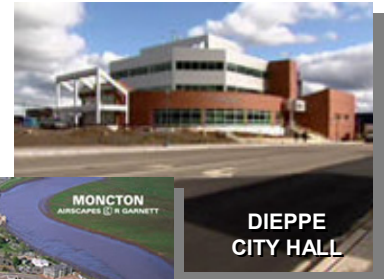


Community Growth Strategy



Moncton-Riverview-Dieppe
New Brunswick

May 2007



This integrated community growth strategy was prepared by Enterprise Greater Moncton on behalf of the municipalities of the City of Moncton, the City of Dieppe and the Town of Riverview.

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Executive Summary

These are exciting times for the urban Moncton region (City of Moncton, City of Dieppe and the Town of Riverview). The three municipalities combined have been one of the fastest growing urban regions east of Ontario for the past 20 years. In the wake of the CN Shops closure in the early 1980s, the region rebounded and is now frequently listed as one of the best places for business and to live among urban centres across Canada. The tri-community area has become a model community for the promotion of Canada's two languages and has embraced an increasing number of immigrants.

The tri-community governments understand the important role that urban Moncton must take on as a growth engine for New Brunswick. Province-wide, there are considerable economic challenges. Urban regions such as Moncton, Riverview and Dieppe must continue to be areas of economic and population growth to support the broader provincial objective of economic self-sufficiency.

This community growth strategy outlines the major priorities shared by the three municipalities in four areas: economic, social, cultural and environmental. It also summarizes the individual priorities of the three communities in these four areas. Finally, it provides an overview of the regional economic development strategy development for the regional economic development agency, Enterprise Greater Moncton.

Regional Community Growth Priorities Summary

<p style="text-align: center;">Economic Priorities</p> <ul style="list-style-type: none"> • 7,000 net new jobs from 2007-2010 – focused on higher wage occupations. • Grow the population adequate to supply the labour force – innovative migrant and immigrant attraction. • Significantly increase the educational attainment of the workforce – Urban Moncton below its peers for its university educated adult population. • Raise the average income level. • Renew focus on quality of life. • Continue to be an innovator in the area of economic development. 	<p style="text-align: center;">Social Priorities</p> <ul style="list-style-type: none"> • Foster a healthy community – Southeastern New Brunswick is currently below average for a number of key community health metrics. • Promote an active community – Urban Moncton is well below many of its peer communities for active living. • Foster a safe community – Urban Moncton is one of the safest urban communities in Canada. This needs to be maintained. • Be an inclusive community – 73% of all residents have a 'strong or somewhat strong' sense of belonging to the local community. Even with strong population growth, this sense of community must be fostered.
<p style="text-align: center;">Cultural Priorities</p> <ul style="list-style-type: none"> • Preserve and celebrate our history – through preservation and promotion. • Encourage and support our arts and culture community – a key component to both economic and social development in the communities. • Be a creative community. 	<p style="text-align: center;">Environmental Priorities</p> <ul style="list-style-type: none"> • Invest in parklands and green spaces. • Protect lakes, rivers, streams, groundwater, marshes and wetlands and all waterways. • Continue to invest in sewage treatment and infrastructure. • Promote environmentally friendly practices; reduction, reuse, recycling and recovery. • Invest in public transit and encourage active transportation.



1. Introduction

1.1 The Community Growth Strategy

The new Canada/New Brunswick Agreement on the Transfer of Federal Gas Tax Revenues provides new funds for municipalities to support their spending priorities. One condition in these agreements is a requirement that over the life of the Agreement, all recipients, such as municipalities must develop an Integrated Community Sustainability Plan (ICSP) under the agreement.

The three municipalities of the City of Moncton, the Town of Riverview and City of Dieppe all have put significant time and effort into crafting community development strategies and the regional economic development agency, Enterprise Greater Moncton, has just completed a major update to its strategic plan.

As a result, the integrated community growth strategy laid out in these pages involves the summarization of these efforts as well as bringing them together into a regional, 'integrated' approach that respects the individual and unique aspects of each municipality and their attempts to foster successful communities for their residents to live and work.

As with the other integrated community growth strategies developed for the rest of New Brunswick, this report is broken into four board categories: economic, environmental, social and cultural. In order to clearly identify the differences in each municipal approach, the priorities for each community in all four categories will be put forward followed by a regional summary for the urban Moncton area.

1.2 Urban Moncton Defined

For the purposes of this report, urban Moncton is defined as the City of Moncton, the Town of Riverview and the City of Dieppe. These three communities are located adjacent to each other in southeastern New Brunswick. Enterprise Greater Moncton, the regional economic development agency, has a mandate to support economic development in the tri-community area.

The tri-community region is the core of the Moncton Census Metropolitan area (CMA) – comprising just under 80% of its total population of 126,424 as of the Census in 2006.

Urban Moncton Defined	
Community:	Population:
City of Moncton	64,128
Town of Riverview	17,832
City of Dieppe	18,565
Moncton CMA	126,424

Source: Statistics Canada 2006 Census



2. Brief Community Profile

2.1 Demographics

The population of the Moncton CMA is 126,424 (2006 Census). The percentage change in the population from the 2001 Census was 6.5%. The distribution of the population is as shown in the following chart.

Population by Age Group 2006 (est)

Age Group:	#	% of Total
0-14 Years	20,212	16%
15-24 Years	16,782	13%
25-34 Years	20,230	16%
35-44 Years	19,893	15%
45-54 Years	20,020	15%
55-64 Years	15,604	12%
65 Years +	17,485	13%

Source: Moncton Industrial Development

The labour market situation has been steadily improving since the early 1990s. The unemployment rate has dropped over six full percentage points from 1990 to 2007. The labour market participation rate (percentage of working age people in the workforce) has also been increasing reaching a high in 2006 of 72% for males and 63% for females.

2.2 Economy

The tri-communities of Moncton, Riverview and Dieppe make up the urban centre for southeastern New Brunswick. It is strategically located at the centre of the Maritime provinces, approximately 75% of the region's population lives within a three hour drive of Moncton. This makes Moncton an ideal location for doing business throughout Atlantic Canada.

The industrial mix of urban Moncton's economy has shifted considerably over the past 20 years. There are transportation companies, insurance head offices operations, manufacturers, food processors, software companies, national and international customer contact centres and administrative centres.



3. Economic, Social, Cultural and Environmental Plans and Priorities – City of Dieppe

3.1 Introduction

The City of Dieppe is a dynamic and successful municipality in southeastern New Brunswick. Dieppe's population growth rate of 24.2% from 2001 to 2006 was 33rd among 692 municipalities in Canada (those with at least 5,000 population). This recent growth has continued a 20 year trend of strong growth for the municipality. The City is continuing to focus on strong economic growth in the context of a sustainable community with a high quality of life.

3.2 Economic Priorities

The City of Dieppe established an arm's length corporation to lead its economic development efforts. The Economic Development Corporation of the City of Dieppe is mandated to "*ensure the promotion and the development of all industrial and commercial sectors of the City while creating a progressive environment and prosperous development growth*". The Corporation focuses on recruiting new business investors to the City and supporting existing business owners.

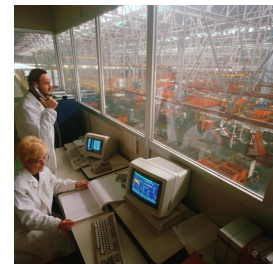
The City has taken a proactive approach to its economic development. It has invested considerable financial and human resources to expand its industrial park and grow its downtown region. There are three broad guiding principles to support the City's economic development. These are:

- Provide an economic environment that is conducive to economic development and the growth of employment opportunities.
- Provide for employment growth opportunities in appropriately designated commercial and industrial areas throughout the Town.
- Diversify the Town's economy and develop the Town's economic growth potential resulting from its strategic location, bilingual work force, telecommunication expertise and its position as a major retail centre.

3.2.1 Industries targeted for expansion

The City has identified several sectors that it is targeting for growth. These include:

- Aerospace/defence – the City has made this sector a key priority for the Dieppe Industrial Park. The Greater Moncton International Airport is adjacent to the industrial park and an important partner in this initiative.
- General manufacturing – there a number of highly successful and global manufacturing businesses located in Dieppe and the community is actively pursuing this sector's growth. Firms such as Custom Electronic Assemblies Limited, Irving Tissue Ltd. (Majesta), Malley Industries Inc., Master Packaging and Atlantic Mini-Fridge Co. Ltd. Are based in the Dieppe Industrial Park.



- Information and technology – The City of Dieppe, along with its sister municipalities, are focused on Greater Moncton building its information and communications and technology (ICT) industry. Successful ICT firms such as Bel Tek, Infiknowledge, MindSweep and Nanoptix Inc. call Dieppe home.
- Distribution and warehousing – Dieppe is a major regional hub for the Maritime Provinces distribution and warehousing sector. There are over 30 firms in this sector that have operations in the City of Dieppe including: Midland Transport, the Moncton Flight College, Saputo Cheese Ltd. and Hub Mar Transport. The Greater Moncton International Airport is also located in the City of Dieppe.
- Retail services – Dieppe is home to the largest single storey shopping mall in Atlantic Canada. The City has a large cluster of retail shops catering to a regional market that extends well into Nova Scotia, PEI and northern New Brunswick.
- Life/sciences/health care – The City of Dieppe is working with its regional partners to develop this sector.

Attracting Investment from France

In addition, the City has been leading an effort to attract foreign direct investment from France. With the support of its regional partners, the City of Dieppe has already implemented a number of successful strategies and is currently developing additional two-way linkages.

Canada Inland Port

Dieppe is also promoting the concept of a “Canada East Inland Port”. The Canada East Inland Port will be a centre of excellence for transportation and logistics operations building on the emerging Atlantic trade area.

3.2.2 Economic infrastructure

The City of Dieppe has made considerable investments into its economic development-related infrastructure in recent years including its flagship development, Place 1604, which is a 13 acre site in the centre of the city that is being redeveloped into a new dynamic downtown which reflects the spirit of the new urban Acadian community. The grounds are located at the south east of the street Champlain and the Acadie Avenue, the principal intersection with Dieppe. The development includes a new City Hall complex, office/commercial complex, farmers market and cultural facilities. There is also a large public gathering space.



In general, the City has made several key priorities in the area of economic infrastructure including:

- A commitment to provide adequate funding for the Economic Development Corporation of the City of Dieppe such that it can proactively develop the Dieppe Industrial Park and other commercial activity in the City.
- Continue to expand and develop Dieppe Industrial Park with high standards including green spaces, attractive signage and high quality infrastructure.

- Make significant investments to the local road system to help the physical infrastructure keep up with the rapid population growth. Some of the major projects for the next ten years include linking of Collège Street to Acadie Avenue, improvements to access to highway 15 at the airport and improvements to the sidewalk system on major and secondary streets.
- Continue to support initiatives to improve the Greater Moncton International Airport including a better integration of development effort with the Dieppe Industrial Park.
- Promote the continued economic development occurring along Route# 15.

3.2.3 Downtown/main street development

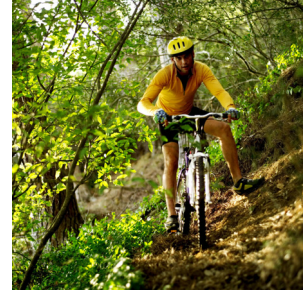
In addition to the large scale complex described above, the City of Dieppe is committed to developing a distinct and successful downtown/main street area for its residents. The downtown region is being developed as a compact and coordinated development. The City will encourage downtown developers to build larger sidewalks and to plant trees near sidewalks. It will also make sure that commercial development on Dieppe Boulevard is not done to the detriment of downtown development. The objective is to incorporate a superior urban design and architectural design standards to create a man built environment of high quality.

3.2.4 Other

- Promote the development of at least three commercial hubs on Dieppe Boulevard.
- Promote commercial development in the Champlain Street area, particularly from Paul Street to Dieppe Boulevard.
- Initiate measures to improve the circulation of both pedestrian and vehicular traffic in the area of the mall.
- Establish a highway commercial zone on property fronting on, but not limited to, selected main streets, including portions of Champlain Street, Acadia Avenue, Gauvin Road, Paul Street and the proposed Paul Street extension.

3.3 Social Priorities

Critical to the City of Dieppe maintaining its growth will be its ability to forge strong social priorities in its areas of jurisdiction and work with the other levels of government in broader areas that impact the social environment in the community.



3.3.1 Recreation, parks and public spaces

The City has made considerable investments in its public spaces to support its population growth. This focus will continue moving forward. The City is committed to ensure that all portions of the municipality are adequately served by high quality park and recreational facilities. The City gave the go ahead in 1007 to the construction of phase one of a sports and aquatic centre with the facility set to be completed by summer 2008.

Priorities for the future include:

- Further development of Dover Park;
- Continuation of the path system and the linear park.
- Continued investment in the Saint-Anselme Rotary Park as a multi-functional community park.
- Building interpretive displays associated with the history of the dykes and the original Acadian settlers of the area and should link major commercial and community centres both within the Town and with similar systems outside the Town.

3.3.2 Healthy living / Active living

The City of Dieppe has made healthy and active living an important priority. There are a number of objectives in this area:

- Council shall continue to support the Region I Hospital Corporation and the Beauséjour Hospital Corporation, and to ensure that the health care needs of the citizens of Dieppe are being met.
- Continue to develop, enhance and deliver a quality of recreation and leisure services, programs, and facilities for the benefit and enjoyment of all residents of the Town.
- Provide ample and sufficiently varied and diverse year round recreational and leisure opportunities for all residents and in particular the younger segments of the population.
- Provide for recreation facilities and leisure activities in relatively close proximity to this segment of the population.
- Guide the location of health care facilities and medical clinics to convenient and accessible locations.

3.3.3 Community building

Given its fast population growth, the City of Dieppe understands that its needs to foster a sense of community among its residents. Specific priorities of the City to address this include:

- Encourage the creation of new residential areas based on community living and pedestrian usage.
- Encourage multiple and mixed uses in residential areas, for example, home-based businesses, small commercial businesses, daycare centres and community parks.
- Promote other ideas from the New Urbanism movement, such as building houses closer to the street, encouraging parking behind houses, building decks and balconies facing the street as well as building smaller homes.
- Recognize the Dieppe Public Library as a valuable community resource, and shall continue to support the initiatives of the Albert-Westmorland-Kent Regional Library.

3.3.4 Crime management and reduction / Public security

The City of Dieppe is committed to maintaining a safe environment for its citizens. Priorities include:

- Examination of the Emergency Measures Plan in order to make sure that it is up to date and to better respond to an emergency within the municipality.
- Minimize emergency response time and ensure alternative access points when planning new roads or evaluating development proposals.

3.3.5 Partnering with other communities

The City of Dieppe realizes its position in the Greater Moncton region and is committed to working with the other municipalities in a number of areas including:

- Continue cooperating with the surrounding communities in order to maintain and improve the best regional transportation system possible.
- Continue to actively participate with adjacent municipalities in the promotion of the area as a ideal location for business activity.

3.4 Cultural Priorities

The City of Dieppe is a centre of Acadian culture in the Maritime Provinces. Much of its focus in the cultural area is fostering and enhancing this position. Specific priorities include:

- Preservation and enhancement of sites and buildings with heritage/historical value.
- Preparation of an inventory of historical, architectural and culturally significant facilities and locations within the Town. Encouraging the preservation of those buildings and sites within the municipality which have historical and / or architectural significance.



3.5 Environmental Priorities

3.5.1 Water/Sewer

- In the context of a fast growing population, the City is committed to continued investments in the water distribution system to maintain adequate pressure levels for firefighting requirements and to continue offering a superior quality of water to residents.
- Sanitary sewers:
 - Work with the Greater Moncton Sewerage Commission (GMSC) to ensure that future residential and commercial development in Dieppe is not hindered by insufficient capacity.
 - Complete necessary upgrading of the Town's water, sanitary sewerage and storm water systems.
 - Ensure, through the operations of the Greater Moncton Sewerage Commission, that all waste water that is discharged through the treatment facility at Outhouse Point to the Petitcodiac River is within the Department of Environment standards.
- Storm sewers: Establishment of a drainage plan for the municipality that would incorporate the latest green techniques for managing surface waters.
- Construction of retention ponds in strategic areas, which would allow not only for sedimentation of certain solids before the discharge of wastewaters into natural watercourses but would also act as an effective tool for water retention during abundant rains or rapid snow melts.
- Incorporate storm sewer management techniques that are less conventional and more environmentally friendly.



3.5.2 Public transit and active transportation

- The City of Dieppe will encourage mass transit and car pooling including playing an active role in coordinating citizens' partnership efforts regarding active transportation.
- Provide parking spaces at strategic locations (bus stops, major intersections) as a measure to encourage carpooling and use of transit services.
- Incorporate smart growth ideas both in the design of new developments as well as in other areas of the City.
- Develop traffic calming measures for residential streets, such as narrower streets and subdivisions with grid plans.
- Promote the establishment of pathways, the planting of trees along sidewalks and on-street parking, so that pedestrians and traffic are separated from each other.
- Develop links between people and places with hiking trails and bicycle paths.

- Enhance the pedestrian circulation system and encourage linkages between commercial areas and other activity areas, such as schools and recreation facilities.
- Recognize all modes of transportation including vehicular, bus, bicycle, pedestrian, rail and air as essential components of the overall transportation system of the City of Dieppe.

3.5.3 Watercourse and habitat protection

The City of Dieppe will protect its watercourse, which includes the Petitcodiac River, by using incentives and clear regulations including, among others:

- Implementation of management standards for surface waters.
- Maintenance of the policy to directly purchase sensitive land near the watercourses or by claiming the portion (10%) of land during subdivision development for public purposes.
- Implement a strategy to reduce cosmetic pesticide use.
- Continue its collaboration with the Department of the Environment in order to protect the marshlands in the municipality.

3.5.4 Other

- Encourage greener property and subdivision development.
- Maintain control over the types of industry in the Industrial Park in order to minimize pollution.
- Develop an energy efficiency policy for the City.
- Adoption of a "Tree Code" that would bring about the planting of trees, but also the protection of the vegetation cover on the property.
- A policy for the planting of trees on municipal land and along the street right-of-ways.
- Green spaces, urban parks and linear parks are important components of a natural and well-balanced environment in the urban context. The City will continue setting up its park system and its green spaces in its boundaries by collaboration with the Province, in order to protect and plan for the natural landscape recreational spaces outside its limits.
- Encourage residents to participate in the four "R's" of environmentally friendly practices; reduction, reuse, recycling and recovery.

4. Economic, Social, Cultural and Environmental Plans and Priorities – City of Moncton

4.1 Introduction

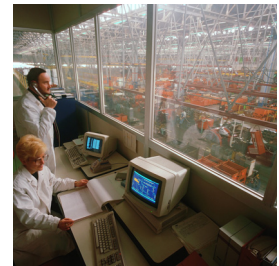
The City of Moncton is committed to maintaining strong economic growth in a sustainable fashion. The City's 5% population growth rate from 2001 to 2006 was the second fastest in Atlantic Canada among municipalities of 50,000+ population. With a population of over 64,000, Moncton is the anchor community within the Census Metropolitan area.

4.2 Economic Priorities

4.2.1 Industries targeted for expansion

In cooperation with other local economic agencies, the City of Moncton will focus on new business opportunities/investment attraction activity that will support key local existing sectors. Targeted sectors are:

- Transportation/distribution
- Retail and services
- Customer contact centres
- Gaming technologies
- Animation sector
- Information and communication technologies
- Software development
- e-learning
- Advanced and niche manufacturing
- Health and bioscience
- Tourism



4.2.2 Economic infrastructure

Industrial and business parks:

- Continue to support Caledonia Industrial Estates and Moncton Industrial Development. The City will support the redevelopment of the Victory Industrial Park for mixed industrial purposes.

Post-secondary education infrastructure:

- Support the broadening of post-secondary educational offerings in local institutions and facilitate the attraction of new external post-secondary educational institutions.
- Recognize the need to improve post-secondary educational offerings as a priority in order to develop long term economic growth and prosperity.

- Promote and foster stronger linkages between area educational institutions and the private sector in support of optimizing educational attainment and skills relative to the needs and opportunities of the area economy, and to stimulate the conditions for stronger technology based growth in all sectors.

Research and development:

- Support the establishment of more R&D in the City through enhanced partnerships with university, the health sector and other relevant stakeholders.

Tourism infrastructure:

- Continue to invest in tourism infrastructure and attract key private sector partners to the region.

Exploiting mineral resources:

- Recognize the long-term benefits of insuring the possibilities for future exploitation of areas of known mineral resources to the municipal economy by encouraging the Province of New Brunswick to legislatively protect such resources. Establish a Resource Designation on that portion of the Lutes Mountain rock formation which is being used for construction aggregate. Encourage the Province of New Brunswick to consider measures for protection of that portion of the area which lies within the unincorporated area and in the Gayton Pit area.

4.2.3 Downtown development

The City of Moncton realizes the importance of its downtown and its need to play a leadership role, along with stakeholders, in the revitalization of the downtown. The City needs to raise the population density of the downtown by supporting major capital projects (i.e. convention centre, courthouse, etc.), housing opportunities and amenities that will encourage people to live and work in the downtown. Specific priorities include:

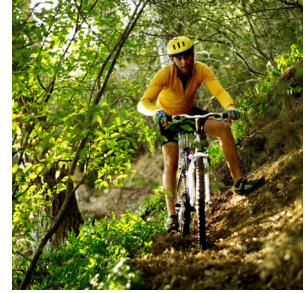
- Support the implementation of the downtown development vision.
- Be a leader in partnership with stakeholders in the development and implementation of a comprehensive, forward-looking Parking Strategy for the Downtown.
- Introduce a significant residential population Downtown
- Play a proactive role in strengthening the Downtown Market.
- Enhance and increase public spaces Downtown - Church Street Plaza, Train Station Plaza, Market Square.
- Play a proactive role in partnership with stake-holders in enhancing Entertainment facilities in our Downtown.



4.3 Social Priorities

The City of Moncton will promote active healthy living for citizens of all ages by providing the necessary programs, facilities and spaces for the safe pursuit of wellness and leisure. Specific priorities include:

- Parks and facilities: Maintain and upgrade existing city parks / develop municipal park master plan / promote active transportation by developing pedestrian and cycling paths conveniently located for residents connecting their neighbourhoods to other amenities and destinations in the city / integrate, where possible, the trail network with neighbouring communities / protect existing parkland and greenspace and identify new parkland
- Active Living: promote activities for citizens of all ages during all seasons / ensure programs are developed to increase the utilization of all municipal recreational facilities / ensure that programs and facilities reflect the community's increasing diversity.



4.4 Cultural Priorities

The City of Moncton is home to a vibrant arts and cultural community, representative of all arts disciplines: music, theatre, dance, visual arts and crafts, film, and literature. Some of the larger institutions include the *Aberdeen Cultural Centre Cooperative* and its members, the *Atlantic Ballet Theatre of Canada*, the *théâtre l'Escaouette*, the *Capitol Theatre Performing Arts Centre*, the *Moncton Gallery*, the *Galerie d'art de l'Université de Moncton*, the *Association acadienne des artistes professionnelles du Nouveau-Brunswick*, and *Music New Brunswick*.



Several noted arts-related festivals have gained prominence and prestige, including the Northrop Frye International Literary Festival, FrancoFête en Acadie – a pluridisciplinary arts festival, the 15 août celebrations, the HubCap Comedy Festival, the Festival international du cinéma francophone en Acadie, the Atlantic Seafood Festival, the annual presentations of DancEast's Nutcracker, the Victoria Park Arts and Crafts Festival, the Victoria Park and Music at the Market outdoor summer concert series, several arts activities, exhibitions and performances at the Aberdeen Cultural Centre, the Université de Moncton, and various art galleries and museums.

The City is committed to fostering this vibrant arts and culture scene as it is essential to create a unique life style that will attract creative people and will benefit all Monctonians.

The City's priorities in this area include:

- Be a leader in partnership with stakeholders in supporting and enhancing the Creative Capacity of our Downtown.
- Support Public Art by promoting a stronger relationship between non-profit institutions, commercial businesses, citizens in our community and the Arts.
- Partner with key stakeholders of the Creative Community to increase and enhance Arts & Cultural programming such as festivals, concerts, plays, etc.

- Partner with key stakeholders in the community to enhance the offerings of cultural activities in the winter in particular, such as a winter festivals, carnivals, etc.

4.5 Environmental Priorities

The City of Moncton has made the protection of its environment: air quality, watercourses and land a top priority as these are important to the health of its citizens. As the community grows, the City is taking active steps to ensure sustainability and minimal impact on the environment. Specific priority areas are:



- Land: Identify, protect and preserve strategic parkland and greenspace/redevelop brownfields / ensure adequate emergency response / identify and preserve strategic land conservation areas / reduce use of pesticides (e.g. using IPM) / manage our urban forest /, promote the construction and development of environmentally-friendly buildings (e.g. LEEDS criteria) / Promote efficient use of energy (e.g. LED lighting)
- Air: Adopt effective transportation and traffic systems / encourage active transportation and reduce dependence on the automobile/increase use of transit / adopt and promote practices that reduce greenhouse gas emissions
- Watercourses: Actively protect lakes, rivers, streams, groundwater, marshes and wetlands and all waterways / create conservation areas.
- Water and wastewater/ Protect and ensure an adequate supply of our drinking water / maintain and renew important infrastructure delivering potable water / manage sewage treatment and infrastructure.

Physical Environment

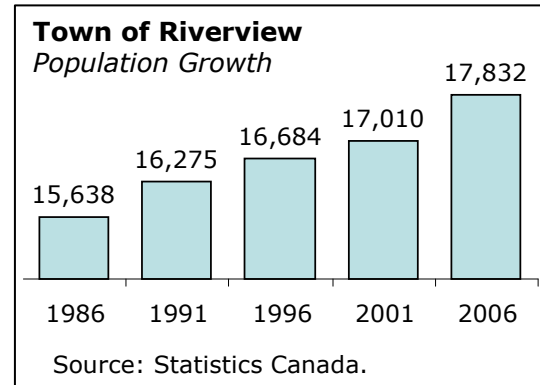
The City of Moncton has as its goal to be a safe, clean, healthy and beautiful community. Specific priority areas include:

- Focus on urban design: develop guidelines for downtown, urban, heritage areas
- Create a vibrant downtown: facilitate community vision for downtown
- Invest in infrastructure: meet the needs of a growing and developing city
- Enhance public art: invest in the cultural and physical beauty of our community
- Preserve heritage areas and properties
- Focus on public safety: safe buildings/safe streets/safe community
- Pride of property: care and cleanliness/ encourage private property / care for public property / entrances / roadsides and public amenities and spaces
- Programs: Participate in National and other programs aimed at improving our physical environment (i.e. Communities in Bloom, Creative City, government programs, FCM etc...)

5. Economic, Social, Cultural and Environmental Plans and Priorities – Town of Riverview

5.1 Introduction

The Town of Riverview's population has been growing at a steady, consistent rate over the past 20 years adding about 0.7% to its population each year. In the past five years, growth has accelerated slightly to just under 1% per year. In terms of absolute growth, over the 20 year period 2,200 residents were added to the population or a total growth rate of 14%. These are exciting times for the Town of Riverview.



The new Gunningsville Bridge is connecting to an East-West Corridor that will ring around the main core of the town and link up with the causeway. The City is focusing on several waterfront developments including improvements to walking trails and strategic developments. And the City is benefiting from new residential development. The town has approved a record amount of new areas zoned as residential within the town.

5.2 Economic Priorities

5.2.1 Industries targeted for expansion

There are a number of industry sectors that the Town of Riverview is focusing on for growth. These include:

- **Tourism:** The Town of Riverview is a major gateway to many of New Brunswick's top tourism attractions including the Hopewell Rocks and Fundy National Park. The Town would like to leverage this position to grow its tourism activity. One major initiative is the Fundy Gateway project which will be a waterfront development adjacent to Gunningsville Bridge that will include a major tourism operator, an Ecomuseum of Beauty and Wellness, kiosks for arts and crafts persons located throughout Albert County, a themed café/restaurant, a visitor information centre and an interpretive centre providing information on the Petitcodiac River and the unique ecosystem that leads into the Bay of Fundy.
- **Retail/Commercial:** The Town is looking to augment its existing retail and commercial activity with niche operators looking to serve the residents of the town and attract people from the wider region.
- **Customer Contact Centres/ICT:** Riverview is home to customer contact centres employing over 1,700 workers. The Town would like to attract more information technology-based industries to provide job opportunities for Riverview and Greater Moncton residents.
- **Accommodation/Food Services:** The Town is looking to attract a large hotel or motel operator as well as food service operators looking to attract customers from the Greater Moncton region.



5.2.2 Economic infrastructure

The Town of Riverview is making considerable investments in its economic infrastructure to support commercial growth. Key priorities include:

- Work with regional partners to ensure that all levels of transportation service provided by outside agencies, including rail, air and road transit, are maintained at the highest possible level providing quality services to all segments of the community.
- Continue to support initiatives aimed at ensuring adequate passenger and freight rails service.
- Participate in the Airport Authority in order to insure the continued presence of quality air services in the Moncton region.
- Make targeted investments in highway infrastructure to support commercial and residential growth.
- Ensure there are adequate zoned lands available for both commercial and residential development.
- Limit industrial development within the Town by establishing an Industrial Designation on the Future Land Use map only to those lands currently developed and zoned industrial.

5.2.3 Coverdale Road development

The Coverdale Road is a key economic zone for the Town of Riverview. The new Gunningsville Bridge heightens the importance of this area. Key priorities include:

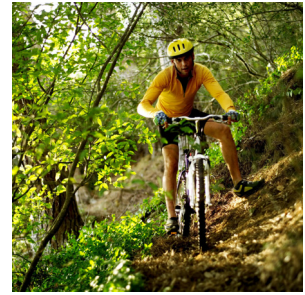
- Recognize and further encourage high density residential and commercial development of this portion of Coverdale Road.
- Ensure that development proposals, located within the Central Commercial area along Coverdale Road from the intersection of Pine Glen Road to the causeway overpass, support the goal of building a vibrant and successful commercial area.
- Support and invest in the Riverfront design concept.
- Recognize and foster development of retail and service outlets serving the suburban portions of the town by establishing the Suburban Commercial Designation.
- Consider additional highway commercial developments for lots with frontage on Coverdale and Hillsborough Roads where central municipal water and sewage systems are available.

5.2.4 Other

- Provide for employment growth opportunities in appropriately designated commercial and industrial areas within the Town.
- Provide for development of appropriate home based businesses within residential areas.
- Undertake strategic economic development initiatives and to identify specific development opportunities arising from the tri-community regional development efforts.
- Ensure that land be designated for specific land-use designations bears a reasonable relationship to demand within the context of a medium to long range planning horizon.

5.3 Social Priorities

The Town of Riverview has worked hard to create a family friendly environment for its residents by investing in ample green spaces, walking/biking trails, community infrastructure such as sports arenas/fields, etc. The Town's current priorities in this area include:



5.3.1 Recreation, parks and public spaces

- Ensure that all Town owned parks and recreation facilities are safe and adequately maintained. Make additional investments where necessary.
- Encourage the development of parks and open space related to new residential development.
- Investigate the feasibility of acquiring lands along the southerly boundary of Mill Creek from the confluence of Mill Creek and the Petitcodiac River southwest to the easterly limit of the Town for public use.

5.3.2 Healthy living / Active living

Like its partner communities in the Urban Moncton region, the Town of Riverview understands the importance of promoting healthy and active living among its residents. It has set as a priority to:

- Pursue more public/private partnership to enhance the Town's recreational infrastructure and possibly finance a new community wellness center.

5.3.3 Community building

- Continue to invest in quality recreation infrastructure and programs.

5.3.4 Crime management and reduction / Public security

- Ensure that the services provided by the policing services is not hampered or diminished by a Regional Police force.
- Seek to minimize emergency response time and ensure alternative access points when planning new roads and evaluating new development proposals.
- Examine the distribution of fire hydrants and ensure that existing deficient areas and areas that further develop have adequate fire protection systems.
- Ensure that the fire fighting and emergency response function of the department are maintained at a suitable level to ensure that residents of the Town are adequately served.

5.3.5 Partnering with other communities

- Continue to actively participate with senior governments, adjacent municipalities and development associations in the promotion of the region.
- Continue to coordinate with the City of Dieppe, the City of Moncton and the Province in planning and implementing the regional transportation program.
- Cooperate in any regional transportation planning studies that may be of benefit to the Greater Moncton Area.

5.4 Cultural Priorities

The Town of Riverview has a unique connection to the Petitcodiac River and the storied history of Albert County. Over the next few years, the town has several priorities in this area including:



- Invest in and lead the development of the Fundy Gateway project.
- Instruct the Planning Commission and the Parks and Recreation department to monitor demographic trends and leisure needs at the community and neighbourhood levels.
- Encourage the effective use of school, church and other non-profit facilities throughout the Town to serve as community centers.
- The design of new developments shall encourage the preservation, restoration and enhancement of identified heritage features.
- Treat architecture as an art. Integrate public art in the building fabric and in important spaces.

5.5 Environmental Priorities

5.5.1 Water/Sewage

- Drinking water - Support all efforts to protect and improve the water quality in the Turtle Creek Watershed.
- Seek financial assistance from senior governments in carrying out improvements to the Town's water, sanitary sewer and storm sewer system.
- Sanitary sewers - Continue to support the operations of the Greater Moncton Sewage Commission and the continuing efforts to improve the level and efficiency of sewage treatment as fiscal and environmental considerations warrant. Fiscally support the efficient and economic delivery of sewage collection services.
 - Insure that adequate provision is made in the sewage collection system to allow for the ultimate development of all lands within the Serviceable Area Development Boundary



- Storm sewers - Pursue any available Provincial or Federal financial assistance in carrying out improvements, upgrading or expansion to the Town's storm water system.
 - Ensure that all future development separate storm water discharge from the sanitary sewer system.

5.5.2 Support public transit and active transportation

- Develop a system of sidewalks where feasible along the Town's major Arterial and Collector Roads as a health and public safety measure for pedestrians.
- Encourage connectivity between neighborhoods and local streets based on smart growth principals.
- Recognize public transit as a component of the transportation system and to continue fiscal support for cost effective, publicly- convenient transit services linking major employment, shopping and residential areas.
- Establish standards for new roads which will accommodate transit services.
- Provide a non-motorized vehicular system of walkways and linkages within the Town connecting major functional elements of the Community.

5.5.3 Watercourse and habitat protection

- Continue to participate in the Westmorland – Albert Solid Waste Corporation and continue to dispose of its solid waste at the facility.
- Protect the water quality of local streams, rivers, lakes and channels designate the town's most significant environmentally sensitive areas as Community Use.
- Protect and limit development in all environmentally sensitive areas.
- Protect watercourses by establishing an Open Space and Conservation Zone on riparian areas.



6. Economic, Social, Cultural and Environmental Plans and Priorities – Urban Moncton

6.1 Introduction

This section will develop an integrated view of the economic, social, cultural and environmental plans and priorities of the urban Moncton region (City of Moncton, City of Dieppe and Town of Riverview). One of the important features of the urban Moncton region is that each of the three municipalities has its own distinct character and positioning within the overall urban context. Potential residents have a varied mix of opportunities when they are considering where to live. Regardless of where people choose to live in the urban Moncton area, there is an excellent road system and walking trails connecting all three communities.

6.2 Economic Priorities

The following provides the regional economic priorities as outlined in the Enterprise Greater Moncton strategic plan dated April 2007. Enterprise Greater Moncton (EGM) is the regional economic development agency mandated to promote targeted industry growth and an overall successful economic environment for the tri-community region. EGM works closely with the economic development teams in each of the municipalities.

6.2.1 Enterprise Greater Moncton strategic plan summary

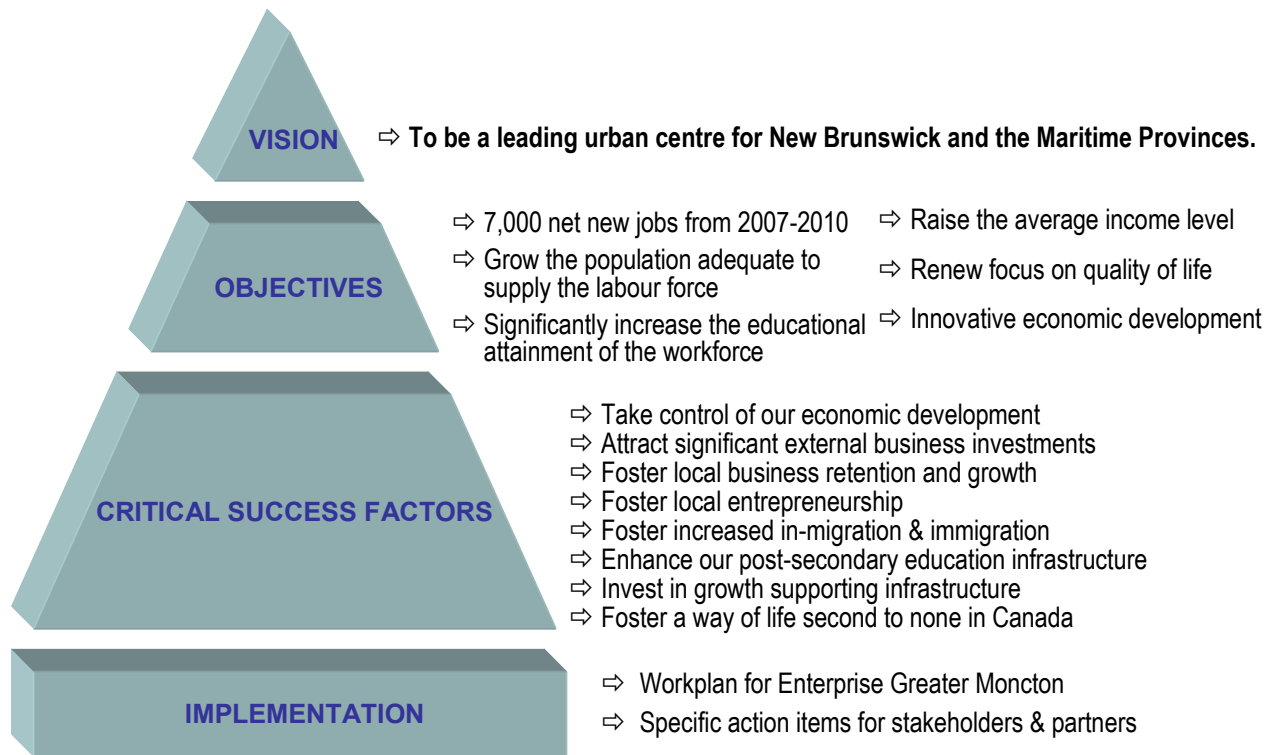
Greater Moncton has undergone considerable transformation in the past 20 years. In many ways this has been a remarkable transition from a community dominated by one, blue collar industry – the CN Shops – in the 1980s to one that is diversified, dynamic and expanding its role as a regional economy for New Brunswick and also northwestern Nova Scotia and Prince Edward Island.

This is why the 2007-2010 Strategic Plan for Enterprise Greater Moncton was called *Urban Growth Engine for New Brunswick*. It is a deliberate recognition of the emerging role that Greater Moncton has in the regional economy and a call to action to the community to recognize its new role and embrace it. If New Brunswick is to turn itself around and shift from population decline to population growth, it will need the urban region of Greater Moncton to lead the way. If New Brunswick is to transition from an economy dominated by 19th and 20th century industries to one of leading 21st century industries, Greater Moncton must lead the way. If New Brunswick is to become, in the words of the new government, 'self-sufficient', Greater Moncton must lead the way.

The success of Greater Moncton will be based on a much wider set of factors than just this regional economic development agency. But Enterprise Greater Moncton is the regional economic development agency and as such, its efforts will be key to the sustained growth and emerging leadership role of the community.

The chart on the following page summarizes the vision, objectives and critical success factors that were developed in the strategic plan:





6.2.2 The Context: 2007 and beyond

There are a number of emerging trends and major influences that impact Enterprise Greater Moncton and its 2007-2010 strategic plan: *Urban Growth Engine for New Brunswick*.

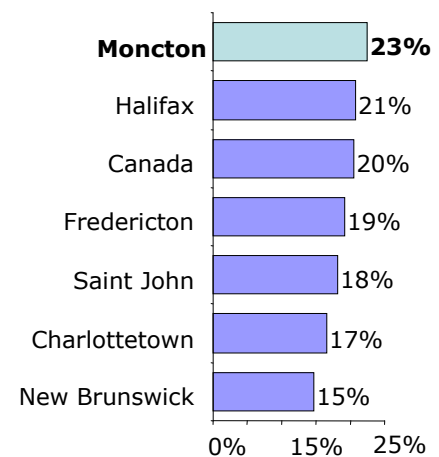
- **Sustained growth in Greater Moncton**

Greater Moncton has sustained its strong rate of employment and population growth over the past decade. Since 1996, no urban centre in Atlantic Canada has exhibited a stronger rate of employment growth. Population growth has remained strong as well with only the Halifax CMA growing at a faster rate.

However, employment growth is out stripping population growth which has led to reduced unemployment rates, increased workforce participation and emerging labour shortages in certain industry sectors.

As of February 2007, the unemployment rate in urban Moncton had dropped to 5.1% - one of the lowest rates of urban unemployment in eastern Canada.

Total Employment Growth
Percentage Change 1996-2005



Source: Statistics Canada Labour Force Survey. *Charlottetown, Moncton & Fredericton data represent urban areas (not single municipalities)*

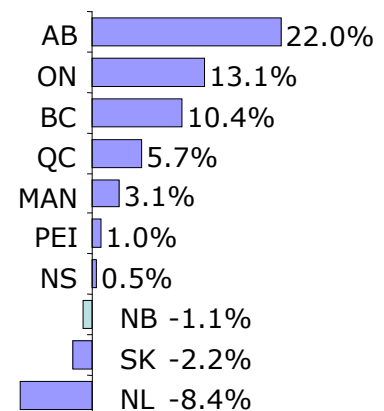
The workforce survey conducted by Enterprise Greater Moncton in 2006 and the contact industry study provided strong indications that this growth is expected to continue. From the workforce survey, 54% of the 700 firms in the survey indicated they would be expanding their workforce over the next three years. The companies included in the workforce survey and the customer contact industry survey are forecasting a collective expansion of over 5,200 workers in the next three years. This represents only a subset of all the firms in Greater Moncton and does not take into account any new firms moving in to the region.

- **The provincial context**

In 2006, a new government took control of the Legislature in Fredericton promising to move New Brunswick towards 'self-sufficiency'. The reports issued by the self-sufficiency task force call for the population of New Brunswick to increase by 100,000 people in the next two decades (it declined over the past 10 years). It also calls for an increase to the workforce of 70,000 people in that timeframe.

The path to achieving this never before seen economic and population has not been fully articulated by the new government as of the time of the issuance of this report. However, one thing is clear. For New Brunswick to achieve a period of unprecedented population and economic growth, Greater Moncton will have to be a vital catalyst.

Population Growth (1996-2006) (%)



Source: 1996 & 2006 Census

- **The shift towards workforce**

According to research by major economic development publications such as *Site Selection* magazine, *Expansion Management* and *Area Development*, access to a qualified workforce has become the dominant issue in business investment attraction across North America.

In the early 1990s, when unemployment rates in many communities were 10% and up, company surveys placed other criteria such as cost environment and government incentives ahead of workforce. Now, the ability to generate a strong local workforce and attract people into the community is by far the most important differentiator for economic development.

How does Greater Moncton compete in this area? It must compete by:

- Having a local post secondary education system that is turning out highly qualified workers for Greater Moncton's key growth sectors. According to recent studies, upwards of 40% of university graduates from Atlantic Canadian universities are leaving the region upon graduation for jobs elsewhere. It is imperative to keep them here by aligning graduates with good job opportunities at both the community college and university levels.
- Educating young people at the high school level about the opportunities in Greater Moncton. Greater Moncton is losing too many of its high school graduates to post-secondary and work opportunities in other provinces. These young people need to

be made aware of the opportunities and hopefully many of them will align their post-secondary education to careers that will keep them here.

- Greater Moncton employers must be more deliberate about attracting workers from across the Atlantic Provinces. According to the Workforce Survey, over 90% of applicants for jobs in Greater Moncton come from either urban Moncton or New Brunswick. Only 7% come from elsewhere in Atlantic Canada.
- Greater Moncton employers must be more deliberate about attracting workers from across Canada, where appropriate. Both the migration data and anecdotal evidence confirms that people will move to Greater Moncton for a good job opportunity. However, only 1% of applications for jobs in Greater Moncton come from provinces outside Atlantic Canada. In order for Greater Moncton to be able to support its local workforce needs and attract new industry into strategic sectors, it will have to show a demonstrated ability to attract workers from outside New Brunswick.
- Greater Moncton employers must be more deliberate about attracting immigrants to work in key industries. The workforce survey confirmed that the vast majority of companies in Greater Moncton would gladly hire immigrant workers. It is incumbent on the key stakeholders involved in immigration to play a leadership role in linking immigrants to real job opportunities in Greater Moncton.

It was clear from the consultations with industry and labour groups that the ability for Greater Moncton to attract workers from outside New Brunswick will be critical to its success not in 10 or 20 years but now. As such, this issue will take on increasing importance in Enterprise Greater Moncton's strategic plan.

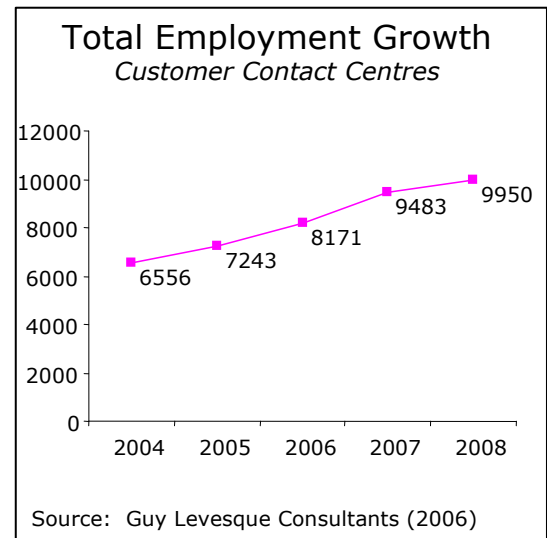
• **The customer contact centre sector**

The customer contact centre sector in Greater Moncton is one of the most impressive economic development stories in the past 30 years in Atlantic Canada. From an industry with 2-3 companies in the late 1980s to one with 32 firms employing over 8,000 workers and generating an estimated \$421 million to the local economy¹, the contact centre sector is truly one of the most important economic drivers in the region.

The industry is estimated to generate over \$39 million in tax revenues to the three levels of government.

And the growth is expected to continue. A recent report² forecasted that an addition 1,800 new jobs will be created in the sector from 2006 to 2008 increasing the direct economic benefit to the community to over \$540 million per year.

However, the industry is facing considerable challenges including high labour turnover (25% or more), increasing challenges finding qualified workers and operating cost appreciation.



¹ Greater Moncton Area's Contact Centres, Guy Levesque Consultants (2006)

Many of Greater Moncton's contact centre companies are addressing these challenges by increasing wage rates, adding more fringe benefits, providing better work conditions, adding innovative models such as home agents and offering more training.

It is clear that the continuing success of the contact centre sector is important to Greater Moncton's economy. A large scale retrenchment in this sector could have wide ranging negative implications on the growth of Greater Moncton.

- **The rise of the 'nearshore'**

A major trend impacting North American industry in the past decade has been the rise of offshore outsourcing to countries such as India, China and the Philippines. In fact, a number of Greater Moncton firms have felt this impact as jobs have been transferred offshore.

However, a variety of factors ranging from increasing security concerns to the need for data privacy has led to the emergence of the 'nearshore' model for a variety of industries. Canada, in general, and Atlantic Canada in particular is a good nearshore location because of its competitive cost environment. For example, Indian IT firms are setting up in Canada to provide nearshore IT services to the US market.

Greater Moncton needs to be positioned as an ideal nearshore destination for IT, high customer contact centres and manufacturing activity.

- **Increasing local economic development capacity**

Another key trend in the past few years within Greater Moncton has been the effort of the three municipalities to ramp up their internal economic development capacity. All three municipalities have dedicated economic development resources, budgets and plans. This increasing capacity is synergistic to the mandate Enterprise Greater Moncton and helps build the overall economic development environment in the tri-community area. However, it also means there is a need for alignment, where it makes sense, between the regional efforts of EGM and the local efforts of each of the three municipalities.

- **Regional cooperation**

Greater Moncton is positioned at the geographic centre of the Maritime Provinces. This unique geographic advantage has helped the community build strong retail, warehousing and transportation sectors. In addition, it is a major reason why the Greater Moncton International Airport has been growing strongly.

In a broader context, there is considerable interest in more regional cooperation between communities and provinces. The three regional Enterprise agencies (Kent, Southeast and Greater Moncton) have been working on a number of collaborative initiatives in recent years. The Atlantica initiative, although it's early in the process, could be an important initiative and there are also efforts underway for more community to community collaboration where there is potential for mutual benefit.

Enterprise Greater Moncton should take a leadership role, where it makes sense, on inter-community collaboration. Once again, Greater Moncton needs to take on its role as a dominant urban region in New Brunswick and that will mean having a strong voice on community to community and regional collaboration.



6.2.3 Targeted industry sectors

In the 2007-2010 strategic plan, a list of growth sectors was developed where Enterprise Greater Moncton *can play a direct role in its growth and success*. This is a list of priority economic sectors for the three municipalities. Specific sectors of interest to individual municipalities can be found above.

- **Customer contact centre industry:** As mentioned above, this sector is one of the most important to the Greater Moncton economy and one with considerable growth potential in the short term.
- **Retail trade:** The retail trade sector is an important one to the local economy as it is key to Greater Moncton's role as a regional economy. Tens of thousands of people from outside the urban area come here to shop and spend money in the local economy. In addition, there are upwards of 10,000 people working in this sector.
- **Health/Life sciences:** Greater Moncton has a large, local health sector. The two main health corporations employ some 4,000 people in the local region and the economic impact of the sector is considerable. There are emerging research organizations such as Atlantic Institute for Cancer Research and there are private sector firms offering related services outside the Greater Moncton region such as Clinidata and DDX Health Strategies. The Université de Moncton wants to play a larger role in this sector. In addition, the provincial government has made this sector central to its growth strategy which should bode well for the industry here in Greater Moncton.
- **Insurance/financial services:** The financial services sector in Greater Moncton has been growing strongly in recent years. There are contact centres such as RBC doing financial services activity and also the local banking sector has been in growth mode to address the growing consumer and business banking needs in the local market. However, the growth of the insurance sector may be the community's best kept secret. In addition to the head offices of Medavie Blue Cross, Blue Cross Life and Assumption Vie, there are a number of regional offices in the community including: Economical Insurance (75 employees), Cooperators Insurance (200 employees), Wawanessa (100 employees) and ING (40 employees). There are also several large insurance brokerages in the community.
- **Education:** There are considerable challenges and opportunities related to the education sector in Greater Moncton. Post-secondary educational opportunities for Anglophone high school graduates are limited. Community college programs in French are not aligned with the needs of the local community. A number of private colleges have closed their doors. However, having a strong education sector that is aligned to the requirements of the workforce is critical to the ongoing success and economic health of Greater Moncton.
- **Manufacturing:** The manufacturing sector in Greater Moncton is in a period of turbulent times. The rise of the value of the Canadian dollar has squeezed margins on U.S. business opportunities. Increasing border security challenges are considered to be too onerous. China and offshore outsourcing is competing more directly with Greater Moncton's manufacturers. And perhaps the most important challenge going forward will be access to skilled labour. Alberta is attracting many of the people that have the profile for working in manufacturing. Upward pressure on wage rates is making it more challenging to be competitive. The key to the industry will be its ability to be cost competitive while at the same time able to attract and retain qualified workers.

- **Information & communications technologies (ICT):** The information and communications technologies sector (ICT) sector is an important one to the growth of the Greater Moncton economy. A recent report sponsored by the City of Moncton and supported by EGM, Accelerating Technology-Based Economic Growth and Entrepreneurship in Greater Moncton, published by the IC² Institute out of Texas put forward a roadmap for the development of this sector going forward. The report's five recommendations were:
 - Accelerate technology-based business development in established and emerging industry clusters with the greatest growth potential.
 - Develop Greater Moncton as an emerging center of technology-based entrepreneurship.
 - Foster academic and research excellence that is specifically linked to regional economic development.
 - Foster and leverage regional, national, and global value-added partnerships and alliances.
 - Promote a common vision and coordinated action initiatives targeted to brand Greater Moncton as an important emerging center of technology-based entrepreneurship and business development.

There are five sectors determined to offer the most potential for growth:

- Gaming technologies
 - Animation sector
 - Information and communications technologies
 - Software development
 - E-learning
- **Transportation/distribution:** The transportation/distribution sector is one of the most important to Greater Moncton's success and prosperity. From the original settling of this region over 250 years ago, its geographic position has been central to its success.
 - **Creative & cultural industries:** While this sector has been traditionally under-represented in the Greater Moncton economy as a percentage of the workforce (as shown in the chart taken from the 2004 strategic plan), it has been growing in its influence and importance in recent years. There have been an increasing number of regional and even national festivals and events. The three municipalities understand the importance of this sector and are making investments in support of its growth. As Greater Moncton looks to attract more immigrant workers, the strong synergies between immigration and the arts/cultural industry will be important.
 - **Aerospace:** The aerospace sector in Greater Moncton is a small but growing part of the local economy. Several local manufacturing firms sub-contract on large aerospace projects and there are a number of infrastructure elements such as the international airport, the aerospace park in the City of Dieppe and the Moncton Flight College that support efforts to grow this sector.

6.2.4 Urban Moncton's economic priorities

In summary, there are six main economic priorities for the broader urban Moncton region. These are outlined in the Enterprise Greater Moncton strategic plan dated April 2007.

- **7,000 net new jobs from 2007-2010**

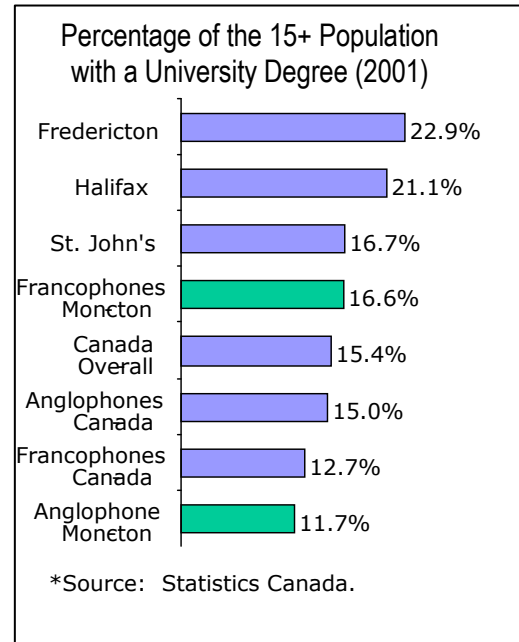
The three communities are committed to continue their role as an urban growth engine for the Province of New Brunswick.

- **Grow the population adequate to supply the labour force**

The three communities are committed to be proactive in efforts to attract people (immigrants and migrants) into the region to support continued economic growth.

- **Significantly increase the educational attainment of the workforce**

Urban Moncton is well below its peer communities in Canada for its university educated population. There is a direct correlation between education levels and income and the three communities are committed both to attracting and supporting the growth of higher wage industries and creating additional post-secondary educational opportunities for residents.



- **Raise the average income level**

Urban Moncton's average family income level is considerably below most of its peer communities in Canada (see the chart below). This is offset, somewhat, by a lower cost of living as Urban Moncton has the second best percentage of discretionary income among the top 10 communities to live in Canada (see the chart). However, the three communities are committed to increasing the average income level to at least the average of urban communities in Canada.

This will be accomplished by focusing on the growth of high wage industries such as the ICT sector and by encouraging more post-secondary education among its residents – which is correlated to higher income over time.

- **Renew focus on quality of life**

Even as the communities in Urban Moncton continue to grow strongly, they are committed to offering residents a top quality of life. As labour markets tighten the communities that offer the most attractive living environment will be those that can attract workers and thus grow industry.

Canada's Top 10 Cities to Live (May 2007)

Rank	City	Prov	Average Family Income (\$)	Discretionary %	Newer cars	Pop. Growth	Unemployment. Rate	Homicide rate
1	Ottawa - Gatineau	ON	83,300	25.14	17.4	5.9	5.8	1.19
2	Halifax	NS	70,300	24.45	18.4	3.8	5.1	1.99
3	Québec	QC	61,100	22.60	18.6	4.2	6.8	1.17
4	Guelph	ON	79,200	24.87	13.5	8.2	5.5	1.17
5	Fredericton	NB	67,800	25.35	12.6	5.3	6	1.32
6	Kingston	ON	67,000	24.19	12.7	3.8	7.6	1.64
7	Moncton	NB	62,800	25.12	15.3	6.5	5.8	1.32
8	London	ON	68,500	24.01	15.6	5.1	7.3	1.03
9	Victoria	BC	66,700	21.32	9	5.8	3.9	1.94
10	Gander	NL	76,200	23.46	14.8	0.4	6.4	0.6

Source: Money Sense magazine, May 14, 2007.

- **Innovative economic development**

Through their regional economic development agency, Enterprise Greater Moncton, and with their own economic development functions, the three municipalities of Moncton, Riverview and Dieppe understand the importance of being innovative in the function of economic development. The process of economic development is becoming increasingly competitive across North America. The three municipalities are committed to innovative practices in:

- Community promotion and branding
- The use of the Web and innovative communications channels
- People attraction strategies
- Sector growth development (business retention and expansion)



6.3 Social Priorities

6.3.1 Foster a healthy community

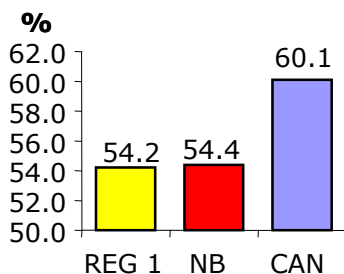
Urban Moncton and its surrounding communities are below provincial and national levels for a number of broad indicators of health. The latest data from the Canadian Community Health Survey (released in 2006), shows that Region 1 (southeastern New Brunswick) scores well below the national average for self-rated health, self-rated mental health and obesity rates. For example, Region 1 ranks 97th out of 119 health regions in Canada for the percentage of its citizens that characterize themselves either as in very good or excellent health.

All three municipalities in urban Moncton recognize the importance of promoting healthy living and are working with the regional health authorities on a variety of initiatives such as community health clinics and broad health promotion.

Indicator: Very good or excellent self-rated health

Findings:

Percentage of Population ¹	54.2%
% Change (2003-2005)	+1.3
National Rank ²	97th
Provincial Rank ³	3rd



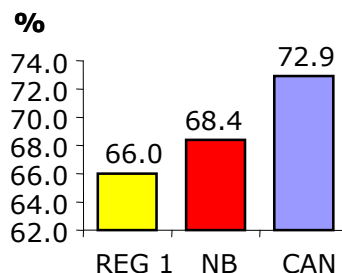
Description:

The residents of southeastern New Brunswick are well below the national rate and slightly below the prov. rate for self-rated health.

Indicator: Very good or excellent self-rated mental health

Findings:

Percentage of Population ¹	66.0%
% Change (2003-2005)	-0.2%
National Rank ²	109th
Provincial Rank ³	4th



Description:

The residents of southeastern New Brunswick rate their mental health well below the provincial and national averages. Region 1 ranks 109th out of 119 health regions.

1. Data for both sexes combined
2. Out of 119 health regions
3. Out of 7 health regions

Source: Canadian Community Health Survey

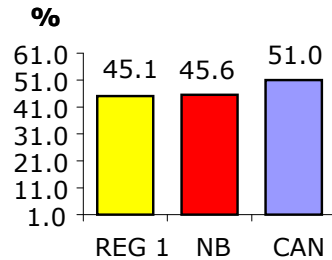
6.3.2 Promote an active community

Tied directly to being a healthy community is the shared priority of being an active community. The latest data from the Canadian Community Health Survey (released in 2006), shows that Region 1 (southeastern New Brunswick) scores well below the national average for physical activity among its population. The most active communities in Canada have upwards of 70% of their population claiming to be leisure-time physically active compared to 45% in Region 1.

% of Total Population that is leisure-time physically active or moderately active

Findings:

Percentage of Population ¹	45.1%
% Change (2003-2005)	+0.4
National Rank ²	102nd
Provincial Rank ³	6th



Description:

Region 1 residents are well below their peers for leisure time physical activity. 45.1% claim to be active. This is 6th out of seven health regions in New Brunswick and 102nd out of 119 health regions nationally. At the same time, Saint John is reporting a seven percentage point increase in residents that are active and has passed Region 1 since 2003.

1. Data for both sexes combined
2. Out of 119 health regions
3. Out of 7 health regions

Source: Canadian Community Health Survey

All three of urban Moncton's municipalities have recognized the link between physical activity, overall health and quality of life in their communities. As a result they have developed active living strategies and priorities that include:

- Making significant investments in walking/biking trails and community parks
- Building commercial spaces in a way that encourages walking
- Encouraging downtown living
- Promoting active tourism and leisure-time activities among residents
- Promoting the use of health facilities in the communities
- Within the municipalities, being model organizations for encouraging active living among employees.

6.3.3 Foster a safe community

Compared to its peers, Greater Moncton is a relatively safe community. It's rates of property and violent crime are below the average levels among urban centres in Canada and the United States. However, it is critically important to continue to foster a safe environment for residents and the three municipalities are committed to working with the RCMP on this issue.

Comparing Crime Rates (2005)

Rates shown per 100,000 population

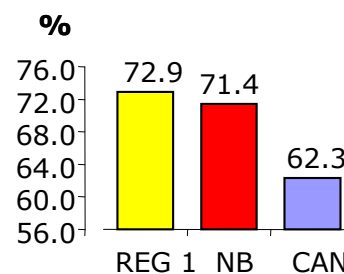
	Robberies	Homicides	Assaults
Halifax	160	2	1140
Montreal	150	2	675
Toronto	105	2	705
Calgary	90	2	705
Moncton	60	2	650

Source: The Geographic Reference Report (2006)

6.3.4 Be an inclusive community

One of the most impressive attributes of the southeastern New Brunswick region is that despite its fast growing population, its residents have a very strong sense of belonging to a local community. The Canadian Community Health Survey asked Canadians about their sense of attachment to the local community. Across Canada only 62% of people indicated feeling a strong or somewhat strong sense of belonging to the local community. Among urban areas with considerable recent population growth, this rate drops to below 50%. However, in Region 1 (southeastern New Brunswick), almost 73% of people felt this strong sense of community.

% of Total Population with a very strong or somewhat strong sense of belonging to local community



Source: Canadian Community Health Survey

It is vitally important for Moncton, Riverview and Dieppe to continue to foster this sense of inclusion in the local community. Whether the people moving into the community are expatriates, other Canadians or immigrants, integration and inclusion in the local community is something that sets this region apart and needs to be front and centre in the community's growth strategy.

6.4 Cultural Priorities

6.4.1 Preserve and celebrate our history

The three municipalities of Moncton, Dieppe and Riverview are forward looking and intent on fostering a community that offers good employment opportunities and a high quality of life for its residents. However, an important part of the sense of community is understanding our shared past. This region has strong traditions – English, French and Aboriginal. The first bilingual (French & English) commercial activity in Canada was a retail store in late 19th century downtown Moncton. Priorities to preserve and celebrate our history include:

- Efforts to preserve and enhance sites and buildings with heritage and historical value.
- Enhance public art in the communities.
- Promote the region’s unique Acadian history as well as other heritage (Irish, English, Scottish, etc.).
- Integrate elements of our cultural heritage into community parks, walking trails and other tourism and recreational venues.
- Support the efforts of the Moncton Museum.

6.4.2 Encourage and support our arts and culture community

Greater Moncton has a growing and dynamic arts and cultural scene which has been an important tool to attract people to live and work in the three municipalities. The *Aberdeen Cultural Centre Cooperative*, the *Atlantic Ballet Theatre of Canada*, the *Chocolate River Conservatory*, the *théâtre l'Escaouette*, the *Capitol Theatre Performing Arts Centre*, the *Moncton Gallery*, the *Galerie d'art de l'Université de Moncton*, the *Association acadienne des artistes professionnelles du Nouveau-Brunswick*, and *Music New Brunswick* are a few of the artistic and cultural organizations that enhance this community..

The region’s festivals are also important for both local residents and tourists. These include the Northrop Frye International Literary Festival, FrancoFête en Acadie, the 15 août celebrations, the HubCap Comedy Festival, the Festival international du cinéma francophone en Acadie, the Atlantic Seafood Festival, the annual presentations of DancEast's Nutcracker, the Victoria Park Arts and Crafts Festival, the Victoria Park and Music at the Market outdoor summer concert series, several arts activities, exhibitions and performances at the Aberdeen Cultural Centre, the Université de Moncton, and various art galleries and museums.

The three communities are committed to investing in and supporting the arts and culture sector in the community.

6.4.3 Be a creative community

Recent research has found a strong correlation between a community’s creative community and its economic success. The municipalities of urban Moncton understand this linkage and realize that supporting artistic and cultural efforts has broader economic impacts for the region as a whole.



6.5 Environmental Priorities

The communities of Moncton, Riverview and Dieppe are committed to environmentally sustainable development and with the principles of conservation and environmental stewardship. Collective priorities include:

- Ensure that an adequate portion of municipal land be designated and developed as parkland and green space.
- Actively protect lakes, rivers, streams, groundwater, marshes and wetlands and all waterways.
- Ensure an adequate supply of quality drinking water.
- Maintain and renew important infrastructure delivering potable water.
- Continue to invest in sewage treatment and infrastructure.
- Reduce/eliminate the use of pesticides in the municipalities
- Encourage residents to participate in the four “R’s” of environmentally friendly practices; reduction, reuse, recycling and recovery.
- Invest in public transit and encourage active transportation.
- Incorporate smart growth ideas in both the development of new structures and also municipal infrastructure.



7. Conclusion

The communities of urban Moncton, the City of Moncton, the City of Dieppe and the Town of Riverview have unique and distinct roles to play in the urban Moncton region. Each has focused on its own separate priorities – yet at the same time – many of these priorities are similar and the communities have worked together to achieve positive outcomes for their residents.

This community growth strategy sets the collective priorities for the three municipalities: economic, social, cultural and environment.

The overarching vision of all three municipalities is to create and maintain a strong economic environment that provides residents with good employment opportunities and at the same time foster a high quality of life. As evidenced by this document, the activities required to achieve the two elements of this vision can change over time. At this juncture in our history, the communities of urban Moncton need to be focused on managing growth in a sustainable fashion. They need to be about fostering active living and raising educational attainment levels. They need to be about ensure safe communities in which to raise families.

But the three municipalities also need to understand their role in the big picture – the provincial picture. Population decline, out-migration, threatened traditional industries and an increasing dependence on tax dollars generated elsewhere to provide government services are challenging New Brunswick’s position in the Canadian Federation. New Brunswick needs urban Moncton to be a strong economic growth engine for the province. This is a role the communities have played over the past 20 years but must also play for the next 20 and beyond.



Appendix A: Sources and Consultations



Appendix B: Agenda, Meeting Minutes

