



## Council News

June 2014

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# Council endorses two bridge crossings for Campbellford

At its June 18 meeting, Northumberland County Council voted in favour of a recommendation to build a second bridge river crossing at Second Street/Alma Street and to replace the existing Trent River crossing on Bridge Street in Campbellford at the end of its lifecycle. Council heard presentations from the project consultant as well as twelve delegations before moving to the vote.

Consultant IBI Group presented the two-bridge recommendation as the best option for achieving outcomes including maximizing the lifecycle of the existing bridge, better supporting future growth and economic development in the area, reducing current traffic and emissions, and providing alternative routes for emergency vehicles to support rapid response.

The consultant concluded this option will meet the needs of the community related to transportation, economic growth, social and cultural development, and the natural environment over the long term.

As one of the delegates presenting before Council in advance of the vote, Trent Hills businesswoman Rosemary Kelleher-MacLennan shared her thoughts. "Bridges are meant to unite people and places," she concluded. "I am optimistic that whatever decision Council takes, we will all work together to move forward."

"What we have in Campbellford today is not working and never will," indicated Trent Hills Mayor and Northumberland County Councillor Hector Macmillan. "The two-bridge proposal is not a perfect solution, but it is the best solution of the only two viable options. I firmly believe it is the best solution for the town of Campbellford, the Municipality of Trent Hills, and Northumberland County as a whole."

For resources and information on this initiative, including Steering Committee minutes, consultant presentations, and summaries of information sessions, visit: [www.northumberlandcounty.ca/trent\\_river\\_crossing](http://www.northumberlandcounty.ca/trent_river_crossing).

*\*Photo courtesy of the Belleville Community Press*



## Public meeting planned about second draft Official Plan

Meeting to take place on July 23 at 7:00 p.m. Page 2



## Challenge inspires collection of over 14,000 kg of litter

Trends point to reduction in litter since launch of initiative. Page 3

## Tenders/RFPs/RFQs

Tenders/RFP/RFQ	Awarded To	Bid Price	Budgeted Amount	Notes
Quotation No. 26-14 Material Testing	Cambium Inc.	\$79,750 plus HST	\$120,000	It is recommended that the savings of \$38,846.50 remain in the 2014 Transportation Budget to be used in other 2014 projects.
Tender No. 28-14 Seymour Landfill Closure Cover Material	---	---	\$375,000	All five (5) bids received were in excess of two times the allotted budget for this assignment. Council will therefore not award this Tender. Staff will investigate other alternative means and methods of completing the final closure and capping of the Seymour Landfill, and report back to Council in the Fall of 2014.

## Public meeting planned about second draft Official Plan

The second draft of the County's first Official Plan has been submitted to Council, and Council has authorized its release for public review and comment. This draft will be the subject of a formal public meeting, taking place at Northumberland County headquarters on July 23, 2014, at 7:00 p.m.

The Official Plan will be a policy framework that guides local municipalities and the County in planning land development and use, in support of long-term economic growth and sustainability.

During the June 18 Council meeting, Consultant Nick McDonald of Meridian Planning provided an outline of the major changes made following release of the first draft of the Plan.

A memo summarizing these changes, along with a copy of the second draft of the Plan and all related documents, will be posted to the County website at [www.northumberlandcounty.ca/official\\_plan](http://www.northumberlandcounty.ca/official_plan) by June 25, 2014.

Any person may attend the upcoming public meeting and make written and/or

verbal representation either in support of or in opposition to the proposed Plan.

If you would like to speak at the meeting, please register in advance by calling the County Clerk's Office at 905-372-3329 ext. 2238 or by email to [caned@northumberlandcounty.ca](mailto:caned@northumberlandcounty.ca). However, oral submissions will still be received without registering.

Written submissions can be sent to the County Clerk's Office at 555 Courthouse Road., Cobourg, Ontario, K9A 5J6 and will form part of the public record.

## Council provides support for 'Safe Communities' program



Based on a recommendation from the Northumberland CAOs Committee, Council will provide a letter of support for the Safe Communities Northumberland County program, along with \$7,000 annually in funding for the next three years.

This initiative, led by Parachute Canada, is focused on promoting injury prevention and safety promotion locally. The Northumberland program will receive funding from the County, with

representatives from each of the seven member municipalities continuing to form part of the program's Lead Table.

The Safe Communities initiative has been successfully implemented in sixty-seven communities across Canada to date. To view the details of the motion approved by Council, see page 10 of the June 18 agenda, found on the Council web portal at <https://northumberland.civicweb.net/Portal/>.

## Presentations & Correspondence

### Local branch of St. John Ambulance seeks support

Art Seymour provided a presentation to Council on the history of St. John Ambulance and the value of its contributions to the Northumberland community. Mr. Seymour requested that Council and the County consider St. John Ambulance for any First Aid training or purchasing requirements. Mr. Seymour also encouraged local paramedics, police officers and firefighters to volunteer for the Board of Directors, and participate in the First Aid Responder (MFR) Unit.

### Opportunities for recycling non-recyclables

Diana Storen pointed to the community impact of typically non-recyclable products such as k-cups and cigarette waste during her remarks to Council. She encouraged the County to consider opportunities for leveraging private sector services to divert this type of waste from local landfills. Councillor Gil Brocanier indicated that the Town of Cobourg would evaluate the possibility of a pilot project looking at this issue.

### HKPR Food Charter update

Kimberly Leadbeater of the HKPR Health Unit provided an update to Council on the status of the Northumberland Food Charter. The Charter has been endorsed by all seven municipalities and County Council. As well, a Food Policy Council has been established to support a vibrant, sustainable, food-secure community. Ms. Leadbeater encouraged Council to leverage the expertise of the Food Policy Council when planning issues pertain to food.

## Challenge inspires collection of over 14,000 kg of litter



Following a report highlighting the impact of the annual Northumberland County 'Mayors' Keep the County Clean' Challenge, Council has voted in favour of continuing this initiative into 2015.

Volunteers came out in droves the week of April 21, 2014 to beautify Northumberland as part of the sixth annual Challenge. Over 1900 participants spread out across the County and collected over 14,000 kg – or approximately 2,778 garbage bags – of litter.

"Our communities continue to rally around this event," stated Mobushar Pannu, Director, Transportation and Waste. "Since it was first launched in 2009, more than 12,000 volunteers have collected the equivalent of over 21,575 bags of garbage from our recreation areas and roadsides. The impact has been substantial."

In 2008, Council requested that the feasibility of a County-wide litter clean-up program be evaluated. A planning committee consisting of representatives from each area municipality and the County developed the Challenge – a week of activities that includes both organized and independent opportunities for people to help clean up their neighbourhoods.

This program has grown significantly since its inception and the report points to an encouraging trend of diminishing quantities of litter – particularly tires – being encountered and collected by volunteers. During the first event in 2009, a total of 26,195 kgs were collected, of which 11,500 kgs were illegally dumped tires. In 2014, the

amount of litter found and collected stood at 14,010 kgs, of which only 120 kgs were illegally dumped tires.

"In keeping with the competitive nature of this challenge, the County congratulates the following municipalities for their first-place standing in the 2014 clean-up," indicated County Planning & Technical Support Manager Adam McCue. "First place for *Highest Volunteer Participation* goes to the Township of Alnwick/Haldimand, with 12.9% proportional representation. First place for *Hardest Working Volunteers* goes to the Township of Hamilton, with 56 kgs of waste collected per volunteer. Congratulations to all participants for an outstanding result this year. We look forward to 2015!"

To see a full list of standings from the competition, as well as further details on the impact to date of the 'Mayors' Keep the County Clean' Challenge, view the report to Council on page 171 of the June 18 agenda, found on the Council web portal at <https://northumberland.civicweb.net/Portal/>.

# Northumberland promotes its 'Perfect 10'

## *Innovative marketing campaign targets key tourist markets*



When it comes to unique experiences for tourists, Northumberland County easily scores a 'Perfect 10'. This fact was the inspiration behind Northumberland Tourism's newly launched, best-in-class 'Perfect 10' marketing campaign. Using leading studies, statistics, and web data, Northumberland Tourism has honed in on exactly what potential visitors are looking for, and they plan to use this information to attract tourists to the area through this targeted campaign.

"Our goal is to bring people to Northumberland and keep them coming back for more," said Dan Borowec, Director of Economic Development and Tourism for Northumberland County. "We have evaluated the best data and research available about what it is that really interests our target markets. This campaign will grab people's attention and deliver the experience they're looking for."

Building on the success of the '100 Unique Experiences' marketing campaign launched in 2013, the 'Perfect 10' campaign centres on ten experiences that will directly appeal to key Northumberland visitor segments. Data reveals that local offerings most attract visitors searching for three types of experiences:

- Outdoor activities and recreation
- Sport fishing
- Heritage and culture activities

Using a combination of traditional print and digital ads, web-based and social media marketing, Northumberland Tourism intends to motivate potential tourists to visit the campaign website at [www.100unique.com](http://www.100unique.com) and, by extension, the main website at [www.NorthumberlandTourism.com](http://www.NorthumberlandTourism.com) to discover local attractions.

The primary focus will be on attracting visitors from within Ontario, and in particular the key markets of the Greater Toronto Area and the Golden Horseshoe area.

"Our approach will evolve as the campaign matures," stated County Tourism Director Eileen Lum. "We will continue to use all of the data at our disposal to make sure we keep delivering what our target markets are looking for, and they have every reason to keep returning to Northumberland."

Northumberland County Council News

## Connect with Council

555 Courthouse Road  
Cobourg, ON K9A 5J6

- **County Council Meetings:** Council meetings are open to the public, and take place on the third Wednesday of each month (*Note: subject to change*). **The next Northumberland County Council meeting is July 16, 2014.**
- **Click on Council:** access minutes, agendas, and reports, as well as **sign-up to receive the Council News newsletter via email** once a month, through our easy-to-use Council web portal. Simply visit our home page and click on the 'Council' tab on our main menu: [www.northumberlandcounty.ca](http://www.northumberlandcounty.ca)
- **News and Notices:** news, as well as information about community consultations and other public notices, is regularly posted in Northumberland newspapers. This information, along with photos, videos and other details, can also be found in the County Newsroom at [www.northumberlandcounty.ca/newsroom](http://www.northumberlandcounty.ca/newsroom).
- **Questions and Comments:** Councillors welcome and appreciate your feedback. Share your comments by calling 905-372-3329 or by mailing to 555 Courthouse Road, Cobourg, ON, K9A 5J6.