Integrated Community Sustainability Plan

Community of Branch

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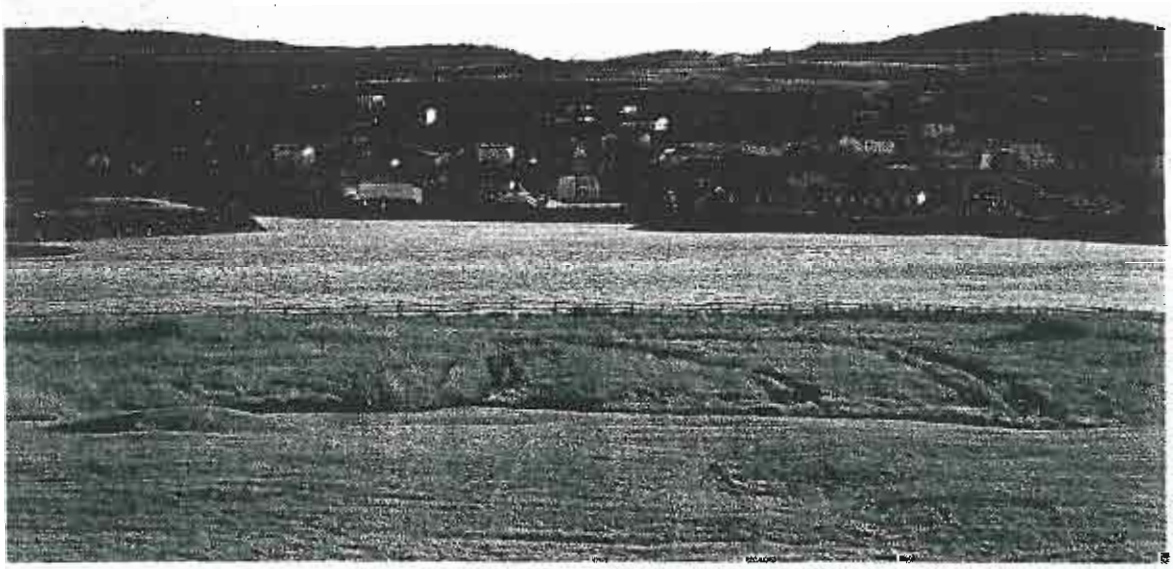
MUNICIPAL FINANCE DIVISION

March 2010



Branch, St. Mary's Bay

Geographic Description

Branch is located on the southwest Avalon Peninsula in beautiful St. Mary's Bay, Newfoundland & Labrador. Known provincially and natioanlly as a resilient and innovative rural community, Branch is leading the way in community vibrancy.

Brief History

Branch was settled in the late 1700's by an Irish emigrant named Thomas Nash. Thomas Nash left Callan, Co. Kilkenny and initially settled on the Southern shore of the island before moving to Branch. Other Irish emigrants followed and were joined by other settlers, all attracted by the rich fishing grounds, abundant salmon river and available land for farming. While farming remains a viable industry for some residents of Branch, fishing became the primary industry and remains a key component of our economy today

Key Industries

As mentioned, the fishery remains a key component of our economy. Many fishing enterprises use Branch's sheltered harbour as their base but quite a few are owned and operated by fishermen from Point Lance.

There are also residents who have chosen to farm, mostly raising livestock such as sheep, horses and cows.

Small businesses are also a source of employment in Branch and include such ventures as a local kennel, convenience stores and a bed & breakfast. Other residents commute to work in nearby communities such as St. Bride's and Placentia.

Employment

Like many communities, the closure of the cod fishery was a devestating blow to the economy of Branch. Prior to the moratorium, a fish plant operated seasonally and employed many residents and of course, many fishemen spent their days in search of cod.

At present, most residents of Branch are able to secure short - term employment, often on council - sponsored programs such as JCP or CEP.

Others, as mentioned, commute to seek employment. There are others who work in Alberta and spend some time in Branch due to a shift - work arrangement. The fishery also employs residents, both on the water and on the wharf.

It is important to note that while many residents are employed, there are others who live in poverty. Rural communities do not often acknowledge the existence of poverty in their communities. Branch, we hope, will be able to both recognize and respond to this challenge using our skills as advocates and the spirit of altruism that guides our actions.

Population

Branch is currently populated by approximately 300 individuals. When the fishery was the largest employer in the community, our population peaked at 700 - 800 individuals. At that time, families were much larger and most people worked within the community. In 2010, most families are smaller, with 1 - 2 children per household and the workforce is much more transient.

While our population is much smaller, there are rays of hope. New homes are being constructed in Branch. In 2010, six new homes will be built with more being planned. In the last five years, Branch has seen an increase in both new home construction and retirees moving back to Branch.

In 2007, during Branch Come Home Year, the Town of Branch launched the "Top 21 Reasons to live in Branch." This campaign received a great deal of attention, both locally and provincially and was featured nationally on CBC Radio's, "The Sunday Edition."

Relationship with Surrounding Communities

Branch enjoys a good working relationship with the nearby municipalities of Point Lance and St. Bride's. We have attempted to form a joint council with these communities and those of the Cape Shore and hope to make a more concerted effort in 2010.

Singing Our Praises

Branch is known as a very active and engaged community. Our community centre is used almost every night during the week by community groups who are leading remarkable community building work. Most importantly, though, Branch is home to people who feel a unique sense of place. Their rootedness expresses itself when people say, "I belong to Branch." The residents of Branch are also kind people willing to help when needed. Finally, we are resilient people who have been able to overcome challenges and work together to grow our community.

Community Input

The Town of Branch has always believed in a participatory approach to community development. We hosted a public meeting in mid-January 2010, to gauge what residents and community groups saw as important initiatives and challenges in Branch. While the meeting became a forum for one specific issue, ideas were brought forward that contributed to the integrated community sustainability plan. We also distributed a questionnaire to all residents by mail, based on the six pillars of the ICSP. What follows is an overview of responses.

Pillar	Ideas
SOCIAL	• Health checks in community centre • Initiative to visit older adults • Continue Singing Kitchen • More recreation for older adults • More events for youth • Movie Night • Calendar of events
ECONOMIC	• High speed internet • Lower taxes • 10% tax discount • Pre-budget consultations
SPIRITUAL	• Support Church activities • No/lower rent in hall for Church activities • Improve road to Church • Outdoor Mass-annually
ENVIRONMENTAL	• Recycling program • More community clean-ups • Keep dump open • More pole lights • Fence-in sheep • Clean water
GOVERNANCE	• Be open to public • Youth rep on council • Councilors - be bale to answer questions • Ask for help • Transparency of council committees • Quarterly public meetings

CULTURAL	• Heritage group - keep up the good work • Singing and dancing for children • St. Patrick's Day- all committee event • Community roundtable • More unity

Basis Questions of Sustainability

Questions	Yes	No	Pillar
In general, are you able to get candidates to run for council?		X	**GOVERNANCE**
Has your town been able to avoid an operating deficit continually for the past two years?	X		
Is your debt servicing level within the provincial benchmark of 30%?	X		
Is your municipal plan up to date?	X		
Do you have adequate municipal buildings to meet your needs?	X		
Are you able to meet standards for sewage treatment?		X	
Do you have sufficient water & sewer infrastructure to meet the needs of residents?		X	**ENVIRONMENTAL**
Does your council keep at hand rules of procedure?	X		
Do you employ all the staff you need to meet the operational needs of your community?	X		
Is your solid waste collected at least once a week and disposed of at an approved site?	X		
Do you provide adequate emergency response services? (Fire emergency only)	**X (more equipment needed)**		
Do you respond to the social development needs of your community?	**X (but more needs to be done)**		**SOCIAL**
Are there opportunities for residents to become more environmentally responsible?		X	**ENVIRONMENTAL**

Have you started to develop repopulation approaches? X

COMMUNITY VISION

The development of a commmunity vision is both a challenging and inspiring endeavour. Rural communities in this province are operated clearly on shoestring budgets by volunteer councillors who feel so connected to their communities that they work tirelessly for its betterment and survival. Developing a "vision" is not often at the top of the priority list! Nonetheless, it is a worthwhile exercise that allows us to see where we, where Branch, wants to go.

Our original vision was modelled after that of the community of Dunnhill, Ireland:

- " to develop our community socially, economically and culturally by harnessing the talents of our people and the resources available."

While this vision is holistic, it does not include spiritual development, nor does it make room for new resources!

Our vision has now become:

to work with the residents and resources of Branch, St. Mary's Bay in an effort to ensure that we are a community where people have opportunities to reach their full potential. The Community of Branch will strive to

- remain vibrant and innovative
- be sustainable culturally, economically, spiritually, socially environmentally while maintaining practices of good governance.
- Respond to the concerns of all residents, including our most vulnerable;
- Encourage respect and kindness in all we do
- Grow our population, our skills, our idea
- Build on our strengths and gifts.

Priority Classification

The Town of Branch developed a strategic plan in 2007/2008 that addressed our prentices at that time. During that process, we became acutely aware of the importance of attaching timelines to goals. The following priority classification has been developed to guide our actions.

Priority 1 = 1 year
Priority 2 = 2 years
Priority 3 = 3 years

While there may be some overlap in terms of timelines for specific goals and objectives, we will strive to meet the indicated timelines. At each council meeting, we will review the goals and objectives that are immediate and require attention, base on their priority rating.

SOCIAL SUSTAINABILITY

Current State

The Town of Branch is proud to say that our work in the last five years has been very tied to the belief that social and economic development go hand in hand. We have led initiatives such as The Singing Kitchen (biweekly community meal) that have generated provincial and national recognition. We have, in all of our planning, searched for opportunitites to ensure that Branch is a healthy community, basing our definition of health on a determinants of health approach.

Branch does know its share of social challenges, including food security, drug and alcohol abuse and exclusion. However, through initiatives such as the Hall Walkers Club, the Heritage Committee's learning series and the aerobic classes led by the Recreation Committee, challenges are being addressed.

The residents of Branch, it is important to note, are resilient, kind, hard working people who are ready at a moments notice to respond to another's distress, to volunteer when needed and to build community. Undoubtedly, we become frustrated and agitated but only because we are working to keep Branch alive. In the coming year, council hopes to alleviate some of this frustration by leading a bi-monthly gathering of community groups where information can be shared and opportunities for collaboration explored.

Existing Plans

Much of our focus at present is on sustaining current inititatives such as The Singing Kitchen, Hall Walkers Club, aerobics classes and working with our community groups towards enhanced cooperation and collaboration.

Major Themes

Major themes related to social sustainability revolve around community health, defined broadly; we also hope to address community safety, which has become a recent community conversation. Celebrating volunteers will also be a focus of our social sustainability planning.

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Social	Sustain The Singing Kitchen	1A	Ensure Singing Kitchen is inclusive	$2500 annually	Unknown at Preset	1
		1B	Form Singing Kitchen Committee	$0	N/A	1
	Support work of Branch Recreation Committee	2A	Meet annually with Branch Recreation Committee	$0	N/A	2
	Enhance commutations between all community groups	3A	Develop community roundtable	$200 per year)refreshments	N/A	1

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Social	Celebrate volunteers	4A	Develop process to express gratitude to volunteers annually	Unknown at present	TBD	1
	Ensure appropriate health services are available to residents	5A	Advocacy (when necessary) for health services	$0	N/A	1
	Ensure opportunities to be healthy exist	6A	Support Hall Walkers Club	$0	N/A	1
		6B	Awareness of Health Resources	$0	N/A	1
		6C	Awareness of Addictions Resources	$0	N/A	1
		6D	Development of Fitness Room	$500	Service Canada	1

Goal Description

Goal Ensure that the "Singing Kitchen" remains a key component of Branch's commitment to social development

Partner(s) Funding Partners

$ Singing Kitchen Volunteers

This goal fits with the existing community vision in the following way:

Addresses social development

The following projects are related to the completion of theis goal:

SOC 1A Ensure that the Singing Kitchen remains true to its goal of being inclusive								
S	and community oriented							
SOC 1B Suppport formation of council led "Singing Kitchen Team"								

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Presence of Singing Kitchen in Branch from January-April annually

Effective, team-oriented committee that operates kitchens inclusively each yr.

Project Descritpion

Project and Goal # SOC 1A

Project Title Inclusive nature of the Singing Kitchen

Associated Goal Keeping The Singing Kitchen alive

Brief Description When the Singing Kitchen began in 2007 it was developed to ensure residents of Branch especially those living in isolation and facing food challenges would have an opportunity to socialize and feel community. This is the heart of The Singing Kitchen

Project Lead Town of Branch

Estimated Cost $2500 annually

Time Line Start January - each year

Finish April - each year

Funding Source unknown at present-Communities fund

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Funding Agencies	Funding							
Singing Kitch. Team	Approach to operations							

Project Descritpion

Project and Goal # SOC 1B

Project Title Formation of formal Singing Kitchen committee

Associated Goal Keeping the Singing Kithcen alive

Brief Description At present, two teams of dedicated volunteers operate the Singing Kitchen. We hope to form a team/committee led by Council,which will develop a plan for sustainability of the initiative.

Project Lead Town of Branch

Estimated Cost $0

Time Line Start Nov. 2010

Finish Ongoing

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Sing. Kitch. Volunter	Expertise and Commitment							

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Social	Sustain The Singing Kitchen	1A	Ensure Singing Kitchen is inclusive	$2500 annually	Unknown at Preset	1
		1B	Form Singing Kitchen Committee	$0	N/A	1
	Support work of Branch Recreation Committee	2A	Meet annually with Branch Recreation Committee	$0	N/A	2
	Enhance commutations between all community groups	3A	Develop community roundtable	$200 per year)refreshments	N/A	1

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		6C	Awareness of Addictions Resources	$0	N/A	1
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S	and community oriented							
SOC 1B Suppport formation of council led "Singing Kitchen Team"								

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Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

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Effective, team-oriented committee that operates kitchens inclusively each yr.

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Project Title Inclusive nature of the Singing Kitchen

Associated Goal Keeping The Singing Kitchen alive

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Project Lead Town of Branch

Estimated Cost $2500 annually

Time Line Start January - each year

Finish April - each year

Funding Source unknown at present-Communities fund

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Funding Agencies	Funding							
Singing Kitch. Team	Approach to operations							

Project Descritpion

Project and Goal # SOC 1B

Project Title Formation of formal Singing Kitchen committee

Associated Goal Keeping the Singing Kithcen alive

Brief Description At present, two teams of dedicated volunteers operate the Singing Kitchen. We hope to form a team/committee led by Council,which will develop a plan for sustainability of the initiative.

Project Lead Town of Branch

Estimated Cost $0

Time Line Start Nov. 2010

Finish Ongoing

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Sing. Kitch. Volunter	Expertise and Commitment							

Goal Description

Goal Support work of the Branch Recreation committee

Partners Branch Receration committee

This goal fits with the existing community vision in the following way:

Supports social development

The following projects are related to the completion of theis goal:

SOC 2A Host annual meeting with committee								

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Success of annual meeting with Recreation committee

Project Descritpion

Project and Goal # SOC 2A

Project Title Annual meeting-Branch Recreation Committee

Associated Goal Support work of Branch Recreation committee

Brief Description It will be helpful to host an annual meeting with the committee to explore their inititatives. We will, of course welcome any and all dialogue with the Branch Recreation Committee throughout the year

Project Lead Town of Branch

Estimated Cost $0

Time Line Start November, 2011

Finish Annually-ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Branch Rec. Comm.	Information sharing							

Goal Description

Goal To promote communication between all community groups in Branch

Partners Branch Recreation Committee
Branch Cultural Historic Association
Branch Vol. Fire Dept., Singing Kitchen team
Branch Harbour Authority, Branch Seniors Council
Branch War Memorial Committee

This goal fits with the existing community vision in the following way
Supports social development

The following projects are related to the completion of theis goal:

SOC 3A Host quarterly community roundtable								

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Attendance and involvement in community roundtable

Project Descritpion

Project and Goal # SOC 3A

Project Title Community Roundtable

Associated Goal Community Group Communication

Brief Description It is essential in such a small community with so many community groups to communicate with a view to future collaboration. The roundtable, hopefuliy will provide the starting point for this.

Project Lead Town of Branch

Estimated Cost $0

Time Line Start April,2010

Finish Ongoing-quarterly

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
All community group	Communication with groups and commitment to roundtable process

Goal Description

Goal Celebrate the contribution of volunteers in Branch

Partners Volunteer & Non-profit Secretariat

This goal fits with the existing community vision in the following way:
supports social development

The following projects are related to the completion of theis goal:
SOC 4A Develop a plan to express gratitude to volunteers each year

This Goal may be impacted by the following land use issues:

Project	Land Use Plan	Related Issue(s)

To measure the success of this goal the following indicators will be used:
Annual expression of gratitude to volunteers

Project Descritpion

Project and Goal # SOC 4A

Project Title Volunteer recognition

Associated Goal Celebrate volunteers

Brief Description The community & council must devise some method of saying "thank you" to volunteers each year

Project Lead Town of Branch

Estimated Cost Unknown at present

Time Line Start January,2011

Finish Ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Volunteer/non-profit	Possible funding and ideas							
Secretariat								

Goal Description

Goal Ensure appropriate health services are available to the residents of Branch

Partner(s) Eastern Health

This goal fits with the existing community vision in the following way:

Supports social development

The following projects are related to the completion of theis goal:

SOC 5A Respond to resident's concerns via advocacy								

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Availability of health services

Project Descritpion

Project and Goal # SOC 5A

Project Title Advocacy(when necessary) for health services

Associated Goal Health Services Availability

Brief Description At present, a variety of health services are available to residents such as public health nursing, ambulance services, physicians care,etc., all based out of St.Brides & Placentia.We will respond to any concerns residents might have around service availability.

Project Lead Town of Branch

Estimated Cost $0

Time Line Start Ongoing

Finish Ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
Eastern Health	Concerns passed on to Eastern Health, when necessary

Goal Description

Goal Work with residents to ensure they have opportunities to be healthy

Partner(s)

Eastern Regional Wellness Coalition

Eastern Health

This goal fits with the existing community vision in the following way:

Supports social development

The following projects are related to the completion of theis goal:

SOC 6A Support Hall Walkers Club
SOC 6B Provide information on resources available
SOC 6C Ensure residents know of addiction support
SOC 6D Develop fitness room

This Goal may be impacted by the following land use issues:

Project	Land Use Plan	Related Issue(s)

To measure the success of this goal the following indicators will be used:

Residents are aware of resources available for enhanced health

Project Descritpion

Project and Goal # SOC 6A

Project Title Hall Walkers Club

Associated Goal Health Community

Brief Description The Hall Walkers Club allows residents to have an opportunity to exercise in the community centre during the winter months. We hope to continue to support this initiative which is so well received by the community.

Project Lead Hall Walkers (Laura Nash)

Estimated Cost $0

Time Line Start January-annually

Finish April-annually

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # SOC 6B

Project Title Awareness of Health Resources

Associated Goal Healthy Community

Brief Description We will,via our community newsletter, ensure that residents are aware of the many resources available such as dietition,counselling,occupational therapy,etc.

Project Lead Town of Branch

Estimated Cost $0

Time Line Start April,2010

Finish Ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # SOC 6C

Project Title Addictions Resources

Associated Goal Healthy Community

Brief Description It is evident that addictions are present in our community at a high rate. We will use our newsletter to advertise availability of addictions counselling.

Project Lead Town of Branch

Estimated Cost $0

Time Line Start April,2010

Finish Ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # SOC 6D

Project Title Fitness Room Development

Associated Goal Healthy Community

Brief Description The council purchased fitness equipment in 2009 & has had difficulty in making it accessible to residents. We hope to develop a fitness room in our community centre that is accessible to all residents.

Project Lead Town of Branch

Estimated Cost $500

Time Line Start May,2010

Finish June,2010

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
JCP	Funding/Labour							

ECONONIC SUSTAINABILITY

Current State

Like many rural communities in Newfoundland & Labrador, Branch has known both economic prosperity and economic turmoil. The fishery, once the largest employer in our community, continues to play a pivotal role but now employs fewer people. In addition, uncertainty for the future of the crab fishery have been reflected in recent fishing seasons.

Long - term employment also continues to be a challenge. Some residents commute to find employment, both locally (Avalon region) and further afield (Western Canada). Council has been successful in securing short-term employment opportunities for residents through Job Creation Partnerships and Community Enhancement Programs. Other local community groups also create employment via their community - based initiatives.

Poverty is a fact of life in Branch for more individuals and families than many people realize. Such economic hardship leads to food insecurity, exclusion and other social challenges. Council recognizes this and hopes to address poverty in Branch in the coming years.

EXISTING PLANS

The Town of Branch has not developed an economic development action plan. Instead, we have, as mentioned, advocated for employment for individuals as needed each year. We hope that the goals and objectives contained within this plan will guide us towards tangible economic achievements that make a difference in the lives of our residents.

It is also important to note that we currently do not have a strong relationship with our local regional economic development board. We hope to work on this in the coming year.

MAJOR THEMES

The action plan which follows focuses on a variety of inter-related areas. We hope to develop necessary infrastructure which may attract business to our community, such as a community website and high speed internet access. We hope to increase our knowledge base by working with our local CBDC and the Department of Tourism. Increasing Branch's population is also a key component of our work plan. Finally, we will continue to work diligently to secure employment for residents.

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Economic	Decrease Poverty	1A	Employment Opportunities for Individuals Living on a Low Income	TBD	Unknown	1
		1B	Awareness of Programs and Services	$0	N/A	1
		1C	Food Security	$0	Donations	1
	Explore access to shirt and long-term employment	2A	JCP/CEP	Based on # of participants	Service Canada Municipal Affairs	1
		2B	Business Funding Availability	$0	Avalon West CBDC	1
		2C	Explore Tourism Potential	TBD	Dept. Of Tourism	2
	Advocate for high speed internet access	3A	Explore Burgeo and Ramea resources	$0	N/A	1
			Form internet access committee	$0	N/A	1

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Economic	Develop Branch website	4A	Discuss funding sources with NLFM	$0	N/A	
		4B	Develop website	$2000	Unknown at present	
	Continue to recognize fishing industry as key to community economy	5 A	Continue to work with Harbour Authority	$0	N/A	
		5B	Advocate, when necessary, for change	$0	N/A	
	Ensure community centre remains open and valuable to community groups	6A	Work with Hall Committee to raise $10 000 annual operating budget	$10 000	Fund-raising	

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Economic	Increase population of Branch while clearing current residents	7A	Host workshop with John McKnight focused in rural sustainability	$1000	Registration Fees	
		7B	Host forum for young adults at Fatima Academy, focused on the benefits of living on the Cape Shore	$2000	Provincial Government – Youth Retention Strategy	

Goal Description

Goal Decrease number of people living in poverty in Branch

Partner(s) Service Canada
Municipal Affairs
Poverty Reduction Strategy
Sacred Heart Parish
HRLE

This goal fits with the existing community vision in the following way:

Addresses economic development

The following projects are related to the completion of theis goal:

EC 1A	Provide opportunities for employment
EC 1B	Increase awareness of services available (provincial,federal,non-profit)
EC 1C	Collaborate with Sacred Heart Parish to address food security issues

This Goal may be impacted by the following land use issues:

Project	Land Use Plan	Related Issue(s)

To measure the success of this goal the following indicators will be used:

Employment of individuals living on low-income & programs
Usage of services such as heating rebate,oil tank replacement program,home repair program,etc.
Availability of food hampers in the community

Project Descritpion

Project and Goal # EC 1A

Project Title Employment Opportunities

Associated Goal Poverty reduction

Brief Description Ensure that opportunities exist for individuals living on a low-income to be hired for jobs administered by the community. First, though,we must with government departments such as HRLE & Municipal Affairs to to change policies.

Project Lead Town of Branch

Estimated Cost To be determined upon hiring

Time Line Start June,2010

Finish ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
Municipal Affairs	Review Community Enhancement Program hiring guidelines
HRLE	
	Provide information on possible funding for employment of low-income individuals

Project Descritpion

Project and Goal # EC 1C

Project Title Food Security

Associated Goal Poverty Reduction

Brief Description At present, food hampers provided to residents by Placentia & Area Food Bank. Collaboration with our parish may allow such distribution to be based in the local area.

Project Lead Sacred Heart Parish

Estimated Cost $0 (donations)

Time Line Start April,2010

Finish ongoing

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
Sacred Heart Parish	Organize food collection and distribution
Town of Branch	Increase awareness of poverty in our community

Goal Description

Goal Increase opportunitites for short & long term employmnet in Branch

Partner(s) Service Canada
Municipal Affairs
HRLE
Avalon West CBDC

This goal fits with the existing community vision in the following way:

Addresses economic development

The following projects are related to the completion of theis goal:

EC 2A	Continue to apply for JCP & Community							
	enhancement program							
EC 2B	Ensure residents are aware of business							
	funding available							
EC 2C	Explore opportunities for tourism development							

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Levels of employment in Branch

Awareness of funding opportunities

Tourism - based business start-up

Project Descritpion

Project and Goal # EC 2A

Project Title JCP/CEP

Associated Goal Short & Long-term employment

Brief Description Each year,the town of Branch will apply for JCP & CEP funding to ensure individuals have an opportunity for short-term employment

Project Lead Town of Branch

Estimated Cost Based on number of employees

Time Line Start Annually

Finish

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner						
Service Canada	Funding - JCP						
Municipal Affairs	Funding - CEP						

Project Descritpion

Project and Goal # EC 2B

Project Title Business Funding Availability

Associated Goal Short & Long-term employment

Brief Description Invite Avalon West CBDC to present overview of funding opportunities to residents

Project Lead Town of Branch

Estimated Cost $0

Time Line Start October,2010

Finish October,2010

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Avalon West CBDC	Provide information via presentation							

Project Descritpion

Project and Goal # EC 2C

Project Title Tourism Development Opportunities

Associated Goal Short & Long-term employment

Brief Description Ensure residents (& town) are aware of opportunities for tourism & development by hosting a workshop with Dept. of Tourism & well known tourism/community development expert Zita (abb.)

Project Lead Town of Branch

Estimated Cost $1,000

Time Line Start August,2011

Finish November,2011

Funding Source Dept. of Tourism, Culture & Recreation

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Dept. of Tourism	Funding and guidance							

Goal Description

Goal Advocate for high speed internet access in Branch

Partner(s)

This goal fits with the existing community vision in the following way:

Address economic development

The following projects are related to the completion of theis goal:

EC 3A	Research current practices in Burgeo & Ramea							

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Knowledge of how other communities have accessed high speed internet

Project Descritpion

Project and Goal # EC 3A

Project Title High speed & Internet Research

Associated Goal High Speed Internet Advocacy

Brief Description At present, Branch only has access to dial-up services. Burgeo & Ramea, communities of similar size & "remote" nature will be contacted to discuss how they accessed high speed internet services.

Project Lead Town of Branch

Estimated Cost $0

Time Line Start April,2010

Finish Unknown

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Goal Description

Goal Develop website for Town of Branch

Partner(s) Federation of Municipalities

This goal fits with the existing community vision in the following way:

Address economic development

The following projects are related to the completion of theis goal:

EC 4A Discuss funding/discount availability with NLFM								
EC 4B Begin website development								

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Presence of effective & attractive website

Project Descritpion

Project and Goal # EC 4A

Project Title Funding Availability

Associated Goal Website Development

Brief Description Discuss possible funding opportunities for website development with federation of Municipalities

Project Lead Town of Branch

Estimated Cost $0

Time Line Start June,2010

Finish June,2010

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # EC 4B

Project Title Website Creation

Associated Goal Website Development

Brief Description When funding is available, develop website for Town of Branch that displays the beauty and vibrancy of our community

Project Lead Town of Branch

Estimated Cost $2,000

Time Line Start August,2010

Finish December,2010

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Goal Description

Goal Ensure fishery remains a staple in the economy of Branch

Partner(s) Branch Harbour Authority

This goal fits with the existing community vision in the following way:

Address economic development

The following projects are related to the completion of theis goal:

EC 6A	Cooperation with Branch Harbour Authority							

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Viability, presence & success of fishery in Branch each fishing season

Project Descritpion

Project and Goal # EC 5A

Project Title Cooperation with Branch Harbour Authority

Associated Goal Vibrancy of fishery as industry in community

Brief Description Ensure lines of communication are open between Council & fishermen via Harbour Authority so council can have greater understanding of industry and when necessary, advocate for change

Project Lead Town of Branch

Estimated Cost $0

Time Line Start September,2010

Finish Ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Branch Harbour	Information - sharing							
Authority								

Goal Description

Goal Ensure Branch Community Centre is utilized by community & as an economic development tool

Partner(s) Branch Hall Committee

This goal fits with the existing community vision in the following way:

Address economic development

The following projects are related to the completion of theis goal:

EC 6A	Raise $10 000 annually for community centre							
	up-keep							
EC 6B	Advertise centre as venue for conferences,							
	meetings, etc.							

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Ability to raise $10 000 each year

Creation of revenue from utilization of community centre

Project Descritpion

Project and Goal # EC 6A

Project Title Community Centre Up-keep

Associated Goal Community Centre as economic development tool

Brief Description Work with community & Hall committee to raise funds necessary to keep community centre up & running

Project Lead Branch Hall Committee

Estimated Cost $10 000 annually

Time Line Start Annually

Finish

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Branch Hall Comm.	Fund-raising							

Project Descritpion

Project and Goal # EC 6B

Project Title Community Centre as Conference/Meeting venue

Associated Goal Community Centre as Economic development tool

Brief Description Ensure local, regional & government-based organizations are aware of availability of community centre via memo indicating hall as meeting/conference room

Project Lead Town of Branch

Estimated Cost $0

Time Line Start September,2010

Finish ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner						

Goal Description

Goal Attract new residents to Branch while celebrating current residents

Partner(s) Youth Retention & Attraction Strategy

This goal fits with the existing community vision in the following way:

Address economic development

The following projects are related to the completion of theis goal:

EC 7A	Host for workshop with John McKnight
EC 7B	Host forum with Fatima Academy and young adults
EC 7C	Continue promotion of Top 21 Reasons

This Goal may be impacted by the following land use issues:

Project	Land Use Plan	Related Issue(s)

To measure the success of this goal the following indicators will be used:

Increased population by 2013

Current residents feel valued

Project Descritpion

Project and Goal # EC 7A

Project Title Workshop with John McKnight

Associated Goal Increase population of Branch

Brief Description Host workshop with world renowned community development expert John McKnight who will speak on sustainable rural development & building on strengths in our community

Project Lead Town of Branch

Estimated Cost $0

Time Line Start May20,2010

Finish

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # EC 7B

Project Title Forum for young adults

Associated Goal Increase population of Branch

Brief Description Work with Fatima Academy to host a forum discussing the benefits of living in rural Newfoundland

Project Lead Town of Branch

Estimated Cost $1,500

Time Line Start October,2012

Finish April,2013

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Fatima Academy	Plan forum							

Project Descritpion

Project and Goal # EC 7C

Project Title Top 21 Reasons to Live in Branch

Associated Goal Increase population of Branch

Brief Description Continue to promote the well-known Top 21 Reasons to live in Branch by positioning sign in better location and developing posters for sale.

Project Lead Town of Branch

Estimated Cost $500

Time Line Start May20,2010

Finish ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

SPIRITUAL SUSTAINABILITY

Current State

Residents of Branch have expressed an interest in growing spiritually, knowing that spiritual growth can enhance one's physical and mental health. Branch is home to a strong Roman Catholic faith community. A church has been present in Branch since its settlement. Fr. John Koniczeky, the parish priest, has been with us for four months. Recent turnovers in priests has been unsettling for residents. At present, attendance at Mass has declined.

Existing Plans

No plans exist at this time.

Major Themes:

Branch has led and supported spiritual health/self-care days in the last two years with great success. There may be a need for more similar events. Also, the need exists for our Church to become more community - oriented. Our community input processes have revealed, though, that some residents associate spiritual health with the ability to travel the road to the Church safely. There is room for much discussion

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Spiritual	Enhance partnership with Scared Heart parish	1A	Invite Fr. John to community roundtable	$0	N/A	1
	Explore opportunities for spiritual development in Branch	2A	Distribute questionnaire to residents to solicit feedback and ideas	$0	N/A	2

GOVERNANCE SUSTAINABILITY

Current State

When the current council took office in 2005, we felt very strongly about the importance of good governance. We work very closely with our town clerk and each other to ensure that the community is operated and governed well and in an accountable manner. We review our finances at every meeting. We follow the correct protocol at each council meeting. In terms of transperancy, we distribute a quarterly newsletter to ensure residents are aware of the work of the council with the Department of Municipal Affairs in an effort to ensure our approach to governance is a sustainable one.

Existing Plans

Current plans do not exist related to governance. We have operated in an environment through where good governance is important.

Major Themes

While council feels comfortable in it's accountability to the public, we must make greater efforts to reach out to the community and hear what they feel is important. However, we must enhance our skills in facilitation of town hall sessions. It's also important that we connect with young adults in our community to encourage their future involvement in council life.

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Governance	Continue commitment to accountability	1A	Develop and distribute quarterly newsletter	$80 per year	Council	1
		1B	Host public meetings every six months	$60 per year (refreshments)	Council	1
		1C	Remind residents of availability of audited statement	$0	N/A	1
		1D	Host pre-budget consultation	$0	N/A	1
	Develop annual budget that is reflective of community priorities and community context	2A	Develop sound and sensible tax structure annually	N/A	N/A	1
		2B	Ensure reporting standards are met	$0	N/A	1
		2C	Timely and helpful tax collection	Based on taxes to be collected	Council	1
	Promote relevance and importance of council for current and future generations	3A	Host Municipal Awareness day	$100	Council	2
		3B	Mentoring program for future mayors	$0	N/A	2

Goal Description

Goal Continue commitment to accountability to residents of Branch

Partner(s) Residents of Branch

This goal fits with the existing community vision in the following way:

Addresses accountable governance

The following projects are related to the completion of theis goal:

GOV 1A Continue development of community newsletter

GOV 1B Host public town hall sessions regularly

GOV 1C Remind residents of availability of audited statements

This Goal may be impacted by the following land use issues:

Project	Land Use Plan	Related Issue(s)

To measure the success of this goal the following indicators will be used:

Regular distribution of newsletter

Attendance at public sessions

Reminders of audited statements

Project Descritpion

Project and Goal # GOV 1A

Project Title Community newsletter

Associated Goal Commitment to accountability

Brief Description Develop and distribute a comprehensive community newsletter

Project Lead Town of Branch

Estimated Cost $15/month

Time Line Start January,2006

Finish ongoing

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # GOV 1B

Project Title Town Hall sessions

Associated Goal Commitment to accountability

Brief Description Host productive,efficient town hall sessions where residents can voice their praises and concerns

Project Lead Town of Branch

Estimated Cost $0

Time Line Start January,2010

Finish ongoing (quarterly)

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # GOV 1C

Project Title Audited statements availability

Associated Goal commitment to accountability

Brief Description Ensure residents are aware of availability of audit once it is completed annually

Project Lead Town of Branch

Estimated Cost $0

Time Line Start

Finish

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner						

Goal Description

Goal Develop annual budget that is reflective of community prentices and community context

Partner(s)

This goal fits with the existing community vision in the following way:

Addresses governance

The following projects are related to the completion of theis goal:

GOV 2A	Ensure finances meet set standards & are up to date
GOV 2B	Ensure tax structure reflects community context & community initiatives
GOV 2C	Continue to collect taxes owing

This Goal may be impacted by the following land use issues:

Project	Land Use Plan	Related Issue(s)

To measure the success of this goal the following indicators will be used:

audited statement

feedback on tax structure

amount of taxes collected annually

Project Descritpion

Project and Goal # GOV 2A

Project Title Council finances

Associated Goal Annual budget developments

Brief Description Work with town clerk to ensure finances are up to date and meet reporting standards

Project Lead Town of Branch

Estimated Cost $0

Time Line Start ongoing

Finish

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner						

Project Descritpion

Project and Goal # GOV 2B

Project Title Tax structure

Associated Goal Annual budget development

Brief Description Ensure that tax structure as based on community prentices and socio-economic status of residents

Project Lead Town of Branch

Estimated Cost $0

Time Line Start ongoing

Finish

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # GOV 2C

Project Title Tax Collection

Associated Goal Annual Budget Development

Brief Description Work with residents to collect taxes in a manner that is both timely and assist residents in their payment of taxes

Project Lead Town of Branch

Estimated Cost $0

Time Line Start ongoing

Finish

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # GOV 3A

Project Title Municipal Awareness Day

Associated Goal Relevance of community council

Brief Description Host Municipal Awareness Day during which residents gain a genuine sense of the workings of a community council

Project Lead Town of Branch

Estimated Cost $0

Time Line Start May,2011

Finish May,2011

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # GOV 3B

Project Title Mayoring

Associated Goal Relevance of Council

Brief Description Invite young adults to "mayor" with current mayor to gain awareness of role.

Project Lead Town of Branch - Mayor

Estimated Cost $0

Time Line Start January,2012

Finish December,2012

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

CULTURAL SUSTAINABILITY

Current Status

Branch and its inhabitants have a remarkable sense of place that defines our connection to our community. Settled in the late 1700's by an Irishman named Thomas Nash, Branch has stayed true to its Irish and Newfoundland heritage while continuing to evolve.

In 2007, the Branch Come Home Year Committee planned a wonderful and successful event which attracted over 2000 people to our beautiful community. Come Home Year also allowed current and part residents to re-live pieces of Branch's past.

At present, we are thankful to have the Branch Cultural Historic Association in our community. This group is committed to preserving cultural sites in Branch and have been successful in their efforts to increase awareness of the unique heritage of our community, expressed in song, music, dance and stories.

Existing Plans

Much of the cultural planning in our community is being carried out by the Branch Cultural Heritage Association. We will continue to partner with them as they focus on cultural sustainability.

Major Themes

One of our major cultural initiatives is related to economic development and concerns researching fairylore in our community and possibly developing an interpretive site. In addition, we are hoping to revitalize a local site with religious significance knows as "The Plot."

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Cultural	Revitalization of The Plot	1A	Secure funding for beautification	$1000	Service Canada	1
		1B	Development of The Plot as a community space	$0	N/A	1
		1C	Community Celebration	$200	Council	1
	Develop social enterprise called "The Fairy Place"	2A	Solicit expertise of Branch Cultural Historic Association	$0	N/A	2
		2B	Meet with potential funding partners	$0	N/A	2
		2C	Engage in fairy research	$2000	Service Canada – JCP/SCP	2
		2D	Construction of The Fairy Pace	$120 000	Service Canada ACOA INTRD	2
	Continue communication with Branch Cultural Historic Association	3A	Invite committee to community roundtable	$0	N/A	1
		3B	Thomas Nash celebration	Unknown at present	Unknown at present	2

Goal Description

Goal To revitalize local religious & historic site known as the Plot."

Partner(s) Service Canada
Heritage Committee
Sacred Heart Parish

This goal fits with the existing community vision in the following way:

- Addresses cultural development

The following projects are related to the completion of theis goal:

CUl !A Secure funding to revitalize "the Plot"

CUL 1B Develop site so that it can be used as community space/prayer garden

CUL 1C Host community event - Mass at the Plot

This Goal may be impacted by the following land use issues:

Project	Land Use Plan	Related Issue(s)

To measure the success of this goal the following indicators will be used:

Usage of the area by residents
Increased awareness in community of significance of the site
Beautify the Plot

Project Descritpion

Project and Goal # CUL 1A

Project Title Funding- the Plot

Associated Goal Revitalization of the Plot

Brief Description Apply to Service Canada's JCP initiative to secure funding for the labour and materials

Project Lead Town of Branch

Estimated Cost $0

Time Line Start Jan.,2010

Finish Feb.,2010

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Service Canada	Funding							

Project Descritpion

Project and Goal # CUL 1B

Project Title Development of the Plot as community space

Associated Goal Revitalization of the Plot

Brief Description While the Plot is currently visible,being located next to the Community Centre, we would like for residents to use the revitalized space for gathering,prayer,etc.. We will make the area larger,accessible,visually pleasing.

Project Lead Town of Branch

Estimated Cost $2,000

Time Line Start April,2010

Finish May,2010

Funding Source Service Canada

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Service Canada	Funding							
Heritage Committee	Guidance in relation to historical aspect							

Project Descritpion

Project and Goal # CUL 1C

Project Title Community Celebration

Associated Goal Revitalization of the Plot

Brief Description To recognize the revitalization of the Plot,we will, in partnership with our parish priest,host a celebration of the new community space.

Project Lead Town of Branch

Estimated Cost $200

Time Line Start June,2010)coincide with Blessing of the Boats!

Finish June,2010

Funding Source Service Canada

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
Sacred Heart Parish	Organizing community celebration

Goal Description

Goal Explore creation of social enterprise called "the Fairy Place"

Partner(s) Heritage Committee
ACCA
Service Canada

This goal fits with the existing community vision in the following way:

- Addresses cultural development

The following projects are related to the completion of theis goal:

CUL 2A Begin discussions with Heritage Committee								
	regarding cultural aspect-faity/lore							
CUL 2B Meet with funding partners to present ideas/								
	plans							
CUL 2C Begin fairy research								
CUL 2D Begin construction of Fairy Place								

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				
	NONE								

To measure the success of this goal the following indicators will be used:

- Development of an initiative which will preserve local culture, create long-term employment and become a source of revenue for the Town of Branch

Project Descritpion

Project and Goal # CUL 2A

Project Title Solicit Heritage Committee expertise

Associated Goal Development of "The Fairy Place"

Brief Description Work with Heritage Committee to get ideas/knowledge around fairylore in Branch

Project Lead Town of Branch

Estimated Cost $0

Time Line Start January,2012

Finish March,2012

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
Heritage Committee	Expertise on cultural aspect of social enterprise

Project Descritpion

Project and Goal # CUL 2B

Project Title Meet with funding partners

Associated Goal Development of "The Fairy Place"

Brief Description Meet with funding partners, including ACOA,INTRD and Service Canada to discuss initiatives & service funding

Project Lead Town of Branch

Estimated Cost $0

Time Line Start April,2012

Finish April,2012

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
ACOA	Share expertise and funding
INTRD	
Service Canada	

Project Descritpion

Project and Goal # CUL 2C

Project Title Fairy Research

Associated Goal Development of "The Fairy Place"

Brief Description Research fairy stories related to Branch

Project Lead Heritage Committee

Estimated Cost $2,000

Time Line Start May,2012

Finish October,2012

Funding Source Service Canada

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Service Canada	JCP and summer students							

Project Descritpion

Project and Goal # CUL 2D

Project Title Construction - The Fairy Place

Associated Goal Development of "The Fairy Place"

Brief Description Begin construction of a building to house interactive and interpretive exhibits

Project Lead Town of Branch

Estimated Cost $40 000

Time Line Start October,2012

Finish May,2013

Funding Source Service Canada, ACOA, INTRD

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Service Canada	Funding							
ACOA								
INTRD								

Goal Description

Goal Continue to partner with Branch Cultural Historic Association

Partner(s) Branch Cultural Historic Associatioin

This goal fits with the existing community vision in the following way:

Addresses cultural development

The following projects are related to the completion of theis goal:

CUL 3A Encourage continued communication between								
	council & committee							
CUL 3B Work with committee to explore Thomas Nash								
	(first settler in Branch) display/event							

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

- Thomas Nash event/information in Branch
- Knowledge of committee initiatives

Project Descritpion

Project and Goal # CUL 3A

Project Title Communication-Council & Heritage Committee

Associated Goal Partnership with Branch Cultural Historical Association

Brief Description Continue to be aware of & support, when possible, initiatives of the committee.

Project Lead Town of Branch

Estimated Cost $0

Time Line Start ongoing

Finish

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner						
Heritage Association	Communication						

Project Descritpion

Project and Goal # CUL 3B

Project Title Thomas Nash Celebration

Associated Goal Collaboration - Council & Heritage Committee

Brief Description Explore with Heritage Committee, possibility of increasing residents knowledge of Thomas Nash

Project Lead Heritage Association

Estimated Cost Unknown at present

Time Line Start January,2011

Finish December,2011

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
Heritage Association	Knowledge of Thomas Nash's history

ENVIRONMENTAL SUSTAINABILITY

Current State:

The Town of Branch realizes that attention to environmental challenges is quite important, especially at a time in our history as a planet when climate change is rampant. Like many small communities, we have not paid close attention to devising plans that will contribute to environmental sustainability. However, the current state of our town water supply is cause for concern. Under a boil order advisory since the 1980's, many Branch residents do not drink town water. Most face the challenge of dirty, bog-ridden water when bathing or laundering clothing. It may also be necessary in the next five years to replace our forty year old water line - is it safe?

In 2010, the dump in our community was closed, along with other communities in the Southwest Avalon region. While this marks significant environmental progress, residents do hot have the opportunity to avail of recycling programs.

Finally while some residents in Branch are aware of composting and recycling, awareness must be increased.

Existing Relevant Plans:

Our key environmental priority is undoubtedly making improvements to our current water supply in a new artesian well system (anticipated date late 2010). This project was initiated by council in October, 2005 and has been an arduous but highly important one for the council and community. Environmental awareness will also be a council - led initiative. Finally, we hope to work in partnership with governmental and NGO's to explore the health of the salmon stock in Branch River.

MAJOR THEMES:

Goal: To provide clean, safe drinking water to residents

Department of Municipal Affairs
ACOA

The goal fits in the community vision by:

Addressing environmental sustainability based on effective partnership.

The following projects are created to the completion of this goal:

ENV 1A - work with provincial government to complete well system
ENV 1B - determine effectiveness of current municipal waterline

No land use issues currently impact this goal

Indicator of success:

Usage of clean, safe water by residents in activities of daily living.

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Environmental	Ensure residents of Branch have access to clean water	1A	Completion of well system	$200 000	Municipal affairs Town of Branch	1
		1B	Water Line Effectiveness	Unknown at Present	Municipal affairs Town of Branch	1
	Explore health of Branch River	2A	Develop partnership with DFO and Harris Centre	$0	N/A	2
		2B	Determine current health status of Branch River	Unknown at Present	DFO	2
		2C	Determine health of Atlantic Salmon stocks	Unknown at Present	DFO	2
	Advocate for safe transport of oil in St. Mary's Bay	3A	Increased tanker traffic –myth or reality?	$0	N/A	2
		3B	Existing response plan for oil spill	$0	N/A	2
	Protect and preserve fossil sites	4A	Community knowledge of fossils	$0	N/A	2
		4B	Fossil Protection	$0	N/A	2
	Improve condition of local roads	5A	By-Road Prioritization	$0	N/A	1
		5B	By Road Improvement	$10 000	Gas Tax Funding	1

Pillar	Goal	Number	Projects	Cost Estimate	Funding Source	Priority
Environmental	Environmentally friendly municipal operations	5C	Advocacy for improvements to main road	Unknown at Present	Department of Transportation	
			Reduce paper usage during municipal operations	$0	N/A	2

Project & Goal#: ENV 1A

Project Title: Completion of Well System

Associated Goal: Clean, safe water

Brief Description: Work with Municipal Affairs and Rutter Engineering to initiate tender call, leading to construction of pump house and connection of artesian wells (2) to main water line.

Project Head: Town of Branch
Mayor Priscilla Corcoran Mooney

Estimated Cost: $200,000

Timeline: Start Date - October, 2005
Completion Date - December, 2010

Funding Sources: Department of Municipal Affairs
Royal Bank of Canada
Municipal Taxes

Partners: See funding sources

Project & Goal: ENV 1B

Project & Title: Water Line Effectiveness

Associated Goal: Clean, safe water

Brief Description: Engage engineering firm in "appraisal" of current water line to determine longevity and safety.

Project Head: Town of Branch

Estimated Cost: Unseen at present

Time Line: Start date - September, 2010
Completion date - December, 2010

Funding Sources: Department of Municipal Affairs
Town of Branch

Partners: As noted above

Goal: To explore health of Branch River, including health of Atlantic salmon stocks

Partners: Department of Fisheries & Oceans
Harris Centre - Memorial University of Newfoundland

The goal fits within the community vision by:
Addressing our commitment to environmental sustainability

The following projects are related to the completion of this goal:
ENV 2A: Initiate partnership development with DFO & Harris Centre
ENV 2B: Determine current health status of Branch River
ENV 2C: Determine Atlantic salmon stock health
ENV 2D: Advocate for increased patrol/enforcement on Branch River

No land use issues involved

Indicators of Success:
- Report on health of river and salmon stocks
- Increased DFO enforcement presence

PROJECT DESCRIPTION:

Project & Goal #: ENV 2A

Project Title: Enhance partnerships

Associated Goal: Determine health of Branch River and associated Atlantic salmon stocks

Brief Description: Work with Harrisk Centre (Memorial University) & DFO to explore current research being completed and possible research opportunities.

Project Head: Town of Branch

Estimated Cost: $0

Time Line: Start Date - Feb, 2011
Completionk Date - Nov, 2011

Funding sources: Partner budgets

Partners: Harris Centre
DFO

Project & Goal: ENV 2B

Project Title: Current Health Status - Branch River

Associated Goal: Determine health of Branch River and salmon stocks

Brief Description: Work with DFO to determine indicators of river health and apply these to Branch River

Project Head: Town of Branch

Estimated Cost: $0 Partner Budget (DFO)

Partners: DFO

Project Description:

Project & Goal #: ENV 2C

Project Title: Health of Atlantic salmon stock

Associated Goal: Determine health of Branch River and associated salmon stocks

Brief Description: Work with DFO to determine health and numbers of salmon stocks in Branch River

Project Head: Town of Branch

Estimated Cost: Partner funding

Time Line: Start Date - May 2011
Completed - December 2011

Funding Sources:

Partners: DFO

PROJECT DESCRIPTION:

Project & Goal: ENV 2D

Project Title: Advocacy for increased protection of Branch River

Associated Goal: Determine health of Branch River and associated stocks

Brief Description: Following determination of salmon stock health, advocate for enhanced protection of DFO

Project Head: Town of Branch

Estimated Cost: Unknown at present

Time Line: Start Date - Jan, 2012
Completion Date - Dec. 2012

Funding Sources: DFO

Partners: DFO
Residents

Goal: To advocated for safe transport of oil in St. Mary's Bay

Partners: DFO
Canadian Coast Guard

The goal fits with the community vision by:
Addressing environmental sustainability

Projects related to completion of goal:
ENV 3A: Determine if there has been a significant increase in oil tanker traffic in St. Mary's Bay
ENV 3B: Explore response plan for oil spill in St. Mary's Bay

No land use issues at present

Indicators of Success:
- Knowledge of number of tankers traversing by
- Awareness of St. Mary's Bay response plan

PROJECT DESCRIPTION

Project & Goal #: ENV 3A

Project Title: Increased tanker traffic - Myth or Reality?

Associated Goal: Safe transport of oil in St. Mary's Bay

Brief Description: Contact Canadian Coast Guard to sustain tanker numbers in St. Mary's Bay

Project Head:

Estimated Cost: $0

Funding Sources: N/A

Partners: Canadian Coast Guard

PROJECT DESCRIPTION:

Project & Goal #: ENV 3B

Project Title: Existing response plan for oil spill in St. Mary's Bay

Associated Goal: Safe Transport of oil in St. Mary's Bay

Brief Description: Determine if a plan exists to respond to oil spill in St. Mary's Bay

Project Head: Town of Branch

Estimated Cost: $0

Time Line: Start Date - Jan. 2012
Completion Date - Jan. 2012

Goal Description

Goal To ensure fossil sites in Branch are protected and preserved

Partner(s) Department of Environment and Conservation
RCMP
Dr. Terry Fletcher
Harris Centre

This goal fits with the existing community vision in the following way:

Environmental Sustainability

The following projects are related to the completion of theis goal:

ENV 4A Increase Community knowledge of significance of fossils								
ENV 4B Explore options for fossil protection								

This Goal may be impacted by the following land use issue NONE

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

Increased knowledge of fossil significance/history

Decreased removal of fossils from fossil sites

Project Descritpion

Project and Goal # ENV 4A

Project Title Understanding the Fossils

Associated Goal Protection and Preservation of Fossils

Brief Description Help community learn more about what the fossils really are and why they a are important

Project Lead Town of Branch

Estimated Cost $0

Time Line Start January, 2011

Finish December, 2011

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
Harris Centre	Explore Memorial University fossil research related to Branch
Dr. Terry Fletcher	Do presentation for community

Project Descritpion

Project and Goal # ENV 4B

Project Title Fossil Protection

Associated Goal Protection & Preservation of Fossils

Brief Description Work with RCMP and provincial government to prevent sites from being destroyed by removal of fossils

Project Lead Town of Branch

Estimated Cost $0

Time Line Start January, 2011

Finish June, 2012

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
RCMP	Enforcement - is possible							
Dept. of Env.& Cons.	Provision of enforcement policies							
	Designatin as Protected Area							

Goal Description

Goal To improve condition of roads in community

Partner(s) Department of Municipal Affairs
Department of Transportation and Works

This goal fits with the existing community vision in the following way:

Address environmental sustainability

The following projects are related to the completion of theis goal:

ENV 5A Prentice which by-roads must be improved

ENV 5B Apply for Capital Works funding for by-road improvement

ENV 5C Advocate for continuous improvements, as necessary to main road in Branch

This Goal may be impacted by the following land use issues:

Project	Land Use Plan	Related Issue(s)

To measure the success of this goal the following indicators will be used:

Safe roads that can be used by both motorists and pedestrians

Project Descritpion

Project and Goal # ENV 5A

Project Title By-Road Improvement - Prentization

Associated Goal Improve condition of roads in community

Brief Description Council will determine, based on community feedback, the order in which each by-road will be improved

Project Lead Town of Branch

Estimated Cost

Time Line Start May, 2010

Finish May, 2010

Funding Source

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							

Project Descritpion

Project and Goal # ENV 5B

Project Title Branch by-road improvement

Associated Goal Improve condition of roads in community

Brief Description Apply for funding (Capital Works/Gas Tax) to improve by-roads, based on prentization and amount of funding available

Project Lead Town of Branch

Estimated Cost $300,000

Time Line Start January, 2011

Finish January, 2013

Funding Source Dept. of Municipal Affairs/Gas Tax

If this is a Gas Tax project the following outcome(s) will be achieved:

- [ ] Cleaner Air
- [ ] Cleaner water
- [X] Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as fllows

Paving of local roads will lead to more timely travel by vehicle & therefore, less greenhouse gas emissions

Partner	Role of Partner
Dept.Municipal Affairs	Funding/Tendering

Project Descritpion

Project and Goal # ENV 5C

Project Title Advocacy - Condition of Main Road

Associated Goal Improve condition of roads in community

Brief Description Monitor condition of main road and work with Dept. of Transportation to ensure necessary repairs are completed in a timely manner

Project Lead Town of Branch

Estimated Cost N/A

Time Line Start ongoing

Finish

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner
Dept.Transp/Works	Improve and do repairs to main road

Goal Description

Goal To ensure municipal operations are environmentally responsible

Partner(s) Community - based groups

This goal fits with the existing community vision in the following way:

Addresses environmental sustainability

The following projects are related to the completion of theis goal:

ENV 6A Reduce paper usage								
ENV 6B Offer recycling at community centre events								

This Goal may be impacted by the following land use issues:

Project		Land Use Plan			Related Issue(s)				

To measure the success of this goal the following indicators will be used:

- Decrease paper usage by council
- Usage of recycling container by patrons of community centre

Project Descritpion

Project and Goal # ENV 6A

Project Title Reduce paper usage

Associated Goal Enviromentally responsible municipal operations

Brief Description Use less paper at council meeting, council events, in town office & encourage same by community groups.

Project Lead Town of Branch

Estimated Cost $0

Time Line Start May,2010

Finish ongoing

Funding Source N/A

If this is a Gas Tax project the following outcome(s) will be achieved:

- ☐ Cleaner Air
- ☐ Cleaner water
- ☐ Lower Greenhouse Gas Emissions

The outcome(s) will be achieved as follows:

Partner	Role of Partner							
Community groups	Collaborate with council to be more environmentally responsible							

Our Future

Branch has a bright future. We believe that our population will grow, that our community is and will continue to be a place where people can reach their full potential. We will use the goals outlined in this plan to make sure Branch not only surivives, but thrives.

"Rumours of my demise have been greatly exaggerated."

Mark Twain

Residents enjoy a meal at The Singing Kitchen - March 2010