

**FINAL REPORT**

**RURAL DEVELOPMENT ASSESSMENT**

*FOR*

*COASTAL COMMUNITIES NETWORK*

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The Supplement to this Final Report includes the following appendices:

Appendix H: Organizational Scan

Appendix I: Compilation of Focus Group Responses

Appendix J: Focus Group Summary Results on Role of CCN

Appendix K: Communities of Nova Scotia Community Counts System (map 11x17)

## EXECUTIVE SUMMARY

It is clear that Nova Scotia's rural communities face unique and daunting challenges in their pursuit of sustainable development. Recent economic and demographic trends suggest a bleak future of marginal growth, aging population and younger people leaving to pursue more rewarding careers in other regions.

Despite these negative outlooks, however, it is clear that rural communities are surviving and, in many cases, thriving. The key to this resilience has been their strong human capital resources. Rural citizens are investing substantial time and creative energy in their communities through volunteer initiatives, social networking, and economic, social and cultural development activities. In the process they are building communities that are diverse, inclusive, innovative and attractive. While some people leave, many others move to these communities because of the attractive environments and lifestyles they offer and their strong social networks and supports.

The needs of each community are unique, reflecting the regional, cultural and economic diversity of the province. As a result there is no cookie cutter approach that will achieve sustainable rural development. Each community and region will need to develop goals, mechanisms and approaches that will work for them. But central to all these development strategies is the need to retain and enhance human capital in terms of community leadership, social networks and organizational capacity.

The focus groups carried out for this project clarified the importance of learning and networking opportunities. Participants also identified a need for community-based research to define and clarify the concerns, challenges and issues faced by rural communities. They confirmed that the education, networking and research projects undertaken by CCN in the past have significantly enhanced economic development and competitiveness in rural communities, have led to innovative solutions to rural issues, and have resulted in enhanced rural amenities and services through new partnerships, advocacy activities and policy development.

These observations were confirmed by findings from an online survey on rural sustainable development needs carried out by the project. It generated responses from 243 rural stakeholders.

The report presents key themes that were consistent in findings from the literature review, the focus groups and the surveys:

- There are serious infrastructure gaps and weaknesses in rural Nova Scotia that need to be addressed.
- There is a need for stronger and more stable support, especially financial, for voluntary and non-profit organizations in rural communities as a basis for more effective community-led development efforts.
- There is a need to expand opportunities for social networking to enable and support knowledge sharing and collaborative action on common problems and issues.
- There is a need to expand education and training for leaders and organizations with regard to sustainable development approaches and methods for rural communities.
- There is a need to support expanded engagement by rural communities in research to identify and understand sustainable development challenges and opportunities.
- There is a need for improved access to information to inform individuals and groups about the wider trends impacting on their communities and the available services and programs.
- There is a continuing need for an independent, province-wide “intermediary” organization to facilitate networking and to provide leadership and support for rural Nova Scotia communities.

The recommendations presented in Section 7 address these identified needs and sustainable development priorities. This community-centred approach is consistent with the community development policy of the Nova Scotia government and builds on the concept of an effective rural partnership supported by the federal government. The report also sets out more clearly defined and up-to-date roles and directions for CCN as an independent province-wide organization whose mission is to facilitate and support sustainable community development for Nova Scotia’s rural communities.

More specifically, the report recommends that the provincial and federal governments provide

- multi-year funding agreements or contracts for community development and capacity building organizations to carry out activities in the areas of social networking, facilitation, information-sharing and education and training; and
- continuing and expanding funding resources, on a project-by-project basis, for research and policy development projects related to sustainable rural development issues and challenges.

These changes are necessary if rural Nova Scotian communities are to provide the leadership and innovative action expected by both provincial and federal governments in the field of sustainable rural development. The synergistic impacts

of a more developed social infrastructure in rural Nova Scotia will benefit all parts of the province. The approach also supports the provincial government's Come to Life theme by empowering rural organizations and leaders through enhanced access to information and knowledge resources.

In the context of the federal and provincial commitments described above, CCN should receive adequate resources to continue to

- act as a networking and convening organization linking rural communities across their different sectors and regions;
- provide education and training opportunities for rural leaders and capacity building for rural organizations;
- support community-based research to meet the needs, challenges and interests with regard to sustainable development in rural communities; and
- support community-based policy development for improving the conditions for sustainability of rural communities.

# 1 INTRODUCTION/PROJECT OVERVIEW

## 1.1 Project Overview

In the fall of 2008 the Coastal Communities Network (CCN) contracted D.W. Pilkey Consulting and Associates to conduct a Rural Development Assessment. The assessment is being carried out in partnership with CCN on behalf of the Rural Secretariat and is intended to provide key input into the Operational and Organizational Review of CCN.

Rural communities are particularly complex and varied places; Guysborough may bear little resemblance to Wolfville, and the challenges faced in Yarmouth are distinct from those in Waycobah. The overall assessment of sustainable rural development in Nova Scotia is enriched by and limited to the results of our consultative efforts as described below. This report will draw out general trends affecting rural development across Nova Scotia, identify the conditions for sustainable rural development, and draw conclusions about the role an organization such as CCN can play in supporting rural community vitality. Our recommendations include provision for development of a set of tools and series of activities that will allow a much stronger rural development framework and ongoing assessment of these services for rural Nova Scotia communities.

## 1.2 Project Objectives and Purpose

The objective of this project was to

- build a solid base of knowledge of what is available to assist with strengthening the economic, cultural, environmental and social sustainability of rural communities in Nova Scotia; and
- develop recommendations on how to address gaps, barriers and obstacles to progress.

The purpose of carrying out this assessment was to

- increase the understanding and awareness of what communities require to be innovative, competitive and to build on their amenities;
- enhance developmental capacity by identifying resources, tools and skills available in Nova Scotia and identifying gaps;
- begin the process of encouraging regions and the province to develop a shared vision that raises competitive advantage of rural Nova Scotia; and
- enhance developmental capacity by determining, through an open and

democratic process, the most effective services for CCN to offer to rural communities and the most effective and innovative delivery method.

## 1.3 Project Activities

The work of this project involved the following specific activities:

- Literature review and organizational scan
- A series of community based focus groups
- An online survey

### 1.3.1 Literature Review and Organizational Scan

The project started with a high level literature review that focussed on rural sustainability issues as well as identifying gaps, barriers and obstacles to community development in rural areas. In addition, a scan of various organizations was made to assess their role in rural community development. While the Request for Proposals for this project stated that Nova Scotia Economic Development will provide information on community development resources throughout Nova Scotia, this information did not appear to be available. Staff from Economic Development did provide a number of background papers relevant to this project.

### 1.3.2 Focus Groups

A series of seven focus groups were conducted throughout the province. Six of these were carried out in English and one in French. The purpose of the focus groups was to

- highlight and compile successful sustainable rural development initiatives;
- identify key resources, training, tools and processes which have supported successful sustainable rural development initiatives;
- identify tools, resources, expertise, training that would benefit and support sustainable rural development; and
- begin to envision what role, if any, CCN can/will play in supporting sustainable rural development.

Coastal Communities Network arranged for local groups to host the sessions, including inviting a cross-section of participants. The Focus Groups were conducted between November 5 and December 10, 2008. An eighth English focus group scheduled for Springhill was cancelled on two occasions because of weather conditions. Timing considerations did not allow rescheduling this group.

### **1.3.3 Online Survey**

An online survey was carried out in February 2009. The purpose of this survey was to build on the information received from the organizational scan, literature review and focus groups. The survey allowed a wider group of people to provide input into this project with perspectives from both providers and consumers of rural development services.

## 2 FINDINGS FROM LITERATURE REVIEW

*“In the Celtic tradition, for example, there is a specific teaching for each of the thirteen moons of the year. The first six are about individual learning, and the final seven are about how to live in community. First Nations people have legends passed down from generation to generation that often have vital lessons for living in community.” (Scott and Colman, 2008:151)*

### 2.1 Defining Sustainability and Development:

In assessing the state of sustainable rural development in Nova Scotia it is important to define the terms *sustainable*, *development* and *rural* for this context. The United Nations World Commission on Environment and Development defines sustainability as “ensuring that we meet our needs without compromising the ability of future generations to meet their own needs.”

Traditional understandings of development have been built upon a growth model framework that focuses uniquely on economic indicators related to production and consumption. Recently, economists, investigators and ecologists are developing new frameworks such as the Genuine Progress Index (GPI) to identify development in terms of enhancement of human and social capital within an ecologically sustainable paradigm.

According to the United Nations, “Because of national differences in the characteristics that distinguish urban from rural areas, the distinction between urban and rural population is not amenable to a single definition that would be applicable to all countries. National definitions are most commonly based on size of locality. Population which is not urban is considered rural.”<sup>1</sup> Statistics Canada defines rural as anything not classified as urban. They have general guidelines to define urban areas which include even those with only 1,000 people. For example, Shelburne, Bridgewater, and Parrsboro are among the areas included in the Statistics Canada urban population and therefore not considered rural. According to David Bruce<sup>2</sup>, OECD has a definition for a rural region which may contain an urban core. Rural regions have a population density less than 150 persons per square kilometre. In Nova Scotia, county level population densities range from 65.4 persons per square

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<sup>1</sup> United Nations. Principles and Recommendations for Population and Housing Censuses, Revision 1. Series M, No. 67, Rev. 1 (United Nations publication, Sales No. E.98.XVII.1). (P1.3).

<sup>2</sup> David Bruce, Director, Rural and Small Town Program, Mount Allison University

kilometre in Halifax County to 2.4 persons per square kilometre in Guysborough County.<sup>3</sup>

The Rural Communities Impacting Policy (RCIP) project interpreted rural to refer to those areas outside of the Halifax Regional Municipality (RCIP, 2003:1). This interpretation was used because of data limitations to the county level at the time of the production of *Painting the Landscape of Rural Nova Scotia*. In 2005, the Nova Scotia Department of Finance launched the Nova Scotia Community Counts web site which provides detailed statistics from the Census and other sources for many levels of geography, including 275 community boundary areas that encompass the more than 3000 communities that make up Nova Scotia's landscape.

The lack of consensus on a formal definition of rural, adds to analytical challenges. The availability of the Community Counts web resources, however, provides a tool for a more refined look at the changes to the Nova Scotia population in the context of rural and coastal populations. For the purposes of this analysis, the 275 communities defined in the Community Counts system were classified as Halifax Metro, Cape Breton Metro and rural as well as coastal and non-coastal. The rural parts of Halifax and Cape Breton Counties are included in the rural group. This approach builds on the demographic analytical work carried out in the Praxis Research Report *Between the Land and the Sea: The Social and Economic Importance of Wharves and Harbours in Nova Scotia* prepared for CCN under contract.

For this assessment, using the Community Counts geographies and statistics, the population characteristics and changes discussed below are reviewed in five categories:

- Metro Halifax Coastal
- Metro Halifax Non-coastal
- Metro Cape Breton Coastal (all Metro Cape Breton communities are coastal)
- Rural Coastal
- Rural Non-coastal

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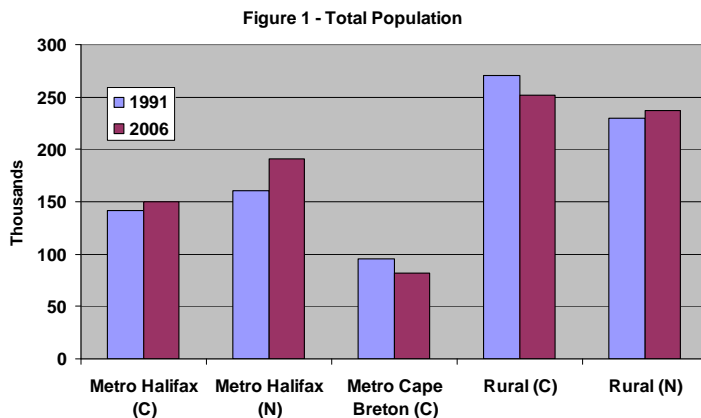
<sup>3</sup> Source: Nova Scotia Community Counts web page - data modeled from Statistics Canada, Census of Population, 2006.

Appendix B shows the communities included in each of the above. Appendix K in the supplement to this report is an 11 x 17 map showing the communities as defined in the Nova Scotia Community Counts system.

## 2.2 Nova Scotia's Changing Population

Coastal Communities Network has coastal and rural communities as its primary focus. The Nova Scotia Department of Fisheries and Aquaculture has contracted the development of a *State of the Nova Scotia Coast Report*<sup>4</sup>. This report, which is expected to be completed in April 2009, will include an extensive socio-economic analysis of coastal areas of Nova Scotia as well as a detailed assessment of potential climate change effects. The report is being done as part of the background work for Nova Scotia's Coastal Management Framework. The following analysis focuses on population and income aspects of Nova Scotia. While the analysis is based on recently published reports, the statistics are taken from the 2006 Census as shown on the Nova Scotia Community Counts website.

Appendix C: A Snapshot of Nova Scotia provides more detail on the following overview.



Nova Scotia's total population<sup>5</sup> has increased 1.4 percent from 899,800 in 1991 to 912,300 in 2006. As shown in Figure 1, the total population has increased almost 19% in non-coastal regions of Halifax Metro and decreased by over 14% in Cape Breton Metro. Rural non-coastal areas and Halifax Metro coastal areas have shown slight overall

growth while rural coastal areas have a 7% decline.

<sup>4</sup> Request for Proposal for this report was issued July 14, 2008 and the contract was awarded to CBCL Limited on August 28, 2008.

<sup>5</sup> All figures used in this demographic overview are from Statistics Canada's unadjusted Census of Population for 1991 and 2006. Actual population numbers are slightly higher (between two and three percent higher) because of people missed in the Census.

However it should be obvious to any informed observer that demographic trends in the province are dynamic. There are long-term trends but also powerful short-term and localized events that affect population growth and settlement patterns.

Like everywhere else in the developed world, Nova Scotia is experiencing overall population aging and growing labour shortages as the baby boom generation moves towards retirement. Like everywhere else we have had falling birthrates, so the supply of new entrants to the labour force is falling off.

But our region also experienced major economic shocks over the past decade or more that are unique in both nature and scale: e.g., the collapse of the groundfish fishery, the closure of several large military bases and the shutdown of the steel and coal industries. With an economy heavily dependent on the export of raw and semi-processed resources we were heavily impacted in the 2004 to 2007 period by the rise in value of the Canadian dollar relative to the US currency. In addition, the runaway oil and construction booms in western Canada drew away many young people and large numbers of our skilled workers. Now – just in the last six months – we see a housing market collapse and a sharp economic recession in the US that is devastating our export markets. All these shocks have exacerbated the negative aspects of longer-term demographic and economic trends.

It is useful to look at more recent Census data and to compare it with earlier periods to understand the impacts of these economic shifts and shocks on population dynamics. From 1991 to 2001, the following were salient trends:

- Overall population in the province was stable with less than a 1 percent growth over the decade and a slight decline in population from 1996 to 2001.
- Despite the overall stability, settlement patterns within the province were shifting dramatically. The central core of the province (HRM and Hants, Colchester and Kings counties) expanded significantly (+7 percent), while all other counties, with the exception of Antigonish, were losing population.
- In most of the counties that lost population, the largest proportion of the change happened in the second half of the 1991 to 2001 decade, reflecting the impacts of the fisheries collapse, military base closures and coal and steel shutdowns.

Analysis of the 2006 data leads to the following observations:

- The overall population of the province remained stable – growth is stalled at just over 900,000 and neither birth rates nor immigration are likely to have much impact if current trends continue.
- The “churning” inside the province has eased up, with less dramatic growth throughout the “central core” (HRM, Hants, Kings, Colchester) although Kings and Colchester counties did reverse quite markedly from population loss to growth.
- All other counties lost population, but most at slower rate than in previous periods. Lunenburg and Antigonish reversed from growth in 1996-2001 to decline in 2001-2006.
- The counties that lost most heavily in 1996-2001 – Guysborough, CBRM, the rest of Cape Breton and Digby – continued to lose but at a less dramatic rate.

This data does not of course reflect the accelerating out-migration of working age people to the West since 2006, and it does not tell us much about what is happening at the community level. Nonetheless a couple of important issues emerge:

- Within the apparent stabilization at the county level, loss of population in the towns may be being offset by growth in population in rural/exurbia<sup>6</sup> areas – i.e., we may be moving towards a settlement pattern characterized by lower density and higher servicing costs for a population more widely dispersed over rural regions. Such a trend will impact on the viability and sustainability of many incorporated towns.
- The out-migration of working age families in many parts of the province spurred by the economic shocks of the early to mid-1990s may perhaps max out soon – there simply may not be many more “moveable people” left in those areas. The challenge over the next 10 years will be to bring back some significant proportion of those emigrants – most importantly the skilled workers – after the boom plays out in the west. There are already indicators that some workers are coming home from the West with the downturn in the oil industry.

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<sup>6</sup> Exurb: a region or settlement that lies outside a city and usually beyond its suburbs and that often is inhabited chiefly by well-to-do families (Merriam Webster’s On-line dictionary)

- There appears to be a trend for more workers to live in dispersed regions while commuting to HRM for work. For such workers rising fuel costs may be a spur to rising rural poverty. There may be a need for public transportation links over a much wider region.
- The loss of skilled workers from rural communities/small towns will be a more and more serious concern over the next decade. Everyone understands the problem of getting doctors to go to small towns. The same problems may start to occur in any number of other professionals and skilled trades workers. Better schools and access to adult education/training in rural regions will be required to address these challenges.

Nova Scotia is uniquely positioned as it has a higher rural population than the rest of Canada (Curran, 2005). Rural population figures in Nova Scotia have generally been understood to range between 60-75 percent of the population – depending on the selection criteria (RCIP, 2003). In 2006, 54 percent of the population lived in rural areas of Nova Scotia. If Cape Breton is counted as rural, as in the past, then 63 percent of the population live in rural Nova Scotia. Fifty-three percent of the population live in coastal communities which includes 16 percent in the Halifax Metro coastal communities.

The literature on the state of rural Nova Scotia, including census and economic statistical data, describes a generalized situation of an aging population, weak economic growth and a stable population (RCIP, 2003; Canadian Rural Partnership, 2007; Cameron, 2008; Scott and Colman, 2008). While 60 percent of seniors live in rural areas, seniors have increased the fastest in Halifax Metro non-coastal regions with 80 percent growth from 1991 to 2006.

The rate of growth for persons aged 35 to 64 between 1991 and 2006 is 30 percent for Nova Scotia, with the highest rate of growth within Halifax Metro. This age group is the mature working age population as well as the bulk of the baby boom population. The higher growth rates in the Metro Halifax area are indicative of some of the underlying economic challenges for rural areas.

Of greater concern is the decline in the new entrant labour force group of 20 to 34 years of age. For Nova Scotia, this group declined by almost 28 percent between 1991 and 2006. Coastal areas of rural Nova Scotia had the greatest decline at almost 40 percent with metro Cape Breton close behind at 39 percent.

While the population 0 to 19 years of age has declined 17 per cent in Nova Scotia between 1991 and 2006, there are differences across the regions. Non-coastal

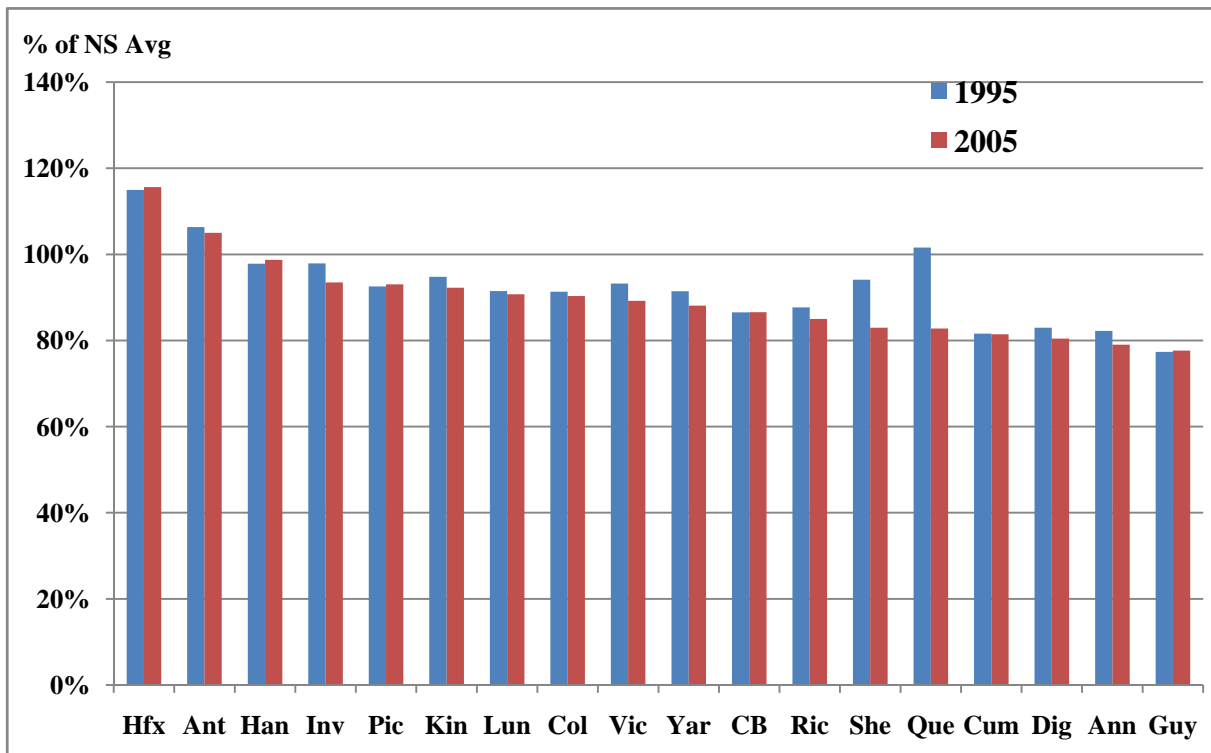
areas of Metro Halifax had a marginal increase in this age group (less than 1percent) compared to a 33 percent decline for Metro Cape Breton. With the shrinkage of the 20 to 34 age group (the prime age group for child bearing) in rural areas, it is likely that the under 19 age group will fall off even more significantly in the future.

The declining youth population coupled with, or perhaps caused by, economic challenges in the region, will impact negatively on the availability of services such as housing, education and training (Canadian Rural Partnership: 2007). One of the other troubling indicators is that, compared to other provinces, Nova Scotia has a higher proportion of employed people living below the low-income cut-off (Eaton & Eaton, 2007:4). This is accentuated by the fact that Atlantic Canadians in general have poorer health status compared to other Canadians (Eaton & Eaton, 2007:10).

The following chart compares the average household income as a percentage of the Nova Scotia average. The data is taken from the 1996 and 2006 Census of Population which reports on income data for 1995 and 2005 respectively. The detailed figures for this chart and related information by county and for communities are shown in appendices D and E.

## Average Household Income by County<sup>7</sup>

(As a percentage of Nova Scotia Average)



The following are highlights for counties:

- Nova Scotia average household income in 2005 was \$57,366, an increase of 38 percent from the 1995 average of \$41,466.
- Only Halifax and Antigonish counties remain above the provincial average.
- Four of the counties have improved their position relative to the provincial average (Hants, Halifax, Pictou, and Guysborough). The Guysborough increase was minimal and the average household income for Guysborough remains the lowest for all counties in Nova Scotia.
- Thirteen of the counties have dropped in their position relative to the provincial average. Queens (down 18.8 percentage points) and Shelburne (down 11.2 percentage points) had the most dramatic changes. This change may be related to the forestry decline caused by the American boycott of wood products.
- Cape Breton average household income remained unchanged at 87 percent

<sup>7</sup> Source: Nova Scotia Community Counts web page - data from Statistics Canada, Census of Population, 1996 and 2006.

of the provincial average.

- The Nova Scotia average household income was 82 percent of the Canadian average in 2005, a drop from 85 percent in 1995. This means the relative change of position of those counties that declined is even greater when compared to the Canadian average.

The 275 communities included in the Nova Scotia Community Counts system were used to compare average household income relative to the provincial average. The differences and changes by community are far more dramatic than those shown at the county level. Appendix E shows much more detail for these figures. The following are highlights for these communities:

<b>Change in Relative Avg. Household Income (2005 compared to 1995)</b>	
<b>(Percentage Points)</b>	<b>No. of Communities</b>
+20 and over	7
+10 to +19.9	19
+5 to +9.9	36
0 to +4.9	51
-.1 to -4.9	75
-5 to -9.9	33
-10 to -19.9	28
-20 and lower	13
Total	262

- Out of the 262<sup>8</sup> communities with data for both years, 113 had improved average household income relative to the Nova Scotia average and 149 declined, relative to the average.

- Twenty-six communities increased by over 10 percentage points while 41 communities had their average household income drop by more than 10 percentage points relative to the average.

- Little Harbour in Pictou County showed the largest increase from \$48,101 average household income in 1995 to \$108,169 in 2005. This change would also contribute to the slight increase for Pictou County as a whole. The large increase may be attributable to desirable waterfront development and population growth. The

number of people in the 55 to 69 age range has almost tripled between 1996 and 2006. This may be partly the result of Sobeys and Empire expansion in the area.

Despite the situation affecting the population decline associated with income and economic challenges, resource-based activities – fisheries, forestry, agriculture, aquaculture and mining – continue to be the primary areas of employment and economic activity.

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<sup>8</sup> Thirteen of the communities either had no population or data was suppressed for small communities such as a number of the smaller Indian Bands and Sable Island.

*“Nearly 70% of Nova Scotia’s \$5.7 billion in exports is generated by industries that are predominantly rural-coastal based and rely on a rural-based labour force. The two largest export industries, non-metallic mining and mineral fuels and fisheries, represent 45% of overall exports.” (Praxis Research, 2004: xii).*

Despite significant economic upheaval (e.g. collapse of the cod fishery in 1992), many of these industries continue to remain important economic actors in the province. Increasingly it is clear that the effective stewardship of these resources is an essential component for not only the sustainability of the resources, but of the industries themselves (Eaton & Eaton, 2007: 4).

Other factors affecting the region include environmental issues. For example, the Annapolis Valley has some of the highest concentrations of ground-level ozone in Canada (Eaton & Eaton, 2007:9). Climatic conditions exacerbated by climate change are also having an impact on the region as Nova Scotia is becoming increasingly susceptible to cyclonic activity in the form of tropical storms and hurricanes (Eaton & Eaton, 2007: 9-10).

In summary, the literature provides ample evidence of the challenges facing rural communities in Nova Scotia. With a faltering economy, increasing out-migration, an aging population, serious environmental problems and deteriorating infrastructure, there are reasons to be concerned about the future viability of many rural communities (Hamilton et al, 2008: 3).

## **2.3 The Interaction between Economics and Population**

It is clear the situation facing one region is distinct from that of another, and therefore it may be more helpful to designate rural communities into different categories to provide a more comprehensive analysis. Researchers have identified four broad types of rural areas: amenity rich, declining resource-dependent, chronically poor, and a transitional type which migrates between amenity rich and declining resource-dependent (Hamilton, 2008:3). These categorizations may in fact be helpful in understanding distinctions between communities like Isle Madame which has seen the effects of the loss of the fishing industry away from their shores, to an area like Hants County which is close to Halifax and is benefiting from its proximity to the services and amenities of the city (Canadian Rural Partnership, 2007). Therefore it stands to reason, that those communities that are amenity rich, are better placed to take advantage of enhanced levels of development than those reliant upon a declining resource. This information bears out when we

examine the demographics of rural communities, but does not take into account the possibility for communities to reverse or address these deficiencies.

In addition to the concept of the availability of amenities, is the idea of how technology and prices also affect demography. More specifically, as technological changes affect resource-based sectors, fewer people become employed or move from one part of the industry to another, such as deck-hand to fish plant processor (Bollman, 2007:3; Praxis Research, 2004). Another mechanism for analyzing rural communities is through an assessment of their competitiveness, understood by the Rural Secretariat to mean “attracting and retaining people, jobs and investment” (Canadian Rural Partnership, 2009).

The research indicates that communities able to consolidate and diversify their activities have enhanced or improved competitiveness which works to act as a stimulant to the demographics of the area (Bollman, 2007:3). Communities that have had traditional rural economies dominated by single or primary resource-based industries tend to decline in employment and labour opportunities, therefore becoming less competitive (Bollman, 2007:6). The situation is similar across Canada, whereby many rural communities are experiencing high unemployment and significant out-migration of youth (Eaton & Eaton, 2007:10; Canadian Rural Partnership, 2007).

Research has also shown that while many rural communities experience stagnant or declining populations, this is not the case for aboriginal communities who have generally had higher birth rates and are not experiencing the population declines seen elsewhere (Bollman, 2007:15; Praxis, 2004). The economic situation in many aboriginal communities is challenging; therefore the competitive aspect as it relates to economics does not fully describe the impacts on demographics, indicating there are other factors at work.

Contrary to common belief, the rural population in Nova Scotia is not aging at a greater rate than the general population in Halifax. Younger people are leaving the rural areas and as a result the seniors are a higher percentage of the total population. This is expected to be the continued trend. This means that the burden of support for seniors will be an increasing challenge for rural areas. There is a generalized understanding that as the population ages, the economic engines driving the economy will be affected as there will not be a critical population mass to sustain the activities (Scott and Colman, 2008:75).

Other research has indicated that with the effects of global restructuring, market liberalization, government downsizing and decentralization, impacts of

international economic trends are affecting local economies. As such, communities that are experiencing population and economic declines and experiencing conditions of community distress such as high unemployment and low civic and volunteer participation will become even more vulnerable. Conversely, those communities that have managed the declines through the development of human capital, economic diversification, as well as proximity and access to services and amenities, are much better off (Alasia and Bollman, 2008: 28; Alasia, 2005:8; Nobuhior and Apedaile, 2008).

Exacerbating this situation is the fact that income disparity in Nova Scotia is one of the largest in Canada and there is a possibility of communities succumbing to situations of “spatial poverty traps causing persistent conditions of disadvantage.” (Alasia, 2005:56) This situation is particularly relevant to Nova Scotia given that unemployment rates are already higher than the national average for rural areas (RCIP, 2003). In November 2008, the Annapolis Valley economic region<sup>9</sup> had an unemployment rate the same as the Canadian average of 6 percent. Halifax County unemployment rate was 4.7 percent. The unemployment rates for the other three economic regions were 8.4 percent for North Shore, 10.0 percent for Southern and 12.7 percent for Cape Breton.

Some amenity-rich rural communities across Canada have been able to increase their populations of young families, retirees and immigrants and refugees (Bollman, 2007:3). Research has also shown that some rural areas in Canada are able to attract economically active individuals between the ages of 25-69, and are gaining rather than losing more individuals in these age ranges (Bollman, 2007: 21). In Nova Scotia, the trends have suggested that the population is increasing on the margins or corridors in and around Halifax, while there is a more general decline outside of these areas (Praxis Research, 2004). Although there is significant movement of individuals from one rural area to another, not all migration is heading towards Halifax. Census data up to 2001 indicated there was significant migration to rural areas that was running counter to the predominant migration to Halifax (Praxis Research 2004:39). Among the factors influencing the attraction to rural areas are family connection and sense of security. Factors which influenced out-

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<sup>9</sup> The monthly Labour Force Survey reports on the employment statistics are based on five economic regions for Nova Scotia: Annapolis Valley, Cape Breton, Halifax CMA (same as Halifax County), North Shore and Southern. Statistics cited are taken from the Nova Scotia Department of Finance Labour Market Monthly Report for November, 2008.

migration of youth from rural communities included lack of jobs, educational opportunities and lack of fun – suggesting a dearth of recreational services (Bollman, 2007:21).

The link of access to programs and services to migration also needs to be explored. People live in and move to rural areas based on considerations such as economics, but they also live there due to factors such as quality of life, tranquility and access to natural surroundings. Conversely people move from areas that do not have those amenities to places that do. For example, how much of the larger growth of seniors in the metro area is linked to services for seniors? In addition, do social assistance criteria differences, such as heating subsidies, affect migration of single parents to the Halifax area?

In the case of movement of population to rural areas, it appears that some rural communities are attractive to early retirees – individuals from 55-69 -- , and particular rural areas in Canada have been successfully able to attract immigrants. The Winkler-Altona-Morden area of Manitoba ranked as number three in the census divisions in Canada for attracting immigrants (Bollman, 2007: 24). Manitoba has embarked on a particularly aggressive stance in attracting immigrants and refugees. Winkler-Altona-Morden had many employment vacancies and is an area that has a strong Mennonite heritage; therefore, they have targeted recruiting efforts to Eastern European Mennonites. In 2007, groups in Manitoba privately sponsored over 600 refugees to the province and expected that number to exceed 1000 in 2008. Nova Scotia on the other hand has no comprehensive strategy to privately sponsor refugees (Jones, 2007). There are examples of land- and farm-based immigrants to Nova Scotia that have done quite well in growing communities of these immigrants. Unfortunately, traditional economic criteria for admitting immigrants do not favour those with less formal qualifications but who have rich experience and strong interest in land-related activities.

Within this context, it is important to note that population growth in all of Canada is expected, by 2026, to be uniquely a result of immigration, as the birth rate declines and the mortality of an aging population becomes a reality (Bollman, 2007:26).

In addition to the financial impacts of economic decline, there are the subsequent impacts of mental, physical and social health of individuals within these communities, acting as accentuating stressors (Rolfe, 2006:5). Some of the other perpetuating factors affecting rural health are high indices of chronic illnesses such as cancer, diabetes and cardiovascular disease (RCIP, 2003).

Issues noted by other researches include ineffective governance, declining infrastructure, increased energy costs and shortages, transportation issues and lack of skilled labour, depletion of mature forests, and high levels of social supports (Stolte, 2008; RCIP, 2003).

It is clear there are serious challenges affecting rural communities in Nova Scotia. Equally it is clear that rural regions that have set up and implemented strategies to diversify economic activities and employment, to maintain access to services and amenities, to rebuild infrastructure, to expand recreational opportunities and to recruit and retain immigrants and refugees, have had success in community stabilization and sustainable development.

## 2.4 Moving from Deficit to Vitality

If one assumes a deficit approach to rural development and uses the measuring techniques of population and economic growth, it points to a depressing state of affairs in rural communities in Nova Scotia. However, if one were to assess the residents of these communities using descriptors such as rural vitality, attractiveness for living and a healthy environment, the situation could be seen differently. Within economic parameters, growth is finite and limited by resource supply and distribution. However, researchers are increasingly looking to alternative measures of analysis which paint a clearer and more comprehensive picture. For example, social capital is the state of well-being within a community as measured by social activities, organizations, volunteer capacity etc. Its growth is limitless and it acts to “glue and anchor” communities.

It represents a real opportunity that can ultimately enhance economic development on the basis of distribution of resources, equity, sustenance and environmental stewardship (Scott and Colman, 2008: 91). Further, the innovation and rural amenities that can ensue as a result of the development of social capital is potentially more valuable than simply investing in economic infrastructure that is not grounded in communities.

Social capital can be measured by the value of the relationships and networks, which can further be distinguished between bonding capital and bridging capital. Bonding capital is what glues similar groups or people together and bridging capital is when groups who are not traditionally or normally connected become so (Scott and Colman, 2008: 92). CCN has been particularly active and effective in both of these bridging and bonding activities.

Other economists have alternatively developed the concept of the triple bottom line. This theory looks at a balance of profits, social responsibility and care for the environment. When achieved, it would stabilize the long term rural health of communities. Researchers point to the successful implementation of this methodology when rural communities are active decision-makers in this process (Nobuhiro and Apedaile, 2008).

The Genuine Progress Index – Atlantic (GPI) has undertaken research that offers an alternative to a deficit-based model by examining other factors and features that add to an understanding of sustainable rural communities. It posits that prosperity and development might not be contingent only on economic indicators that measure loss and gain, but might also be contingent on the number and quality of “*connections*” individuals make with each other, including barter, communication, social support networks, and sharing of resources (Scott & Colman, 2008). This perspective is supported by social science research into community vitality (Nobuhiro and Apedaile, 2008) and by health research that suggests that one of the most common strategies to deal with community stresses to support good health is the support of good social networks (Rolfe, 2006).

GPI identified the following characteristics to be elements of a viable community:

- There are community members who provide an ‘anchor’ or a living memory of the heritage of a place.
- There is pride both of place and of the particular contribution that each community member can offer, which makes them want to share what they know, have learned, and are doing.
- Public places and events are important, so that community members can meet by chance and by common interest - it is also critical for individuals of different generations, backgrounds, and interests to meet and work together. Collaboration based on such diversity weaves a strong social fabric and challenges community members to extend themselves beyond their usual way of thinking.
- A well-integrated diversity of farms and farm businesses, linked through a strong local food web, can create a healthy local food system that strengthens farm community viability.
- A vibrant community also focuses on its assets rather than its deficits (Scott and Colman, 2008: xii).

The GPI study examined the state of agriculture in Nova Scotia and PEI. One of its findings suggested that farm communities that exhibited the greatest resilience were those that had a strong sense of community culture. Among their other findings were

- that the population is pro-active rather than reactive to outside stresses;
- that the community has created a vision for itself and put that vision into practice;
- that it has a culture in which community members rely on each other and work together;
- that people celebrate together in a wide range of community activities; and
- that the community has an effective local food web that supports local production, distribution and consumption (Scott and Colman,2008: xvii).

In their study, GPI illustrated the case of communities in Vermont that found the most sustainable communities were those with a variety of business, industries and institutions that were environmentally sound and financially viable and provided benefits and skills-sharing opportunities to their employees. In Nova Scotia they pointed to the Clam Harbour sand castle contest, community dinners, genealogy centre, and loop sale as an illustration of the variety of activities that resilient communities are able to offer (Scott and Colman, 2008:202). These communities used innovation of their natural and cultural assets to bring vibrancy and resiliency to their areas.

Increasingly community organizations and institutions, like Smart Growth BC are wedding the concepts of economic development with ecological sustainability (<http://www.smartgrowth.bc.ca>).

Other descriptions of social capital that have been used to illustrate the advantages of rural communities include: high quality of life; community focus; self-reliance; sense of community empowerment; work ethic; natural resource base; enormous stock of space, wildlife, water resources and wilderness; and value in recreation, eco-tourism, natural habitat, renewal, biodiversity and resource extraction (Stolte, 2008).

## 2.5 Sustainable Rural Development

What does it look like?

According to the Sustainability Report, a sustainable community is one in which

*. . . the economic, social and environmental systems that make up the community provide a healthy, productive, meaningful life for all community residents, present and future. Sustainable communities*

*acknowledge that there are limits to the natural, social and built systems upon which we depend.*<sup>10</sup>

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Similar to the GPI Atlantic framework, the Ontario Round Table of Environment and Economy has stipulated a model of principles for sustainable communities:

- Recognizes that growth occurs within some limits and is ultimately limited by the carrying capacity of the environment;
- Values cultural diversity;
- Has respect for other life forms and supports biodiversity;
- Has shared values amongst the members of the community (promoted through sustainability education);
- Employs ecological decision-making (e.g., integration of environmental criteria into all municipal government, business and personal decision-making processes);
- Makes decisions and plans in a balanced, open and flexible manner that includes the perspectives from the social, health, economic and environmental sectors of the community;
- Makes best use of local efforts and resources (nurtures solutions at the local level);
- Uses renewable and reliable sources of energy;
- Minimizes harm to the natural environment; and
- Fosters activities which use materials in continuous cycles.

And, as a result, a sustainable community:

- Does not compromise the sustainability of other communities (a geographic perspective)
- Does not compromise the sustainability of future generations by its activities (a temporal perspective). [http://www.sustreport.org/issues/sust\\_comm3.html](http://www.sustreport.org/issues/sust_comm3.html)

The GPI study would augment these by adding and building from the concept of cultural competence and adding that sustainable rural communities have

- Diversity of businesses and activities
- Active social networking engagements (festivals, presentations, open houses)
- Active volunteer base
- Welcoming new people and visitors initiatives

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<sup>10</sup> [http://www.sustreport.org/issues/sust\\_comm.html](http://www.sustreport.org/issues/sust_comm.html)

And conversely those communities that aren't vibrant would be those that have

- No community activities (no development of social capital and social fabric).
- Little interaction amongst neighbours
- Little opportunity to circulate money in the community (no diversified businesses) (Scott and Colman, 2008)

## 2.6 Opportunities for Sustainable Rural Development

Given the state of sustainable rural development and examining the possibilities through a social capital lens, there are many opportunities for increasing or enhancing the vibrancy and resiliency of rural communities.

Research proposes that support for the development of social capital will also have the joint effect of increasing local business, reducing crime, taking better care of children and sharing of information (Scott and Colman, 2008:92).

Most researchers when pointing to the development of sustainable rural communities identify the importance of developing a plan and vision that incorporates ecological principles for sustaining resources over the next generations, a diversity in economic endeavours and fortifying links between rural and urban communities (Stolte, 2008; Cameron 2008). Possible areas for further development and policy support would be: organic food and alternative energy sectors, importance of local governance, support to local and small business, common resource ownership and eco-tourism (Cameron, 2008:7; Scott and Colman, 2008).

Further, researchers have pointed to the important role of government in sustainable development, including the support of the Atlantic Canada Opportunities Agency as one such important initiative (Eaton & Eaton, 2007:28). As well, research suggests that government support of employment generation in rural areas is beneficial because it achieves a broader social goal of enhanced economic and environmental sustainability (Scott and Colman, 2008:45).

Increasingly the symbiotic nature of a rural-urban interaction is pointed to as something that could result in further sustainable development of rural communities. An example of a local initiative is provided in Canso and Arichat through the introduction of a sustainable shrimp trap fisheries that is being promoted and supported by the Ecology Action Centre, an environmental organization in Halifax. They are working towards the development of an economically and environmentally sustainable rural fisheries option supported by

urban community and environmental activists. ([www.sustainablemaritimes.ca](http://www.sustainablemaritimes.ca).) Other shifts in alternative agriculture such as “buy-local,” the development of the local organic food producers and the maturing of the slow food movement, show areas of market and social capital expansion, where traditional agriculture has seen a diminishment in overall numbers of farms and farmers (Cameron, 2008:3).

Research shows that policy approaches that worked against the orientation of the current market trends had limited successes. For example, subsidizing industries that will eventually seek relocation to more conducive economic environments with lower labour and tax costs – noted as a Third World shift – is not an effective means of economic development support. At the same time however, wise investments in disadvantaged areas in human and social capital ventures might help rural areas out of the poverty cycle (Alasia, 2005:26). The support of businesses, such as call centres that easily move from one location to another for reduced costs and greater returns, is not perhaps the best use of investment in rural communities. Investment in rural areas with higher fixed costs may alter the playing field, particularly if those investments are directed towards the development and enhancement of the area’s social capital.

An example of government support for sustainable development practices include the tax incentives offered by the provincial government for credits given to woodlot owners who practice selective harvesting, which in turn encourages sustainable harvesting practices. Another example is the actions at the federal and provincial level to support energy conservation in home heating through retro-fit programs (Eaton & Eaton, 2007: pg 29). Further examples include the support of networking opportunities for communities, support for cultural and ecological development, support for developing diversified economies in small communities, and investment in the social service infrastructure of communities.

## **2.7 Observations from the Literature Review**

It is clear that Nova Scotia’s rural communities face unique and daunting challenges in their pursuit of sustainable development. Recent economic and demographic trends suggest a bleak future of marginal growth, aging populations and younger people leaving to pursue more rewarding careers in other regions.

Despite these negative outlooks, however, it is clear that rural communities are surviving and, in many cases, thriving. The key to this resilience has been their strong human capital resources. Rural citizens are investing substantial time and creative energy in their communities through volunteer initiatives, social

networking and economic, social and cultural development activities. In the process they are building communities that are diverse, inclusive, innovative and attractive. While some people leave, many other people move to these communities because of the attractive environments and lifestyles and their strong social networks and supports.

Ultimately it is the process of building and maintaining community, not simply managing population decline or focusing uniquely on economic growth as a measure of success that will ensure sustainable rural communities.

In order for Nova Scotia's rural communities to retain, and ultimately attract people, jobs and investment, they need to develop and enhance their social capital. They must continue to engage in social enterprises, develop unique and attractive cultural activities, support and defend the ecological landscape of their communities and use natural innovation and networking skills to enhance the amenities and services in their regions.

The needs of each community are unique, reflecting the regional, cultural and economic diversity of the province. As a result there is no cookie-cutter approach that will achieve sustainable rural development. Each community and region will need to develop goals, mechanisms and approaches that will work for them. But central to these development strategies is the need to retain and enhance human capital in terms of community leadership, social networks and organizational capacity.

### 3 FINDINGS FROM ORGANIZATIONAL REVIEW

According to the press release on the signing of the Nova Scotia Collaboration Agreement with Volunteers, there are 5,820 registered not-for-profit organizations in Nova Scotia. Among these are a wide-variety of organizations engaged in a multitude of activities related to sustainable community development in rural areas. They run the gamut from economic initiatives to community-based organizations working on local issues. A review of a cross-section of these organizations is included in Appendix H of the supplement to this report. The online survey conducted in February 2009 resulted in a list of over 200 organizations deemed to be effective in providing community development services. These are shown at the end of Appendix G.

A number of issues are emerging:

- There are many training/education and learning programs that cover a wide variety of topics. A comprehensive program related to rural leadership development is absent.
- There are few organizations directly focused on advocacy work related to issues of rural sustainability.
- There are many organizations well supported and funded working on business and economic development.
- There are few Nova Scotia-based clearing houses, outside of government sources, for resources/toolkits for information for rural communities.
- There are no other umbrella organizations or networks, other than CCN, engaged in education, capacity building, networking, research, policy development and advocacy for rural communities.

We looked at other initiatives such as the United Way of Halifax Region, which has been trying for several years to initiate a province-wide [211 system](#), which would provide a single access to non-emergency social, health, community and government services. [Community Counts](#) and [NSinfo](#) are two other providers of information critical to community development efforts.

According to United Way's website, "*Nova Scotians have many services available to them but often the path to support is difficult to navigate. 211 is a single access to non-emergency social, health, community and government services. With one call, people can get the help they need and begin to manage their challenge.*"

Almost 200 non-profit and government agencies have declared their support for the 211 system. United Way states that the following are some of the benefits that could be expected from such a service:

- A senior citizen wanting home care support in order to live independently
- A teenager looking for job-seeking skills
- A young mother wanting advice on how to care for her newborn
- A recent immigrant needing language and employment training
- A family searching for child-care services in their community or close to work
- A concerned neighbour trying to help a friend in an abusive relationship
- A father trying to find services for his son with a newly diagnosed illness
- A laid-off worker wanting to find out about employment insurance
- A person with disabilities determining which community or government services are available in their community

This type of service and information infrastructure would be especially beneficial to rural Nova Scotia communities, as well as provide a key tool for government and others to co-ordinate and leverage community level resources.

NSinfo provides community information for Nova Scotians. The Nova Scotia NSinfo Health and Wellness Directory is a compilation of 1410 organizations and their associated programs and services. Content is identified and maintained by various community health boards, libraries, and community groups across Nova Scotia. Non-profit organizations are permitted use of the information in this website. Although NSinfo is focused on the health care system and health care consumers and providers, the broad approach to population health and wellness does not limit its applicability to wider areas of interest.

The NSinfo website and service would be excellent to use as a base for any development in this area, in the short term. It is the closest to an inventory of the programs and services offered by various groups in Nova Scotia. In the longer term, United Way's 211 Service could be an essential resource and key tool with considerable potential and benefits for rural community sustainable development.

Nova Scotia Community Counts is a statistical community-based information system that has been referenced and used throughout this report.

Another key research organization is the Rural and Small Town Program at Mount Allison. It began in 1984 based on a \$1 million dollar grant over five years from CMHC with a housing and planning focus. It has built a good reputation and a core critical mass for research and studies under the leadership of its Director, David Bruce. He has developed a proposal for a *Research Project on Rural-Urban Interactions in Atlantic Canada*. He has funding for phase One from ACOA and is looking for funding for the project from a number of federal and Maritime

provincial departments. Phase One includes an assessment of how provincial development agencies affect community economic development and urban/rural interaction. In Nova Scotia, 10 of the 13 RDAs responded to the survey and there were five follow-up in-depth interviews.

According to Mr. Bruce, there is no clear distinction between rural and urban – especially for places like the Maritimes. For the rural/urban interaction research, the project will be considering functional regions within each province. Each region will have an urban core. Political boundaries and different definitions of administrative areas will be issues to be resolved.

Each of these projects represents important potential resources to assist and inform the sustainability and competitiveness of rural Nova Scotia communities. They will also require professional supports such as leadership development and training in learning how to interpret and use resources of this type.

## 4 FINDINGS FROM FOCUS GROUPS

### 4.1 Overview and Participation

The focus groups took place in seven central locations throughout Nova Scotia with an aim to be as geographically and demographically diverse as possible. An eighth focus group for Springhill was twice cancelled at the last moment due to inclement weather. It was not possible to reschedule for inclusion in this report.

Each focus group had a host organization responsible for promotion, securing a location and providing refreshments. The host organizations ranged from historical and heritage based groups, to youth associations, women’s and environmental organizations. The following table provides information on each focus group:

Location	County	Hosting Organization	Date	Number of Participants
Nappan	Cumberland	Nova Scotia Agricultural College	November 5	15
Lake Charlotte	Halifax	Lake Charlotte Heritage Society	November 21	20
Yarmouth	Digby, Yarmouth, Shelburne	Tri-County Women’s Centre	November 23	23
Harbourville	Kings, Hants, Annapolis	Harbourville Restoration Society	November 27	16
Canso	Guysborough	Eastern Communities Youth Association	December 8	12
Mabou	Antigonish, Inverness	Mabou Watershed Association	December 9	14
Isle Madame	Richmond	La Picasse	December 12	6
Springhill	Cumberland	Nova Scotia Community College	December 10 December 17	Cancelled due to inclement weather

There were over 100 participants in the seven focus groups with the smallest number in Canso and the largest group in Yarmouth.

There was a wide range of constituencies represented including everyone from the Mayor of Yarmouth, to municipal councillors and wardens, to environmental organizations. Listed below is a sampling of the constituencies that were involved in the Focus Group process:

#### **Quick Focus Group Stats**

- 13 of 18 counties were covered in Focus Groups
- Female to male ratio: 3:2
- 64% women
- 7% of participants were under 30
- 3% of participants were from racially identifiable groups
- No representation from aboriginal community
- No participants under the age of 20

- Municipal officials
- Provincial and Federal Government representatives (Economic Development Officers, Department of Fisheries and Oceans, etc.)
- Regional Development Authorities
- Community Health Board
- Women's Centres (Yarmouth, Eastern Shore)
- Environmental organizations
- Fisherfolk groups
- Small businesses
- Service providers (YMCA, Seniors care, etc.)
- Immigrant serving agencies
- Arts and cultural groups
- Heritage societies
- Youth serving agencies
- Faith-based organizations
- Academics and researchers
- Farmers and agricultural organizations

There were significant limitations in the Focus Group demographics which suggest that there is a gap in contributions from important segments of the Nova Scotian rural population. There was limited participation from racially identifiable groups (less than 3 percent) and young adults (less than 7percent). . Two other segments were completely absent: youth (under the age of 20) and Aboriginal Peoples.. This problem may have been addressed if there had been Focus Groups uniquely dedicated to these sectors of the population, but this was beyond the financial scope of this project. There were no participants from Victoria, Cape Breton, Lunenburg, Queens and Pictou counties. The absence of these groups and regions represent a significant gap as well. However, there was still broad geographic and sectoral

representation which suggests that our conclusions would reflect a wide range of rural communities.

In many ways, each Focus Group was distinctive and reflected the flavour of its region. For example, Canso participants paid particular attention to the economic challenges in this region, with the closing of the fishing plants and the reduced fish stocks compounding a fragile economy. The Focus Group in Nappan was concerned with a challenge faced in the farming community, and the group in Mabou was distinguished by concerns and critical questioning about out-migration.

## 4.2 Approach

Please see appendix A for a description of the process used in the Focus Groups. An emphasis was made in the design to have the participants name healthy vibrant activities in their communities in order to analyze with an asset- and appreciative-based approach. This was followed by a discussion on the elements that were absent or challenging. The Focus Groups were designed specifically to meet the purposes stated for this Rural Development Assessment project.

## 4.3 Healthy/vibrant activities

Each focus group started with something that participants loved about where they lived. While this was intended as an activity to get participants comfortable in speaking in the group, it also served as a barometer for the reasons people continue to want to live in rural communities. Predominant in people's descriptions of why they loved where they lived included many references to the natural beauty outside their front door (beaches, harbours, ocean, forests, fields and farms), the lack of urban light pollution, peace and quiet and low population density. Participants also spoke highly of the interconnections and socialization that was important in rural areas: knowing your neighbours and community; the friendliness in their communities; the prevalence of neighbourliness, of helping one another out in times of need; and the church suppers or community events that were part of the rural living fibre. These comments exemplify and illustrate the elements of the social capital nature of sustainable rural development.

Participants in the Focus Groups had little trouble identifying healthy, vibrant sustainable rural activities or initiatives in their region. We did not provide a definition for sustainable rural activities, and simply had participants determine through the information they provided how they would define sustainable rural activities. The range in information provided was extensive and included

everything from libraries, to women's centres and local festivals, to trail development and environmental initiatives. They were also able to identify specific programs such as a New Beginnings for new parents based out of Family Resource Centres and research programs on teen pregnancy.

There are many services, activities, projects, and training programs that are known and available in rural communities. Nonetheless, there is also great discrepancy between services and activities available in one community or region, and not in another (e.g. youth programs and access to high-speed internet or cell phone service).

## 4.4 Contributing Factors

The factors which enabled the healthy and vibrant sustainable rural development activities and initiatives are often the characteristics of the rural communities themselves -- whether it is the cultivation of cultural activities and artistic expression in Mabou; the spirit embodied in fish plant workers providing a percentage of their wages every week towards the building of the hockey arena in Canso; or the close community connections in Isle Madame. The rural population for the most part has created for themselves the healthy and vibrant sustainable rural development initiatives that they desire. And in turn, these are the rural amenities, activities, services and projects obtained through the result of their creative spirit, innovation and support for social capital which attract and retain people in these areas. Volunteers were cited in almost every Focus Group as one of the most significant contributing factors to creating and maintaining sustainable rural development. This is in addition to benefits offered by specific organizational structures in place in these regions (including schools, Family Resource Centres, churches and community halls).

## 4.5 What's Needed?

The scope of what is needed in rural communities in Nova Scotia today is extensive. While each community has their own distinct set of challenges (e.g. no movie theatre in Canso or the lack of doctors in Yarmouth), there are a number of issues consistent in each region:

- Stagnant or declining population base
- Inadequate or disconnected local food production and distribution systems that do not allow communities to access and purchase local food
- Infrastructure discrepancies and gaps (poor roads, inadequate cell phone

service, serious public transportation deficiencies)

- Inadequate social service delivery (seniors care, affordable housing, high poverty rates)
- Little youth programming initiatives or activities (particularly for youth – between 14 and 18) and little encouragement or opportunity for youth engagement in community organizations
- Increasing seniors population with inadequate or incomplete availability of services
- Ecological threats encroaching on the rural landscape (industrial activity, light pollution, suburban development, energy development)
- Failure of governments, media, and the general urban population of understanding and acknowledging benefits of rural communities and the impacts of policy development meant to address urban realities but that adversely affect them.
- Disconnect between government officials, government agencies, government programs and rural communities
- Challenging, stagnant or depressed economic situation facing rural regions
- Absence of comprehensive regional sustainable rural development strategy or vision

## 4.6 Essential Community Services:

In analysing the data offered by the Focus Groups, it can be seen that there are services that rural communities view as essential. They were identified either to be present and bringing the communities health and vitality, or noted by their absence, and preventing the full realization of a community's aspirations. These include

- Health: hospitals, clinics, pharmacies, fire departments, clean water, sewage (where appropriate)
- Police, RCMP
- Culture: programs and venues for theatre, music, festivals
- Learning and education: schools, libraries, book mobiles, colleges
- Sports and recreational activities: programs and facilities
- Transportation: buses, improved roads, rail, ferries
- Food: grocery stores, farmers markets
- Skills-building services: employment, crafts, community development
- Ecological spaces: trails, beaches, parks
- Programs, facilities and services for children, youth and seniors (e.g. day care and senior care)
- Programs for women and men (women's centres, men's groups)
- Spiritual centres: churches and other places for worship, mediation,

- community gatherings
- Community halls
- Community communication: local newspaper, radios, flyers, cell phone and internet use
- Housing: sufficient and adequate housing
- Social services: support for food, housing, poverty reduction

## 4.7 Role for CCN

CCN has broadly undertaken work in the areas of:

- Education/learning - as evidenced through the Learning Circles and Policy Forums
- Networking/Convenor – also done through the Learning Circles, AGM, policy forums, workshops
- Research – e.g. Painting the Landscape
- Promotion/Lobbying – e.g. success of the wharves study resulting in funding towards wharf development

The results of the Focus Group were consistent with supporting many of these same areas of activity. The information from these focus groups affirms that there continues to be a need for rural communities to utilize the services of CCN.

The categorization of the data into these headings in Appendix J of the supplement to this report does not reflect a precise allotment, as some information could easily be grouped under different headings. Nonetheless the categories themselves remain useful to try to analyse the data to make it more useful and easier to draw conclusions.

**Education:** Access to information and training continue to be an area of interest and need in rural communities in Nova Scotia. Participants identified the need for rural communities to get information/training on funding, project development, or for information on how to assess industrial development in their communities (whether it's a quarry, mine, wind or tidal turbine); or for information on alternative green economic opportunities. They also appreciated learning and sharing of best practices (whether it is an animal spray neuter program, catch and release initiatives or exemplary youth programming).

Equally important is their identified need to not only educate themselves, but also educate the public at large on the benefits and importance of rural communities, to “make the invisible, visible.”

**Networking/Convenor:** The importance of rural communities having the opportunity to continue to meet, share information and knowledge, and be involved in reciprocal exchange can not be underestimated. The details of the Focus Group information do not adequately convey the emphasis that rural communities placed upon the need to continue to meet and network as CCN has done in the past or as it could do in the future. This includes supporting farmers to develop the kind of links and organizational development that the fishing community has attained; assisting seniors' organizations to link to one another in different ways; or connecting rural coastal communities so that they can develop a comprehensive marketing plan. One of the important elements of the networking initiatives was the connecting of local community organizations to government officials and therefore providing living links and human faces to government bureaucracies.

There were also suggestions on the importance of networking. It was suggested that CCN could extend their use of teleconferencing at the NSCC campuses to include webinars or other internet applications to increase accessibility to these gatherings, conferences, meetings and events.

**Research:** Community-based research that works in support of sustainable rural community development is not readily available to most individuals or rural-based organizations. The sheer depth or relevance of the research is site or location specific (e.g. property tax assessments in Harbourville or demographic and motivational analysis for return migration in Mabou). Nonetheless, there could be a role for CCN in linking rural-based needs with academic research facilities (NSCC, universities) or specific researchers and projects.

**Promotion/Lobbying:** The importance of advocacy and promotion are crucial to sustainable rural community development. Most focus groups identified the need to highlight and promote the interests and benefits of the rural communities as well as to identify specific interest areas (such as provision of home care services in Yarmouth or getting government departments to standardize their funding application requirements in Mabou).

**Other:** There were plenty of other suggestions that are potentially important contributions to the life and development of CCN, some of which would be outside the current scope of activities of the organization, while others pertain to the ways in which CCN operates. Some that require particular attention include the need for greater contact between the grassroots communities themselves and the organization of CCN. There is a generalized sense, in a number of the different focus groups, that CCN has become more distant from them and their needs and

interests, and that they would like to see this gap addressed by CCN field staff, more regional workshops and gatherings, and local representatives being named to participate in CCN meetings and events.

Another aspect mentioned was the need to develop a strategic vision for communities and for the province at large leading to the development of a sustainable rural development plan.

## 4.8 Observations from the Focus Groups

The focus groups clarified the importance of learning and networking opportunities. Participants also identified a need for community-based research to define and clarify the concerns, challenges and issues faced by rural communities. They confirmed that the education, networking and research projects undertaken by CCN in the past have significantly enhanced economic development and competitiveness in rural communities, have led to innovative solutions to rural issues, and have resulted in enhanced rural amenities and services through new partnerships, advocacy activities and policy development.

Participants specifically identified the need for advocacy around social supports (homelessness, seniors support, environmental protection, youth programming) in addition to concerns around policy development and the lack of support to particular sectors (e.g. farm families). Rural communities are also looking for service or educational support for capacity-building (e.g. fundraising and grant writing for community groups, sharing of best practices on a variety of relevant topics for rural life, green economics, and support for local food systems).

What was clear in all of the focus groups was that the vitality of rural communities is palpable. Rural communities are fiercely proud of place, where they live, and the role they play in developing this province. People are dedicated to and engaged in ways of improving, initiating, supporting and creating sustainable rural development initiatives in their own communities. Further, participants identified that CCN can continue to play a relevant and important role in their communities – as there is no other entity that is undertaking this work in this way; CCN is able to express the needs of rural communities to politicians, the media and the urban population.

The role CCN has played, and continues to play, in connecting small communities to one another can not be underestimated – it is crucial and vital to ensure sustainable rural community development.

## 5 ONLINE SURVEY

### 5.1 Purpose and Approach

The purpose of the online survey was to build on the information received from the organizational scan, literature review and focus groups. The survey allowed a wider group of people to provide input into this Rural Development Assessment with perspectives from both providers and consumers of rural development services.

The development of the survey was based on the findings in this report in collaboration with CCN and the Rural Secretariat.

See Appendix F for the survey questions.

### 5.2 Target Audience

The target audience for the survey were:

- Agencies that provided development services to rural Nova Scotia
- Individuals, businesses and organizations in rural Nova Scotia that use or need development services

### 5.3 Timing and Process

The online survey was initiated on January 30, 2009 and closed on February 16, 2009. Coastal Communities Network sent an e-mail notice to several hundred agencies and individuals requesting them to complete the survey as well as forward the e-mail to other organizations and individuals that they thought would be interested. A chance to win a \$100 gift certificate was offered as an incentive. At the conclusion of the survey, respondents were directed to CCN's web site to enter the draw, if they wished. There were 154 entries for the draw which was won by a member of the Harbourville Restoration Society.

The survey was developed and administered as an online survey through Survey Monkey. Skip logic was used so that respondents were directed to relevant parts of the survey. Question 3.1 was used to determine which of three parts of the survey respondents were directed to:

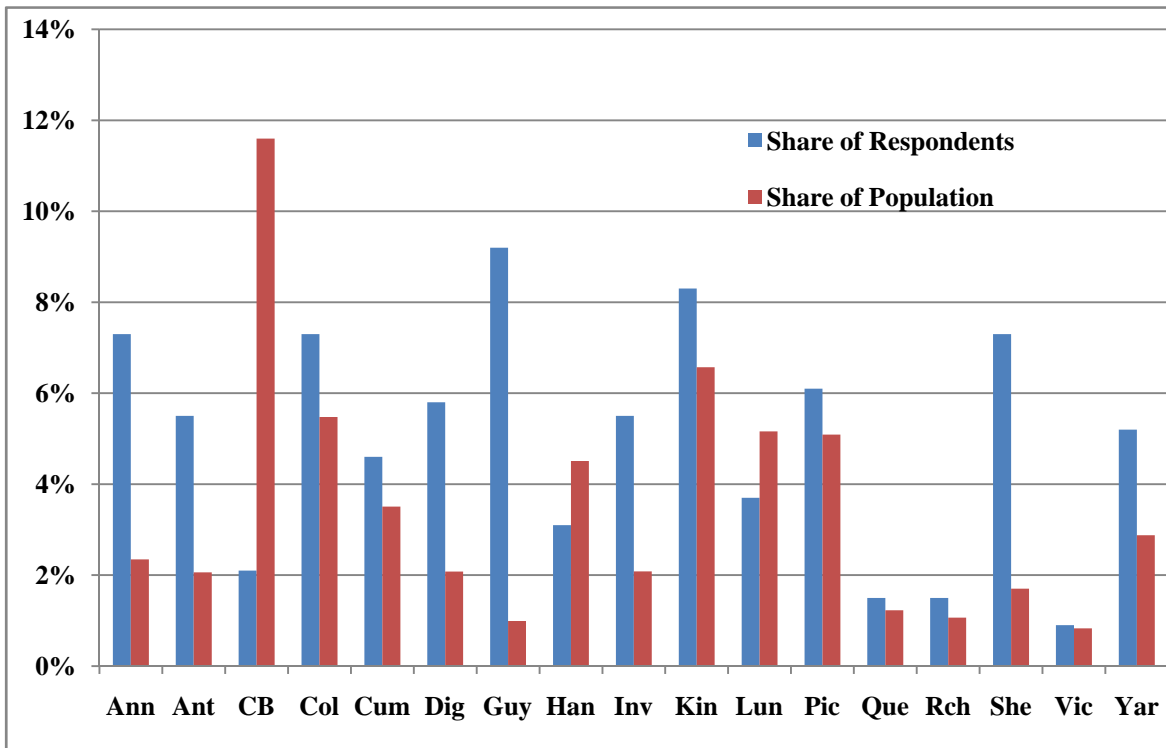
- Managers and paid professionals of an agency or organization that provided rural development services were directed to Section 4 – Rural Service Providers.

- Community leaders and active citizens involved in organizations, business owners/operators, and individuals living in rural Nova Scotia were directed to Section 5 – Rural Service Consumers.
- All others were directed to Section 6 – Rural Development Interest.

## 5.4 Survey Respondent Highlights

- Three hundred and forty-three persons logged into the survey.
- Sixty-four per cent responded on behalf of themselves; 15 percent on behalf of nonprofit organizations and 6 percent on behalf of a business.
- Ninety-one out of 111 managers and paid professionals completed the Providers of Rural Development Services part of the survey.
- One hundred and fifty-two out of 208 community leaders, business owners and individuals completed the Consumers of Rural Development Services part of the survey.
- Fifteen persons responded that the survey did not apply to them.
- Respondents represent all counties as shown in the following chart.

### Comparison of Respondents to Share of Population



Note: Halifax County is not included above because of the focus of the survey on rural areas. Fourteen percent of respondents were from Halifax County which has 41% of Nova Scotia’s population.

## 5.5 Survey Findings Highlights

Detailed survey findings are included in Appendix G. The following are selected highlights from the survey.

### 5.5.1 Types of Service and Focus Areas

Providers of rural development services were involved in the following types of service and focus areas:

- Health and wellness represented over one quarter of the respondents with social, community and economic issues representing another quarter.
- Two thirds of the respondents were involved with direct services to individuals or families.
- Approximately half of the respondents offered direct services or support to community development projects and organizations.
- Less than six percent are involved in social, cultural and educational services.
- Almost 70 percent are involved in youth programs or services to youth.
- Health related programs and programs for seniors were offered by about half of the respondents.
- Twenty-six of the respondents offer five or more of the programs/services listed in the survey.

### 5.5.2 Economic Development Challenges

- Service Providers felt that lack of infrastructure was the most serious problem while Service Consumers were most concerned with energy costs as well as infrastructure.
- Service Consumers were generally more concerned with the seriousness of all of the listed challenges with a much higher percentage giving a serious response on nine of the 10 items.
- Service Consumers listed almost twice as many other economic development challenges than did Service Providers. Additional concerns included such things as infrastructure, housing, need for better funding, lack of imagination and foresight, and need for outside support in several areas.

### 5.5.3 Community Development Challenges

- Both Service Providers (87 percent) and Consumers (79 percent) considered lack of access to sustaining funding for community organizations to be a serious problem.
- Shortages of volunteers and training for volunteers were considered serious by both groups, but Consumers had eight to 11 percentage points higher in

the serious category than did Providers.

- Service Consumers (55 percent) were more concerned about lack of access to networking opportunities and critical information about communities than Service Providers (33 percent).
- Service Consumers listed four times as many other community development challenges than did Service Providers. Additional concerns were around recognizing the need for support and help in other areas.

#### **5.5.4 Community Development Supports**

- More than three quarters of Consumers considered all of these supports (education and training, province-wide organization, research and networking opportunities) important.
- Both Providers and Consumers had 75 percent and over saying that a province-wide organization was important.
- For the other three items, Consumers had considerably more people reporting these important compared to Service Providers.

#### **5.5.5 Effectiveness of Organizations**

- Approximately half of Consumers and two-thirds of Providers considered local voluntary associations and non-profit organizations to be effective in providing an integrated approach to sustainable rural development.
- Regional Development Authorities and local government agencies were considered more effective than either of the provincial or federal government agencies.
- The percentage of Service Consumers that considered the various type of organizations effective were much lower than for Service Providers except for the Federal government agencies with only 14% and 16% respectively.

#### **5.5.6 Developmental Activities and Services**

- Almost 90 percent of Providers and Consumers responded that access to new sources of dedicated funding would be useful to support sustainable development programs.
- Access to education and training and opportunities to network and collaborate would be useful to almost three-quarters of Consumers and approximately two-thirds of Providers.
- More developed policy would be useful, but both groups reported this as more than twenty percentage points less useful than new funding.

#### **5.5.7 CCN Services**

- More than half of both the providers and consumers of rural development

services were unfamiliar with various services offered by CCN.

- The CCN web page as a whole, CCNews and CCN Rural Routes had the greatest awareness level as well as the highest usefulness ratings with between 22 percent and 27 percent of both providers and consumers. Consumers’ ratings of the usefulness of the Rural Policy Forum, Learning Circles and Skills Development workshops were from three to six percentage points higher than those of the service providers.
- Bluenose Buys resource had the lowest rating with 8 percent of consumers finding it useful and only 1 percent of providers. Over two-thirds of both groups did not use it.

### 5.5.8 Effective Non-profit Organizations

Respondents were asked to identify up to three non-profit organizations that currently offer effective support for community development. Providers of Rural Development Services were asked not to include their own organization.

Effective Organizations Suggested	Providers	Consumers
None	18	49
One	12	19
Two	7	26
Three	54	58
Total Respondents	91	152
Total number of entries	188	244
Number of unique organizations/items	143	183

As shown in the above table, Service Providers cited 143 organizations and Service Consumers cited 183. Not all of these are organizations; e.g., “schools” and “local radio” were included in the citations. In addition, some organizations were listed generically such as CAP sites and CBDCs while others were named by site and community. As shown in Appendix G, the organizations are listed within broad categories. The groupings show a number of interesting differences:

- Consumers reported many more local organizations and local development groups than did Providers.
- Providers cited 17 family/youth groups and 10 education/literacy groups compared to only five and two for Consumers.
- Consumers cited 15 arts/culture/heritage and 11 environment groups compared to seven and six for Providers.
- Coastal Communities Network was cited six times by providers and eight times by consumers.

## 5.6 Observations from the Survey

Two hundred and forty-three people, mainly rural Nova Scotians representing a wide cross-section of interests, provided strong and consistent messages about what is needed for the sustainability of rural communities.

High energy costs, lack of critical infrastructure and inadequate marketing and research efforts were cited by a strong majority as being serious economic development challenges. Over 80 percent of respondents said that lack of sustaining funding for community organizations was a serious problem. Over half said lack of training and support for volunteers, shortages of volunteers and lack of access to research and planning supports was a serious community development challenge. Most of these challenges are beyond the direct control and certainly not within the capacity of many individual communities to deal with.

Respondents delivered a very strong message in declaring that neither the federal nor provincial governments were doing an effective job in taking a broad perspective on rural community development and sustainability. About half of the respondents felt that local voluntary groups and non-profit organizations were effective.

According to the respondents, there is a strong need for access to education and training, the ability to conduct research and the opportunity to network and collaborate on rural community development issues. There was also recognition in the value of having a province-wide organization that could represent the collective interests of rural communities as well as work with them on various developmental and research issues.

Half or more of the respondents were not familiar with CCN's services. Of those that were, about half found that CCNews, CCN Rural Routes, and the CCN web pages were the most useful services. CCN was cited 14 times by respondents as an effective non-profit organization that took a comprehensive approach to rural community development. This was the highest number for any single organization, especially one with a provincial focus.

## 6 DISCUSSION OF RURAL DEVELOPMENT NEEDS

As stated earlier in this report, rural communities are fiercely proud of place, where they live, and the role they play in developing this province. People are dedicated to and engaged in ways of improving, initiating, supporting and creating sustainable rural development initiatives in their own communities. Traditional economic growth models and approaches provide and suggest a gloomy picture and future for rural Nova Scotia communities. A broader perspective that recognizes the vitality and creativity of persons choosing to live in rural Nova Scotia must be pursued. The reality, however, is such that help is needed to develop and sustain the rural way of life that encompasses social, cultural, environmental and economic objectives.

Each community and region has different needs and priorities. Their ability to both identify these and act on them varies widely. There is no single approach that will work. There are however a number of common needs and consistent messages identified through the literature review, focus groups and surveys:

- There are serious infrastructure gaps and weaknesses in rural Nova Scotia that need to be addressed.
- There is a need for stronger and more stable support, especially financial, for voluntary and non-profit organizations in rural communities as a basis for more effective community-led development efforts.
- There is a need to expand opportunities for social networking to enable and support knowledge sharing and collaborative action on common problems and issues.
- There is a need to expand education and training for leaders and organizations with regard to sustainable development approaches and methods for rural communities.
- There is a need to support expanded engagement by rural communities in research to identify and understand sustainable development challenges and opportunities.
- There is a need for improved access to information to inform individuals and groups about the wider trends impacting on their communities as well as about the services and programs that are available to them.
- There is a continuing need for an independent, province-wide “intermediary” organization to facilitate networking and to provide leadership and support for rural Nova Scotia communities.

## 7 RECOMMENDATIONS

The following recommendations address the need for stronger supports for community-led development efforts appropriate to rural Nova Scotia. This community-centered approach is consistent with the community development policy of the Nova Scotia government. Roles and directions are proposed for CCN as an independent province-wide organization to be a facilitator and enabler for sustainable community development for rural Nova Scotia communities.

The recommendations and proposed activities build on the concept of an effective community rural partnership supported by the federal government. They address all of the Rural Secretariat's stated interests in providing decision making and other support services which include:

- Stronger and more stable financial support for NPOs
- Support for rural leadership development and rural sustainability
- Expanded opportunities for social networking for sharing of knowledge and best practices
- Coordinated, collaborative action that provides “living links to human faces in government”
- Support for community-based research on sustainable rural development approaches and methods
- Improved access to information on services and programs, especially on alternative, green economic opportunities; project development; proposal writing; fund development strategies; and other capacity development activities for rural NPOs

We recommend that the provincial and federal governments work together to provide the following supports to rural communities:

- Additional financial resources through multi-year funding agreements/contracts for non-profit and voluntary organizations.
  - Program criteria, application, reporting and accountability requirements should be simplified and should require efforts that are more in proportion to funding amounts.
  - Expectations for services should be realistic and cover full costs related to delivery including overhead and application costs.
- Develop and strengthen the Nova Scotia information infrastructure and access to it by funding and supporting the following initiatives:
  - Development of United Way's 211 services with special emphasis on its ability to provide comprehensive information about a wide variety of programs and services in rural Nova Scotia
  - Continued development and enhancement of the Nova Scotia

#### Community Counts system

- Review, completion, and maintenance of CCN's Close to the Coast web site. The review should set out purposes and objectives for the site as an effective mechanism to showcase Nova Scotia's coastal attractions and amenities to the world.
  - Development of appropriate, integrated web links to each of the above sites to provide service and program information, statistical resources and visual representations of each Nova Scotia community
  - Development of a comprehensive set of tools and training resources on the use, interpretation and application of these information resources
- Provide funding resources for research projects related to sustainable rural development issues and challenges. Community-led initiatives and projects should receive priority. Supports for proposal development should be provided. Many of the activities and topics outlined below could be projects considered for funding.

The above supports will provide rural Nova Scotians with the tools they need to meet the expectations of the provincial and federal governments for community-led sustainable development. The synergies from this type of information infrastructure will benefit all parts of Nova Scotia and are consistent with the Come to Life theme of the provincial government through empowerment of local organizations and leaders. The competitive advantages provided by such powerful tools and resources would be limited only by the creativity of community leaders and the capacities of their organizations.

We recommend that CCN should continue to pursue its core mission as

- an "intermediary" organization with highly developed capacities to facilitate and enable networking and collaboration among the different sectors and regions of the rural population;
- a provider of education and training opportunities for rural community leaders and capacity-building services for rural development organizations;
- an initiator and resource centre for community-based research to meet the needs, challenges and interests with regard to sustainable development in rural communities; and
- an initiator and resource centre for community-based policy development for improving the conditions for sustainability of rural communities.

With respect to the development needs of rural communities, CCN is an appropriate organization to undertake new and high priority projects such as the following:

- A series of workshops to bring various diverse groups together in regional clusters to develop strategic plans and action priorities in areas such as community health promotion, local food production, coastal management,

community economic development, etc.

- The development of comprehensive rural visioning processes for individual communities and bringing together different communities and sectors to develop a Provincial Sustainable Rural Development plan
- Outreach to rural communities to connect with new and emerging groups/organizations that accurately reflect the diverse needs and interests of rural communities
- Delivery of a leadership training program to build innovative and competitive strengths and organizational capacities in rural communities
- Initiatives to enhance social service delivery in rural communities with a focus on poverty reduction, housing, seniors support and affordable, accessible daycare. This initiative would address service delivery challenges such as energy costs and transportation issues in communities with low population densities
- Efforts to enhance program delivery options for youth and young adults, immigrants and other special populations in rural communities
- Development of effective networks of researchers and research bodies with interests in rural communities
- Workshops and focus groups to determine the needs of the non-profit/voluntary sector in a rural context, and strategic planning to address emerging issues.
- A review of immigration policy to address the labour supply needs of rural communities and to enhance supports for immigrants in rural areas
- Research and consultations with rural communities to identify infrastructure strengths, weaknesses and gaps, and strategic planning to set priorities and identify sources of needed new investment
- Information services and training on funding sources, project development, proposal writing, fund-raising strategies and other capacity building activities for rural non-profit organizations
- Continuing outreach, communications and networking activities to help leaders in communities to understand the policy process and the best ways to work with interested parties to engage in and inform policy initiatives and programs to aid in sustainable rural development

## 8 APPENDIX A: FOCUS GROUP

Purpose: To meet with key community-based organizations, government agencies, institutional bodies, academics and others to

- highlight and compile successful sustainable rural development initiatives;
- identify key resources, training, tools and processes which have supported successful sustainable rural development initiatives;
- identify tools, resources, expertise and training that would benefit and support sustainable rural development; and
- to begin to envision what role if any CCN can/will play in supporting sustainable rural development.

### Agenda

- 10: 00 am: Introduction (facilitator, relation to project)
- 10:15 am: Everyone introduce themselves (name, community, organization, and one thing they love to do in their community/or love about their community)
- 10: 20 am: Presentation of objectives/framing the focus group
- 10: 25 am: Presentation of group agreements
- Feel free to be creative and innovative
  - Everyone has chance to talk and participate
  - Respectful listening
  - All ideas/thoughts are valid
- 10:30 am: What are examples of healthy/vibrant activities happening in rural communities?
- (Think in terms of: Infrastructure/Transportation, Health, Education/Training, Economics, Youth, Seniors, Culture, Environment)
- 11:00 am: What are the factors that made them happen? What are the services/resources that people have, know about, are using to support healthy/vibrant communities? (using categories of training, services, projects, resources/tools, other)
- 11:20 am: What's missing?
- 11:35 am: Role of CCN ( 10 mins)
- 11:45 am: Discussion – what role can CCN play in your community

## 9 APPENDIX B: GEOGRAPHIC CLASSIFICATION

The following describes the methodology and rationale for the classification of the communities on the Nova Scotia Community Counts website into rural/metro and coastal/non-coastal.

Coastal Communities Network has coastal and rural communities as its primary focus. In the past this has tended to be exclusive of Halifax Regional Municipality (HRM) even though many of HRM communities have both rural and coastal aspects. The Nova Scotia Community Counts web site provides a community level statistical perspective that did not previously exist. Using this resource, it is possible to consider both the rural and coastal dimensions of Nova Scotia in a way that was not possible in the past. Each of the 275 communities were coded as either coastal or non-coastal and further coded as Halifax Metro, Cape Breton Metro, or rural. Five of the communities represent parks and large non-populated areas.

The following paragraph provides some of the statistical rationale for making these last three distinctions. Any community that bordered on the Nova Scotia Coast was deemed to be coastal while all others were considered non-coastal. Wolfville is an example of a community with an extremely small coastal boundary and was therefore classed as non-coastal for this purpose.

Based on statistics from the Nova Scotia Community Counts web site, eight percent of the population of Halifax County lives in 78 percent of the land area while 92 percent of the population lives in 22 percent of the land area. The population density for the rural parts of Halifax County is 6.7 persons/sq. km. compared to 276.0 persons/sq. km. for the metropolitan area of Halifax County. Similarly, in Cape Breton County, 23 percent of the population lives in 86 percent of the area while 77 percent lives in 14 percent of the area. The population density for the rural parts of Cape Breton County is 11.1 persons/sq. km. compared to 236.9 persons/sq. km. for the metropolitan area of Cape Breton County.

The following table shows which of the Nova Scotia communities were allocated to the Halifax Metro and Cape Breton Metro areas. All other communities were designated rural.

**Classification of Communities from Nova Scotia Community Counts**

Halifax Metro		Cape Breton Metro	Rural			
Coastal	Non-coastal	Coastal	Coastal		Non-coastal	
Armdale-Northwest Arm	Beaver Bank	Dominion	Barrington	Economy	Welshtown	Elmsdale
Bedford	Clayton Park	Florence	Cape Sable Island	Glenholme	Carleton	Enfield
Dartmouth North	Cole Harbour	Glace Bay	Clyde River	Lower Onslow	Quinan	Indian Brook IR 14
Dartmouth South	Cole Harbour IR 30	Membertou IR 28B	Lockeport	Old Barns	South Ohio	Kennetcook
Eastern Passage	Dartmouth East	New Waterford	Shelburne	Tatamagouche	Tusket	Lantz
Halifax Chebucto	Fairview	North Sydney	Amiraults Hill	Advocate Harbour	Yarmouth IR 33	Milford Station
Halifax Citadel	Fall River	Point Edward Peninsula	Arcadia	Amherst	Bear River	Mount Uniacke
Halifax Needham	Hammonds Plains	Sydney Mines	Argyle	Parrsboro	Bear River IR 6	Newport Corner
Herring Cove	Hatchet Lake	Sydney Northwest	Hebron	Port Howe	St. Joseph	Nine Mile River
Lawrencetown	Lake Echo	Sydney River	Port Maitland	Pugwash	Greenfield	Shubenacadie
Sambro	Preston	Sydney Southeast	Pubnico	River Hebert	North Queens	Smiths Corner
	Sackville North		Wedgeport	Tidnish	Ponhook Lake IR 10	Three Mile Plains
	Sackville South		Yarmouth	Wallace	Wildcat IR 12	Upper Rawdon
	Spryfield		Barton	Fisher's Grant IR 24	Bear River IR 6B	Windsor
	Tantallon		Church Point	Little Harbour	Bridgetown	Windsor Forks
	Timberlea		Digby	Merigomish	Lawrencetown	Middle Musquodoboit
	Waverley		Digby Neck	Pictou	Middleton	Porters Lake
			Meteghan	Pictou Landing	Milford	Upper Musquodoboit
			Salmon River	River John	Bridgewater	Bible Hill
			Saulnierville	Salt Springs	Chelsea	Brookfield
			Smiths Cove	Canso	Hemford	Debert
			Weymouth	Cross Roads Country Harbour	Italy Cross	Earlton
			Liverpool	Guysborough	Maitland	East Mountain
			Medway	Larrys River	Maplewood	Greenfield

**Classification of Communities from Nova Scotia Community Counts**

Halifax Metro		Cape Breton Metro	Rural			
Coastal	Non-coastal	Coastal	Coastal		Non-coastal	
			Port Mouton	Mulgrave	New Cornwall	Hilden
			Annapolis Royal	Sherbrooke	New Germany	Millbrook IR 27
			Cornwallis Park	Havre Boucher	New Ross	New Annan
			Granville Ferry	James River	Newcombville	Stewiacke
			Margaretsville	Lochaber	Northfield	Truro
			Port Lorne	Lower South River	Pennal IR 19	Upper Stewiacke
			Port Royal	Mahoneys Beach	Windsor Road	Wittenburg
			Blandford	Malignant Cove	Alton	Oxford
			Broad Cove	Pomquet	Aylesford	Springhill
			Chester	Pomquet & Afton IR 23	Berwick	Wentworth
			Chester Basin	Tracadie	Cambridge	Blue Mountain
			Gold River IR 21	Cheticamp	Cambridge IR 32	Hopewell
			LaHave	Glendale	Canning	New Glasgow
			Lunenburg	Inverness	Centreville	Scotsburn
			Mahone Bay	Long Point	Coldbrook	Stellarton
			Petite Riviere	Mabou	Gaspereau	Thorburn
			Western Shore	Margaree	Greenwood	Trenton
			Blomidon	Port Hawkesbury	Horton IR 35	Westville
			Grand Pre	Port Hood	Kentville	Melrose
			Hantsport	Chapel Island IR 5	Kingston	Antigonish
			Harbourville	Dundee	Lake George	Clydesdale
			Port Williams	Isle Madame	Lakeville	Salt Springs
			Brooklyn	L'Ardoise	Millville	St. Andrews
			Falmouth	Louisdale	New Minas	Whycocomagh
			Kempton Shore	St. Peter's	Somerset	Whycocomagh IR 2
			Maitland	Boisdale Hills	Waterville	Coxheath
			Noel	Boularderie Island	Wolfville	Frenchvale
			Summerville	East Bay		Howie Centre

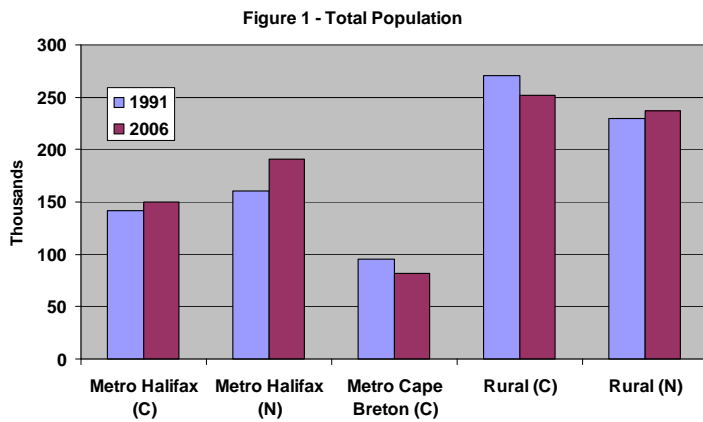
**Classification of Communities from Nova Scotia Community Counts**

Halifax Metro		Cape Breton Metro	Rural			
Coastal	Non-coastal	Coastal	Coastal		Non-coastal	
			Chezzetcook	Eskasoni IR 3		
			Hacketts Cove	Georges River		
			Hubbards	Louisbourg		
			Jeddore	Mira East		
			Moser River	Mira West		
			Musquodoboit Harbour	Port Morien		
			Peggys Cove	Baddeck		
			Prospect	Dingwall		
			Sheet Harbour	Englishtown		
			Sheet Harbour IR 36	Ingonish		
			Ship Harbour	Little Narrows		
			St. Margarets Bay	Wagmatcook IR 1		
			Terence Bay			

# 10 APPENDIX C: A SNAPSHOT OF NOVA SCOTIA

For this snapshot, using the Community Counts geographies and statistics, the population characteristics and changes are reviewed in five categories:

- Metro Halifax Coastal
- Metro Halifax Non-coastal
- Metro Cape Breton Coastal (all Metro Cape Breton communities are coastal)
- Rural Coastal
- Rural Non-coastal



Nova Scotia's total population<sup>11</sup> has increased 1.4 percent from 899,800 in 1991 to 912,300 in 2006. As shown in Figure 1, the total population has increased almost 19 percent in non-coastal regions of Halifax Metro and decreased by over 14 percent in Cape Breton Metro. Rural non-coastal areas and Halifax Metro coastal areas have shown slight overall growth while rural coastal areas have a seven

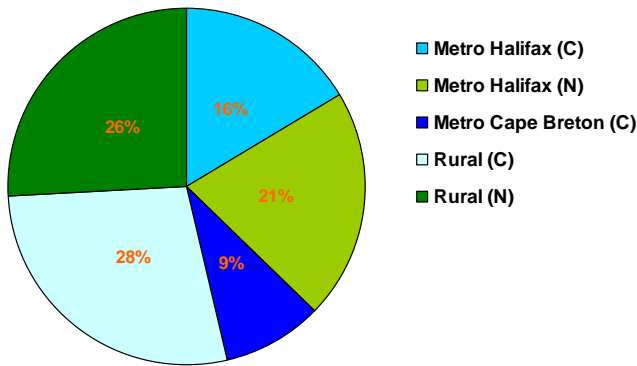
percent decline.

A closer review of these numbers would likely show that the growth has largely been in the central parts of Nova Scotia with greater declines in those counties that are further from the centre of the province.

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<sup>11</sup> All figures used in this demographic overview are from Statistics Canada's unadjusted Census of Population for 1991 and 2006. Actual population numbers are slightly higher (between two and three percent higher) because of people missed in the Census.

Figure 2 - Share of 2006 Total Population



Nova Scotia is uniquely positioned in Canada as it has a higher rural population than the rest of Canada (Curran, 2005). Rural population figures in Nova Scotia have generally been understood to range between 60-75 percent of the population – depending on the selection criteria (RCIP, 2003). In 2006, as shown in Figure 2, 54 percent of the population lived in rural areas of Nova Scotia. If Cape

Breton is counted as rural, as in the past, then 63 percent of the population live in rural Nova Scotia. Fifty-three percent of the population live in coastal communities which includes 16 percent in the Halifax Metro coastal communities.

Sixty percent of seniors live in rural areas. As shown in Figure 3, seniors have increased the fastest in Halifax Metro non-coastal regions with 80 percent growth from 1991 to 2006. Non-coastal rural areas have had the second highest growth rate of 22 percent while Metro Cape Breton and rural coastal areas have grown by just over 1 percent.

Figure 3 - Population Ages 65 and over

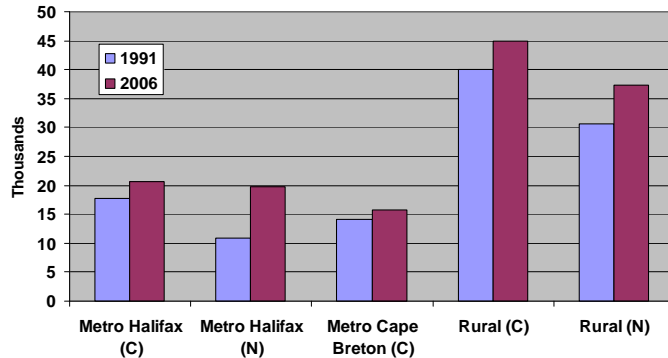
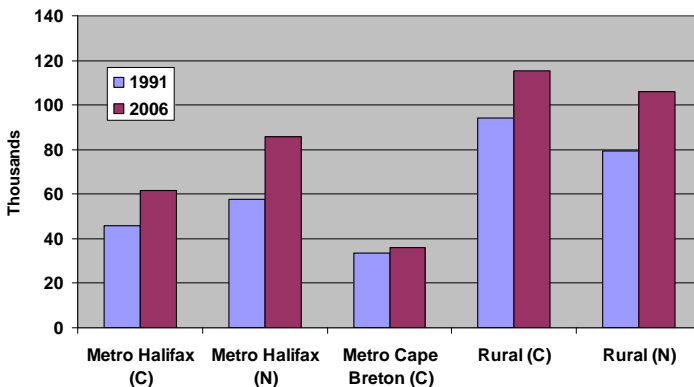


Figure 4 - Population Ages 35 to 64



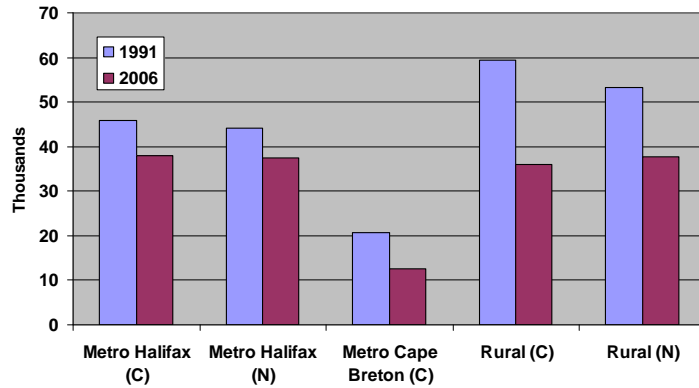
The rate of growth for persons aged 35 to 64 between 1991 and 2006 is 30 percent for Nova Scotia. As shown in Figure 4, Halifax Metro non-coastal has the highest rate of growth in this age group at 49 percent while Cape Breton Metro has very little growth at just under seven percent. Metro Halifax coastal and rural non-coastal areas have growth rates of just over 33 percent while rural coastal areas have about 20

percent growth. This age group is the mature working age population as well as the bulk of the baby boom population. The higher growth rates in the Metro Halifax area are indicative of some of the underlying economic challenges for rural areas.

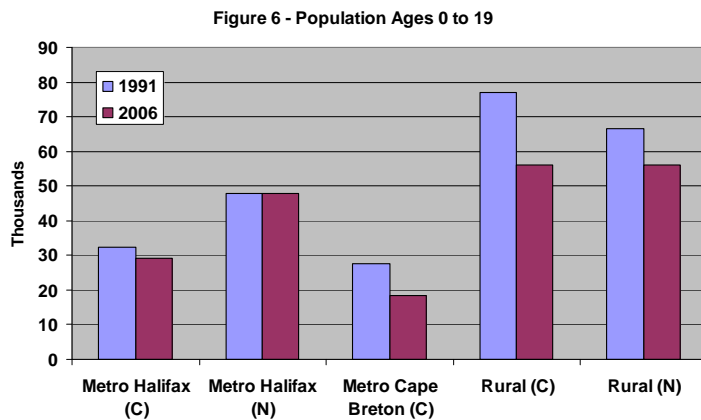
Of greater concern is the decline in numbers for the beginning and developing labour force age group of 20 to 34. For Nova Scotia, this group declined by almost 28 percent between

1991 and 2006. Coastal areas of rural Nova Scotia had the greatest decline at almost 40 percent with metro Cape Breton close behind at 39 percent. Non-coastal rural areas declined by 29 percent while Metro Halifax coastal and non-coastal areas declined by less than 20 percent – still a concern for the present and future work force. In addition, this age group represents the primary child-bearing years which may result in a disproportionate impact on numbers of youth in the various regions of the province. Unfortunately, the effect of university enrolments on this age group, including out-of province and international students, introduces errors into the Census counts that may overstate Halifax Metro numbers.

Figure 5 - Population Ages 20 to 34



While the number of the population 0 to 19 years of age has declined 17 percent in Nova Scotia between 1991 and 2006,



the impact by the various areas is dramatically different as shown in Figure 6. Non-coastal areas of Metro Halifax have had a marginal increase in this age group of less than one percent compared to a 33 percent decline for Metro Cape Breton. In rural coastal areas this population has declined by 27 percent and in non-coastal areas by 16 percent. Coastal areas of Metro Halifax

are somewhat better with a decline of just under 10 percent. It is likely that even greater disparities for this age group could happen in the future.

## 11 APPENDIX D: HOUSEHOLD INCOME BY COUNTY

Household Income as a Percentage (Index) of Nova Scotia Average								
County	1996 Census				2006 Census			
	Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
Halifax	47,674	115%	41,228	118%	66,325	116%	54,108	116%
Antigonish	44,091	106%	36,067	103%	60,236	105%	49,581	106%
Hants	40,560	98%	36,157	103%	56,640	99%	49,630	106%
Inverness	40,595	98%	33,802	96%	53,633	93%	45,687	98%
Pictou	38,381	93%	32,830	94%	53,371	93%	43,475	93%
Kings	39,309	95%	34,662	99%	52,919	92%	44,744	96%
Lunenburg	37,932	91%	31,669	90%	52,045	91%	43,257	93%
Colchester	37,872	91%	32,226	92%	51,808	90%	42,782	92%
Victoria	38,650	93%	32,113	92%	51,179	89%	44,134	95%
Yarmouth	37,914	91%	31,178	89%	50,535	88%	41,744	90%
Cape Breton	35,884	87%	29,908	85%	49,665	87%	40,451	87%
Richmond	36,364	88%	29,805	85%	48,771	85%	40,188	86%
Shelburne	39,023	94%	34,049	97%	47,589	83%	40,514	87%
Queens	42,128	102%	31,712	91%	47,478	83%	39,972	86%
Cumberland	33,828	82%	27,136	77%	46,720	81%	38,433	82%
Digby	34,408	83%	28,371	81%	46,137	80%	38,284	82%
Annapolis	34,091	82%	28,878	82%	45,337	79%	37,024	79%
Guysborough	32,074	77%	27,305	78%	44,553	78%	34,894	75%
<b>Nova Scotia</b>	<b>41,466</b>		<b>35,035</b>		<b>57,366</b>		<b>46,605</b>	
Canada	48,552		40,209		69,548		53,634	
NS as % of Canada	85%		87%		82%		87%	
Source: Nova Scotia Community Counts web page - data modeled from Statistics Canada, Census of Population, 1996 and 2006.								

## 12 APPENDIX E: HOUSEHOLD INCOME BY COMMUNITY

Household Income as a Percentage (Index) of Nova Scotia Average									
County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
Annapolis	Annapolis Royal	33807	82%	25424	73%	44506	78%	38413	82%
	Bridgetown	34944	84%	28299	81%	45267	79%	39099	84%
	Cornwallis Park	29212	70%	25949	74%	38879	68%	32336	69%
	Granville Ferry	38401	93%	30883	88%	46199	81%	39493	85%
	Lawrencetown	33391	81%	26966	77%	42977	75%	35922	77%
	Margaretsville	34586	83%	31881	91%	41807	73%	33130	71%
	Middleton	35519	86%	32154	92%	48698	85%	40180	86%
	Milford	29292	71%	25371	72%	41402	72%	31657	68%
	Port Lorne	33094	80%	27244	78%	43235	75%	38177	82%
	Port Royal	35793	86%	29354	84%	44572	78%	36787	79%
Antigonish	Antigonish	43806	106%	35690	102%	58151	101%	41308	89%
	Clydesdale	47720	115%	37786	108%	67244	117%	61872	133%
	Havre Boucher	40572	98%	35413	101%	53330	93%	48269	104%
	James River	53580	129%	45019	128%	72849	127%	66509	143%
	Lochaber	40951	99%	37907	108%	60721	106%	53459	115%
	Lower South River	38748	93%	30604	87%	56846	99%	45383	97%
	Mahoneys Beach	55215	133%	41943	120%	70131	122%	56411	121%
	Malignant Cove	60062	145%	39277	112%	57766	101%	54908	118%
	Pomquet	43537	105%	39698	113%	66580	116%	56702	122%
	Pomquet & Afton IR 23	17306	42%	13536	39%	23325	41%	17031	37%
Salt Springs	37892	91%	32949	94%	68938	120%	58705	126%	

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	St. Andrews	43546	105%	35333	101%	65624	114%	55769	120%
	Tracadie	38250	92%	26688	76%	52239	91%	48785	105%
Cape Breton	Boisdale Hills	32676	79%	26913	77%	52104	91%	40575	87%
	Boularderie Island	41416	100%	35085	100%	60239	105%	51068	110%
	Coxheath	53965	130%	47980	137%	70434	123%	63966	137%
	Dominion	35336	85%	28291	81%	49342	86%	44772	96%
	East Bay	39150	94%	33158	95%	65531	114%	52269	112%
	Eskasoni IR 3	25042	60%	20117	57%	24835	43%	15808	34%
	Florence	35610	86%	31166	89%	49972	87%	42278	91%
	Frenchvale	44375	107%	34903	100%	69917	122%	54685	117%
	Georges River	41382	100%	38203	109%	64361	112%	59474	128%
	Glace Bay	32173	78%	27263	78%	45441	79%	38202	82%
	Howie Centre	47521	115%	44996	128%	69605	121%	60920	131%
	Louisbourg	37363	90%	31621	90%	53829	94%	50593	109%
	Membertou IR 28B	24070	58%	16929	48%	35234	61%	26944	58%
	Mira East	40487	98%	36681	105%	60771	106%	52801	113%
	Mira West	39506	95%	39265	112%	56242	98%	53231	114%
	New Waterford	32040	77%	27175	78%	46933	82%	39289	84%
	North Sydney	33013	80%	28429	81%	45224	79%	35805	77%
Point Edward Peninsula	45816	110%	40467	116%	57261	100%	50932	109%	
Port Morien	38296	92%	32619	93%	46840	82%	38861	83%	
Sydney Mines	30904	75%	25852	74%	43689	76%	36466	78%	
Sydney Northwest	31209	75%	26476	76%	40203	70%	32105	69%	

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	Sydney River	53706	130%	50709	145%	73500	128%	61888	133%
	Sydney Southeast	35568	86%	29459	84%	47063	82%	37997	82%
Colchester	Bible Hill	42459	102%	38451	110%	59690	104%	49324	106%
	Brookfield	40114	97%	35262	101%	57581	100%	46881	101%
	Debert	38246	92%	35973	103%	48022	84%	44327	95%
	Earltown	34043	82%	27358	78%	46233	81%	43232	93%
	East Mountain	40691	98%	35207	100%	58265	102%	52938	114%
	Economy	28137	68%	24173	69%	40944	71%	41257	89%
	Glenholme	35932	87%	33025	94%	45238	79%	43347	93%
	Greenfield	28879	70%	23915	68%	58972	103%	51561	111%
	Hilden	38363	93%	37334	107%	53845	94%	53540	115%
	Lower Onslow	41263	100%	38621	110%	51120	89%	48284	104%
	Millbrook IR 27	24197	58%	21099	60%	51759	90%	31085	67%
	New Annan	34089	82%	27091	77%	42498	74%	39538	85%
	Old Barns	40456	98%	38379	110%	53686	94%	44783	96%
	Stewiacke	34302	83%	28287	81%	48597	85%	42215	91%
	Tatamagouche	32839	79%	26818	77%	42620	74%	36366	78%
	Truro	37508	90%	28893	82%	50167	87%	39312	84%
Upper Stewiacke	32314	78%	28569	82%	49226	86%	42710	92%	
Wittenburg	38121	92%	33775	96%	52608	92%	45418	97%	
Cumberland	Advocate Harbour	34267	83%	25885	74%	49270	86%	42936	92%
	Amherst	35807	86%	29424	84%	48122	84%	39704	85%
	Oxford	36029	87%	27402	78%	45476	79%	39274	84%

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	Parrsboro	27823	67%	22720	65%	42658	74%	32735	70%
	Port Howe	39170	94%	30766	88%	52166	91%	41329	89%
	Pugwash	40675	98%	30423	87%	47852	83%	39733	85%
	River Hebert	28585	69%	24028	69%	39007	68%	30689	66%
	Springhill	30860	74%	25249	72%	44804	78%	38229	82%
	Tidnish	32030	77%	29135	83%	55422	97%	43529	93%
	Wallace	35996	87%	27974	80%	48673	85%	41038	88%
	Wentworth	31943	77%	24072	69%	45221	79%	39828	85%
Digby	Barton	30239	73%	28116	80%	41285	72%	35699	77%
	Bear River	27240	66%	23550	67%	39484	69%	36310	78%
	Church Point	45150	109%	33941	97%	40726	71%	36462	78%
	Digby	31995	77%	24910	71%	41867	73%	33529	72%
	Digby Neck	33403	81%	28426	81%	50977	89%	39719	85%
	Meteghan	38330	92%	33060	94%	52143	91%	45022	97%
	Salmon River	28404	68%	26869	77%	48810	85%	40210	86%
	Saulnierville	39919	96%	29995	86%	50015	87%	41145	88%
	Smiths Cove	35158	85%	25432	73%	53845	94%	38804	83%
	St. Joseph	35465	86%	29134	83%	49546	86%	38525	83%
	Weymouth	32876	79%	28563	82%	44366	77%	35242	76%
Guysborough	Canso	33450	81%	29328	84%	40698	71%	31238	67%
	Cross Roads Country Harbour	28331	68%	23674	68%	43589	76%	36869	79%
	Guysborough	33445	81%	27670	79%	43622	76%	34462	74%
	Larrys River	28719	69%	25150	72%	47252	82%	36159	78%

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	Melrose	33887	82%	29387	84%	40429	70%	36115	77%
	Mulgrave	36758	89%	33475	96%	52844	92%	40634	87%
	Sherbrooke	33592	81%	29938	85%	45584	79%	39823	85%
Halifax	Armdale-Northwest Arm	47744	115%	40928	117%	67126	117%	56470	121%
	Beaver Bank	47326	114%	46936	134%	69725	122%	63042	135%
	Bedford	65081	157%	56663	162%	90082	157%	74912	161%
	Chezzetcook	40723	98%	38486	110%	60761	106%	56765	122%
	Clayton Park	52423	126%	44522	127%	64852	113%	54890	118%
	Cole Harbour	58125	140%	56346	161%	77351	135%	73088	157%
	Dartmouth East	53007	128%	49870	142%	71550	125%	65036	140%
	Dartmouth North	35338	85%	30460	87%	51068	89%	41070	88%
	Dartmouth South	42102	102%	35528	101%	62271	109%	51060	110%
	Eastern Passage	48748	118%	47464	135%	67151	117%	63736	137%
	Fairview	41205	99%	35806	102%	50192	87%	41265	89%
	Fall River	65126	157%	61603	176%	98184	171%	83321	179%
	Hacketts Cove	51814	125%	44339	127%	71712	125%	57704	124%
	Halifax Chebucto	47494	115%	39016	111%	65491	114%	52619	113%
	Halifax Citadel	50000	121%	35878	102%	67335	117%	50371	108%
	Halifax Needham	33758	81%	27266	78%	45979	80%	37756	81%
Hammonds Plains	56184	135%	54697	156%	101808	177%	90430	194%	
Hatchet Lake	54990	133%	51206	146%	76196	133%	67922	146%	
Herring Cove	51475	124%	48059	137%	70311	123%	64758	139%	
Hubbards	42137	102%	37560	107%	63651	111%	56783	122%	

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	Jeddore	39329	95%	34019	97%	53018	92%	44098	95%
	Lake Echo	48664	117%	46009	131%	66965	117%	64258	138%
	Lawrencetown	58749	142%	54495	156%	78767	137%	76797	165%
	Middle Musquodoboit	37230	90%	29422	84%	50349	88%	42007	90%
	Moser River	28790	69%	27266	78%	35321	62%	28496	61%
	Musquodoboit Harbour	42198	102%	37480	107%	62592	109%	53026	114%
	Peggys Cove	42455	102%	39578	113%	62981	110%	52116	112%
	Porters Lake	48443	117%	47096	134%	75355	131%	67072	144%
	Preston	38643	93%	35886	102%	50448	88%	46247	99%
	Prospect	54209	131%	55841	159%	75228	131%	74413	160%
	Sackville North	53352	129%	48975	140%	79710	139%	71410	153%
	Sackville South	50209	121%	47935	137%	65974	115%	61932	133%
	Sambro	49186	119%	45935	131%	64691	113%	60889	131%
	Sheet Harbour	34286	83%	27555	79%	40838	71%	33410	72%
	Sheet Harbour IR 36	40928	99%	32189	92%	38216	67%	30487	65%
	Ship Harbour	36319	88%	33452	95%	47215	82%	40044	86%
	Spryfield	37818	91%	32257	92%	46157	80%	39322	84%
	St. Margarets Bay	52187	126%	45389	130%	80094	140%	67860	146%
	Tantallon	61255	148%	55792	159%	87761	153%	81323	174%
	Terence Bay	39522	95%	33728	96%	58731	102%	50918	109%
	Timberlea	49360	119%	48924	140%	72775	127%	67768	145%
	Upper Musquodoboit	34927	84%	31005	88%	45814	80%	37841	81%
	Waverley	62766	151%	61860	177%	96481	168%	80145	172%

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
Hants	Brooklyn	40449	98%	37873	108%	54687	95%	50684	109%
	Elmsdale	48706	117%	46693	133%	68600	120%	64514	138%
	Enfield	50234	121%	47844	137%	72211	126%	69494	149%
	Falmouth	45516	110%	39602	113%	62060	108%	55697	120%
	Indian Brook IR 14	24728	60%	20378	58%	26350	46%	20600	44%
	Kempt Shore	25356	61%	21612	62%	41823	73%	33144	71%
	Kennetcook	34327	83%	27475	78%	47061	82%	40182	86%
	Lantz	46505	112%	46387	132%	65698	115%	59958	129%
	Maitland	37451	90%	34233	98%	57671	101%	45009	97%
	Milford Station	46375	112%	43312	124%	65690	115%	60340	129%
	Mount Uniacke	44662	108%	42280	121%	60353	105%	60052	129%
	Newport Corner	43868	106%	44688	128%	54978	96%	49914	107%
	Nine Mile River	40038	97%	36170	103%	62572	109%	56409	121%
	Noel	29930	72%	23173	66%	44257	77%	35923	77%
	Shubenacadie	39623	96%	34261	98%	59606	104%	54282	116%
	Smiths Corner	38631	93%	33250	95%	54723	95%	44147	95%
	Summerville	37296	90%	30685	88%	44207	77%	37632	81%
	Three Mile Plains	36129	87%	33261	95%	48202	84%	43574	93%
	Upper Rawdon	46532	112%	43355	124%	49747	87%	46528	100%
Windsor	34996	84%	28791	82%	47891	83%	38108	82%	
Windsor Forks	40810	98%	34918	100%	60193	105%	53095	114%	
Inverness	Cheticamp	40040	97%	35633	102%	50331	88%	39298	84%
	Glendale	35844	86%	31083	89%	54938	96%	49340	106%

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	Inverness	31063	75%	26151	75%	47254	82%	37942	81%
	Long Point	48663	117%	40792	116%	58482	102%	48779	105%
	Mabou	45456	110%	36480	104%	60083	105%	52698	113%
	Margaree	36118	87%	33571	96%	48113	84%	40637	87%
	Port Hawkesbury	47817	115%	41251	118%	57839	101%	51000	109%
	Port Hood	46215	111%	40284	115%	65134	114%	53733	115%
	Whycocomagh	43022	104%	37793	108%	54829	96%	52090	112%
	Whycocomagh IR 2	23944	58%	19776	56%	28754	50%	22723	49%
Kings	Alton	42851	103%	39221	112%	55084	96%	47005	101%
	Aylesford	35588	86%	29516	84%	46927	82%	39706	85%
	Berwick	37811	91%	32814	94%	48501	85%	42923	92%
	Blomidon	39112	94%	32006	91%	53538	93%	44067	95%
	Cambridge	35576	86%	33294	95%	54643	95%	44059	95%
	Cambridge IR 32	42669	103%	39076	112%	39760	69%	35748	77%
	Canning	39329	95%	30128	86%	52964	92%	42254	91%
	Centreville	40739	98%	35236	101%	57408	100%	56525	121%
	Coldbrook	46588	112%	45131	129%	64059	112%	60650	130%
	Gaspereau	39335	95%	30324	87%	52510	92%	44505	95%
	Grand Pre	34962	84%	32862	94%	53181	93%	46920	101%
	Greenwood	42448	102%	40536	116%	58055	101%	54252	116%
	Hantsport	37517	90%	32990	94%	53966	94%	45440	98%
	Harbourville	30774	74%	27477	78%	44828	78%	36797	79%
Kentville	39646	96%	32848	94%	49081	86%	42418	91%	

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	Kingston	41480	100%	37927	108%	53740	94%	49366	106%
	Lake George	34326	83%	31391	90%	52148	91%	45115	97%
	Lakeville	39216	95%	36771	105%	58665	102%	49804	107%
	Millville	37560	91%	35101	100%	50789	89%	44188	95%
	New Minas	36571	88%	29974	86%	47440	83%	39372	84%
	Port Williams	42793	103%	39716	113%	72914	127%	57934	124%
	Somerset	40619	98%	36963	106%	52176	91%	46148	99%
	Waterville	31371	76%	28677	82%	44049	77%	37401	80%
	Wolfville	39548	95%	30899	88%	57813	101%	38909	83%
Lunenburg	Blandford	40636	98%	36682	105%	55189	96%	48833	105%
	Bridgewater	39356	95%	32244	92%	51340	89%	42465	91%
	Broad Cove	34417	83%	26513	76%	45968	80%	44272	95%
	Chelsea	31585	76%	27479	78%	48498	85%	41841	90%
	Chester	41629	100%	36205	103%	71014	124%	44698	96%
	Chester Basin	39292	95%	34427	98%	57448	100%	46687	100%
	Hemford	30854	74%	26024	74%	40273	70%	35534	76%
	Italy Cross	34662	84%	29141	83%	54700	95%	51249	110%
	LaHave	39865	96%	34491	98%	54287	95%	48776	105%
	Lunenburg	40529	98%	33841	97%	51895	90%	41993	90%
	Mahone Bay	38741	93%	32161	92%	53121	93%	41501	89%
	Maitland	39717	96%	37883	108%	52149	91%	48909	105%
	Maplewood	29129	70%	28570	82%	47440	83%	45082	97%
New Cornwall	37019	89%	36611	104%	48624	85%	38075	82%	

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	New Germany	31904	77%	26860	77%	42890	75%	38485	83%
	New Ross	30358	73%	27290	78%	44208	77%	36971	79%
	Newcombville	33586	81%	29214	83%	47319	82%	41689	89%
	Northfield	37668	91%	33311	95%	52903	92%	48988	105%
	Petite Riviere	50492	122%	40383	115%	45907	80%	43251	93%
	Western Shore	36153	87%	29362	84%	43994	77%	35094	75%
	Windsor Road	34511	83%	33656	96%	55023	96%	47465	102%
Pictou	Blue Mountain	35041	85%	34388	98%	50501	88%	42465	91%
	Fisher's Grant IR 24	21190	51%	16768	48%	30090	52%	24128	52%
	Hopewell	39034	94%	33705	96%	48134	84%	40966	88%
	Little Harbour	48102	116%	44037	126%	108169	189%	68523	147%
	Merigomish	40190	97%	34411	98%	54972	96%	47739	102%
	New Glasgow	39633	96%	32434	93%	53777	94%	41168	88%
	Pictou	37467	90%	30270	86%	57529	100%	44773	96%
	Pictou Landing	50916	123%	44516	127%	57629	100%	52017	112%
	River John	35298	85%	31941	91%	49428	86%	39941	86%
	Salt Springs	48056	116%	42875	122%	52033	91%	44980	97%
	Scotsburn	42654	103%	37519	107%	59890	104%	53779	115%
	Stellarton	36658	88%	30670	88%	48222	84%	41663	89%
	Thorburn	38530	93%	34543	99%	52358	91%	43214	93%
	Trenton	35656	86%	33656	96%	48914	85%	43251	93%
Westville	36422	88%	31434	90%	48781	85%	40129	86%	
Queens	Greenfield	44466	107%	42231	121%	43394	76%	38242	82%

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	Liverpool	48125	116%	35535	101%	49398	86%	41841	90%
	Medway	33480	81%	29459	84%	45634	80%	40320	87%
	North Queens	35051	85%	27686	79%	42950	75%	34048	73%
	Port Mouton	38025	92%	32652	93%	47902	84%	42637	91%
Richmond	Chapel Island IR 5	29599	71%	26784	76%	29342	51%	24000	51%
	Dundee	39391	95%	35070	100%	53897	94%	45375	97%
	Isle Madame	36954	89%	30432	87%	51654	90%	42278	91%
	L'Ardoise	36216	87%	27430	78%	43637	76%	38507	83%
	Louisdale	36200	87%	31205	89%	50987	89%	42686	92%
	St. Peter's	35811	86%	30201	86%	44981	78%	34920	75%
Shelburne	Barrington	39059	94%	35303	101%	49433	86%	44015	94%
	Cape Sable Island	43942	106%	41410	118%	51574	90%	43556	93%
	Clyde River	41017	99%	38739	111%	49535	86%	42179	91%
	Lockeport	31653	76%	25244	72%	41796	73%	37039	79%
	Shelburne	36374	88%	28974	83%	44997	78%	38123	82%
	Welshtown	49049	118%	39645	113%	45363	79%	40391	87%
Victoria	Baddeck	40116	97%	35169	100%	54968	96%	46768	100%
	Dingwall	35643	86%	28149	80%	51050	89%	44293	95%
	Englishtown	36116	87%	31915	91%	50074	87%	43364	93%
	Ingonish	40237	97%	35738	102%	47843	83%	41382	89%
	Little Narrows	38514	93%	28752	82%	46816	82%	42253	91%
	Wagmatcook IR 1	21471	52%	18688	53%	29667	52%	25493	55%
Yarmouth	Amiraults Hill	41758	101%	39014	111%	56167	98%	51372	110%

### Household Income as a Percentage (Index) of Nova Scotia Average

County	Community	1996 Census				2006 Census			
		Average Income	Index	Median Income	Index	Average Income	Index	Median Income	Index
	Arcadia	39700	96%	34983	100%	48860	85%	41041	88%
	Argyle	49816	120%	46699	133%	55519	97%	48520	104%
	Carleton	36780	89%	32700	93%	54553	95%	48945	105%
	Hebron	38916	94%	33888	97%	57431	100%	44098	95%
	Port Maitland	35953	87%	32650	93%	48145	84%	44278	95%
	Pubnico	48674	117%	46770	133%	64984	113%	58077	125%
	Quinan	37816	91%	30339	87%	54825	96%	50457	108%
	South Ohio	35275	85%	29897	85%	53945	94%	49136	105%
	Tusket	35329	85%	29262	84%	48856	85%	41935	90%
	Wedgeport	40740	98%	39171	112%	48415	84%	46034	99%
	Yarmouth	33564	81%	26951	77%	43179	75%	33576	72%

Source: Nova Scotia Community Counts web page - data modeled from Statistics Canada, Census of Population, 1996 and 2006.

## 13 APPENDIX F: RURAL DEVELOPMENT SERVICES SURVEY QUESTIONNAIRE

The Survey was developed and administered as an online survey through the services of Survey Monkey. Skip logic was used so that respondents were directed to relevant parts of the survey. Question 3.1 was used to determine which of three parts of the survey respondents were directed to:

- Managers and paid professionals of an agency or organization that provided rural development services were directed to Section 4 – Rural Service Providers
- Community leaders and active citizens involved in organizations, business owners/operators, and individuals living in rural Nova Scotia were directed to Section 5 – Rural Service Consumers
- All others were directed to Section 6 – Rural Development Interest.

The Rural Development Survey is shown on the following pages.

The results of the survey are included in Appendix G.

# Rural Development Services

## 1. Introduction

This survey is being conducted on behalf of the Coastal Communities Network (CCN) with support from the Rural Secretariat. It is one component of a wider study to identify the services and resources needed to assist with strengthening the economic, cultural, environmental and social sustainability of rural communities in Nova Scotia. The project report will provide recommendations on how to address gaps, barriers and obstacles to progress. The results will be used by CCN in developing a long term strategic plan and will include information and recommendations for use by the Rural Secretariat.

The survey should take about 15 minutes of your time. We thank you very much for your contribution to our research and consultation activities.

The survey is being conducted under enhanced security and individual responses will be kept confidential. Both CCN and the Rural Secretariat will be given summary results only.

Coastal Communities Network is a province wide non-profit organization that has been working to improve the long term sustainability and vitality of Nova Scotia's rural and coastal communities since 1991.

Located in Agriculture and Agri-Food Canada, the Rural Secretariat is a focal point for the Government of Canada to work in partnership with Canadians in rural, coastal, northern and remote areas towards building vibrant and sustainable communities.

### 1. Please tell us who you are responding on behalf of

- Yourself, as an individual
- A business
- A federal government department/agency
- A provincial government department/agency
- A municipal government department/agency
- A non-profit organization
- A voluntary organization
- A community group
- Other (please specify)

### 2. What is your primary area of interest? (For example health, finance, sports, agriculture)

### 3. What county in Nova Scotia do you live in?

## 2. Non-Nova Scotia Place of Residence

### 1. If you do not live in Nova Scotia, what province/state or country do you live in?

## 3. Provider or User of Development Services

# Rural Development Services

## \* 1. Please tell us about your primary interest in Rural Development Services:

- I am a manager or paid professional staff in an agency or organization (including non-profits) that provides services for rural development (including economic development, community development, health and social programs, cultural development, etc) in Nova Scotia.
- I am a community leader or active citizen in rural Nova Scotia, i.e. active in a community organization or voluntary association.
- I am a business owner/operator in rural Nova Scotia
- I am an individual who lives in rural Nova Scotia with a strong interest in the sustainability of rural communities.
- None of the above, this survey does not apply to me.

## 4. Survey - Rural Service Providers

This survey targets managers and paid professional staff in an agency or organization (including non-profits) that provides services for rural development (including economic development, community development, health and social programs, cultural development, etc) in Nova Scotia.

### 1. Could you please check each of the following category(ies) that best describe(s) the type(s) of services that you offer in rural communities in Nova Scotia:

- Direct services to individuals or families
- Support services (funding, research, planning, training, etc) for organizations that provide direct services to individuals or families
- Direct community development services or projects
- Support services for community development organizations, groups and agencies (leadership and capacity building, funding, research, networking, planning, training, etc)
- Direct community economic development services or projects
- Support services for community economic development organizations, groups and agencies (leadership and capacity building, funding, research, networking, planning, training, etc)
- Direct services to businesses
- Support services for business development organizations, groups and agencies (funding, research, planning, training, etc)
- Direct action on environmental issues and problems
- Support services for environmental organizations, groups and agencies (funding, research, planning, networking, training, etc)
- Other (please specify)

# Rural Development Services

## 2. Could you please check beside any of the following fields in which your organization or agency provides services in rural communities in Nova Scotia:

- Youth programs/services
- Seniors programs/services
- Recreational programs/services
- Tourism programs/services
- Fisheries programs/services
- Agricultural programs/services
- Housing programs/services
- Health related programs/services
- Environment/ecology programs/services
- Post-secondary education programs/services
- Employment training programs/services
- Programs/services for persons with disabilities
- Programs/services supporting business development
- Employment preparation and training programs/services
- Other (please specify)



# Rural Development Services

**3. Thinking about the economic development challenges facing the rural community (ies) in which you provide leadership and/or services, on a scale of 1 to 5 where 1 means "not a serious challenge" and 5 means "a very serious challenge", how would you rate the seriousness of each of the following economic development challenges?**

	1 Not a serious challenge	2	3	4	5 A very serious challenge
Lack of critical infrastructure (roads, transportation services, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to investment capital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate or excessive government regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shortages of skilled workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of worker training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of training and support for entrepreneurs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of training and support for business managers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inadequate market development or marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inadequate research and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High energy costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify and provide a rank number)

# Rural Development Services

**4. Thinking about other community development challenges facing the rural community(ies) in which you provide leadership and/or services, on a scale of 1 to 5 where 1 means "not a serious challenge" and 5 means "a very serious challenge", how would you rate the seriousness of each of the following community development challenges?**

	1 Not a serious challenge	2	3	4	5 A very serious challenge
Lack of access to sustaining funding for community organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to research and planning supports (e.g. information, advisory services, technical assistance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to critical information about communities and their challenges and opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to networking opportunities with other communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shortages of skilled workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shortages of volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of training and support for professional staff in community organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of training and support for volunteers in community organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify and provide a rank number)

**5. Aside from your own organization, can you identify up to three non-profit organizations that currently offer effective support for community development in your community.**

- a.
- b.
- c.

# Rural Development Services

**6. On a scale of 1 to 5 where 1 means “not important at all” and 5 means “very important”, how important would you rate each of the following as a support for community development in your rural community?**

	1 Not important at all	2	3	4	5 Very Important
Opportunities to network with development organizations and agencies in other parts of Nova Scotia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to participate in education and training activities related to rural development and community development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a province-wide organization that can do research on rural development issues and needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a province-wide organization that can do policy development and advocacy on rural development issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. There is growing recognition of the importance of sustainable development objectives and approaches. On a scale of 1 to 5 where 1 means “not effective at all” and 5 means “very effective”, how effective are different types of development organizations, agencies and groups in your community in pursuing rural development that is sustainable and that integrates social, cultural, environmental and economic objectives?**

	1 Not effective at all	2	3	4	5 Very effective	No opinion
Federal government agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provincial government agencies (excluding Regional Development Authorities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional Development Authorities (RDAs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-profit organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local voluntary associations and action groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Rural Development Services

**8. On a scale of 1 to 5 where 1 means "not useful at all" and 5 means "very useful", how useful would each of the following activities or services be in helping development organizations, agencies and groups in your rural community to address sustainable development issues and objectives more effectively?**

	1 Not usefull at all	2	3	4	5 Very useful
Access to education and training on sustainable development issues, objectives, methods and strategies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to new dedicated funding resources to support sustainable development programs, projects and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More developed policy on definitions, objectives, targets and strategies to achieve sustainable development.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to network and collaborate with organizations, agencies and groups in other community(ies) on sustainable development issues and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**9. On a scale of 1 to 5 where 1 means "not useful at all" and 5 means "very useful", how useful has each of the following services offered by the Coastal Communities Network (CCN) been to you and your organization in the recent past?**

	1 Not useful at all	2	3	4	5 Very Useful	Don't Know/Have not used it
CCN Rural Routes e-news letter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCNews magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Rural Policy Forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Learning Circles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Skills Development Workshops or other leadership training programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN web page as a whole	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Web link to the Rural Communities Impacting Policy (RCIP) web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Close to the Coast web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Bluenose Buys Resource	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 5. Survey - Rural Service Consumers

This survey targets business owners/operators, community leaders and active citizens in rural Nova Scotia.

# Rural Development Services

**1. Thinking about the economic development challenges facing the rural community (ies) in which you provide leadership and/or services, on a scale of 1 to 5 where 1 means "not a serious challenge" and 5 means "a very serious challenge", how would you rate the seriousness of each of the following economic development challenges?**

	1 Not a serious challenge	2	3	4	5 A very serious challenge
Lack of critical infrastructure (roads, transportation services, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to investment capital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inappropriate or excessive government regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shortages of skilled workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of worker training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of training and support for entrepreneurs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of training and support for business managers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inadequate market development or marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inadequate research and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High energy costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify and provide a rank number)

# Rural Development Services

**2. Thinking about other community development challenges facing your rural community, on a scale of 1 to 5 where 1 means "not a serious challenge" and 5 means "a very serious challenge", how would you rate the seriousness of each of the following community development challenges?**

	1 Not a serious challenge	2	3	4	5 A very serious challenge
Lack of access to sustaining funding for community organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to research and planning supports (e.g. information, advisory services, technical assistance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to critical information about communities and their challenges and opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to networking opportunities with other communities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shortages of skilled workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shortages of volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of training and support for professional staff in community organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of training and support for volunteers in community organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify and provide a rank number)

**3. Can you identify up to three non-profit organizations that currently offer effective support for community development in your community.**

- a.
- b.
- c.

# Rural Development Services

**4. On a scale of 1 to 5 where 1 means “not important at all” and 5 means” very important”, how important would you rate each of the following as a support for community development in your rural community?**

	1 Not important at all	2	3	4	5 Very Important
Opportunities to network with development organizations and agencies in other parts of Nova Scotia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to participate in education and training activities related to rural development and community development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a province-wide organization that can do research on rural development issues and needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a province-wide organization that can do policy development and advocacy on rural development issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**5. There is growing recognition of the importance of sustainable development objectives and approaches. On a scale of 1 to 5 where 1 means “not effective at all” and 5 means “very effective”, how effective are different types of development organizations, agencies and groups in your community in pursuing rural development that is sustainable and that integrates social, cultural, environmental, and economic objectives?**

	1 Not effective at all	2	3	4	5 Very effective	No opinion
Federal government agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provincial government agencies (excluding Regional Development Authorities)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government agencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional Development Authorities (RDAs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-profit organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local voluntary associations and action groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Rural Development Services

**6. On a scale of 1 to 5 where 1 means "not useful at all" and 5 means "very useful", how useful would each of the following activities or services be in helping organizations, agencies and groups in your rural community to address sustainable development issues and objectives more effectively?**

	1 Not usefull at all	2	3	4	5 Very useful
Access to education and training on sustainable development issues, objectives, methods and strategies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to new dedicated funding resources to support sustainable development programs, projects and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More developed policy on definitions, objectives, targets and strategies to achieve sustainable development.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to network and collaborate with organizations, agencies and groups in other rural community(ies) on sustainable development issues and activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. On a scale of 1 to 5 where 1 means "not useful at all" and 5 means "very useful", how useful has each of the following services offered by the Coastal Communities Network (CCN) been to you and your organization in the recent past?**

	1 Not useful at all	2	3	4	5 Very Useful	Don't Know/Have not used it
CCN Rural Routes e-news letter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCNews magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Rural Policy Forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Learning Circles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Skills Development Workshops or other leadership training programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN web page as a whole	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Web link to the Rural Communities Impacting Policy (RCIP) web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Close to the Coast web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCN Bluenose Buys Resource	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 6. Rural Development Interest

## Rural Development Services

**1. You have indicated that this survey does not apply to you. Could you please tell us about your interest in rural development issues?**

## 7. Thank you

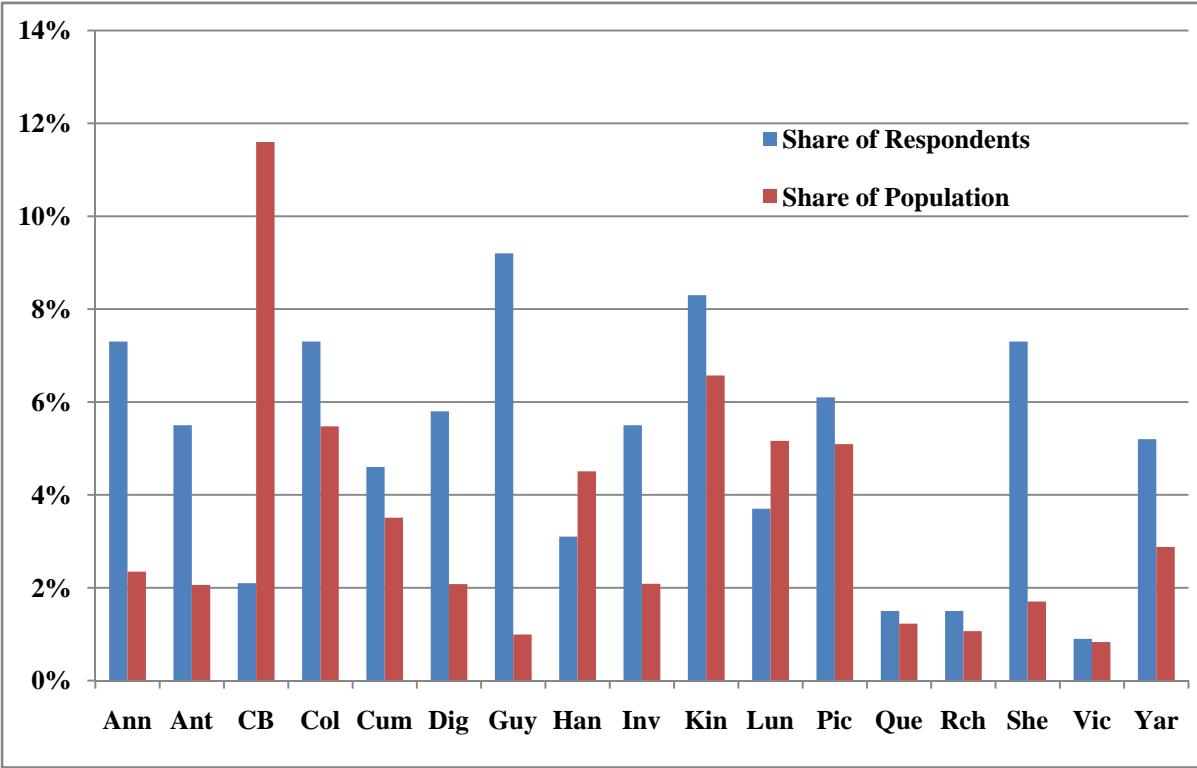
Thank you for your valuable contribution to our research and consultation.

# 14 APPENDIX G: RURAL DEVELOPMENT SERVICES SURVEY RESULTS

## 14.1 Survey Respondent Highlights

- Three hundred and forty-three persons logged into the survey
- Sixty-four percent responded on behalf of themselves, 15 percent on behalf of non-profit organizations and six percent on behalf of a business.
- Ninety-one out of 111 managers and paid professionals completed the Providers of Rural Development Services part of the survey.
- One hundred and fifty-two out of 208 community leaders, business owners and individuals completed the Consumers of Rural Development Services part of the survey.
- Fifteen persons responded that the survey did not apply to them.
- Respondents represent all counties as shown in the following chart.

**Comparison of Respondents to Share of Population**



Note: Halifax County is not included above because of the focus of the survey on rural areas. Fourteen percent of respondents were from Halifax County which has 41 percent of Nova Scotia’s population.

## 14.2 Survey Details

<b>Please tell us who you are responding on behalf of:</b>		
Yourself, as an individual	209	64%
A non-profit organization	48	15%
A business	19	6%
A provincial government department/agency	11	3%
A municipal government department/agency	10	3%
A community group	7	2%
Academic/research organization	6	2%
A voluntary organization	5	2%
A federal government department/agency	4	1%
Library System	2	1%
Health/social services	2	1%
Other	2	1%
<b>Total Respondents</b>	<b>325</b>	

<b>Please tell us about your primary interest in Rural Development Services:</b>		
<b>Primary Interest</b>	<b>Response Count</b>	<b>Response Frequency</b>
I am a manager or paid professional staff in an agency or organization (including non-profits) that provides services for rural development (including economic development, community development, health and social programs, cultural development, etc) in Nova Scotia.	111	33.2%
I am a community leader or active citizen in rural Nova Scotia, i.e. active in a community organization or voluntary association.	72	21.6%
I am a business owner/operator in rural Nova Scotia	27	8.1%
I am an individual who lives in rural Nova Scotia with a strong interest in the sustainability of rural communities.	109	32.6%
None of the above, this survey does not apply to me.	15	4.5%
<b>Total Respondents</b>	<b>334</b>	

<b>What county in Nova Scotia do you live in?</b>			
<b>County</b>	<b>Response Count</b>	<b>Response Frequency</b>	<b>Share of Population<sup>12</sup></b>
Annapolis	24	7%	2%
Antigonish	18	6%	2%
Cape Breton	7	2%	12%
Colchester	24	7%	5%
Cumberland	15	5%	4%
Digby	19	6%	2%
Guysborough	30	9%	1%
Halifax	47	14%	41%
Hants	10	3%	5%
Inverness	18	6%	2%
Kings	27	8%	7%
Lunenburg	12	4%	5%
Pictou	20	6%	5%
Queens	5	2%	1%
Richmond	5	2%	1%
Shelburne	24	7%	2%
Victoria	3	1%	1%
Yarmouth	17	5%	3%
New Brunswick	2	1%	
<b>Total Respondents</b>	<b>327</b>		

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<sup>12</sup> Source: Nova Scotia Community Counts web page - data from Statistics Canada, Census of Population, 2006

<b>What is your primary area of interest? (For example health, finance, sports, agriculture)</b>		
<b>Area of Interest</b>	<b>Response Count</b>	<b>Response Frequency</b>
Health & Wellness	90	28%
Community & Economic Development	52	16%
Social & Community Services	29	9%
Agriculture & Forestry	24	8%
Environment	18	6%
Education	17	5%
Fisheries	17	5%
Arts, Culture & Heritage	15	5%
Sustainability	10	3%
Business	8	3%
Sports & Recreation	8	3%
Technology	7	2%
Finance	6	2%
Tourism	6	2%
All of above	3	1%
Marine	3	1%
Municipal Government	3	1%
Transportation	2	1%
Science	1	0%
Grand Total	319	

- The above table shows the major categories of interest to the respondents. It does not reflect the very rich and multiple areas of interest expressed by many.
- Health and wellness represented over one quarter of the respondents with social, community and economic issues representing another quarter.

**You have indicated that this survey does not apply to you. Could you please tell us about your interest in rural development issues?**

**Responses**

It apply to me for I live in Pictou Co. as a whole so what happen in the rural of Pictou is of interest to me as it should be to every one .

I want a strong rural Nova Scotia. I was born in rural NS I want to eat NS produced food, dulce & apples were eaten all the time in my childhood. Imported food is OK for things that we can't grow, but my first choice is NS food.

educational

Completing the survey sent to myself from the Nova Scotia Association of Social Workers and my family lives in Rural NS

I believe that agricultural land and a farm base must be protected so that Nova Scotians can have access to healthy food that is not using excessive quantities of fossil fuels to get to the consumer. I believe that more attention needs to be paid to the needs of rural communities and farmers and those that support them in order to maintain this exceptionally important part of our society.  
We must have some plan so that elderly farm families can retire without needing to sacrifice valuable farm land to developers etc. to finance this.  
We also need a way to support those who wish to begin farming by providing start up finances, mentors or some means of support until a new farmer can become established.  
I only say this survey does not apply because there is no place for me to say it does.  
I am an active citizen, involved in a number of volunteer organizations but I cannot say I honestly am rural as I live in a town.  
However we all need to be interested in rural development issues, so I hope you will make a spot for us in future.

Federal and provincial policies tend to focus on urban issues and therefore do not necessarily reflect the needs, aspirations, or potential of our rural areas. We need policies which go beyond letting the market and government policies simply force people to move to urban areas.

Ninety managers and paid professionals, as providers of rural development services, supplied the following information on their services:

<b>Could you please check each of the following category(ies) that best describe(s) the type(s) of services that you offer in rural communities in Nova Scotia:</b>		
<b>Type of Service</b>	<b>Response Count</b>	<b>Response Frequency</b>
Direct services to individuals or families	60	67%
Direct community development services or projects	48	53%
Support services for community development organizations, groups and agencies (leadership and capacity building, funding, research, networking, planning, training, etc.)	44	49%
Support services (funding, research, planning, training, etc.) for organizations that provide direct services to individuals or families	42	47%
Direct services to businesses	27	30%
Support services for community economic development organizations, groups and agencies (leadership and capacity building, funding, research, networking, planning, training, etc.)	25	28%
Direct community economic development services or projects	23	26%
Support services for environmental organizations, groups and agencies (funding, research, planning, networking, training, etc.)	19	21%
Support services for business development organizations, groups and agencies (funding, research, planning, training, etc.)	18	20%
Direct action on environmental issues and problems	16	18%
Social, cultural and educational services	5	6%
Consultation services	3	3%
Infrastructure services	1	1%
<b>Total Respondents</b>	<b>90</b>	

- Two thirds of the respondents were involved with direct services to individuals or families.
- Approximately half of the respondents offered direct services or support to community development projects and organizations.
- The number of organizations working in more specialized areas is less - about one in five provide support or action for business and environmental issues. Less than six percent are involved in social, cultural and educational services.

**Could you please check beside any of the following fields in which your organization or agency provides services in rural communities in Nova Scotia:**

<b>Focus of Services Provided</b>	<b>Response Count</b>	<b>Response Frequency</b>
Youth programs/services	62	68.9%
Health related programs/services	45	50.0%
Seniors programs/services	44	48.9%
Programs/services supporting business development	30	33.3%
Environment/ecology programs/services	27	30.0%
Programs/services for persons with disabilities	27	30.0%
Employment training programs/services	25	27.8%
Employment preparation and training programs/services	25	27.8%
Recreational programs/services	24	26.7%
Tourism programs/services	23	25.6%
Post-secondary education programs/services	15	16.7%
Housing programs/services	13	14.4%
Agricultural programs/services	12	13.3%
Fisheries programs/services	11	12.2%
Planning programs/services	5	6%
Women's programs/services	4	4%
Cultural and educational programs/services	4	4%
Other	2	2%
<b>Total Respondents</b>	<b>90</b>	

- Almost 70 percent are involved in youth programs or services to youth.
- Health-related programs and programs for seniors were offered by about half of the respondents.
- Twenty-six of the respondents offer five or more of the above services.

The following questions were similar for both providers and consumers of rural development services.

How would you rate the seriousness of each of the following economic development challenges?								
Economic Development Challenges	Service Providers (90)				Service Consumers (152)			
	Not Serious	Neutral	Serious	Average Rating	Not Serious	Neutral	Serious	Average Rating
High energy costs	8%	31%	61%	3.7	12%	14%	75%	4.0
Lack of critical infrastructure (roads, transportation services, etc.)	12%	24%	64%	3.9	7%	23%	70%	4.0
Inadequate market development or marketing	18%	27%	55%	3.6	10%	25%	65%	3.8
Inadequate research and development	14%	28%	58%	3.5	9%	28%	63%	3.8
Lack of access to investment capital	16%	29%	55%	3.6	13%	28%	59%	3.7
Lack of worker training	23%	31%	45%	3.3	18%	28%	54%	3.5
Lack of training and support for entrepreneurs	23%	43%	35%	3.2	18%	28%	54%	3.5
Shortages of skilled workers	16%	28%	56%	3.6	21%	34%	45%	3.4
Inappropriate or excessive government regulations	27%	35%	39%	3.2	30%	26%	44%	3.3
Lack of training and support for business managers	31%	43%	26%	3.0	24%	31%	44%	3.3

- Service Providers felt that lack of infrastructure was the most serious problem while Service Consumers were most concerned with energy costs as well as infrastructure.
- Service consumers were generally more concerned with the seriousness of these challenges with a much higher percentage serious response on nine of the 10 items.

<b>Other Economic Development Challenges</b>	
<b>Service Providers</b>	<b>Service Consumers</b>
Bringing skilled workers back to their rural communities to work	Infrastructure should include broadband at a speed that is commensurate with other developed countries
Recruitment and retention initiatives for professionals	Lack of imagination and foresight
Incentives for attracting and retaining skilled professionals	Lack of sufficient energy sustainable incentives
Transportation is a huge problem and impacts access to community services; even within Amherst - how do low income consumers obtain and afford transportation to the hospital and other services on a regular basis; lack of funds for training and re-training prevents many from expanding their employability - this certainly affects women	You don't ask about high speed internet. This element of infrastructure is critically important and should have a place of its own on your survey -- barring that, inclusion with roads, transportation services, etc., in the first question. Communication is so important as an element of infrastructure. And so often unrecognized by urbanists because they have it and accept its presence as a matter of course. Not so in small village and hamlet Nova Scotia.
Lack of local control / input in relation to local resources. Decisions are made and policies developed that are in direct conflict with the wishes of the community.	Lack of emphasis and financial support for sustainable energy production (e.g. small scale wind), energy conservation (e.g. assistance for environmentally sound retrofitting of older buildings and equipment) as well as other "green" initiatives - very serious challenge
Lack of support for farmers. Insufficient social/recreational programs	Lack of Federal support for infrastructure that puts people to work and invests in the attraction of tourists.
Lip service but little in the way of real support for the viability of rural communities.	More focus required on youth issues relating to potential work and encouraging youth to consider options to remain in rural N.S. after education.
Lack of resources to provide outreach services	Community needs help in organizing in marketing, forming Co-op etc.
Resources to provide outreach services to rural communities	Lack of employment opportunities in the villages
Lack of educational opportunities (higher ed.) leads to an uneducated population base, workforce is not educated. Educated ones leave the area.	Communications and joint planning across government levels is a huge problem Municipalities do not take a role in economics ACOA and ECBC override local planning
Lack of and cost of childcare	Lack of private capital for investment
Childcare spaces and subsidies	Keeping young people in the community
Inadequate child care	General visionary skills. Fear to support extra ordinary ideas
Disruption of family & community life b/o outmigration of young - and sometimes not so young - workers to western Canada	Remote location and lack of municipal infrastructure with the loss of our major fish processing industry.
	Lack of accessible mental health care professionals. Lack of access to

<b>Other Economic Development Challenges</b>	
<b>Service Providers</b>	<b>Service Consumers</b>
	dentists.
	The industry needs to be sustainable. It can't be when our farmers have to compete with Ontario and Quebec interests. The playing field is not level. They need access to the big retail markets - the ones with the monopoly: Sobeys and Superstore.
	Organization and planning: We seem to have "development" and yet there are no on-going plans that get managed such that there is a "continuous" effort. We seem to be also not documenting what succeeds and what hasn't.
	Declining population, increased costs for health and education
	Multiple fees on small business
	Lack of High Speed Internet which is the Future.
	Initiating interest with volunteerism
	Housing: inadequate programs to help lower-income people construct, repair, retrofit their homes. Very serious problem!
	Lack of Public Transportation and High Speed Internet major obstacles. Both very serious.
	Erosion of the downtown business sector, which is small business oriented, in favour of big-store clusters near the highway. Inability to use waterfront land for attractive development.
	Poverty in rural areas, lack of transportation to access resources in larger centres

How would you rate the seriousness of each of the following community development challenges?								
Community Development Challenges	Service Providers (90)				Service Consumers (149)			
	Not Serious	Neutral	Serious	Average Rating	Not Serious	Neutral	Serious	Average Rating
Lack of access to sustaining funding for community organizations	2%	11%	87%	4.5	7%	14%	79%	4.2
Lack of training and support for volunteers in community organizations	14%	34%	52%	3.5	8%	29%	63%	3.8
Shortages of volunteers	13%	34%	53%	3.6	17%	22%	61%	3.7
Lack of access to research and planning supports (e.g. information, advisory services, technical assistance)	18%	28%	53%	3.5	12%	31%	56%	3.7
Lack of access to networking opportunities with other communities	27%	40%	33%	3.1	18%	27%	55%	3.6
Lack of access to critical information about communities and their challenges and opportunities	21%	35%	44%	3.3	18%	25%	57%	3.6
Lack of training and support for professional staff in community organizations	22%	30%	48%	3.4	14%	36%	50%	3.5
Shortages of skilled workers	16%	36%	48%	3.5	20%	33%	47%	3.4

- Both Service Providers and Consumers considered lack of access to sustaining funding for community organizations to be a serious problem.
- Shortages of volunteers and training for volunteers were considered serious by both groups, but Consumers had eight to 11 percentage points higher in the serious category than did Providers.
- Service Consumers had many more respondents concerned about lack of access to networking opportunities and critical information about communities than did Service Providers.

<b>Other Community Development challenges</b>
<b>Service Providers</b>
Too heavy reliance on the volunteer sector when much of this work needs to be paid, accountable employment
Lack of engagement with Federal / Provincial partners that are involved in the provision of economic development services.
Poor infrastructure to support development e.g. roads in disgraceful condition, lack of high speed internet, etc.
<b>Service Consumers</b>
I specifically think of the lack of training and infrastructure funding for local fire departments in smaller communities. Lack of resources such as \$3,000 suits & expensive tools/trucks and limited training funds reduces the number of people willing to volunteer and it is a vicious circle. Coupled with 911 services now being delivered by medical first responders trained in fire departments and many "firefighters" that don't like the sight of blood, etc. further reducing the number of volunteers willing to step up to the plate.
Underlying demographic changes
I would like to see one of your options for an answer to be - don't know
We have the people, we just need the information and some help in setting up and running our business
You can't expect the people with the problem to be able to solve everything on their own
Funding need for local development staff to carry through community plans
Declining government support for volunteer agencies
Habits to follow uninformed majorities. Fear of listening to alternatives. General confusion, lack of clarity.
Not having strong political power to effect the changes required.
Anchor industry or institutional development to promote secondary and tertiary industries.
As the population ages, there will be more people interested in volunteering, however, their needs to be e-pamphlets or ways of linking the need and the volunteer together
Volunteer burnout

How important would you rate each of the following as a support for community development in your rural community?								
Community Development Supports	Service Providers (90)				Service Consumers (149)			
	Not Important	Neutral	Important	Average Rating	Not Important	Neutral	Important	Average Rating
Opportunities to participate in education and training activities related to rural development and community development	4%	18%	78%	4.2	5%	11%	84%	4.3
Having a province-wide organization that can do policy development and advocacy on rural development issues	12%	12%	75%	4.1	11%	12%	77%	4.2
Having a province-wide organization that can do research on rural development issues and needs	16%	17%	68%	3.9	12%	13%	75%	4.1
Opportunities to network with development organizations and agencies in other parts of Nova Scotia	10%	30%	60%	3.8	9%	17%	74%	4.0

- More than three quarters of Consumers considered all of these supports important.
- Both Providers and Consumers had 75% and over saying that a province-wide organization was important.
- Far more Consumers found the other three items important.

**How effective are different types of development organizations, agencies and groups in your community in pursuing rural development that is sustainable and that integrates social, cultural, environmental and economic objectives?**

Type of Organization	Service Providers (89)				Service Consumers (148)			
	Not Effective	Neutral	Effective	Average Rating	Not Effective	Neutral	Effective	Average Rating
Local voluntary associations and action groups	16%	20%	61%	2.8	18%	27%	50%	2.8
Non-profit organizations	10%	22%	65%	2.8	22%	26%	45%	2.7
Regional Development Authorities (RDAs)	22%	29%	39%	2.8	40%	25%	29%	2.2
Local government agencies	30%	34%	31%	2.3	39%	32%	24%	2.1
Provincial government agencies (excluding Regional Development Authorities)	36%	34%	26%	2.1	47%	33%	16%	1.8
Federal government agencies	43%	34%	16%	2.0	54%	26%	14%	1.7

Responses do not add to 100% because of those with no opinion for this question.

- Approximately half of Consumers and two-thirds of Providers considered local voluntary associations and non-profit organizations to be effective in providing an integrated approach to sustainable rural development.
- Regional Development Authorities and local government agencies were considered more effective than either of the provincial or federal government agencies.
- The percentage of Service Consumers that considered the various type of organizations effective were much lower than for Service Providers except for the federal government agencies with only 14% and 16% respectively.

<b>How useful would each of the following activities or services be in helping development organizations, agencies and groups in your rural community to address sustainable development issues and objectives more effectively?</b>								
<b>Developmental Activities and Services</b>	<b>Service Providers (88)</b>				<b>Service Consumers (146)</b>			
	<b>Not Useful</b>	<b>Neutral</b>	<b>Useful</b>	<b>Average Rating</b>	<b>Not Useful</b>	<b>Neutral</b>	<b>Useful</b>	<b>Average Rating</b>
Access to new dedicated funding resources to support sustainable development programs, projects and activities	6%	7%	88%	4.5	7%	6%	87%	4.4
Access to education and training on sustainable development issues, objectives, methods and strategies	9%	22%	69%	4.0	12%	15%	73%	4.0
Opportunities to network and collaborate with organizations, agencies and groups in other community(ies) on sustainable development issues and activities	9%	26%	65%	3.9	13%	15%	72%	3.9
More developed policy on definitions, objectives, targets and strategies to achieve sustainable development.	11%	27%	61%	3.7	10%	25%	65%	3.8

- Almost 90 percent of both Providers and Consumers responded that access to new sources of dedicated funding would be useful to support sustainable development programs.
- Access to education and training and opportunities to network and collaborate would be useful to almost three-quarters of Consumers and approximately two-thirds of Providers.
- More developed policy would be useful, but is scored more than 20 percentage points less than the usefulness of new funding for both groups.

**How useful has each of the following services offered by the Coastal Communities Network (CCN) been to you and your organization in the recent past?**

CCN Service	Service Providers (89)				Service Consumers (146)			
	Not Useful	Neutral	Useful	Don't Know/ Did not use	Not Useful	Neutral	Useful	Don't Know/ Did not use
CCNews magazine	16%	10%	22%	52%	17%	13%	26%	45%
CCN Rural Routes e-news letter	15%	10%	27%	48%	16%	9%	23%	51%
CCN web page as a whole	16%	11%	24%	49%	13%	14%	23%	49%
CCN Skills Development Workshops or other leadership training programs	10%	10%	18%	62%	15%	5%	21%	59%
CCN Learning Circles	13%	13%	13%	63%	14%	6%	19%	61%
CCN Rural Policy Forums	10%	18%	15%	56%	15%	10%	18%	56%
CCN Web link to the Rural Communities Impacting Policy (RCIP) web site	13%	9%	17%	61%	15%	8%	17%	60%
CCN Close to the Coast web site	13%	9%	10%	67%	16%	10%	12%	62%
CCN Bluenose Buys Resource	14%	13%	1%	72%	21%	6%	8%	66%

- More than half of both the providers and consumers of rural development services were not familiar with various services offered by CCN.
- The CCN web page as a whole, CCNews and CCN Rural Routes had the greatest awareness level and the highest usefulness ratings with between 22 and 27 percent of both Providers and Consumers.
- Consumers' ratings of the usefulness of the Rural Policy Forum, Learning Circles and Skills Development workshops were from three to six percentage points higher than those of the Service Providers.
- Bluenose Buys resource had the lowest rating with eight percent of consumers finding it useful and only one percent of providers. Over two-thirds of both groups did not use it.

**Respondents were asked to identify up to three non-profit organizations that currently offer effective support for community development in their community. Providers of Rural Development Services were asked not to include their own organization.**

Effective Organizations Suggested	Providers	Consumers
None	18	49
One	12	19
Two	7	26
Three	54	58
Total Respondents	91	152
Total number of entries	188	244
Number of unique organizations/items	143	183

For purposes of comparison, the organizations were grouped by broad categories as shown below. The groupings show a number of interesting differences:

- Consumers reported many more local organizations and local development groups than did Providers.
- Providers cited 17 family/youth groups and 10 education/literacy groups compared to only five and two for Consumers.
- Consumers cited 15 arts/culture/heritage and 11 environment groups compared to seven and six for Providers.
- Coastal Communities Network was cited six times by providers and eight times by consumers.

Providers - Effective Organizations	Times Mentioned	% of Total	Consumers - Effective Organizations	Times Mentioned	% of Total
<b>Federal Dept/Agency</b>	<b>15</b>	<b>8%</b>	<b>Federal Dept/Agency</b>	<b>10</b>	<b>4%</b>
ACOA	3		Atlantic Canada Opportunities Agency (ACOA)	2	
Blue Water CBDC	1		Community Business Development Corporation (CBDC)	1	
CBDC offices in Digby, Yarmouth & Shelburne	1		Digby Clare CBDC	1	
Community Business Development Corporations (CBDC)	6		Federal Government programs	1	
Guysborough County CBDC	1		Guysborough County CBDC	1	
Human Resources Development Canada (HRDC)	1		InRich CBDC	1	

<b>Providers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>	<b>Consumers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>
InRich CBDC	1		Post Office	1	
South Shore Opportunities CBDC	1		Service Canada	1	
			Shelburne County Business Development Corp	1	
<b>Provincial Dept/Agency</b>	<b>4</b>	<b>2%</b>	<b>Provincial Dept/Agency</b>	<b>2</b>	<b>1%</b>
NS Dept. Health Promotion and Protection	1		NS Rural & Economic Development	1	
NS Rural & Economic Development	1		Seniors Secretariat	1	
Recreation Nova Scotia	1				
Select Nova Scotia	1				
<b>Municipal Dept/Agency</b>	<b>10</b>	<b>5%</b>	<b>Municipal Dept/Agency</b>	<b>8</b>	<b>3%</b>
Community Services	1		County Council	1	
Dept. of Recreation	1		Enterprise Cape Breton Corporation (ECBC)	2	
Enterprise Cape Breton Corporation (ECBC)	2		HRM Visioning	1	
HRM Community Development	1		Lockeport Recreation Dept	1	
Inverness County	1		Municipality of Shelburne	1	
Municipalities - Sport / Rec / Leisure	1		Recreation Department	1	
Municipality of the District of Guysborough	1		Swimming Pool	1	
Municipality of the District Of Lu. Recreation Dept.	1				
West Hants Addictions Awareness Committee	1				
<b>Regional Development Agency (RDA)</b>	<b>22</b>	<b>12%</b>	<b>Regional Development Agency (RDA)</b>	<b>27</b>	<b>11%</b>
Antigonish RDA	1		Antigonish RDA	1	
Cape Breton Economic Development Authority	2		Colchester RDA (CoRDA)	4	
Cumberland Regional Economic Development Agency	1		Cumberland Regional Development (RDA)	4	
Inverness Development Assoc.	1		Guysborough RDA	2	
Kings CED	2		Hants RDA	1	
Lunenburg/ Queens Development Agency	2		Kings CED	2	
Pictou Regional Development Commission	2		Local RDA	1	
RDA (very limited effectiveness)	1		Lunenburg Reg. Dev. Association	1	
Regional Development Authorities (RDA)	5		Pictou Regional Development Commission	4	

<b>Providers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>	<b>Consumers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>
Southwest Shore Development Authority	3		RDA (not effective)	2	
Strait Highlands RDA	2		Regional Development Authorities (RDA)	4	
			Southwest Shore Development Authority	1	
<b>Provincial Organization</b>	<b>9</b>	<b>5%</b>	<b>Provincial Organization</b>	<b>13</b>	<b>5%</b>
Coastal Communities Network	6		Coastal Communities Network	8	
YMCA	3		Fédération acadienne de la Nouvelle-Écosse	1	
			Nova Scotia Trails Federation	1	
			Salvation Army	1	
			Trans Canada Trail	1	
			YMCA	1	
<b>Regional Organization</b>	<b>2</b>	<b>1%</b>	<b>Regional Organization</b>	<b>6</b>	<b>2%</b>
Marine Resources Centre (Cornwallis)	1		Marine Resources Centre (Cornwallis)	2	
United Way of Pictou County	1		United Way	4	
<b>Academic/Research Institution</b>	<b>8</b>	<b>4%</b>	<b>Academic/Research Institution</b>	<b>6</b>	<b>2%</b>
CED (UCCB)	1		Acadia Centre for Social & Business Entrepreneurship (ACSBE)	1	
Centre d'aide en affaires et en entrepreneuriat (CAAE)	1		Le Conseil de developpement economique de la Nouvelle- Écosse (CDENE)	2	
Le Conseil de developpement economique de la Nouvelle-Ecosse (CDENE)	1		St. F. X. Extension Dept.	2	
Mersey Tobeatic Research Institute (MTRI)	1		St. F.X. Enterprise Development Centre (XEDC)	1	
NSCC -- Burrige Campus	1				
St. F. X. Extension Dept.	1				
St. F.X. Enterprise Development Centre (XEDC)	2				
<b>Arts/Culture/Heritage</b>	<b>7</b>	<b>4%</b>	<b>Arts/Culture/Heritage</b>	<b>15</b>	<b>6%</b>
Annapolis Community Arts Council, Annapolis Royal	1		Annapolis Historic Gardens	1	
Annapolis Heritage Society	1		Annapolis Royal Community Arts Council	1	

<b>Providers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>	<b>Consumers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>
Annapolis Region Arts Council	1	9%	Annapolis Theatre Board	1	5%
Annapolis Royal Historical Association	1		Arts Council (very effective)	2	
Arts council	1		Black Rock Cultural Center	1	
Heritage groups (quite effective)	1		Chedabucto Bay Folk Society	1	
Osprey Arts centre	1		Cumberland African Nova Scotian Association (CANSAs)	1	
			Deep Roots Music Festival	1	
			Hall's Harbour Historical Society/Capsite	1	
			Harbourville Restoration Society	2	
			Historical Society	1	
			Library	1	
			Western Valley Regional Library	1	
<b>Business/Jobs/Finance</b>	<b>16</b>		<b>Business/Jobs/Finance</b>	<b>12</b>	
Area Chambers of Commerce	1		Annapolis Valley Transit	1	
Black Business Initiative (BBI)	1		Antigonish Area Partnership	1	
Board of Trade	1	Atlantic Canadian Organic Regional Network (ACORN)	1		
Career Connections	1	Bear River Board Of Trade	1		
Downtown Business Development Associations	1	Centre de la petite entreprise	1		
East Coast Credit Union	1	Digby Area Board of Trade	1		
Employment Opportunities Partnership	1	Downtown Business Association	1		
Job Resource Centre	1	Employment Support Services	1		
North Queens Board of Trade	2	Growth opportunities	1		
North Victoria Employment Support Services	1	People Works	1		
Northeast Highlands Chamber of Commerce	1	Shelburne and Area Chamber of Commerce	1		
Northern Opportunities for Business Ltd.	1	Truro and District Chamber of Commerce	1		
People Works	1				
Pictou County Chamber of Commerce	1				
Sheet Harbour Chamber of Commerce	1				

<b>Providers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>	<b>Consumers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>
<b>Education/Literacy</b>	<b>10</b>	<b>5%</b>	<b>Education/Literacy</b>	<b>2</b>	<b>1%</b>
Adult Learning Network	1		Schools	2	
Adult Literacy Organizations throughout the counties	1				
Annapolis Valley Learning Association	1				
Antigonish Career resource centre	1				
Antigonish County Adult Learning Association	1				
Antigonish County Adult Learning Association (ACALA)	1				
East Hants Adult Learning Association	1				
Guysborough County Adult Learning Association (GALA)	1				
Hants Learning Network Association	1				
Literacy based services	1				
<b>Environment</b>	<b>6</b>	<b>3%</b>	<b>Environment</b>	<b>11</b>	<b>5%</b>
Clean Annapolis River Project	2		Atlantic Coastal Action Program (ACAP) Cape Breton	1	
Ecology Action Centre	1		Clean Annapolis River Project	4	
Friends of the Cornwallis River	1		Conserve NS	1	
Living Earth Council	1		Ecology Action Centre	2	
Tusket River Environmental Protection Association (TREPA)	1		Fresh Air Experience	1	
			Mabou Watershed Comm	1	
			NOVA Forest Alliance	1	
<b>Family/Youth</b>	<b>17</b>	<b>9%</b>	<b>Family/Youth</b>	<b>5</b>	<b>2%</b>
4- H	1		Eastern Communities Youth Association (ECYA)	2	
Big Brothers Big Sisters	1		Family Support Centre, Bridgewater	1	
Conseil jeunesse provincial	1		Maggie's Place Truro	1	
Eastern Communities Youth Association (ECYA)	1		Springhouse, Springhill	1	

<b>Providers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>	<b>Consumers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>
Eastern Shore Family Resource Centre	1				
Family Place Resource Centres	2				
HeartWood	1				
Kids First	1				
Maggie's Place Truro	4				
Musquodoboit Valley Family Resource Centre	1				
Our House Youth Wellness Centre	1				
S.E.E.D./Youth L.I.V.E.	1				
South Shore Family Resource Association	1				
<b>Health &amp; Wellness</b>	<b>17</b>	<b>9%</b>	<b>Health &amp; Wellness</b>	<b>15</b>	<b>6%</b>
Canadian Mental Health Association	2		Alzheimer Society	1	
Community Health Board	2		Bass River Medical Society	1	
Disability Association	1		Canadian Mental Health Association	1	
Disability partnerships in these counties	1		Community Inclusion Society	1	
Early Intervention	1		District Health Board	1	
Guysborough Antigonish Strait Health Authority (GASHA)	1		Lifeplex Wellness Centre	1	
Pictou County Community Health Board	1		People Assessing Their Health	1	
Pictou County Early Intervention	1		Pictou County Help Line	1	
Public Health	1		Rawdon Hills Health Centre	1	
Sexual Health Center	1		Red Cross	2	
Shelburne Area for Supported Inclusion	1		Shelburne Association Supporting Inclusion (SASI)	1	
South Shore Health Community Health Board	1		The Flower Cart Society	1	
Victorian Order of Nurses (VON)	1		Victorian Order of Nurses (VON)	1	
Yarmouth Association for Community Residential Options (YACRO)	2		West Nova Inclusive Employment Society	1	
<b>Seniors</b>	<b>3</b>	<b>2%</b>	<b>Seniors</b>	<b>4</b>	<b>2%</b>
Senior Safety Association of Hants Community	1		Community Links	1	
Seniors Groups	2		Seniors Club	1	

<b>Providers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>	<b>Consumers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>
			Seniors Outreach	1	
			Shamrock Seniors Club	1	
<b>Tourism</b>	<b>3</b>	<b>2%</b>	<b>Tourism</b>	<b>4</b>	<b>2%</b>
Annapolis Region Tourism Council, Annapolis Royal	1		Discover Shelburne County	1	
Baddeck Area Business & Tourism Association (BABTA)	1		Lockeport Loop	1	
Pictou County Tourist Association	1		Pictou County Tourist Assoc.	2	
<b>Women</b>	<b>19</b>	<b>10%</b>	<b>Women</b>	<b>15</b>	<b>6%</b>
Antigonish Women's Resource Centre	2		Antigonish Women's Resource Centre	2	
Central Nova Women's Resource Center	1		Central Nova Women's Resource Centre	1	
Colchester Sexual Assault Center	1		Pictou County Women's Centre	1	
Lea Place Women's Resource Centre	1		Second Story Women's Centre	1	
Pictou County Women's Centre	3		Tearman House	1	
The Antigonish Women's Resource Centre (AWRC)	1		Transition House	1	
The Women's Place, Cornwallis	1		Tri-County Women's Centre	2	
Tri County Women's Centre	3		Women in Business	2	
Women' Centres CONNECT	1		Women's Institute of Nova Scotia	3	
Women's Economic Equality (WEE) Society	1		Women's Resource Centre	1	
Women's Resource Centre	3				
Women's Resource Centre Truro	1				
<b>Local Development</b>	<b>3</b>	<b>2%</b>	<b>Local Development</b>	<b>24</b>	<b>10%</b>
Adventist Development and Relief Agency (ADRA)	1		Annapolis Digby Economic Development Agency (ADEDA)	2	
Antigonish-Black Development Association	1		Antigonish Guysborough Black Development Assoc	1	
Lake Ainslie Development Assoc.	1		Antigonish Sustainable Development	2	
			Bear River Economic Development Society	1	

<b>Providers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>	<b>Consumers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>
			Bluewater Business Development Co.	1	
			Community Development Association	1	
			Creamery Square Development, Tatamagouche	1	
			Development Isle Madame Association	1	
			Digby/Annapolis Economic Development agency	1	
			East River Valley Community Dev. Assoc.	1	
			Eastern Communities Development Assoc. - no longer operating	1	
			Freeport Community Development Association	1	
			Fundy Communities Development Association	2	
			Judique and Area Development Assoc	1	
			Mabou Dev Assoc	1	
			New Dawn	2	
			Pugwash Waterfront Development	1	
			River Hebert and Joggins Development Assoc	1	
			Sherbrooke Village Development Society	1	
			South Shore Opportunities	1	
<b>Local Organization</b>	<b>14</b>	<b>7%</b>	<b>Local Organization</b>	<b>49</b>	<b>20%</b>
Brookfield Community Assembly	1		Arena Commission	1	
Caledonia Farm Market	1		Bear River Community Craft & Recreation Facility Society	1	
Daycares	1		Bridgetown Community Fund	1	
Immigration Navigator (Library)	1		Burlington Community Center	3	
Kings County Agricultural Federation	1		Canso Lions Club	1	
Lions Club	2		Cape Breton Island Pathways Association	1	
Mahone Bay Centre	1		CB Chamber of Voluntary Organizations	1	
Port Hood Resource Centre	1		Chezzetcook Lions	1	
Queens County Fair Committee	1		Churches	2	
Rotary Club	1		Colchester Community Workshop	1	
Some church orgs	1		Community Club	1	

<b>Providers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>	<b>Consumers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>
West Nova Inclusive Society	1		Co-op	1	
Wolfville Farmers Market	1		Fire Department	3	
			food bank	1	
			Fundy View Community Centre	1	
			Glace Bay Townhouse	1	
			Grassroots Grandmothers' Circle	1	
			Great Village Community Organization	2	
			Great Village Farmers Market	1	
			Hall's Harbour and District Volunteer Fire Department	1	
			Harbourville Wharf Restoration	1	
			Kinsmen	1	
			Legion	1	
			Les Dames Patronesses de Clare	1	
			Lions Club	7	
			Masons	1	
			MH Farmers Market	1	
			Minor sports	1	
			Musquodoboit Lions	1	
			Musquodoboit Trail Assoc	1	
			Porters Lake Community Centre	1	
			Scenic View Park Society	1	
			Shelburne Loyalist Landing Society	1	
			United Church of Canada	1	
			Voices Antigonish	1	
			West Brooklyn Community Association	1	
			Wolfville Farmers Market	1	
<b>Other</b>	<b>3</b>	<b>2%</b>	<b>Other</b>	<b>16</b>	<b>7%</b>
CAP sites	1		Atlantic Regional Solidarity Network (ARSN)	1	
Fishermen	1		BCAP	1	

<b>Providers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>	<b>Consumers - Effective Organizations</b>	<b>Times Mentioned</b>	<b>% of Total</b>
PLEDGE	1		Bridgetown CAP Site	1	
			Canadian International Demining Corps (CIDC)	1	
			CAP sites	1	
			Councillors	1	
			Genuine Progress Indicator (GPI) Atlantic	1	
			Local community workers	1	
			Local Currency	1	
			Local Radio	1	
			Marine Riders Assoc.	1	
			Mordem Community	1	
			Organic Growers Association	1	
			Pugwash Peace Exchange	1	
			Stan Rogers Folk festival	1	
			Tatamagouche Centre	1	
<b>Total</b>	<b>188</b>		<b>Total</b>	<b>244</b>	

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