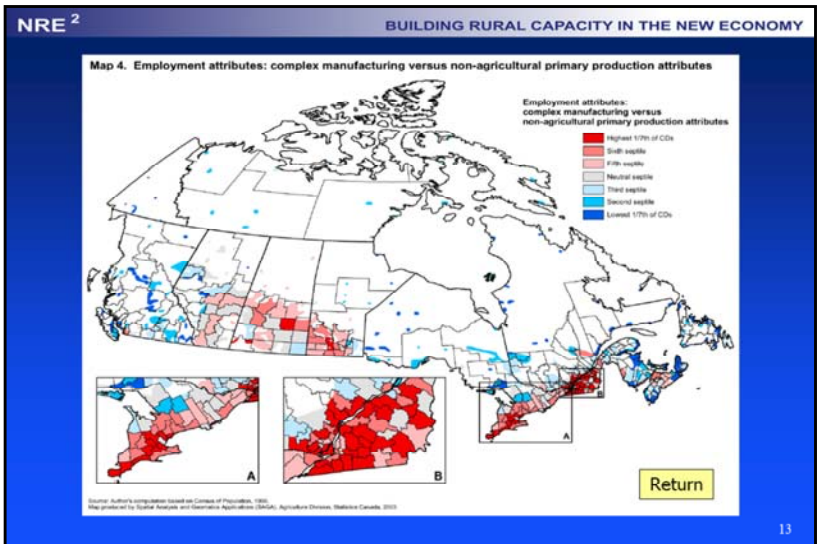
•From RST 21-006-XIE2002005, p 21



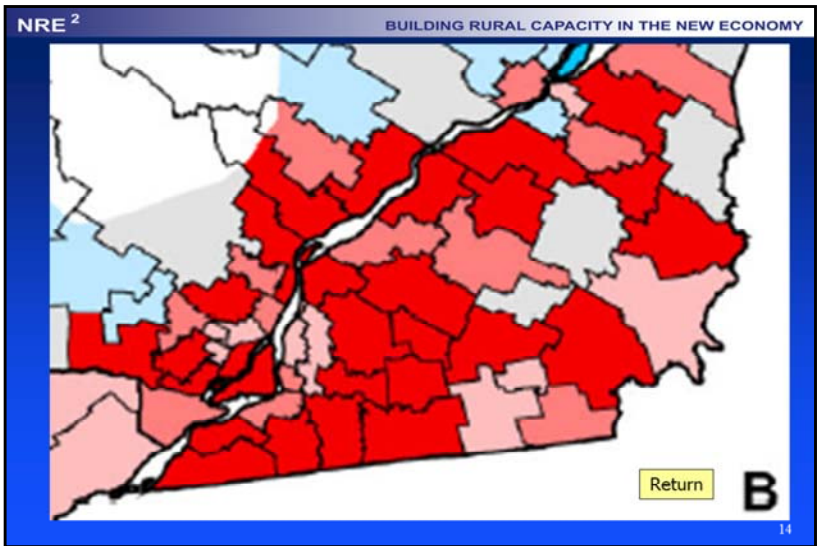


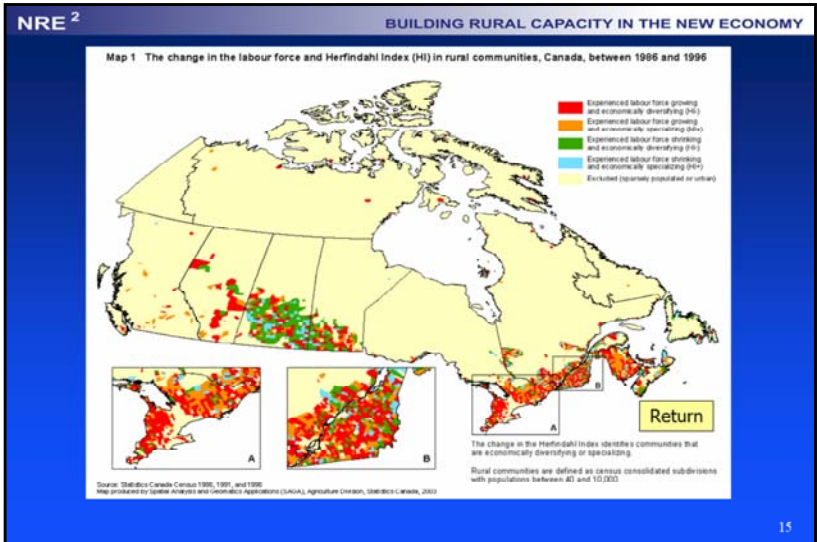
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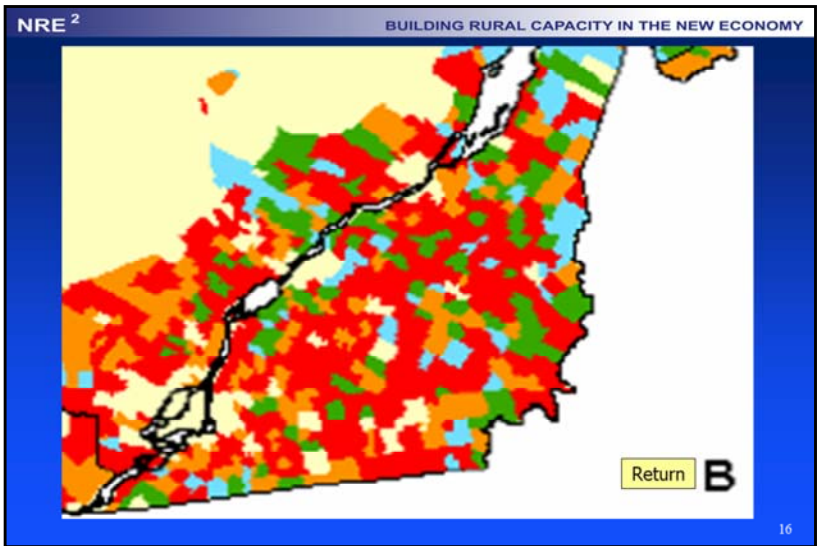


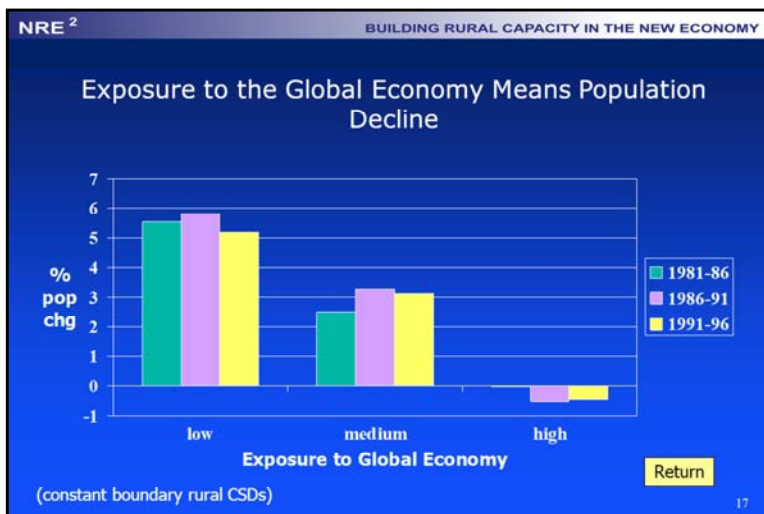


•From RSTB 21-006-XIE2003002










What Are We Learning?

- Commodity trade has undermined community cohesion
- Our commodity trade policy has been very successful in economic terms
 - 1999: Rural and Small Town contributed 15% to GDP and 17% to national employment
 - Primary and natural resource sectors account for about 40% of total national exports
- Competitive pressures, technological innovation, and market concentration have meant that rural community cohesion is undermined, however:
 - Outmigration
 - Depopulation
 - Outflow of capital and resources
- Illustrate by analysis of rural CSDs (discuss chart)
- Note:
 - Greater involvement with the global economy is encouraged by government policy and programs
 - This exposure is often beyond the control of local citizens
 - It also highlights the tradeoff we are making between wealth and identity or lifestyle
 - At present, wealth has got the upper hand under the pressures of globalization (commodity trade)
- Implications for Research Agenda? → Trade policy and effects**

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Linking Land Use Planning with Municipal Finances

Land use patterns in rural municipalities is a complex process. Through the results of these decisions have significant implications for the economy, and for the cultural and historical character of our communities.



County, RRF and communities must weigh numerous factors in determining which land use patterns can serve the public interest, the future and other values in the region in the four quadrants of relevant land uses.


However, financial budgeting and expenditures are constrained by revenue needs, including the need to maintain, repair, replace, and improve infrastructure. The limited financial resources available to rural municipalities, and the high impact of the land use decisions, require that financial implications be considered in all land use decisions.

Therefore, professional judgments of the land use and land use patterns are used to define and describe a number of scenarios and land use patterns. Rural decision-making is constrained across the network, largely by the absence of relevant supporting information.

Cost of Community Services (COCs) Studies

A Cost of Community Services (COCs) study is designed to help answer the "how" and "why" of the community's financial decision-making in a straightforward and understandable way. It is a study conducted by a municipality's public works department, or a consultant hired to assist with such a study.


Through a study of historical financial documents, an analysis of the community's financial decision-making, and a comparison of the community's public works costs with other municipalities, the study can help answer the "how" and "why" of the community's financial decision-making.



Red Deer County


In terms of settlement, Red Deer County sits at the Alberta's center. The County is highly dependent on Alberta's land use planning, and the resulting revenue from the province's land use planning. It is one of the fastest growing regions in the country, with population growing 4.5% between 2006 and 2011.

Red Deer County's 4,300 square kilometers are predominantly agricultural, but include 100 kilometers of highway and a commercial industrial corridor. The County's land use planning is a result of the province's land use planning, and the resulting revenue from the province's land use planning.




Costs are calculated for each land use category in comparison with other municipalities, ultimately showing the cost of each category. The study is a public works department's responsibility to ensure the community's financial health.

In a study of the financial health of the community, COCs studies are designed to help answer the "how" and "why" of the community's financial decision-making.



Growth in the area from the 1980s was based on both urban and rural areas. The increase in land use and the resulting revenue from the province's land use planning, and the resulting revenue from the province's land use planning, is a result of the province's land use planning.

Red Deer County has a diverse and growing economy, and a growing population. The County's land use planning is a result of the province's land use planning, and the resulting revenue from the province's land use planning.




Findings and Conclusions

After a detailed review of background documents and financial records, and extensive interviewing of Red Deer County officials and citizens, Red Deer County's financial health was analyzed based on land use, community and municipal decision-making, the four land use categories, and the results of these various efforts to create the best possible future.


Because land use decisions by Alberta municipalities directly and indirectly impact municipal revenues, and they play a leading role in the provision of public services, the results of these studies are of great importance to the community and its citizens.

Red Deer County has a growing and diverse economy, and a growing population. The County's land use planning is a result of the province's land use planning, and the resulting revenue from the province's land use planning.



The findings of the Cost of Community Services (COCs) study were extremely positive for Red Deer County. The study showed that the County's financial health is strong, and that the County's land use planning is a result of the province's land use planning, and the resulting revenue from the province's land use planning.

The study of the financial health of the community, COCs studies are designed to help answer the "how" and "why" of the community's financial decision-making.



The intent of this study is to support the development of land use planning decisions that will provide the community with the best possible future. The study is a public works department's responsibility to ensure the community's financial health.

Category	Commercial	Industrial	Residential	Agriculture	Public Works
Commercial	\$1,200,000	\$1,500,000	\$1,800,000	\$2,100,000	\$2,400,000
Industrial	\$1,500,000	\$1,800,000	\$2,100,000	\$2,400,000	\$2,700,000
Residential	\$1,800,000	\$2,100,000	\$2,400,000	\$2,700,000	\$3,000,000
Agriculture	\$2,100,000	\$2,400,000	\$2,700,000	\$3,000,000	\$3,300,000
Public Works	\$2,400,000	\$2,700,000	\$3,000,000	\$3,300,000	\$3,600,000

Return

