

Rural Action Plan

A Rural Economic Development Strategy for Prince Edward Island



ONE ISLAND COMMUNITY

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Background

Speech from the Throne:

In the 2008 Speech from the Throne, entitled “One Island Community, One Island Future,” the provincial government declared its intention to form a new department responsible for rural development and to produce a rural economic development strategy.



Background

Process:

- April 18, 2009: Rural Development Conference and launch of *Discussion Paper*
- June-October: Online Survey
- July: Four Regional Consultations - REDAC
- September-October: Sector Consultations
- October-January: Deliberations and Composition

Background

Early Action:

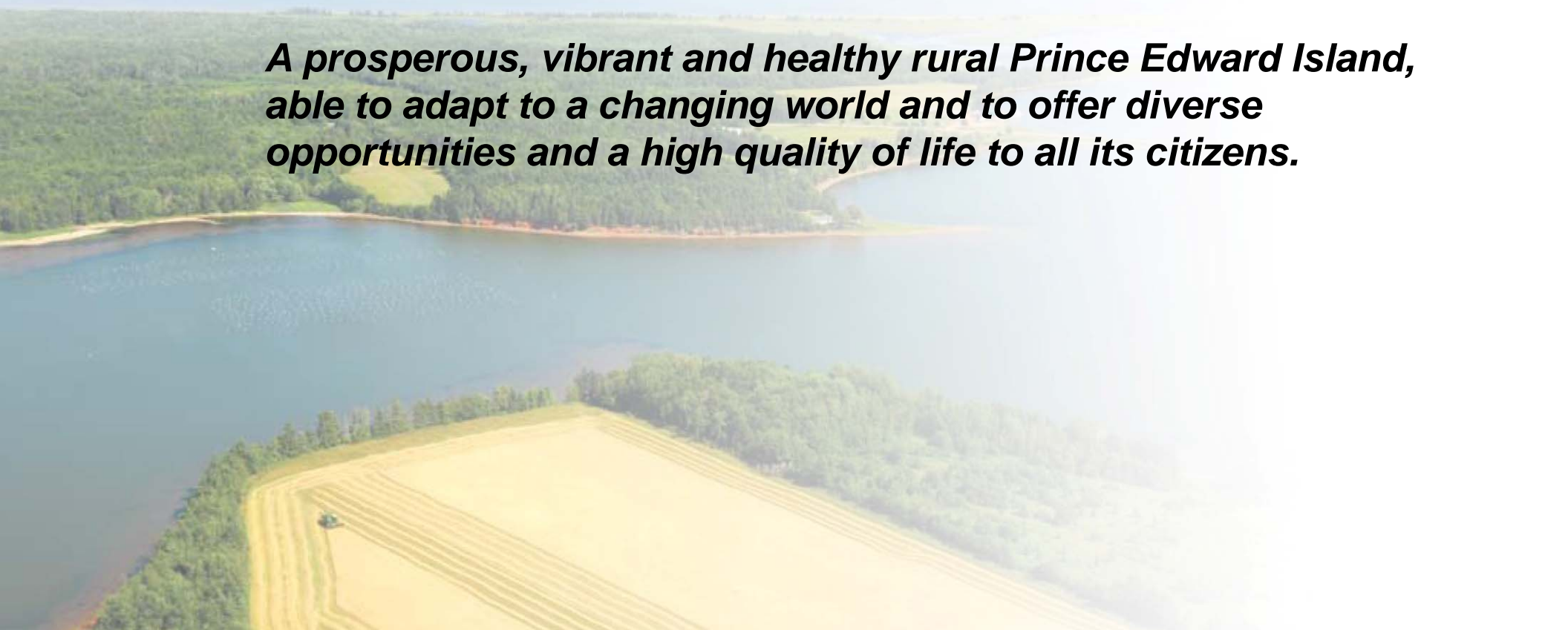
1. Commission on Nitrates in Groundwater
2. *The Island Prosperity Strategy: Renewable Energy, Bioscience and Accelerated Rural Broadband Strategy*
3. Commission on the Future of Agriculture and Agri-food on Prince Edward Island
4. Fisheries initiatives, including: Low Interest Loan Program, Lobster Industry Roundtable, 5-Point Lobster Plan
5. The Commissioner on the Land and Local Governance

Background

Vision:

The Rural Action Plan sets out a vision for:

A prosperous, vibrant and healthy rural Prince Edward Island, able to adapt to a changing world and to offer diverse opportunities and a high quality of life to all its citizens.



The Rural Action Plan

The *Rural Action Plan* contains 40 measures that focus on achieving seven goals established through the research and consultation phase. In accordance with these seven goals, the 40 measures are designed to:

- (1) Enhance business development;
- (2) Strengthen primary sectors;
- (3) Expand tourism;
- (4) Protect the environment;
- (5) Bolster community development;
- (6) Invest in human resources and education;
- (7) Ensure that all regions of PEI share in growth and opportunity



The Rural Action Plan

- The Plan includes both new actions and actions already announced and funded.
- The previously announced actions are accompanied by recommendations to ensure these initiatives meet the needs of the *Rural Action Plan*.
- The Plan includes indicators to measure the progress on its goals.
- The implementation begins immediately and full implementation will start in April 2010.



Goal 1: Enhance Business Development

To create a sound basis for rural businesses to grow, for new ones to be formed and for new sectors to emerge.

Action 1: Developing Rural Businesses

Action 2: Responding to Business Needs

Action 3: Increasing Participation in Island Prosperity Programs

Action 4: Championing Island-Wide Rural Broadband

Action 5: Creating the Rural Broadband Fund



Goal 2: Strengthen Primary Sectors and Natural Resources

To enable the growth of innovative, competitive and sustainable primary sectors, in order to ensure that they remain pillars of the rural economy and community for generations to come.

Action 6: Supporting Innovative Agriculture

Action 7: Increasing Competitiveness of Agriculture

Action 8: Supporting Viable Fisheries

Action 9: Seeking Innovation in Fisheries

Action 10: Enabling Sustainable Fisheries

Action 11: Creating a Future Fishers Program

Action 12: Investing in Sustainable Aquaculture

Action 13: Launching Biomass Heat Energy Pilot Projects

Action 14: Conducting Forest Resource Planning and
Certification

Action 15: Expanding Wind Energy Capacity



Goal 3: Expanding Tourism

To augment rural areas of Prince Edward Island as tourist destinations; to expand and grow products, such as festivals and events, that complement the primary sectors and strengthen local culture, while increasing visitations Island-wide.

Action 16: Expanding Tourism

Action 17: Supporting Regional Tourism Associations

Action 18: Creating a Province-Wide Cultural Festival

Action 19: Promoting the Culinary Alliance



Goal 4: Environmental Conservation and the Rural Economy

To improve the balance between the growth and health of primary industries and rural communities with the need for environmental conservation.

Action 20: Protecting Groundwater

Action 21: Consulting on Land-use

Action 22: Amending the Lands
Protection Act

Action 23: Supporting Conservation



Goal 5: Support Community Development and Capacity Building

To invest in community development efforts and to strengthen community-based capacities.

Action 24: Creating Community Economic
Development Investment Funds

Action 25: Increasing Access to Development
Funds

Action 26: Facilitating Access to Data and
Statistics

Action 27: Enabling Information-Sharing

Action 28: Creating Local Population Strategies

Action 29: Investing in Rural Infrastructure

Action 30: Expanding the Role of Rural
Municipalities in Development

Action 31: Investing in Rural Jobs



Goal 6: Human Resources, Education and Essential Services

To invest in education and the development of human resources in order to create opportunities, strengthen the base of Island industries and to share – to the fullest extent possible – the benefits of the ‘One Island Community’ principle.

Action 32: Supporting Sustainable Health
Services

Action 33: Modernizing Education

Action 34: Addressing Rural Concerns in the
Provincial Child Care Strategy

Action 35: Creating Regional Human Resource
Development Councils

Action 36: Supporting Community Groups and
Recent Graduates

Action 37: Investing in Leadership Development

Action 38: Consulting Rural Youth

Action 39: Investing in Educational Opportunities
in West Prince



Goal 7: One Island Community, One Island Future

To increase development investments in areas of greatest need in order to stimulate growth and opportunity.

Action 40: Employing Special Measures for Sub-regions



Implementation

Rural Development PEI:

Rural Development PEI will have both a strengthened staff complement, in order to enhance support for local development groups, and broadened policy and technical support capacity. This transition is consistent with the needs of an integrated approach to rural development, which combines the strategic, long term approach inherent to government planning with the responsiveness and adaptability required to respond to community-based, grassroots approaches.

Under this integrated development model, the government function is to provide technical support, financial resources, and information to support community-based decision-making. The government will also provide broad strategies that can be adopted at the rural community level, i.e. Tourism Events Strategies and RTAs.



Implementation

Rural Development PEI:

Secretariat

- Roles and Responsibilities

- Community Resource Officers
- Integrated Rural Development
- The Rural Lens



Implementation

Financing the Rural Action Plan:

- A cross-government horizontal response
- Each “Action” included in the Plan has been designed to have a direct connection to on-going government policy and expenditure priorities.
- Provincial government departments have been adapting to the policy direction of the 2008 Speech from the Throne .
- Many of these programs have already been activated.
- Additional “Actions” are fully developed, budgeted and ready to deliver.
- All costs to implement the *Rural Action Plan* are accounted for within the current government fiscal framework.
- This budget reflects an ongoing realignment of the provincial government’s priorities; it is not additional spending.
- The *Rural Action Plan* calls for spending existing budget allocations in a focused and responsible manner.



Implementation

Financing the Rural Action Plan:

Development Resources:

Island Community Fund:	\$5.3 million per year
Community Development Fund:	\$1.0 million per year
Work Experience PEI:	\$3.0 million per year
Community Internship:	\$1.2 million per year
Rural Jobs Initiative:	\$1.2 million per year

Total Development Resources for 2010: \$11.7 million

Over the course of the 5-year *Rural Action Plan*, it is expected that approximately **\$40 million** dollars will be available for Community Economic Development Initiatives.



Implementation

Financing the Rural Action Plan:

Primary Sectors and Environmental Conservation

Low Interest Loan Programs	\$25.0 million
Innovation and Competitiveness Programs	\$25.0 million
Environmental Conservation Programs	\$10.0 million

Over the course of the 5-year *Rural Action Plan*, it is expected the in excess of \$60 million will be committed to programs related to Primary Sectors and Environmental Conservation.



Implementation

Financing the Rural Action Plan:

- Many Capital and Administrative programs are outlined in the Plan, which are incorporated within Department and Capital Budgets.
- Specific investments related to the *Rural Action Plan* – such as the Rural Action Centres - will be highlighted as projects are developed and launched.



Implementation

Timeline:

- Aspects of the Plan are already being implemented.
- Over 15 immediate actions are identified in the Plan.
- Targeting full scale implementation to coincide with the new fiscal year.
- The intent is for the Rural Action Plan to be fully implemented by March 31, 2015.



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For the complete document go to
<http://www.gov.pe.ca/fard/ruraldevelopment>



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