

# Public Engagement in the LUB & MPS Review Process, from May 17th, 2017 - Dec. 7th, 2017

Prepared for the Municipality of Cumberland by Will Balsler

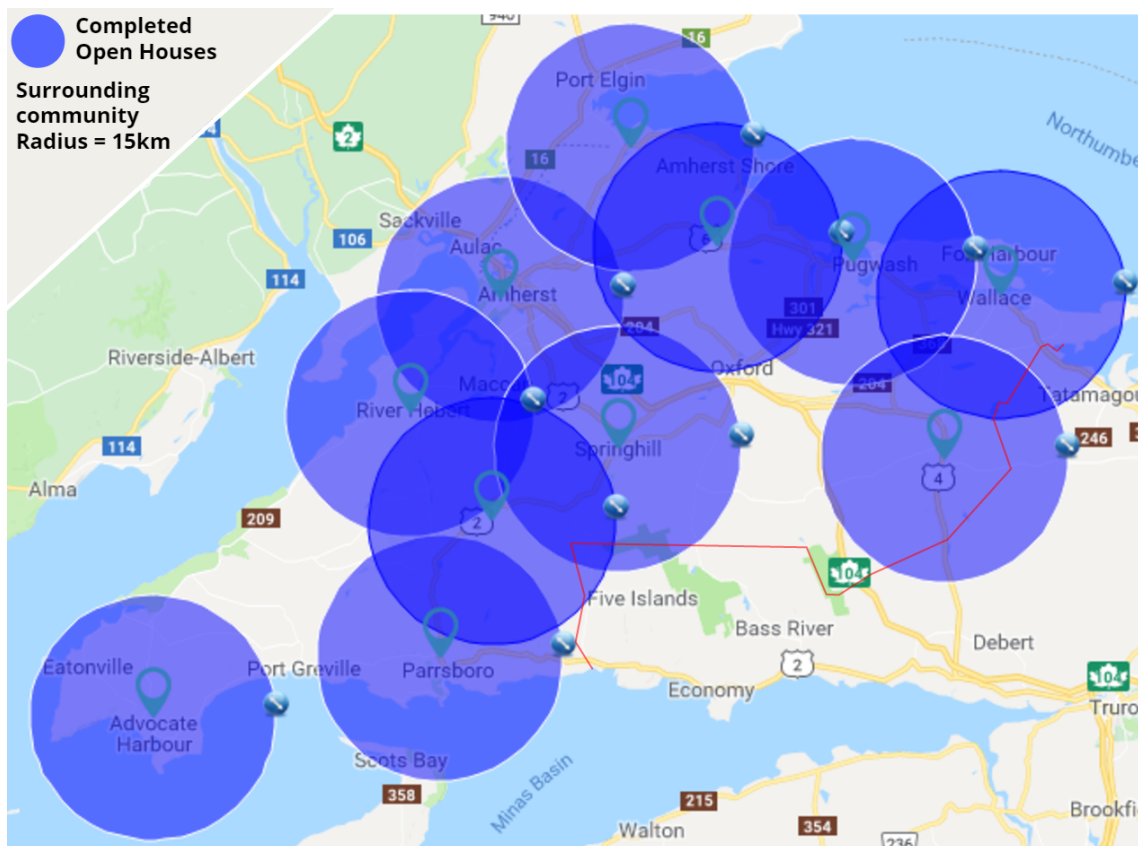
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## Summary

Over the course of the past five months, the Municipality of the County of Cumberland has held 34 open houses and consultation sessions, engaging some 430 residents of the County. Strictly Plan Cumberland open houses and consultation sessions (of which there have been 28) have engaged some 326 residents.

Through sharing information and advertising on Facebook, the Municipality reached 15,406 of the County's ~20,000 individual accounts. To date, the total amount spent on Facebook advertisements is \$324.13, with an average of \$15.23 / 1000 people reached.

Locations include Pugwash, Parrsboro, Amherst, Upper Nappan, River Hebert, Advocate Harbour, Tidnish, Springhill, Shinimicas, Southampton, and Wallace. Assuming a radius of 15 km, the following map indicates the regions of the County in which open houses have been held:



## Timeline

	Date	Event	Engaged		Date	Event	Engaged
May	17	Police Week - Amherst Mall	~10	September	14	Tidnish Input Focused Open House	12
	30	Pugwash Drivethru Amendment Info Session	~20		19	Southampton Input Focused Open House	2
June	13	Parrsboro Wastewater Treatment info session	~20		19	Nature Conservancy Consultation	3
	19	Pugwash Water Supply Info Session	9		21	Shinimicas Input Focused Open House	14
	26	Eos Eco-Energy Consultation - Sackville	10		26	Pugwash Communities in Bloom Consultation	9
	17	Mattatall Lake Stewardship Association Meeting	30		26	Wallace Input Focused Open House	10
July	13	Springhill Library Open House	4	November	28	Thinkers Lodge Conference	11
	17	Parrsboro Solid Waste Info Session	41		1	River Hebert Post Draft Open House	8
	20	Pugwash Library Open House	3		2	Parrsboro Anniversary Open House	10
	22	Coastal Erosion Workshop - Pugwash	12		7	Pugwash Post Draft Open House	15
	27	Parrsboro Library Open House	3		14	Springhill Post Draft Open House	15
August	3	River Hebert Library Open House	3		14	Agricultural Federation Consultation	9
	10	Advocate Library Open House	3	21	Parrsboro Post Draft Open House	11	
	11	Tidnish RV Park Consultation	14	December	7	Mattatall Lake Consultation	30
	15	Upper Nappan Input Focused Open House	6		7	Wentworth Post Draft Open House	20
	17	Springhill Input Focused Open House	19				
	22	Pugwash Input Focused Open House	16				
	24	Parrsboro Input Focused Open House	18				

## Feedback

The following major themes (in no particular order) emerged from open house feedback, and tend to differentiate between urban and rural areas:

URBAN	RURAL
Current commercial and residential zoning does not reflect actual usage	Immobile RV's being used as seasonal dwellings, or overcrowding lots
Zoning and bylaws should encourage home based businesses	Transportation is vital to rural communities
Unightly premises	Water quality & deforestation
Lack of investment in tourism and heritage (signage, maps, galleries, museums)	Lack of services (grocery, postage, healthcare, internet)
Lack of and / or deteriorating infrastructure	

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**Group / Event: Pugwash Water System Information Session**

**Location: Pugwash Village Commission**

**Date: June 19th, 2017 [4-6pm]**

**Staff in attendance: Nelson Bezanson, Will Balsler & Allie McCormick**

**Engaged: 9**

"I live in a discrete community, Pleasure Cove. I pay the Pleasure Cove Association for my road. I have my own septic. There are 4 properties only in this community of about 30 properties that pay village taxes. We request to be not included in the village. -Dianne Elliot, 18 Blue Heron Way, DianneElliot@hotmail.com"

"Change [Pugwash] village boundaries - should not go to the rural area beyond the transportation garage"

**Group / Event: River Hebert Library Info Session Report**

**Date: August 3rd, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 3**

- Water quality in the community is a major concern
  - Also concerns over the cost of a community water supply
  - Several residential groups have artesian wells, with perfect water quality
- Desire for more businesses in the area
  - Especially services like gas stations, grocers, and restaurants
- Want to restrict general and overly permissive zoning in the area
- Derelict vehicles & property values
- Increase walkability and recreation services / infrastructure
  - Develop the tidal wetland park
  - Pool or splash park
- Increase number of home based businesses and make creating one more accessible
- Lacking sense of community
  - Little cooperation and sharing with neighbouring Joggins for services and events
  - Need a community gathering place - grocery store, bandstand, coffee shop, etc.
  - Influx of Ontarians, both working and retired
  - Vacant / abandoned housing

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**Group / Event: Advocate Harbour Library Open House**

**Location: Advocate Harbour Library**

**Date: August 10th**

**Staff in attendance: Nelson, Will**

**Engaged: 3**

- Increasing population of seasonal residents in the region
- Still several abandoned houses
- Very poor internet availability
- Lack of healthcare services
- Local restaurant serves as a gathering space, could use more community spaces
- Lack of recreation services
- Libraries are very important to the community
- Look offs and rest stops for scenic roads

**Group / Event: Upper Nappan Input-Focused Open House**

**Location: Upper Nappan Service Centre**

**Date: August 15th, 2017**

**Staff in attendance: Nelson, Will, Allie**

**Engaged: 6**

**Socioeconomics**

- More urban gardens and community gardens
- Using biomass as an alternative energy source
- More wind turbines
- Promote geothermal
- Lower taxes to attract businesses
- Look outs on the drive to Advocate

**Current Zoning / Bylaws**

- Restrict certain land-uses in proximity to others in the general zone
- Keep it all general use
- No problem with urban livestock
- Commercial farms should be more restricted - small hobby farms are fine, and need to be looked after.
- 300m is enough setback for livestock
- More dog parks!

**Infrastructure & Misc.**

- Fireworks - people are not respectful
- Urban folks expecting urban in the County - no respect for farmland

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- People don't respect fences
  - Preserving heritage buildings is often very costly. Cost needs to be considered given that we are a shrinking tax base
  - Don't duplicate provincial government efforts

### **Environmental Concerns**

- Forest management should be a concern in old Parrsboro dump area and new municipal property

### **Group / Event: Springhill Input-Focused Open House**

**Location: Dr. Carson & Marion Murray Community Centre**

**Date: August 17th, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 19**

### **Socioeconomics**

- Scrapyards should be fenced with nothing visible
- No mobile vendors- "Burger Bus" - would need much more inspection
- Infill strategy? People, or business?
- Allow cultural HBB (home based businesses) - antiques, crafts, galleries, artisan co-op
- Small HBB need tax breaks
- Financial incentives to infill residential
- More HBB and micro businesses
- Look at Tatamagouche as a role model
- Redevelopment of downtown
- Attract retirees to open businesses
- HBB if there is enough parking + is kept tidy
- Reduce taxes to attract smaller businesses
- More industries in the geothermal park
- Senior centres that run off of geothermal
- Support for growth of geothermal industrial park

### **Current Zoning / Bylaws**

- Bylaws / laws need to be followed - Ex: can't have ten junk cars in the yard
- Want to adopt County bylaws to the former town
- Want to see zoning enforced
- Home based garages in residential zones shouldn't be allowed
- 4 dogs should be considered a kennel
- If you are going to follow C1 [commercial zone] rules but live in R1 [central residential], pay C1 taxes

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- Urban livestock - Any animals okay, so long as they are contained & yard is maintained
  - Don't want livestock at large - minimum 25 acres for a farm

### **Infrastructure & Misc.**

- Irregular sidewalks make it hard for seniors to walk
- Look into natural gas options
- Junction road, Alderson, 74 - want torn down
- Unsightly premises in residential zones - abandoned property on Princess street
- Buildings demolished without any salvage - losing some great artifacts
- Grass and bushes growing where homes were torn down
- Want road improvement in Springhill center and residential area
- Lamp Cabin restaurant not salvageable

### **Environmental Concerns**

- Stop illegal dumping
- Green waste bins without lids attracting wildlife
- Concerned with deforestation and replanting
- Wildlife encroachment in suburban springhill

### **Group / Event: Pugwash Input-Focused Open House**

**Location: Pugwash Village Hall**

**Date: August 22nd, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 16**

### **Socioeconomics**

- More urban parks
- There needs to be more incentives for people to farm - tax breaks, less restrictions from marketing boards
- Farming needs to be more attractive to the younger folks
- Highspeed internet essential to economic growth
- More public transport and walkability
- Indoor walking track
- Promote small scale agriculture and young families - look to Masstown as an example
- Encourage young families with recreation and youth facilities.
- Service aging population by growing business
- Why is dairy farming declining?
- Need more youth in the community - a small bus making weekly trips to Oxford and Amherst may help.

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- Residential livestock would be a step backwards. Animals need proper spacing and housing. Potential issues with waste & manure
  - Improve the streetscape in central Pugwash

### **Current Zoning / Bylaws**

- 3 acre lot big enough for small livestock, but not small village lots
- Disc golf courses should be a similar land-usage to golf courses
- Changing commercial zoning over to the new bridge location - currently, former bridge location is zoned
- Streamline zoning and bylaws, so that they do not vary from community to community
- Unhappy with the quality and proliferation of signage in & around Pugwash
- Reduce and regulate mobile homes in the Pugwash Village Centre
- Concerns over the removal costs for abandoned / unused windmill projects
- Windfarms degrade rural aesthetic and property values
- Heritage buildings should be retained at all costs with modern usages permitted
- Get rid of architectural standards
- Limit height restrictions to the village core area
- Don't mind neighbours having chickens
- Concerned with Airbnb and parking

### **Environmental Concerns**

- Have Friends of Pugwash Estuary test for pollution
- New sewage treatment facility that could hold 12 hours - restrict outflow to only high tide
- More provincial parks inland and near rivers
- More walking areas - Boardwalk is excellent.
- Wind farms are aesthetically beautiful and environmentally sound
- Invasive species - wild parsnip
- People changing the beach ecology and restricting access with armour rock

### **Infrastructure & Misc.**

- Increase speedlimit on Wentworth highway
- The people in Pugwash and Wentworth area have been punished long enough with these low speed limits
- Sides of the roads need to be cut so that we can see
- Time to increase speedlimits through wentworth to a reasonable limit

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**Group / Event: Parrsboro Input-Focused Open House**

**Location: Parrsboro Service Centre**

**Date: August 24th, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 18**

**Socioeconomics**

- Agriculture and biking should be encouraged
- Encourage home based businesses and a healthier economy
- Funding for the development of a cultural economy

**Current Zoning / Bylaws**

- Allow owner occupied homes in downtown commercial to rebuild if destroyed
- B&B's in residential areas should be okay
- R.V.'s in fields is an RV park or mini home park. Should only be allowed with unanimous neighbourhood consent
- Regulate garages in residential zones based on lot size, and allow larger garages.
- If you have the proper sized house lot, you should still be able to build a house on your down-town commercial lot
- On your residential lots, you should still be able to put your RV 5th wheels, etc, for families to use.
- Allow RV's in larger lots within Parrsboro and allow connection to municipal sewage and water
- Change the architectural zoning by law
- 4 acres or less are enough to have a horse(s) (recreational / sport animal - horses are not livestock!)
- Ensure artist studios / galleries are included in home businesses
- Home based businesses such as hair stylists should still be allowed
- All heritage sites should be looked after.
- Stop motor homes from parking downtown - designate a separate parking space behind post office.
- Implement bylaws that will protect the appearance and cultures of our shipbuilding heritage and appearance of the buildings on our streets

**Infrastructure & Misc.**

- Remove Aboiteau, restore the river
- Create a people friendly main st. with more walkways connecting shops & galleries
- Switch to a roundabout in downtown near bandstand
- Help owners facilitate architectural changes in the downtown area
- Boardwalk from museum to wharf
- Control noise pollution
- Want a new service centre with a visitor centre, library, RCMP office, and public spaces

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**Group / Event: Tidnish Input-Focused Open House**

**Location: Tidnish Fire Hall**

**Date: September 14th, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 12**

**Socioeconomics**

- Use large older houses for group senior homes
- Buses to Amherst for seniors, and ride/carsharing
- Seniors are important to the community
- More local / small scale farms
- Education - teach people about food sources and food security
- Support the local economy
- More small mixed farms
- Would be good to have more tourists

**Current Zoning / Bylaws**

- Beach accesses are being restricted
- Airbnb not held to the same requirements as other accommodation / rental property
- Airbnb requires regulation
- Protect farmland from development
- Control the amount of RV's by lot size
- Require old cottages to update septic systems

**Infrastructure & Misc.**

- Speed keeps people from walking and biking
- Tidnish ball park is privately owned - volatile owner. Would be better if the County owned it.
- We need walking access between Amherst hospital and town
- Tidnish Dock Road not maintained well
- More natural playgrounds
- More Streetlights
- Wider road shoulders for walking and biking
- Enforce smoke fine in county parks / facilities - put up signs
- Increasing accessibility in the county benefits all citizens
- Desire for library in Tidnish

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## **Environmental Concerns**

- Make it more difficult for home based businesses to be less environmentally friendly - use an environmental impact scale when approving businesses (ex: rather kennels / daycares than garages)
- No problem with snowmobile trails
- Keep cottages away from marshlands
- Limit development in floodplains & increase coastal setback
- More strict rules on dumping

## **Group / Event: Southampton Input-Focused Open House**

**Location: Southampton Fire Hall**

**Date: September 19th, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 2**

## **Socioeconomics**

- Rural areas need access to transport, internet, cellphone reception, and services
- Cellphone service and internet is crucial for rural populations
- Create incentives for people to sell farmland as a whole rather than subdivide for residential use
- Low prices on blueberries will have a big negative ripple effect on the whole County
- More education needed for Cumberland transit
- Availability of doctors is critical for rural populations
- Lack of convenience stores makes it difficult to stay in the community

## **Current Zoning / Bylaws**

- Restrict residential development from encroaching on farmland

## **Infrastructure & Misc.**

- 4 wheelers help keep roads open - people should be allowed to enjoy the land
- Playgrounds are too expensive to build and maintain under new standards
- Libraries are the key to small communities

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**Group / Event: Shinimicas Input-Focused Open House Report**

**Location: Shinimicas Fire Hall**

**Date: September 21st, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 14**

**Socioeconomics**

- Agricultural land not in production should be taxed
- More support for young people who want to start farming to buy farmland
- Not enough farmers willing to work other people's land
- Too many big farms being bought by big corporations
- Available of in-home care would help seniors stay at home
- Designated tourism maps of the county
- Develop the Tantramar and Chignecto areas with tourism infrastructure and parks - especially the waterfront
- Emphasize culture and heritage through tourism
- Tax cottages more
- Tax breaks for small businesses, not based on income

**Current Zoning / Bylaws**

- More than 2 RV's makes an RV park
- Need for uniformity / consistency in tourism signage
- Better signage and connectivity for parks
- Desire for stronger heritage and downtown architectural controls - offer tax breaks as an incentive to renovate
- Height restrictions for multi-unit dwellings
- Reduce development and protect farmlands
- Don't allow farmland to be subdivided into residential lots
- Limit amount of wood that can be cut (as a % of lot land)
- Costs should be higher for subdividing

**Infrastructure & Misc.**

- Safety concerns over ATV trails
- Need legal road crossing spots for ATV's
- Snowmobiles not always respectful of trails and land
- Greenspaces in former industrial sites
- Make family farmland transfers easier
- Wider shoulders on rural highways for biking and walking

**Environmental Concerns**

- Waste from chicken farms could pollute well water

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**Group / Event: Wallace Input-Focused Open House**

**Location: Wallace District Fire Hall**

**Date: September 26th, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 10**

**Socioeconomics**

- Government should spend more on local museums for upkeep
- Healthcare and quality of life should be a primary focus
- Transportation is lacking in rural areas
- Highspeed internet should be available in the whole County
- Focus on service industry for seniors
- Regions of the County should work together to promote tourism and artisan shops

**Current Zoning / Bylaws**

- Would like to see more regulations for any development / forestry along our rivers and streams
- I feel that the public should have reasonable access to the waterfront - coastal and river. Example: Angevine Lake
- Not reasonable to require a permit for \$5,000 renovations
- No lots less than one acre for subdividing
- Decrease lot size for subdividing land - sewage systems are more advanced now
- All RV parks need to be regulated
- One RV per lot maximum - none if there is no approved septic system on site
- Right of ways should not be a development area for sheds or derelict vehicles / RV's
- Designate certain areas for signs (like the malagash signs)
- Limit roadside signage - no signs on power / telephone poles

**Infrastructure & Misc.**

- Local public parks should be managed by either the provincial or municipal government
- People building homes and garages without permits near Wallace.

**Environmental Concerns**

- Need funding to create water keepers / environmental watchdog groups to inventory bogs and marshes
- Deforestation is a major problem along all our rivers
- Concerned with deforestation on the Wallace river, and flooding
- Concerned with ATV trails and riders near rivers and waterways
- Water should be tested in rivers and bays regularly
- Advertise water testing results for all bodies of water used for recreational purposes

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**Group / Event: River Hebert Post-Draft Open House**

**Location: River Hebert Fire Hall**

**Date: November 1st**

**Staff in attendance: Nelson, Will**

**Engaged: 8**

**Draft Zoning / Bylaws**

- Tourist Accommodation in CM zone
- CR in Joggins will affect families across the street
- RUL and RR should allow camping in Joggins
- CR in Joggins should have been a public consultation
- Commercial zones should allow open air theatres
- Glad to see agricultural protections

**Infrastructure & Misc.**

- Municipality should not be demolishing buildings
- Water Testing in Joggins, or a public water fountain

**Group / Event: Parrsboro Post-Draft Open House**

**Location: Parrsboro Service Centre**

**Date: November 21st, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 11**

**Draft Zoning / Bylaws**

- Concerns over the regulation of RV's in RUL - base regulation on lot size instead
- \*Define RV's as permitted more clearly. Currently only mentioned in RRC
- \*"Automotive Service" and "Automotive Sales" permitted in all commercial zones except CM - limit garage size similar to light manufacturing?
- \*What about regulating or limiting parts cars / scrap cars at garages?

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**Group / Event: Cumberland Federation of Agriculture Post-Draft Meeting**

**Location: Linden Hall**

**Date: November 14th, 7 - 8:30**

**Staff in attendance: Nelson, Will**

**Engaged: 9**

### **Draft Zoning / Bylaws**

- **11.1.6** 50m lot line setback, 100m off-site well setback, and 300m other zone setback too restrictive for narrow / shallow lots, and for expansion of buildings.
- **11.1.6** 50m setback for all lot lines should not include internal lines - some farms span several individual but adjacent lots. (Similar to wind turbines)
- **11.1.4** What about a maximum setback for new dwellings in AG to protect wasted land
- **Definitions:** potential conflict between "Animal Pasturing" under AGRICULTURAL USES, and the limit of 10 animal units in COMMERCIAL LIVESTOCK OPERATION
- **11.1.2** Add "Butcher Shop" as a permitted as-of-right in AG
- **3.2.1d** no permit needed for Accessory Structure under 4m2 too small.
- **7.6.2a** Setback should not include on-site dwellings

**Group / Event: Upper Nappan Post-Draft Open House**

**Location: Upper Nappan Service Centre**

**Date: November 28th, 2017**

**Staff in attendance: Nelson, Will**

**Engaged: 18**

### **Draft Zoning / Bylaws**

- Look at using lot sizes as a way of regulating household livestock, and where animals can be kept
- Due to the potential lost income by restricting farmer's ability to subdivide land, the county should purchase the agricultural rights to lots that farmer's would like to subdivide, and preserve it as agricultural land.
- Glad to see forestry and forestry related uses permitted in the AG
- \*\*7th day Adventists as CR?
- \*\*Maltby's stables in East Amherst - Keep as CM or switch to AG?

## Ongoing list of Postcard Feedback

What do you wish could be different about Cumberland?	What would you like to see stay the same?
More police presence on the streets	Keep services in Springhill, like: Library, Hospital, and Municipal office.
More public transit, to & from Springhill	-
A county wide public transit system; Parrsboro, Springhill, Amherst!	-
I wish it was more visually attractive. Coming into some of the towns is depressing with the unkempt properties / closed up buildings	-
It would be great to have a public transit system that runs from Parrsboro area to Oxford, Amherst, etc, at least once a week	The tax rate
New schools, more government services move to Springhill	-
Better medical services, more people moving into [the County], not out	-
More employment	Helpful people
Wish we were more multi-cultural	The friendliness
Better roads & more jobs. Our kids are leaving for work!	-
<ul style="list-style-type: none"> <li>- Enforce no littering</li> <li>- Enforce property upkeep</li> <li>- Better road signs</li> <li>- Fix Joggins to Advocate Road [209]</li> <li>- Better road maintenance</li> <li>- Get new business</li> </ul>	<ul style="list-style-type: none"> <li>-Great views, but make new pull offs</li> <li>-Friendly &amp; helpful people, but need tourism &amp; business</li> </ul>
<ul style="list-style-type: none"> <li>- Better internet connections</li> <li>- Pave roads in Advocate Harbour</li> <li>- Better upkeep of Cape D'or Road</li> </ul>	-
<ul style="list-style-type: none"> <li>- Improved signage for Cape Chignecto Park</li> <li>- Better internet to work from home</li> <li>- Speed &amp; dirt road signs in Advocate</li> <li>- Improved Tourism Advertising</li> </ul>	-

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- Concerns over pollution from fish farming in Advocate	-
More employment in Advocate	-
Promote tourism in Cumberland	-
More young couples with kids!	-
More signage for tourist things - more rest areas and lookouts on roads	-

<ul style="list-style-type: none"> <li>- Advocate Harbour too polluted to swim because of fish farm</li> <li>- Good to see abandoned houses fixed or destroyed</li> <li>- Need more public relations to get visitors</li> <li>- Dikes need maintenance</li> <li>- Roads are bad</li> </ul>	-
- No Internet in Rural areas - Advocate	-
- Bushes and grass cut on vacant lots. See: corner of Drummond & Church St. in Springhill	- Glad that there are no one way streets in Springhill

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# Social Media Advertising & Engagement

For the Municipality of the County of Cumberland Land Use Bylaw Review Project:  
Plan Cumberland - September 27th, 2017

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## Introduction

Since June 2nd, 2017, the Municipality has been promoting and advertising open houses / events for the Plan Cumberland project through the Plan Cumberland Facebook page. To date, eight campaigns have been completed and more are scheduled throughout late October and Early November. As of the time of writing, the Municipality has reached 15,406 individual accounts with advertisements, at a cost of \$324.13. There are currently ~20,000 active Facebook accounts in the County, giving the Municipality the potential to reach up to 75% of the population, for an average of \$15.23 / 1000 people reached.

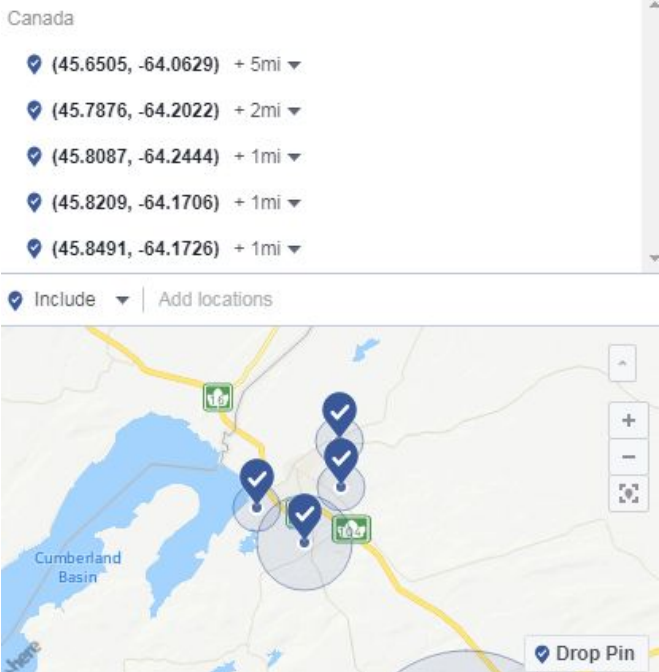
## Terms

**Reach** = The number of people who have seen the promoted post on their Facebook Newsfeed. Usually measured in Dollars Spent / 1000 Reached.

**Budget** = A daily budget is set, then used as best it can be by Facebook’s ad placement algorithms. Every time the ad is placed on a user’s newsfeed, a cost is incurred. This continues up to the amount set in the daily budget.

**Audience** = A targeting tool is provided during the creation of the ad. Filters include interests, connections to other Facebook pages, age, gender, location, etc. For our purposes, the Municipality only target based on location. **Example:**

**Result** = The desired outcome of the advertising campaign - website traffic, event responses, or overall reach.



# Paid Promotions

## Promoting PlanCumberland.ca & Youth Photo Project

**Run Time:** June 2 - 9

**Budget:** \$70 - \$10 / day

**Audience:** Countywide

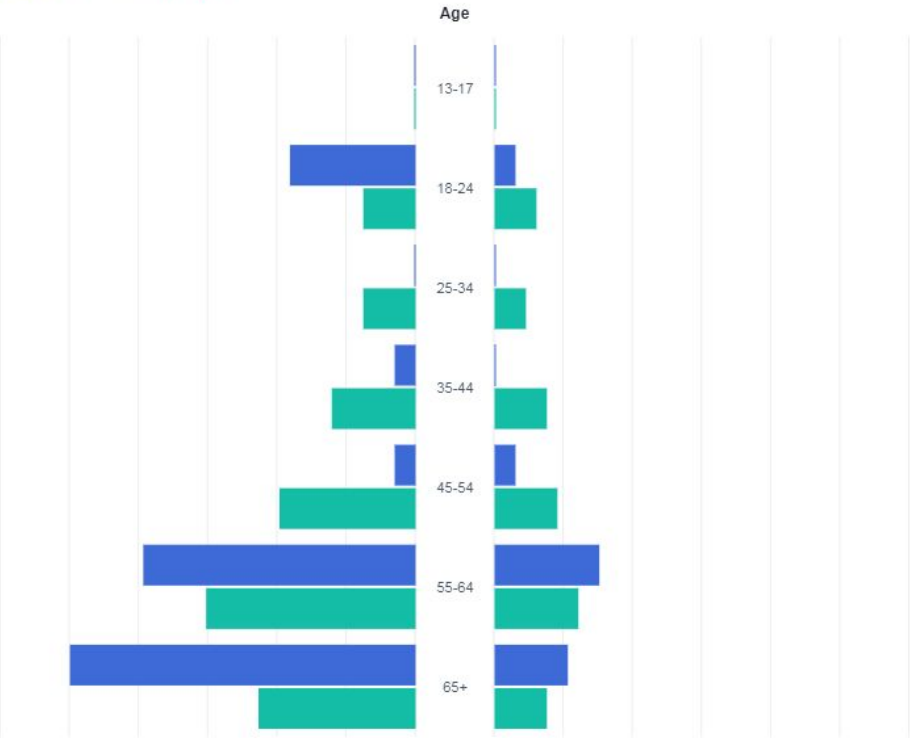
**Result:** Website Traffic and Reach


42 Results: Link Clicks ▾ 2,769 Reach ▾

  
**All Women**  
76% ( 32 )  
65% ( 1,807 )  

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**\$1.54**  
Cost per Result



  
**All Men**  
21% ( 9 )  
32% ( 877 )  

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**\$2.04**  
Cost per Result

# Promoting Library Open House in Springhill

**Run Time:** July 11 - 13

**Budget:** \$20 - \$10 / day

**Audience:** Springhill Area

**Result:** Event Response and Reach

1 Results: Event Response ▾ 853 Reach ▾



## Promoting Series of Library Open Houses

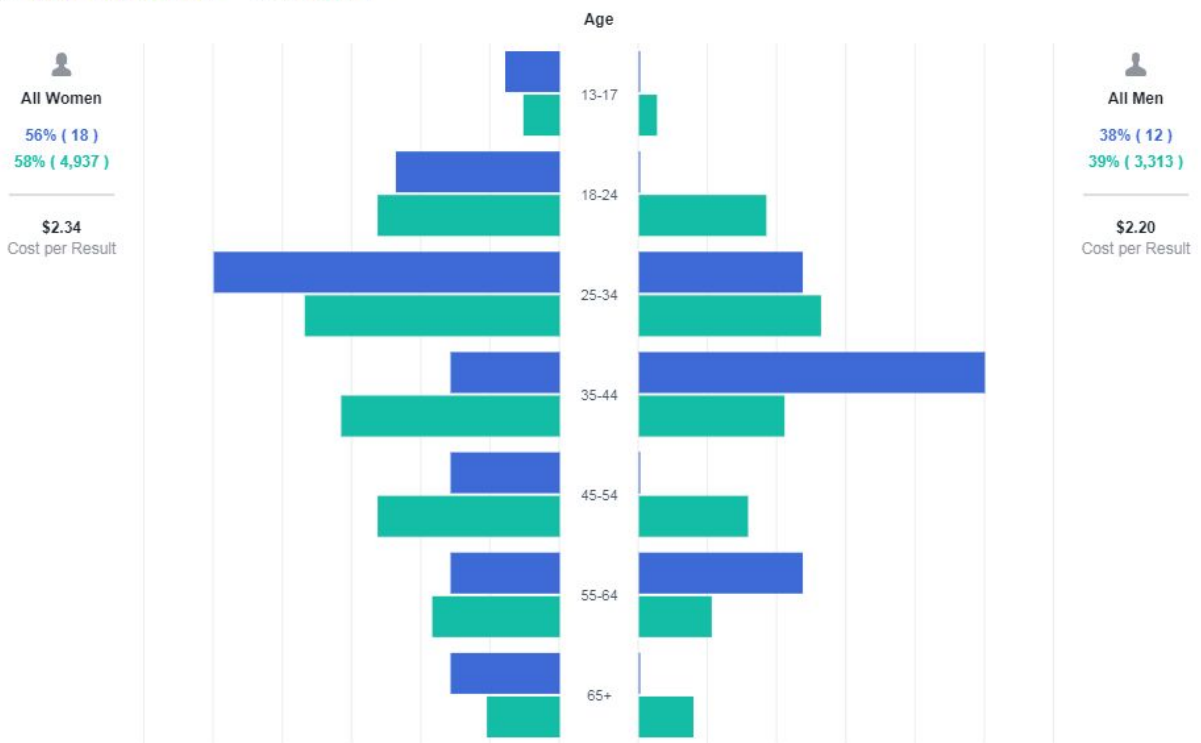
**Run Time:** July 11 - 18

**Budget:** \$70 - \$10 / day

**Audience:** Countywide

**Result:** Website Traffic and Reach

32 Results: Link Clicks ▾ 8,448 Reach ▾



# Promoting Youth Photo Project

**Run Time:** July 18 - 21

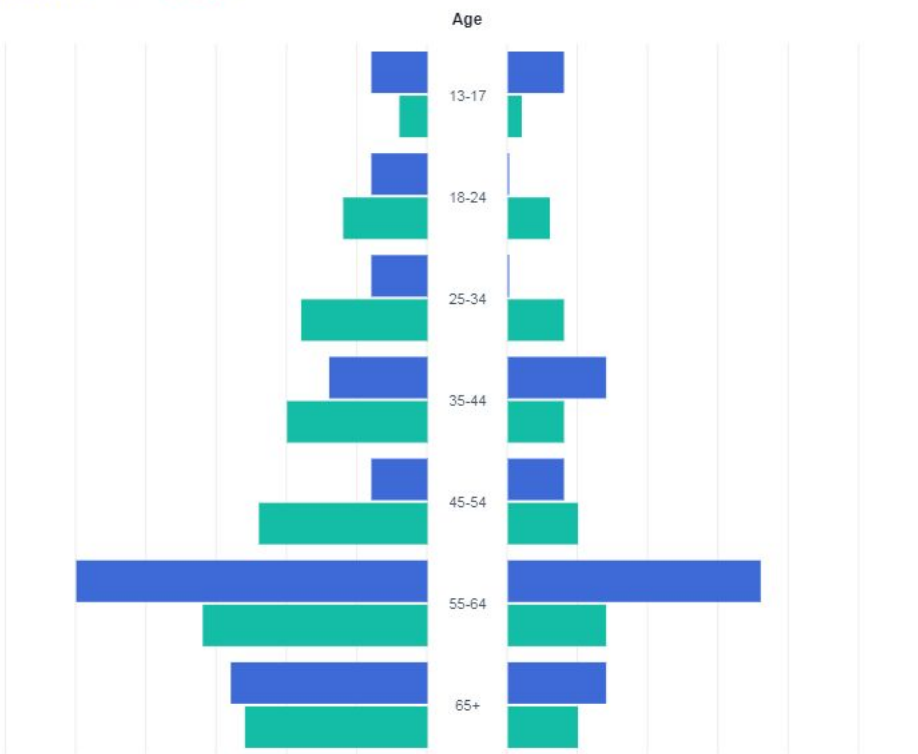
**Budget:** \$20 - \$5 / day


**Audience:** Countywide

**Result:** Website Traffic and Reach

28 Results: Link Clicks ▾ 2,447 Reach ▾

  
**All Women**  
61% ( 17 )  
68% ( 1,660 )  
\$0.75  
Cost per Result



  
**All Men**  
39% ( 11 )  
30% ( 732 )  
\$0.69  
Cost per Result

# Promoting Coastal Erosion Workshop

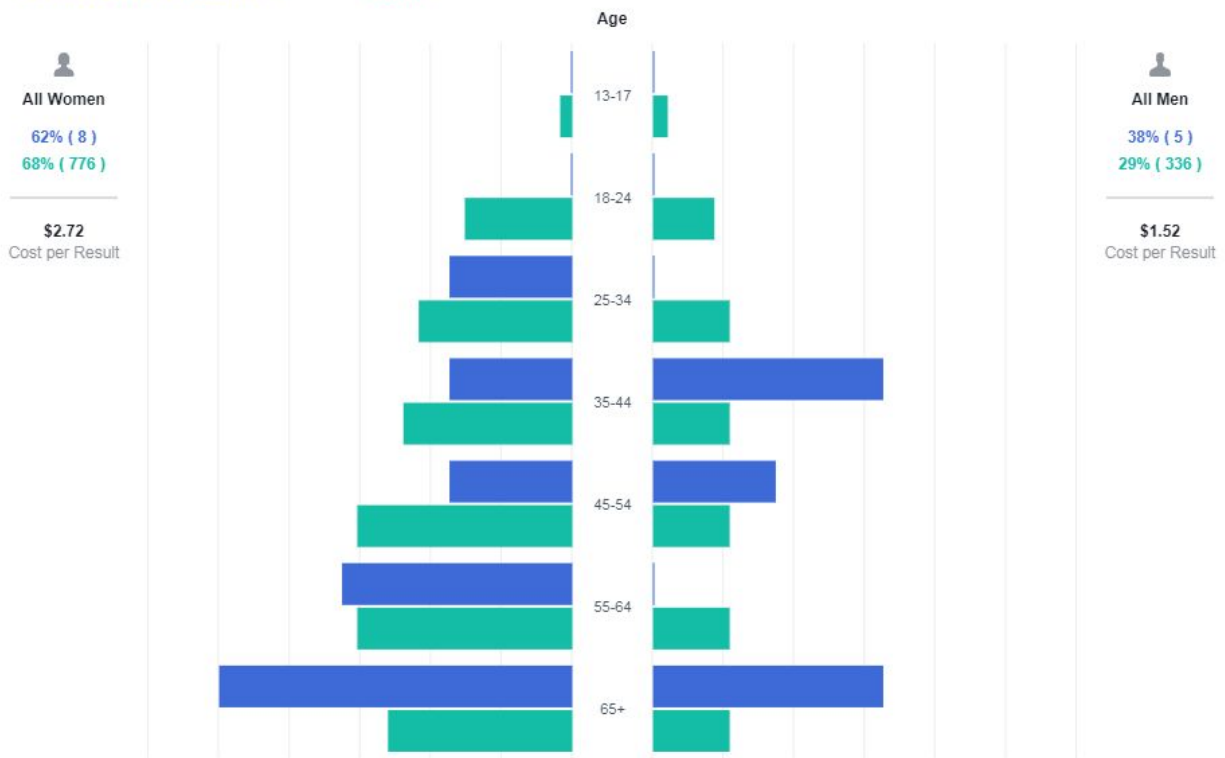
**Run Time:** July 19 - 22

**Budget:** \$30 - \$10 / day

**Audience:** Northumberland Shore Region

**Result:** Event Response and Reach

13 Results: Event Responses ▾ 1,141 Reach ▾



# Promoting Input Focused Open Houses

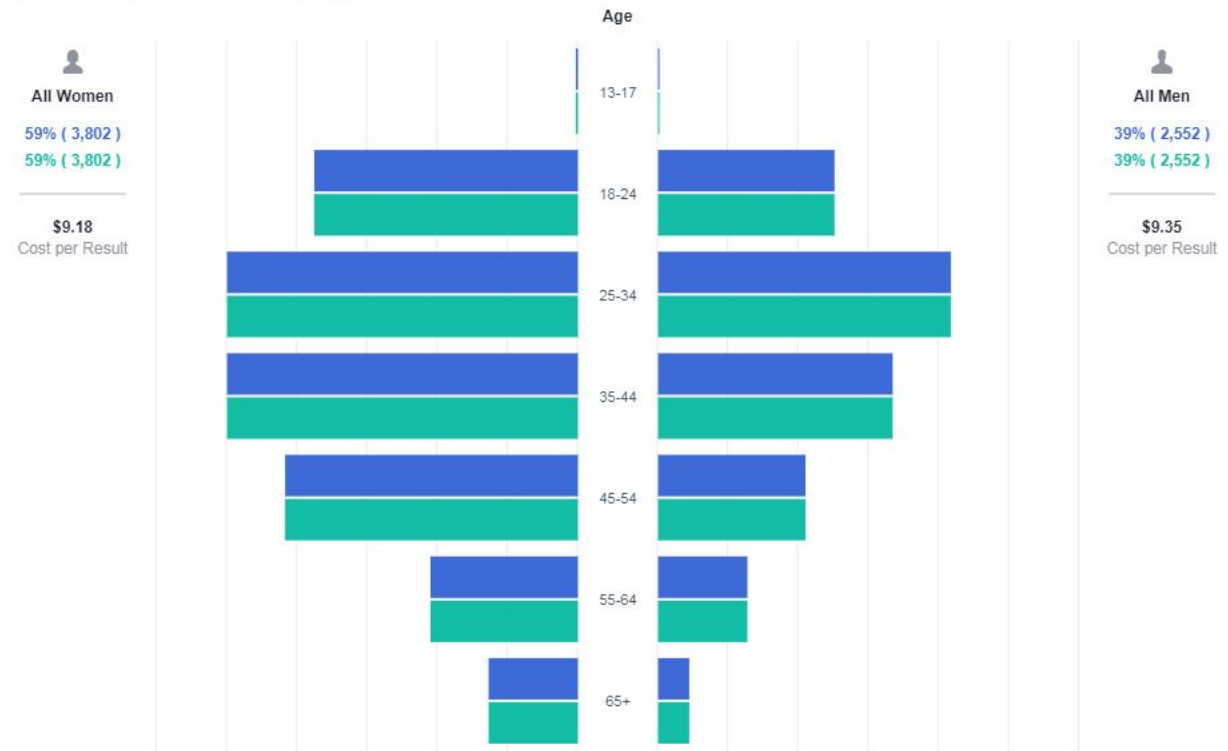
**Run Time:** August 11 - 17

**Budget:** \$60 - \$10 / day

**Audience:** Springhill & Amherst Region

**Result:** Reach

6,470 Results: Reach ▾ 6,470 Reach ▾



# Promoting Input Focused Open Houses

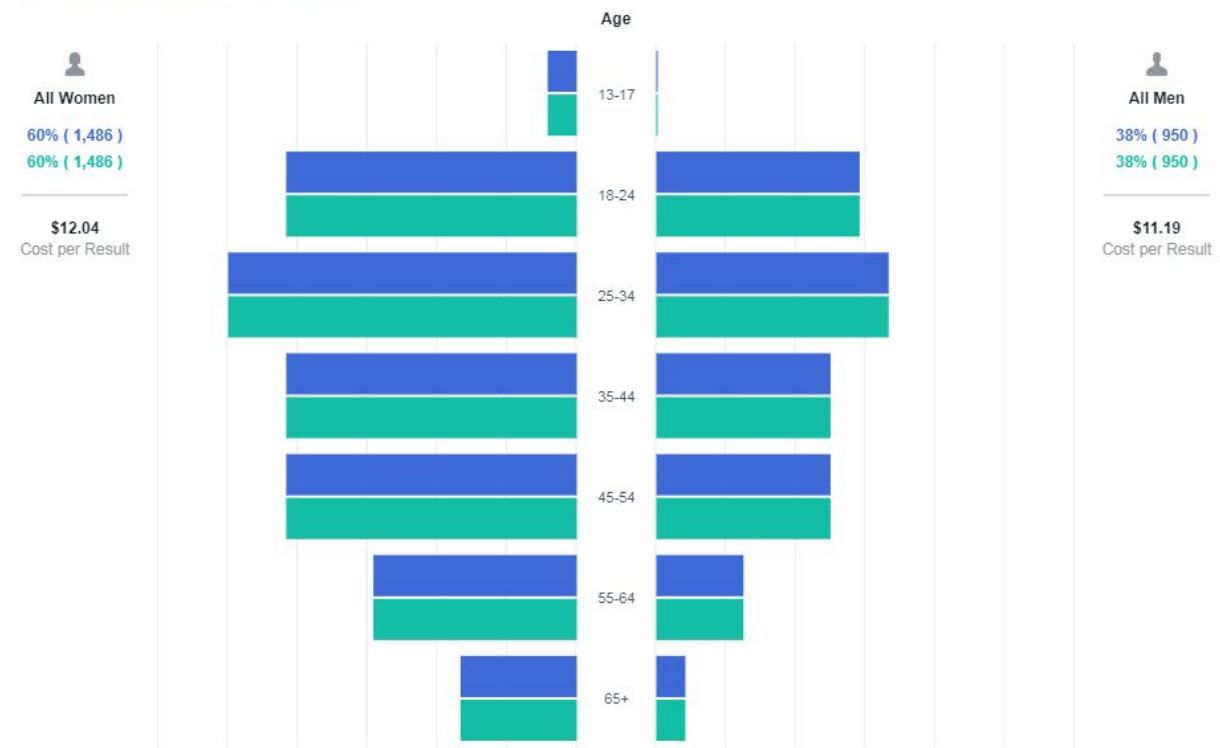
**Run Time:** August 21 - 24

**Budget:** \$30 - \$10 / day

**Audience:** Parrsboro & Pugwash Region

**Result:** Reach

2,481 Results: Reach ▾ 2,481 Reach ▾



## Promoting Business Owner & Operator Survey

**Run Time:** September 1 - 4

**Budget:** \$30 - Spent over the course of 3 days

**Audience:** Countywide

**Result:** Survey Website traffic

58 Results: Link Clicks ▾ 2,673 Reach ▾

