

# Year In Review 2025

SOUTHEAST RSC  
NEWSLETTER







## A WORD FROM OUR CEO

2025 was another great year for the Southeast Regional Service Commission. As we continue to move forward with all of our services, this past year highlighted the strength of regional collaboration, strong leadership, and a shared commitment to building a more connected, resilient, and prosperous Southeast Region.

Economic development remained an important focus of our work in 2025. One of the highlights of the year was hosting the OECD-New Brunswick Forum on Place-Based Economic Development, which welcomed more than 300 participants and positioned Southeast New Brunswick as a leader in regional economic thinking at both national and international levels. Through the Vision 2035 foresight series, we helped communities plan beyond short-term cycles. In parallel, our team strengthened international partnerships in Europe, raised the region's profile, and supported investment attraction with provincial and regional partners.

At Eco360, 2025 delivered significant operational progress and environmental leadership. We implemented a new Regional Waste Collection Service, expanded landfill infrastructure, advanced major construction projects, and strengthened recycling and extended producer responsibility programs. Notable achievements included increased diversion, expanded hazardous household waste services, and a reduction of greenhouse gas emissions by more than 44% reinforcing our commitment to sustainability and service excellence.

For Plan360, 2025 marked another record year for building activity, with the total value of building permits increasing by 12% over the previous record set the year before, and residential units rising by more than 9%. This sustained growth reflects the region's continued momentum and reinforces the importance of coordinated planning to support housing, infrastructure, and livable communities.

We continued advancing the collective vision for the Southeast Region while respecting the unique priorities of each community. Multiple municipal plans were adopted, key planning studies were completed to support housing and growth, and the Open Data Hub was launched to improve access to reliable regional data. Progress also continued on regional trail development, enhancing connectivity, recreation, and overall quality of life.

Our regional projects gained strong momentum throughout the year. In tourism, we launched a new regional website, developed seasonal visitor maps, enhanced the regional image library, and moved toward completion of the Regional Tourism Opportunity Development Analysis and Strategy. In transportation, extensive engagement took place through more than 30 presentations to communities and stakeholders, supported by foundational research on travel demand, governance, and regional mobility. Infrastructure cost-sharing initiatives also advanced, bringing us closer to a leading regional framework for sports, recreation, and cultural infrastructure.



Community and Social Development remained central to our work. The team delivered accessible bilingual training across the region, supported hundreds of organizations, launched innovative housing initiatives, strengthened non-profit networks, and advanced projects focused on mental health, food security, and community well-being. These efforts reflect our belief that strong communities are the foundation of a strong region.

Finally, communications played a critical role in supporting all areas of our work in 2025. We strengthened the Southeast RSC’s public profile through consistent branding, clear messaging, and improved digital engagement. Our newsletter reached tens of thousands of readers, social media audiences grew significantly across all platforms, and our content was seen millions of times throughout the year. Strategic communications support helped ensure transparency, build public trust, and improve understanding of regional services and initiatives from tourism and trails to waste management, community and social development, planning, transportation, and economic development.

None of these accomplishments happened in isolation. They are the result of dedicated staff, engaged municipal leaders, trusted partners, and a shared belief that working together regionally makes us stronger.

As we look ahead, we do so with pride in what we’ve accomplished and confidence in where we are headed.

**Roland Le Blanc, P.Eng.**  
Chief Executive Officer  
Southeast Regional Service Commission





## • • • • KEY HIGHLIGHTS

- The Southeast RSC hosted the OECD–New Brunswick Forum on Place-Based Economic Development, welcoming over 300 participants and reinforcing the region’s leadership in innovative, place-based economic strategy at both national and international levels.
- Eco360 successfully implemented the new Regional Waste Collection Service, now serving 8 municipalities, the Southeast Rural District, and Fort Folly First Nation. This milestone streamlined service delivery, improved operational efficiency, and maximized economies of scale across the region.
- Construction activity remained strong throughout 2025. By the end of September, construction values had increased by more than \$24 million compared to September 2024, surpassing last year’s totals despite 2024 being a record-breaking year. This growth resulted in 1,149 new housing units developed, supporting continued regional expansion and housing availability.
- Economic development initiatives generated \$4.92 million in measurable regional impact, strengthening local businesses, supporting entrepreneurs, and enhancing long-term regional competitiveness.
- The launch of the new Regional Tourism Website enhanced regional promotion, improved coordination among communities, and made it easier for visitors to explore Southeast New Brunswick.
- Curbside education and enforcement initiatives were advanced across the region, improving recycling and organics diversion while reinforcing consistent waste collection standards.
- Through Mosquito360, larvicide use was reduced by more than 50% while maintaining over 95% larval reduction – reflecting a targeted, science-based, and environmentally responsible approach to mosquito management.
- Community Capacity-Building efforts reached 421 participants, strengthening non-profit governance, leadership capacity, and regional collaboration.
- The Commission’s newsletter readership surpassed 25,000, while website traffic increased from 7,224 visits in 2024 to 39,000 in 2025 – demonstrating significant digital growth and public engagement.
- Data-driven decision-making continued to expand across departments through enhanced analytics, GIS tools, transportation research, and the launch of the Open Data Hub, supporting informed and transparent regional planning.

*From major milestones to everyday wins, our work continues to strengthen Southeast New Brunswick.*



# THE YEAR IN NUMBERS



**1,149**  
New Housing Units  
Developed



**\$4.92M**  
Estimated Regional  
Economic Impact



**10%**  
Visitor Growth at main  
tourism attractions



**9,810**  
Adult Mosquitoes  
trapped across all sites



**25,000+**  
Engaged  
Newsletter Readers



**421**  
Capacity-Building  
Sessions Participants



**186,000** (+3.5%)  
Tonnes of waste  
received



**79,000** (+44%)  
Tonnes CO<sub>2</sub>e  
Greenhouse Gas Reductions  
(Equivalent of 1,000 tanker trucks of gasoline)



**143,789** (+7.7%)  
Total site  
visitors



**162 tonnes** (+14%)  
Glass recycled  
(Equivalent of 400,000 mason jars)



**6,986,000 kWh**  
Estimated electricity  
produced from landfill gas



**7,285** (+106%)  
Mattresses recycled  
(Enough to cover 2 full size soccer fields)

*Each statistic tells a story of innovation,  
collaboration, and regional success.*

# DEPARTMENTS' KEY ACHIEVEMENTS

## Regional Economic Development

- Leadership recognized internationally at the OECD-New Brunswick Conference on Place-Based Regional Economic Development, laying the foundation for future initiatives.
- Strengthened international and cross-border collaborations with France, Italy, the EU, and Maine, supporting regional relationships, diversification, and growth.
- The Connector Program achieved record engagement, reaching 211% of annual targets.
- Entrepreneurship services saw a sharp increase across the full offering: counselling, courses, webinars, and workshops all recorded marked growth in both activity and enrollment.
- Business retention and expansion services focused on continued support to entrepreneurs already engaged with us reaching 180% of annual targets.



## Regional Projects

- Launched the new Regional Tourism Website integrating the Tourism Geoportal and Regional Events Calendar.
- Developed a seasonal map showcasing the region's top attractions and experiences, helping visitors plan trips, organize routes, and discover hidden gems.
- Through the Southeast New Brunswick Regional Transportation Service Feasibility Study, over 30 presentations were delivered to a wide range of stakeholders, generating strong interest and positive feedback on the potential of a regional transportation system.
- In collaboration with the University of New Brunswick and the Community Transportation Research Lab, key reports were finalized:
  - State of the Southeast Region Transportation Report (2024)
  - Analysis of cellphone data to determine travel demand
  - Summary of Urban Rural Rides 2023 Travel Data
- The Infrastructure Cost Sharing mandate for sports, recreation, and cultural facilities is nearly completed and aims to establish a leading cost-sharing framework tailored to the Southeast Region.

## Regional Community & Social Development

- Reached 220 non-profit organizations in municipalities across the region with bilingual, affordable, and accessible training sessions.
- Six additional community playboxes were delivered in 2025, promoting outdoor play and engagement in local parks.
- Developed online toolkits to extend the reach of training topics such as Board Governance.
- 125 non-profit organizations participated in a regional survey to assess needs and challenges.
- Began data analysis in fall 2025 to inform future programming in 2026.
- Administered ESIC Community Action & Transportation Funds to advance local mental health and food security projects.
- Launched the Tantramar & Strait Shores Homesharing Pilot Program to promote affordable, community-based housing and aging-in-place.
- Introduced a bilingual monthly newsletter and a dedicated Facebook group for non-profit networking.
- Began developing a new departmental website to host resources, reports and toolkits.



## Regional Land Planning (Plan360)

- The new municipal plan for Cap-Acadie was officially adopted this year, marking a significant step in guiding future growth and sustainable development.
- The Town of Salisbury also adopted its consolidated municipal plan, aligning with the updated boundaries established through local governance reform.
- Riverview's new Municipal Plan has been adopted, introducing a new approach to development for the Town.
- GIS: The Open Data Hub, a centralized platform for regional open data, was launched with dedicated French and English access points: [open.nbse.ca](http://open.nbse.ca) and [ouvert.nbse.ca](http://ouvert.nbse.ca).
  - The platform provides easy access to reliable public information to support decision-making, research, and transparency.
  - It includes geoportals offering mandate-specific datasets in open formats.
  - It is a living tool that will continue to grow with new datasets and enhanced features.





## Regional Waste Management (Eco360)

- Opened the new Household Hazardous Waste (HHW) Depot, marking its first full year of operation.
- Expanded the landfill by constructing two new cells and a new sedimentation pond to increase capacity and support environmental protection.
- Maintained strong performance at the Materials Recovery Facility (MRF) while serving Circular Materials and their new provincial recycling program.
- Finalized Audit Center agreements with Circular Materials, becoming the service provider for both New Brunswick and Nova Scotia.
- Placed significant emphasis on composting operations, achieving record sales and positioning for another strong year in 2026.
- Operated the flare and landfill gas (LFG) generator simultaneously, setting a record for greenhouse gas reductions in 2025.
- Successfully implemented the Regional Waste Collection Service, now serving 8 municipalities, the Southeast Rural District, and Fort Folly First Nation. This major transition streamlined collection across jurisdictions, improved operational consistency, strengthened regional coordination, and maximized economies of scale in service delivery.



## Mosquito Management (Mosquito360)

- Expanded monitoring network with more sites and higher coverage frequency than in 2024.
- Integrated new ecological and habitat data into field surveillance for improved decision-making.
- Launched a dedicated species identification program to enhance ecological insight.
- Enhanced technical expertise through training in wetland delineation, WESP-AC assessment, and RPAS flight operations, ensuring long-term program resilience.
- Advanced drone technology and operational sustainability, including increased drone reliance and deployment of an all-electric utility vehicle.
- Strengthened regional collaborations through joint mosquito and invasive phragmites surveying initiatives.
- Standardized field data capture and reporting via FastField and GIS-linked databases.
- Improved community outreach with Mosquito360 webpage, Geoportal, and region-wide educational mailers.

**Would your home be a mosquito breeding ground?**

Mosquitoes require standing water to breed. One of the most effective ways of reducing mosquitoes is to eliminate standing water around your own property. Our services are limited to publicly accessible areas like parks, trails, marshes, and other mosquito habitats. While this benefits your community, there is a lot more you can do at home!

**What You Can Do:**  
 Pump or drain standing water from containers like tires, flowerpots, and wading pools. Cover rain barrels with fine mesh and drill holes in tire swings for drainage. Clear leaves from gutters and keep water flowing in ditches. Maintain your pool and empty water from covers. Fix and fit window and door screens. Clean and refresh bird baths and pet dishes daily. Turn compost often and trim back overgrown plants where mosquitoes may hide.

**What We Do:**  
 We help monitor and manage mosquito populations by studying their aquatic habitats and collecting data on environmental factors like vegetation, predators, and water quality. Since mosquito larvae are confined to water, we target them with precise, environmentally friendly methods. We also trap adult mosquitoes to identify species and track populations. Combining larval and adult surveillance helps us apply targeted treatments that reduce mosquito numbers while protecting public health.

Scan the QR code for more information, tips and tricks!

[www.nbse.ca/mosquito-management](http://www.nbse.ca/mosquito-management) | 506-877-1052



"Our biggest achievements are the ones that touch our residents' daily lives."



## • • • • ONGOING PROJECTS & LOOKING AHEAD

### Looking Ahead: Our Objectives for 2026

As we move into 2026, the Southeast Regional Service Commission is focused on turning momentum into measurable outcomes. Building on the strong foundation established in 2025, the year ahead will emphasize implementation, coordination, and impact across all of our service areas, always guided by regional collaboration and community needs.

Economic development will remain a top priority. In 2026, we will complete and deploy the Holistic Regional Economic Development Strategy, anchoring it in the Southeast's strengths and long-term vision. Hosting the EDAC National Conference in Moncton will further reinforce our national leadership role, while the relaunch of the Southeast Labour Market Partnership will align workforce development efforts with evolving labour market realities. We will also continue sustained international engagement in support of investment attraction, recognizing that long-term relationships, not one-off missions, deliver lasting results.

At Eco360, our focus will be on modernizing infrastructure, improving service accessibility, and preparing for future capacity needs. Key objectives include expanding the public drop-off area, advancing critical leachate and landfill infrastructure projects, strengthening long-term organics management planning, and enhancing partnerships under the extended producer responsibility programs. We will also continue working closely with municipalities and regional partners to expand waste collection services, improve overall system efficiency, and further strengthen environmental performance across the region.

Through Plan360, 2026 will be a year of significant activity. New municipal plans will be launched, biodiversity corridor work will advance toward Board consideration, and partners will be supported through research-led infrastructure mapping to inform future asset management services, subject to the provision of additional staffed resources. Continued progress on the Regional Plan, trail development, and open data initiatives will help ensure growth remains coordinated, sustainable, and reflective of local priorities.

Our regional projects will continue to move from strategy to action. In tourism, we will begin implementing the Regional Tourism Opportunity Development Analysis and Strategy, supported by a Regional Tourism Action Plan, a dedicated working group, and clear performance measures. In transportation, we will work with interested communities to advance shuttle and micro-transit solutions, complete Phase 2 of the Regional Transportation Governance Study, and initiate the development of an Integrated Transportation Master Plan. Infrastructure cost-sharing initiatives will move into implementation, providing municipalities with practical tools to support sports, recreation, and cultural infrastructure.





Community and Social Development will focus on deepening impact across the region. Priorities include expanded capacity-building for non-profits, the continuation of innovative housing and homesharing initiatives, hosting Forum Impact Southeast, advancing food security and supportive housing projects, and launching new online toolkits to extend the reach of training and resources.

Finally, communications will play a strategic role in supporting all organizational priorities in 2026. Our objectives include consolidating and optimizing the Southeast RSC brand, strengthening brand governance tools, and increasing recognition and clarity among stakeholders and the public. We will deepen engagement through improved communication tools, grow and enhance the Southeast RSC Newsletter, and shift digital efforts from reach to meaningful impact through stronger storytelling, analytics, and audience-focused content. Communications will also provide proactive, integrated support for major initiatives, strengthen media relations, expand the Creative Asset Library, and continue improving the accessibility and usability of digital information.

At the corporate level, we look forward to welcoming a new Board following the 2026 New Brunswick municipal elections, delivering our first-ever State of the Region, continuing to implement our current Strategic Plan, and laying the groundwork for the next phase of our organization's strategic direction.

Together, these objectives reflect a clear commitment to delivering results, strengthening trust, and ensuring regional services respond to real community needs.

As we move through 2026, we do so with confidence, collaboration, and a shared determination to keep the Southeast Region moving forward.





## Economic Development

- **2026 Economic Developers Association of Canada (EDAC) Conference:** Preparations underway to host and reinforce national partnerships and dialogue.
- **Holistic, Value-Driven, Place-Based Regional Economic Development Strategy:** Currently at the awarding process stage.

## Regional Projects

- **Regional Tourism:** Advance the implementation of the Regional Tourism Opportunity Development Analysis and Strategy in alignment with the new Provincial Tourism strategy.
- **Infrastructure Cost Sharing:** Finalizing a two-phase project to assess regional sport, recreation, and cultural infrastructure and build a tailored cost-sharing framework.
- **Regional Transportation:** Leverage the Southeast New Brunswick Regional Transportation Service Feasibility Study to advance regional transportation solutions and improve connectivity between communities.
- **Active Transportation Data Collection Plan:** Developing a comprehensive plan for data-driven decision-making across the Southeast region.

## Community & Social Development

- **Expanded capacity-building (2026):** Four new sessions for non-profits, two for municipal staff, plus targeted monthly training in partnership with local organizations.
- **Provincial RSC Gathering:** A two-day event bringing together Community and Social Development staff from all RSCs across New Brunswick.
- **Forum Impact Southeast (April 29 – May 1, 2026):** A major bilingual regional conference for non-profits focused on capacity-building, inclusion, mental health, and collaboration.
- **New Initiatives:** Streamlining infrastructure funding for supportive housing and advancing food security across the region.

## Land Planning

- **Cap-Acadie's Asset Management System:** Plan360 is gathering and organizing all infrastructure files to support the development of this system.
- **Geomatics Zoning Consolidation:** The GIS team is consolidating zoning files and GIS data layers across multiple regions to support consistent and coordinated land-use plans.
- **Biodiversity Corridor:** In collaboration with Dassault and the Université de Moncton, this project identifies key ecological shifts and areas in need of further protection or restoration, while also developing digital twins to better visualize and simulate future scenarios within the corridor.
- **Extension of Regional Trail Network:** This fall, Plan360 completed an 8 km extension of the Regional Trail Network in partnership with the Town of Riverview, extending the Tri-Communities' connected trail segment through Mill Creek Nature Park and into Fundy Albert.
- **Final Segment Planning Design:** Plan360 now focuses on completing the planning and design of the priority segment between Dieppe and Shediac, with the goal of finalizing the Scoudouc River Bridge design in time for the spring 2026 bidding and tender process.

## Waste Management

- **EcoAssistance:** Launch a new service to help residents with mobility issues safely dispose of HHW and other materials.
- **Public Drop-Off Area Expansion:** Ensure safe and efficient service to meet growing regional demand.
- **Public Education Campaigns:** Eco360 has initiated and is continuing two major education campaigns targeting contamination in blue and green bags, supported by ongoing curbside enforcement through stickering.
- **Compost Facility Upgrade:** Implement a 24/7 temperature monitoring system to improve efficiency and operational oversight.

## Mosquito Management

- **Wetland Heat Mapping:** Develop heat maps to prioritize surveillance and treatment efforts within wetland sites.
- **Drone Technology Integration:** Enhance habitat identification and support coordinated on-foot surveying using advanced drone tools.
- **Ecological Data Enhancement:** Expand field wetland assessment to better understand habitat functionality and impacts on mosquito population dynamics.
- **Species Identification Expansion:** Scale efforts to monitor regional mosquito activity, track emerging trends, and assess climate change impacts.
- **Monitoring & Treatment Network Growth:** Increase coverage by combining field datasets with on-ground surveys to identify larval hotspots.
- **Field Data Platform Integration:** Leverage FastField, Survey123, and Seek to improve data accuracy, spatial analysis, and on-site species identification in wetlands and other mosquito habitats.

• • • Together, we continue to make our region  
a better place to live, work, and thrive.





COMMISSION DE SERVICES RÉGIONAUX  
**SUD-EST**  
**SOUTHEAST**  
REGIONAL SERVICE COMMISSION