

**NOVA SCOTIA UTILITY AND REVIEW BOARD**

**IN THE MATTER OF THE MUNICIPAL GOVERNMENT ACT**

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**IN THE MATTER OF AN APPLICATION by the MUNICIPALITY OF THE COUNTY OF  
PICTOU and the TOWNS of NEW GLASGOW, PICTOU and STELLARTON for an Order for  
the Amalgamation of the Municipality and the Towns**

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**Consultation Plan on Amalgamation  
Submitted on behalf of the Applicants**

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The Applicants submit the following plan regarding further public consultation on amalgamation on the basis of direction from the Board during the hearing on the merits to provide further information on the public consultation efforts leading up to the plebiscite. This consultation plan is submitted further to the post hearing submissions filed by the Applicant on March 18, 2016.

In the weeks leading up to the plebiscite the MOU Steering Committee will spearhead the following communication initiatives:

***Facilitated Open Panel – Question & Answer Session***

The MOU Steering Committee Chairperson, Warden Ron Baillie and MOU Project Manager, Scott Conrod will be panel guests for a facilitated Q&A session with the audience. This session will be convened in a central and accessible location.

***Website: [www.onepictoucounty.ca](http://www.onepictoucounty.ca)***

The website is being revamped to provide a detailed overview of where we are today in the process. Currently the website is focused on the education on the MOU framework and the amalgamation study process. The revamped website will provide an overview of the upcoming information sessions, the evidence filed with the Board, an overview of the quick facts and public information as well as the contact information for the council members of the Participating Municipal Units that are actively involved in this process. The website also provides citizens an opportunity to submit questions electronically.

***Special Presentation Session with Doug Griffiths***

Doug Griffiths is the former Minister of Municipal Affairs from the Province of Alberta and he is the author of book titled, *Thirteen Ways to Kill Your Community* (referenced by Dr. Amanda Hill during the public speaker session on March 7, 2016). Mr. Griffiths spoke at the Georgetown Conference held in Prince Edward Island in 2013.<sup>1</sup> This special presentation will on April 25, 2016 with the location to be determined. The final details are being coordinated and will be made available as soon as possible.

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<sup>1</sup> The Georgetown Conference Website describes the purpose of the Conference as follows: “Two years ago The Georgetown Conference was the catalyst for many Atlantic Canadian communities to jumpstart grassroot efforts at tackling the demographic and economic challenges impacting rural sustainability.” See: <http://thegeorgetownconference.ca/why-georgetown/>

### ***Facebook and Twitter***

The Applicants have a Facebook Page and Twitter account for “*One Pictou County*”. Both social media tools are being regularly updated with current facts regarding the Application. Any inquiries or questions posed through social media are being responded to directly. A collection of the issues/concerns being raised through these avenues are being recorded so the themes can be recorded.

### ***Mail Drop to Households***

The Applicants are developing specific mail-out materials for the residents within the Participating Municipal Units. Some of this information has already been disseminated through the water bills in the Town of New Glasgow and Town of Pictou.

### ***Newsletters***

The Applicants have been provided the opportunity to contribute to various community and workplace newsletters. Currently, an article is being developed for the Pioneer Publication which is distributed in the rural area of the west side of Pictou County: River John and area. Another article is being prepared for the Northern Pulp newsletter. The Applicants will continue to leverage these opportunities as presented.

### ***Targeted Stakeholder Presentations***

The Applicants have been in regular contact with the Pictou County Chamber of Commerce, Pictou County 2020 and the Pulse Pictou County organizations throughout the process. The Applicants submit that the stakeholder sessions offer valuable feedback related to the social and economic impacts for our region based on the proposed amalgamation. The following stakeholder presentations have been scheduled:

Pictou County Business Focus Group Discussion was held of February 25, 2016 at noon with ten business representatives from the manufacturing, exporting, retail, transportation and financing sectors within Pictou County.

Pictou County Chamber of Commerce – Business Breakfast was held on March 3, 2016 with over 80 people in attendance.

Pictou County Fire Chiefs Association – March 23rd at 8:00 p.m. at the Abercrombie Fire Hall.

North Nova Education Centre Staff – April 4th at 3:30 p.m. at the North Nova Education Centre.

NSCC Staff and Students – April 5th at 2:30 p.m. at the NSCC Gymnasium.

Pictou County Council of Seniors – April 6th at 2:00 p.m. at the New Glasgow Fire Hall.

Northumberland Education Centre Staff – April 11th at 3:30 p.m. at the Northumberland Education Centre.

CHAD Transit Association – April 12th at 5:30 p.m. at the YMCA Boardroom.

The Applicants are working to secure dates to make a presentation to the following entities:

- Pulse Pictou County
- The three MLAs of within Pictou County
- United Way of Pictou County
- Destination and Eastern Shore Northumberland Shore Tourism Association
- YMCA of Pictou County

### ***Youth Engagement***

The Applicants are working with Marram Consulting on the development of an intergeneration youth event. This event is in the preliminary stages of development and is intended to take place by the end of April, 2016.

### ***Pulse Pictou County***

The Applicants will be co-hosting a social event mixer to discuss the Application to amalgamate and what it means to the future of Pictou County. This event is in the preliminary stages of development and is intended to take place by the end of April, 2016.

***Pictou County Chamber of Commerce***

The Applicants will be co-hosting a Business Mixer event to discuss the Application and what it means to the future of Pictou County. This event is in the preliminary stages of development and is intended to take place by the end of April, 2016.

***Community Information Sessions***

The Applicants will be hosting Community Information Sessions on the voluntary amalgamation application and the evidence submitted to the Board. All of the sessions will be advertised in the newspaper and social media outlets. These sessions will also provide the public with an opportunity to ask questions. The following information sessions have been confirmed:

<b>DATE</b>	<b>LOCATION</b>
Tuesday, March 29th at 6:30 p.m. -	Ward 1 Community Centre – New Glasgow
Tuesday, March 29th at 7:00 p.m. -	Eureka Fire Hall (Eureka/Hopewell)
Wednesday, March 30th at 7:00 p.m. -	Caribou Fire Hall
Thursday, April 7th at 6:30 p.m. -	Lismore Community Centre (Merigomish/Lismore)
Thursday, April 7 <sup>th</sup> , 2015 at 6:30 pm -	Abercrombie
Monday, April 11th at 7:00 p.m. -	Scotsburn Fire Hall (Lyons Brook/Scotsburn)
Tuesday, April 12th at 7:00 p.m. -	Thorburn Fire Hall
Wednesday, April 13th at 6:30 p.m. - River)	River John Hub Community Centre (River John/Toney
Thursday, April 14th at 6:30 p.m. -	Kenzieville Community Centre
Thursday, April 14th at 6:30 p.m. -	Stellarton
Wednesday, April 20th at 6:30 p.m. -	deCoste Centre, Pictou
Thursday, April 21st at 6:30 p.m. -	Linacy
Thursday, April 28th at 6:30 p.m. -	Little Harbour Community Centre
Tuesday, May 3rd at 6:30 p.m. -	Pictou Landing Fire Hall
Tuesday, May 10th at 6:30 p.m. -	Westside Community Centre – New Glasgow
Wednesday, May 11th at 7:00 p.m. -	Northumberland Education School (Alma/Greenhill)

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Thursday, May 12th at 6:30 p.m. - Northend Recreation Centre – New Glasgow

We await confirmation for a session in Blue Mountain/Garden of Eden.