

**“The Griffintown project has the potential to create a high-quality living environment. What we need are guarantees to ensure it meets the Sud-Ouest’s needs.”**

- *Pierre Morrissette, RESO Director General*

“RESO recognizes that the Griffintown project, presented by Devimco, has the scope and potential to resurrect a sector that is in urgent need of resurrection. This multifunctional project will create a high-quality living, working and entertainment environment and holds out opportunities to address many of the Sud-Ouest community’s concerns, notably in terms of employment, housing, culture, and the promotion of heritage and the Lachine Canal.”

The statement sums up the position presented March 10 on behalf of RESO’s board of directors by RESO Director General Pierre Morrissette at the public consultations on the Griffintown project and the Special Planning Program (SPP) implemented to regulate it.

“Modifications to the urban plan proposed by the City appear justified insofar as they require relatively stringent performance guarantees from the developer for elements that make the project acceptable and desirable for the Sud-Ouest community, such as inclusion of community and affordable housing, the strategy for local hiring and preparation of the workforce, refurbishing and enhancing activities in parks and public spaces, accessing and revitalizing the banks of the Lachine Canal, and developing spaces for artists for creation and diffusion,” said Morrissette.

In its submission, RESO expressed approval for the fact that the developer has put a high priority on housing and an approach that favours diversity of households and socioeconomic status, notably through inclusion of affordable and community housing. “This approach will bring a greater population diversity to the heart of the metropolis,” said Morrissette.

The project’s high density begs the question of the quality of the living environment. RESO has asked that particular attention be paid to those local services (local businesses, health and education services, community services, etc.) that are essential to the creation of a high-quality living environment.

Once completed, the Griffintown project should provide some 4300 new jobs in companies involved in office space, retail commerce, hotels, restaurants and cultural facilities. “RESO is especially proud of the fact that it has concluded an agreement with

the developer on labour,” said Morrisette (an article on this agreement appears in this edition of RESO Info). RESO’s submission also highlighted the Griffintown project’s cultural aspects (see article on page 2).

In terms of transportation and traffic, RESO has reaffirmed its support for introduction of a tramway service along the Peel axis, and insisted on the necessity of encouraging alternate means of transportation and improving the quality and frequency of public transit between Griffintown and the rest of the Sud-Ouest.

Considering the breadth of the project and the strategic and historical importance of the sector, RESO is asking that both the developer and the City be particularly vigilant in approving design and architecture of a project likely to figure in the district’s landscape for at least a century to come.

### **The École des parents: Carrying on the Tradition**

In April, the École des parents will publish a monograph reflecting individual experiences with the project, which was set up by RESO in collaboration with organizations in Pointe-Saint-Charles and Émard / Côte-Saint-Paul. Organizations and institutions seeking to set up similar projects supporting parents in their efforts to ensure school success might be inspired by the “lessons learned and conditions for success” section in the document. “Adapting them, of course, to the environment they are to be set up in,” explained Véronique Fournier, École des parents Coordinator. The project has been submitted to a committee of experts – made up of everyone from field workers to project supervisors, and reflecting backgrounds as varied as academia, adult education, public health and the community – for critical analysis and perspective.

The École des parents offers parents of young children in the Sud-Ouest a basic education so that they can become more confident in certain subjects and help their children through school in turn. Potentially, it might inspire them on an educational journey of their own. Since its creation in 2004, about a hundred parents have taken part, primarily women who never finished highschool and live on a low income. As they regained confidence in themselves, many decided to return to school, look for jobs, or become active in the community. Two of the classes are being held in a community context, while two others are being offered in the educational milieu.

A flexible approach centred on people’s needs, and individualized, sustained coaching are the hallmarks of the École des parents’s approach. “Listening to parents’ needs and analyzing the realities unique to each environment are the key to putting together a project like the École des parents,” said Fournier.

Caption (under photo)

As well as issuing a monograph on its experience, the École des parents will be presented as a promising educational initiative at next April’s Colloque sur la réussite éducative in

Québec City, organized by the Centre de transfert pour la réussite éducative du Québec (CTREQ).

### **The Sud-Ouest Plays an Active Part in Reflections on Griffintown's Cultural Focus**

The Sud-Ouest's cultural community figures prominently on the committee created by the Griffintown project developer to outline the kind of heritage, cultural and tourist hub that is to be put in place in the project. Madeleine Poulin, president of the Table des acteurs culturels du Sud-Ouest, Luc Laperrière, Director General of the Corona Theatre, and Sister Madeleine Juneau, Director of the Maison Saint-Gabriel, are just three of some ten public figures invited by the developer to sit on the committee.

As planned, the Griffintown project will see a cultural and heritage area established on the banks of the Peel Basin, including a 3000-seat entertainment complex, a museum, art galleries and movie theatres. Furthermore, 12 heritage buildings scattered throughout the sector will be conserved *in situ*, while two others will be relocated and four more demolished and rebuilt. The developer also wishes to redevelop the Sainte-Anne Park and the ruins of the church, and is working with representatives of the Irish community to commemorate the latter's history and contribution to the district.

Considering the concept of a cultural and heritage sector to be valuable, the Table des acteurs culturels du Sud-Ouest insists on the need to define a clear vocation for the new entertainment complex so that it is, if possible, complementary to what already exists in Montréal. Reaffirming the proposal in its submission to the public consultations on Griffintown, RESO proposed that the complex be a multifunctional and modular space able to meet the needs of both the metropolis and the local community, and urged the developer to conclude an agreement with the Maison de la culture Marie-Uguay, or another organization in the district seeking to collaborate on development of the new cultural facilities.

The Table also suggested including in the project a significant concentration of spaces for artists and craftspeople in which to create, live and diffuse their work. RESO, which strongly supports this proposal, is urging the developer to set up a working group to define the conditions for achieving some 100 studio-residences for the project, which is backed by the organization La Cité des artistes. Furthermore, RESO is proposing that the City of Montréal and the borough set out regulatory provisions ensuring that such studio-residences for artists are established in Griffintown, and that this aspect be included in the project development agreement to ensure that it becomes a reality.

RESO, pleased that the project will enhance the Peel Basin and the Lachine Canal, is inviting the developer to collaborate with the Société de promotion du canal de Lachine on tourist activities in the sector.

## **Griffintown Project RESO-Devimco Partnership to Encourage Local Hiring**

The partnership struck between Devimco and RESO has two objectives, both highly important for Griffintown's revitalization: the relocation of businesses already established there, and the retention and creation of jobs that will encourage hiring of unemployed people in the Sud-Ouest.

An impact study conducted by Daniel Arbour et Associés estimates that nearly 4300 new jobs will be created when the Griffintown project is completed. Jobs in several different fields will be available: 2117 generated by the office space sector, 1614 in retail commerce, and 579 in hotels, restaurants, film and entertainment complexes, etc.

RESO and Devimco will collaborate with future tenants of the site to implement a strategy promoting local hiring and workforce preparation. "The objective is to make sure a third of the new jobs created in the project are occupied by the local workforce," said RESO Director General Pierre Morrissette. "An implementation and follow-up committee will be set up to achieve this objective. Memorandums of understanding and letters of intent can be signed with future tenants that generate enough jobs to take on this commitment."

As to relocating the existing businesses on the site, Devimco and RESO will create a relocation committee in close consultation with the Sud-Ouest borough to ensure that jobs are relocated in the borough. RESO and Devimco estimate that this relocation process will maintain approximately 500 jobs.

Pierre Morrissette stressed that certain businesses already located on the Griffintown project site could be relocated there. "Because the Project makes provisions for artists studios, it might be valuable to relocate artists already working there, along with certain photography studios."

Finally, the RESO and Devimco alliance and the involvement of future tenants of the Griffintown project will ensure that unemployed people in the Sud-Ouest are prepared, educated and integrated; the developer himself has made a significant financial contribution to this end.

### *Jeunes promoteurs Subsidy Program* **A Hand Up for Young Entrepreneurs**

Managed by RESO for the Sud-Ouest territory, the Jeunes promoteurs (JP) program supports young entrepreneurs aged 35 years and under in the launch and initial growth phases of their businesses. Along with a subsidy of \$3000 per individual (for a maximum of \$6000 per business project), they are eligible to receive a training scholarship connected with their business, and two years of individualized follow-up from a Service d'aide aux jeunes entrepreneurs (SAJE) counsellor.

The JP subsidies can also serve as the investment required to obtain business loans, either from conventional financial institutions or RESO's funding pool (Fonds local d'investissement, SOLIDE du Sud-Ouest, etc.). Moreover, young promoters are invited to take part in the business networking activities that RESO organizes on a regular basis. It is worth noting that the success rate of businesses that have received a JP subsidy is high.

To access JP subsidies, young promoters must submit a business plan and present their projects to a selection committee of financiers and entrepreneurs. Prior to this, RESO's partner organization SAJE will help them elaborate and perfect their business plans.

On February 27, the promoters (see photo) of the following four projects received a JP subsidy: LCDA Innovation, a healthcare-oriented engineering company specializing in robotics and mechatronics; Séminaires technomobiles, a company offering seminars on cars to a young, largely female clientele; Jupiter Freedom Ltée, which designs and manufactures hands-free mini-bags and accessories; and Gestion immobilière HMM, a combined real-estate marketing and interior design service.

It is worth mentioning that the Community Economic Development Corporations (CEDCs) of Montréal, of which RESO is one, signed a three-year partnership agreement stipulating that three JP grants per year are to be granted in each CEDC territory to young social entrepreneurs leaving the Institut du nouveau monde's summer school. These grants are awarded officially at the *À go, on change le monde* gala. This agreement comprises a number of partnership activities, including networking activities for young social entrepreneurs.

Caption (under photo)

In photo, from left to right: Nesrine Kamel, RESO Senior Manager in Management and Financing, Louis-Joseph Caron L'Écuyer, Charles Deguire and Gabriel Caron L'Écuyer of LCDA Innovation; Richard Roussel, RESO Director of Business Services; Jean-François Léger of Séminaires technomobiles; Geneviève Liboiron of Jupiter Freedom Ltée; Ibtissem Benhara of SAJE Montréal-métro and Mara Martin of Gestion immobilière HMM.

### **Du Boulot dans Cabot: Concrete Results**

"I can't ask for better," said Natacha Desroches, a resident of the Galt sector. "Right now, I have a job, and it all came together so quickly. I was desperate. I really needed to work," After attending an information session on the Du Boulot dans Cabot project on November 22, 2007, Desroches met with a RESO job counsellor, who, among other things, helped her revise her curriculum vitae so that it better highlighted her skills. On December 4, Desroches was interviewed for a job at Voodoo Technologies, and on December 6, began work assembling kayaks for the company.

“Not only that, working close to home is something positive for me. I don’t have to fight traffic at rush hour, and if my car has broken down, I can walk to work,” she said.

The Du Boulot dans Cabot project seeks not only to help jobless residents in the Galt sector find work, but help businesses in the Cabot sector overcome their difficulties recruiting workers. The project was launched by RESO in collaboration with the Table de concertation Saint-Paul-Émard.

Some 60 Galt residents have been involved with the project, and many are presently making use of RESO’s Employability Services. RESO is also maintaining its ties with employers in the Cabot sector that have shown an interest in the project. A number of sector residents have helped publicize the project as well, making citizens aware of the fact that it is possible to live and work in their district.

“What is also very important is that I now know there are resources like RESO that can help me if I end up in the same situation,” said Desroches.

Caption (under photo)

Voodoo Technologies, a kayak manufacturing company, took part in the Du Boulot dans Cabot project.

## **News Briefs**

### **Québec Adult Learners Week**

For several years now, community groups in the Sud-Ouest have been organizing a major annual celebration to highlight adults’ participation in various educational processes. The event *Apprendre ça se fête*, organized by 15 community organizations in the Sud-Ouest during Québec Adult Learners Week, will highlight the perseverance and courage of adults who have completed their education. Grads will share their various experiences, and a collective work will be unveiled at the community dinner. Recognition certificates and bursaries will be awarded April 2 at the Centre culturel Georges-Vanier.

### **Local Action Plan for the Economy and Employment available in English**

In the next few weeks, the English version of the PALÉE 2007-2010 (Local Action Plan for the Economy and Employment) will be available in the English section of our web site under the “Publication” tab at [www.resomtl.com](http://www.resomtl.com).

### **RESO Represents the Chantier at Porto Alegre**

RESO Director General Pierre Morrissette represented the Chantier de l’économie sociale at the World Conference on Development of Cities held last February in Porto Alegre,

Brazil. In his presentation, he demonstrated how the social economy and community economic development work to encourage social cohesion, helping make Montréal a city that is both inclusive and focused on sustainable development.

Morrisette illustrated his comments by describing a day in the life of a family making use of the services offered by social economy enterprises: cooperative housing, cultural activities, household maintenance, daycares, etc. He also emphasized the credibility acquired by taking a community economic development approach, which heeds the community's needs and works in partnership with developers to improve major projects so that they meet those needs. The French and English versions of the presentation are available under the Publications tab of our site at [www.resomtl.com](http://www.resomtl.com).

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