



# **ATTRACTIVE MUNICIPALITY Program**

## **TOWN OF ROBERVAL**

**WELCOME, INCLUSION, AND  
SUSTAINABLE SETTLEMENT OF  
NEWCOMERS AND IMMIGRANTS**

**TOWN OF ROBERVAL | WINDOW ONTO THE LAKE  
2022 EDITION**





# ATTRACTIVE MUNICIPALITY

Welcome, inclusion, and sustainable settlement  
of newcomers and immigrants

## PREPARATION AND AWARENESS

Community mobilization is a strategy for uniting a wide range of strengths and assets around promising issues. The aim is to foster local collaboration, which is why the Town of Roberval favours the establishment a committee comprised of citizens. This committee will help build a solid foundation for the sustainable settlement of newcomers to the town of Roberval.

### PUBLIC AWARENESS

The Family Commission (La Commission de la famille) and the Deployment Committee (le comité déploiement) will oversee the movement of actions, support, and activities to be implemented.

## OPENNESS TO THE WORLD AND ATTRACTION

Openness to the world makes it possible to learn about and understand the socio-economic implications of global immigration to Quebec and to reveal who we are. Attraction will position the city of Roberval by demonstrating the advantages of settling there, the place of the family within the community, and the employment opportunities.

### DEVELOPPING A PROMOTIONAL ATTRACTION TOOL

- Design a promotional tool to present the town of Roberval at job fairs, [during recruitment events when Portes Ouvertes sur le Lac and Place aux Jeunes will participate](#).
- Identify the [identity markers](#) and tourist attractions and integrate them into the Town's website and welcome kits. Discover the best of Roberval, summer and winter.

### UPDATING THE TOWN'S WEBSITE

- Integrate and modernize images of diversity on the website.
- Disseminate and promote the Town's identity markers.



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## RECEPTION

Reception involves demonstrating to newcomers that the municipality and organizations have implemented a welcome and support process to receive them warmly and, above all, to inform them that such structures exist and allow for the management of their various needs.

### DEVELOPING A WELCOME KIT

- Update the welcome kit to be offered to newcomers, including community resources in order to better respond to their specific needs.
- Carry out activities on an ongoing basis.
- Coordinate reception procedures with Portes Ouvertes sur le Lac.
- Organize meetings with newcomers and immigrants.
- Publicize the services offered by organizations aimed at facilitating reception and fostering integration, for example: Center Populaire, Maison de la Famille, Portes Ouvertes sur le Lac, etc.

## HOUSING

The Town of Roberval is aware of the major challenge that access to different types of housing represents in the sustainable settlement of newcomers. For this reason, the Town wishes to enhance its housing programs and address this issue.

### FACILITATING SUSTAINABLE SETTLEMENT

- Know the issues, challenges, and best practices related to housing access for newcomers.
- Work to provide safe living spaces in a sustainable manner.
- Promote three new revitalization programs, encouraging home and business owners to improve the visual appearance of their buildings.



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## TRANSPORTATION

The Town of Roberval has made numerous efforts to facilitate access to transportation in the MRC du Domaine-du-Roy region. Accessibility to daily travel is an important matter that allows for the sustainable settlement of newcomers.

### ENHANCING PUBLIC TRANSPORTATION

- Rely on the intercultural rapprochement project to offer carpooling and accompaniment services.
- Provide a free Taxi Vert card to newcomers.

## INCLUSION

The Town of Roberval is aware of the importance of cultural diversity. It wishes, through the implementation of these actions, to emphasize the term inclusion in order to create the conditions necessary for the reception, integration, and sustainable settlement of people of immigrant origin.

### FOSTERING INCLUSION

- Provide access to community resources through the identification, coordination, and optimization of information leading to service delivery.
- Offer training or activities to all Town staff to increase their knowledge of cultural diversity.
- Find ways to value the proximity of the community's close ties, resulting in engagement that will benefit newcomers.
- Establish activities related to the 0-5 year old clientele.
- Encourage newcomer's involvement and participation in the social life of the municipality.
- Luncheons four times a year to meet newcomers and immigrants: meetings that gather together citizens and organizations.





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## CULTURAL ACTIVITIES

Recreation, sports, and culture are opportunities for newcomers to have fun and share experiences with others. A municipality where sports and cultural activities are promoted creates a dynamic environment where entertainment forges identities and strengthens the sense of belonging to the community. It is for these reasons that the Town of Roberval wishes to promote these types of activities.

### INTEGRATING DIVERSITY INTO MUNICIPAL EVENTS AND FAMILY ACTIVITIES

- Encourage and support newcomers and members of the Family Commission to organize and participate in intercultural activities.
- Invite newcomers to participate in the various free cultural activities organized and offered by the Town of Roberval's Recreation and Culture Department.
- Add intercultural activities to the calendar of activities
- Integrate diversity into municipal events and family activities.

## EMPLOYABILITY

Accessibility to employment is a fundamental issue that will influence a person's socioeconomic situation, regardless of their origin, and will invariably contribute to the choice to settle and stay in a remote region. Employability has even greater impact with regard to the inclusion of newcomers in their community, because, in addition to promoting financial autonomy, it allows newcomers to build a network, participate in social life, and be recognized. The Town of Roberval therefore takes employability measures very seriously.

### PROMOTING INCLUSIVE WORK

- Identify and know the businesses in the area that have hired people of immigrant background.
- Promote the successes of businesses in the region in hiring newcomers.
- Promotional video with newcomers/immigrants, to highlight their migratory journey and attract new residents to our beautiful town.



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## ENTREPRENEURSHIP

Many people have a business dream, but do not dare to realize it. Having an organization that supports the start-up of business projects is very beneficial. These initiatives are strongly encouraged by the Town of Roberval.

### REFERENCING ENTREPRENEURSHIP

- Identify possible sources of financing and support for entrepreneurship.
- Refer to organizations that support business development.
- Refer to the [Centre de services scolaires du Pays-des-Bleuets](#) for training.
- Publicize the financial assistance programs for business development dedicated to the entire population.

## RECOGNITION

Recognition is an easy way to demonstrate the importance of the role played by a person or persons in a given activity or sector. The Town of Roberval wishes to recognize the commitment and involvement of citizens, businesses, organizations, and volunteers for their achievements, but also their contribution to their community.

### DEVELOPMENT OF RECOGNITION AWARDS

- Utilize recognition activities to highlight the long-term settlement, commitment, or involvement of citizens or businesses.
- Invite people of immigrant background to take part in these recognition evenings.





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## SUSTAINABLE SETTLEMENT

The desired objective of these measures is family, social, and economic stability of newcomers who wish to settle. The established committee will ensure that actions identified in the policy are carried out in a sustainable manner and that they are subject to follow-up and periodic evaluation.

### POLICY DEPLOYMENT

- The Family Commission will be responsible for the implementation and monitoring of the program.
- Finalize the action plan and adjust the program objectives, as needed.
- Evaluate the achievement of expected results through indicators and an appropriate budget.
- Support and maintain consistency with the various policies: family, social development, parity and equality, MADA, and their action plans.
- The Town of Roberval will ensure the implementation of the program with relevant stakeholders, taking into account the changes and progress of people of immigrant background.

## COMMUNICATION AND AWARENESS

The Town of Roberval will use available means such as social media to reach newcomers and immigrants in order to transmit relevant information and thus promote change towards the acceptance of cultural diversity.

### COMMUNICATION COMPONENT

- Include on the Town's website and municipal newsletter, features that are found in the various fields of intervention, including videos on social media, services offered in newspapers and on the radio, success stories, etc.
- Diversify communication tools to reach families, newcomers, and people of immigrant background.
- Make public and accessible the Town's services, program initiatives, and action plan for welcoming and integrating newcomers.
- Work in partnership with other municipalities, promoting an inclusive community model.
- Establish a fluid communication system between Portes Ouvertes sur le Lac, the Town, and committees in order to connect with and meet the needs of newcomers.
- Adapt family policy by adding immigration resources.