

JMC

Community Planner Labour Market Study 2023



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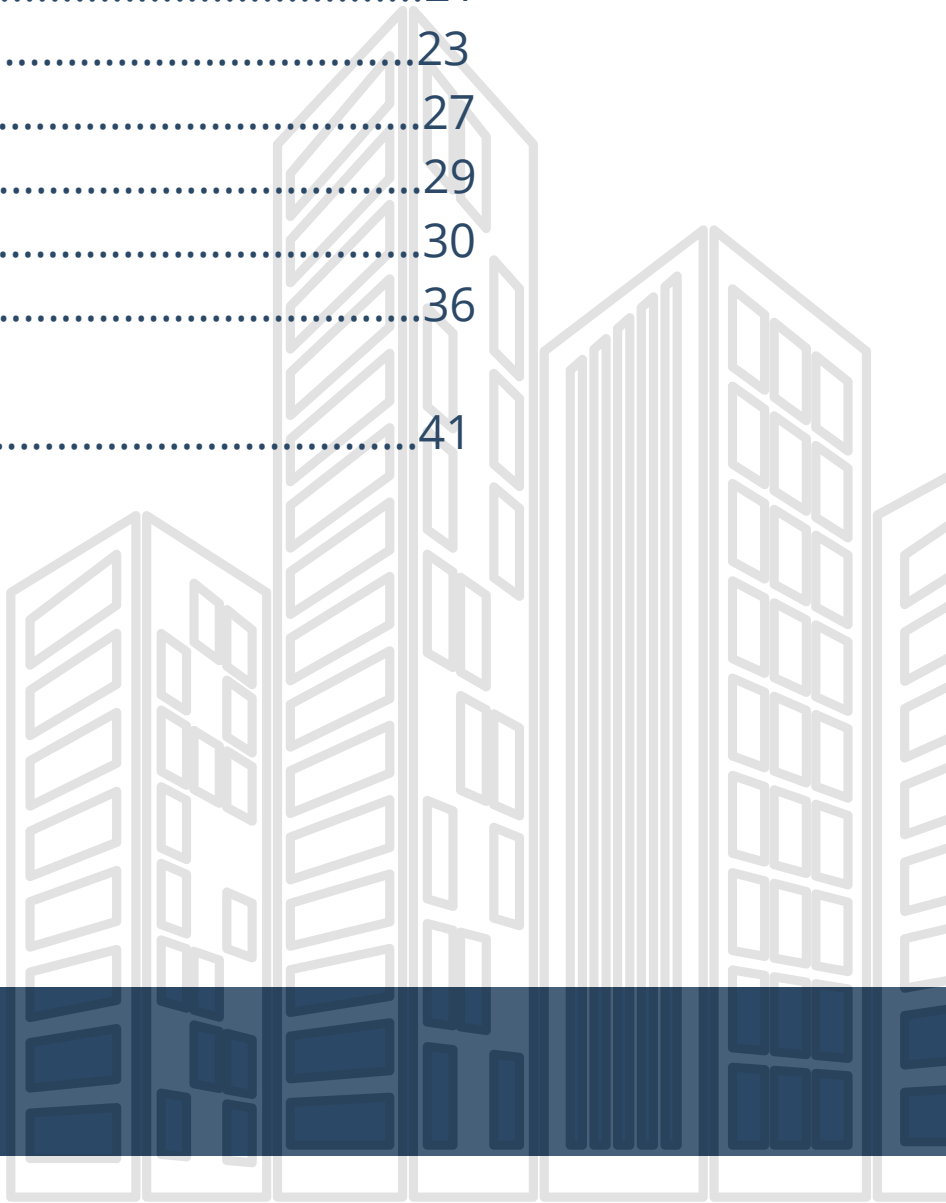
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Introduction



The province of New Brunswick is currently facing labour market shortage issues, particularly in the field of community planning. To gain a comprehensive understanding of the challenges faced by planning organizations within the province, NBAP engaged the services of JMC HR Consulting to research and report on the matter.

Two surveys were conducted to gather insights from various organizations and professionals involved in community planning activities. These surveys sought to explore the extent of the shortage, the specific skill gaps experienced, and the measures being undertaken to address these issues. By gathering firsthand experiences and perspectives from professionals in the planning sector, this study aims to shed light on the urgency and importance of addressing the workforce shortage to ensure effective and sustainable community development in New Brunswick.

The following report presents the key findings from the Employer and Employee surveys, providing valuable insights for policymakers, planners, and stakeholders seeking to develop strategies to tackle the current labour market challenges in the province.

The information in this report represents the collected data from 68 participants over eight weeks. The data can be used to identify any opportunities for improvement and inform decisions that can drive meaningful change.



Confidentiality Disclaimer

This survey report has been put together based on the responses and data collected from our participants. The information in this report is meant solely for sharing insights and conducting research. Our findings and conclusions drawn from the survey data are based on what participants have shared. Still, it's important to recognize that this may not represent a comprehensive topic analysis.

Please keep in mind that the accuracy and reliability of the survey data depend on the honesty and sincerity of the participants. While we have taken steps to ensure the quality and validity of the collected data, there are potential limitations, such as response bias, misinterpretation, or sampling errors.

This report should not be considered professional, financial, legal, or expert advice. Any decisions or actions made based on the information in this report are the sole responsibility of those making those decisions. We would strongly encourage readers to look for additional sources of information and consult with qualified professionals before making significant decisions.

By accessing and using this survey report, you acknowledge and agree to the terms of this disclaimer. Please keep in mind that the authors and compilers of this report reserve the right to update or modify this disclaimer at any time without prior notice.

Acknowledgements

Thank you to all of our funding partners, whose support has been instrumental in bringing this project to life.

We also acknowledge the collaboration and assistance from various government departments, whose commitment to our shared vision has been pivotal in successfully launching this endeavour.

- Government of New Brunswick, Department of Post-Secondary Education, Training and Labour- Primary Funder
- NB Planning Directors
- Commission de Services Régionaux Chaleur
- Greater Miramichi Regional Service Commission
- Kent Regional Service Commission
- Southeast Regional Service Commission
- Southwest Regional Service Commission
- Commission de services Régionaux Péninsule Acadienne
- Regional Service Commission #8
- Western Valley Regional Service Commission
- La Commission de Services Régionaux Nord-Ouest
- Restigouche Regional Service Commission
- City of Bathurst
- City of Dieppe
- City of Fredericton
- City of Moncton
- City of Saint John
- Town of Rothesay

JMC Approach

01

LABOUR MARKET RESEARCH

Goal: Evaluate the New Brunswick planner Labour market and understand supply and demand trends.

Scope: Conduct research via surveys, labour reports, and focus groups with stakeholders across Canada. The approach included research, industry insight, reviewing existing data, and conducting market analysis to gain an understanding of the community planners' profession in New Brunswick and Canada.

02

SURVEYS

Comprehensive surveys were sent to NBAP members and educational institutes to gain valuable insight into the state of the profession.

PTIA's and national associations were interviewed, gaining knowledge and insight into their strategies, realities and plans.

Qualitative and quantitative data was collected, analyzed and summarized.

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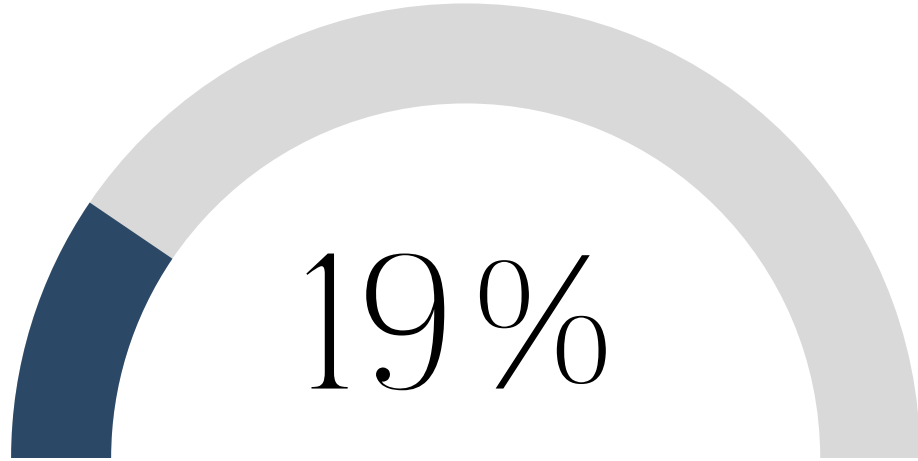
EMPLOYMENT STRATEGY

Goal: Create an HR Roadmap to ensure long-term labour sustainability, offering actionable strategies derived from survey data, discussions, and research findings.

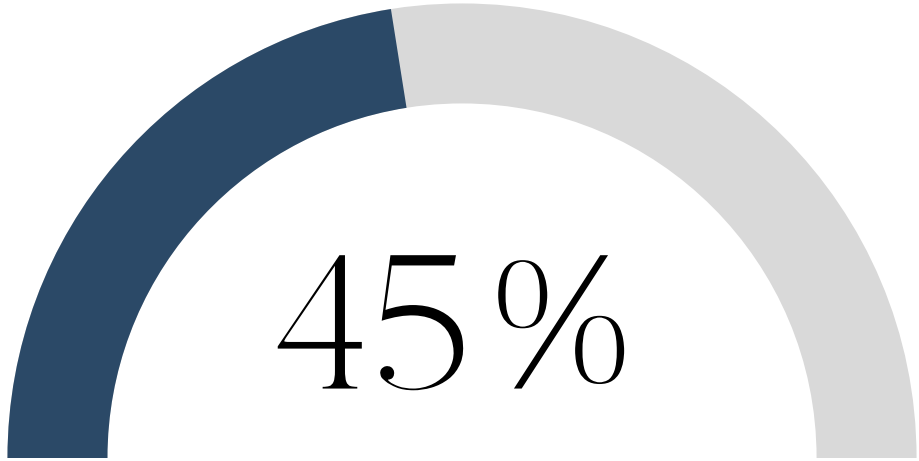
Additionally, pinpoint potential collaborators and stakeholders who can help raise awareness about the necessary changes to achieve objectives and establish clear timelines for accountability.

Response Rate

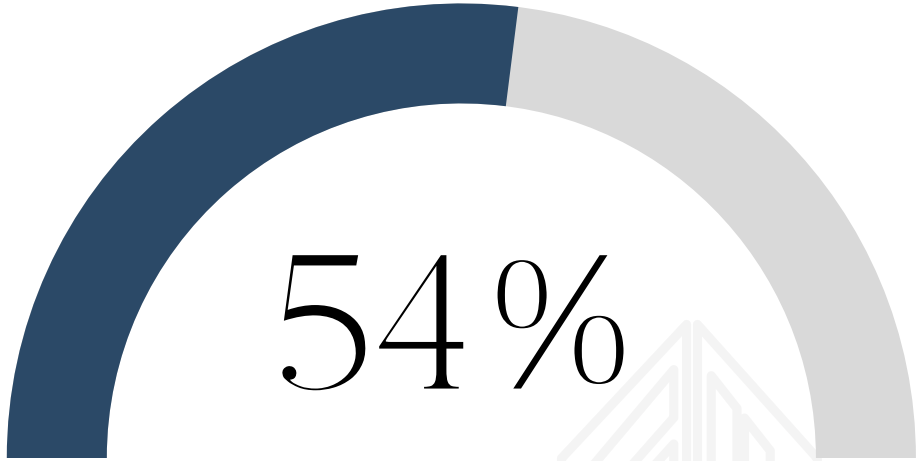
The percentage below represents the overall response rate per group.



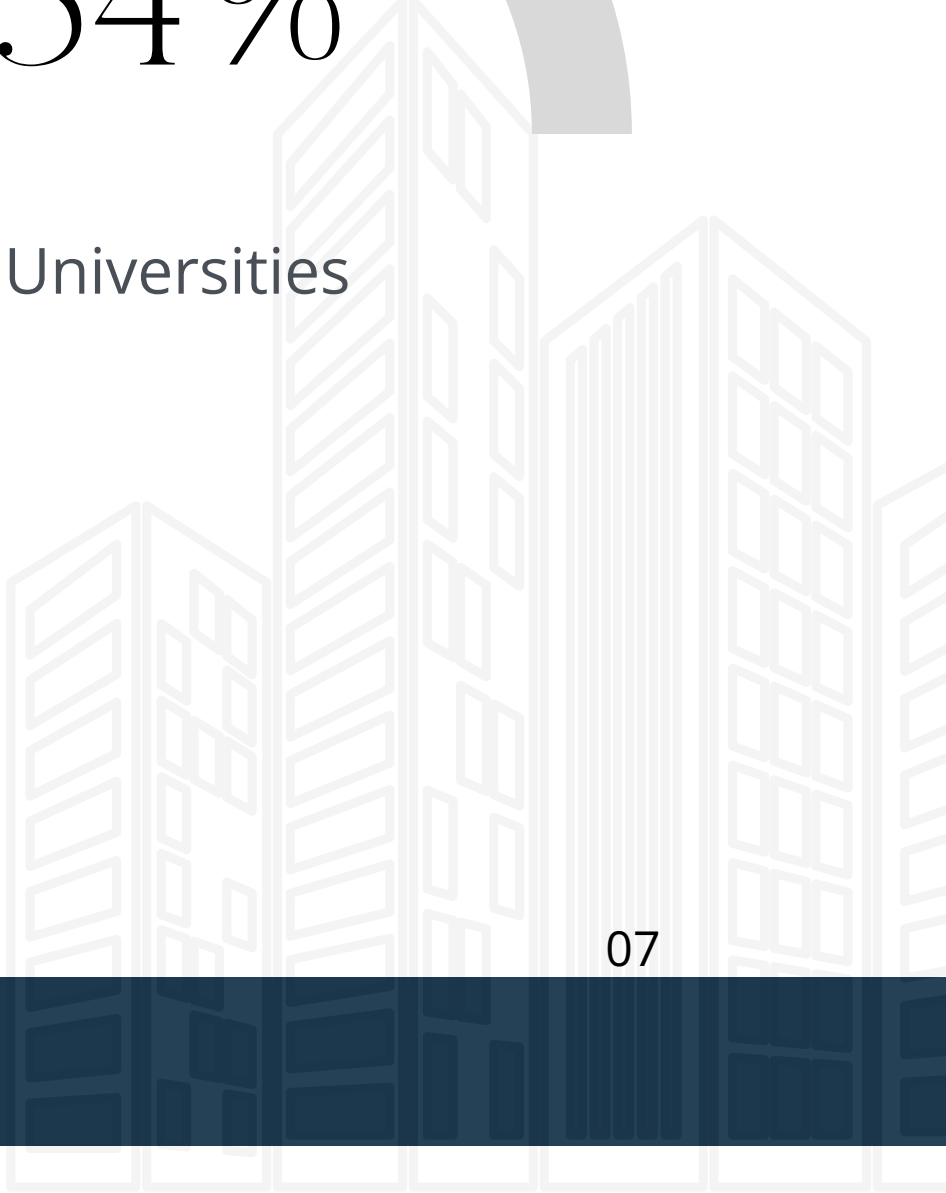
Employers



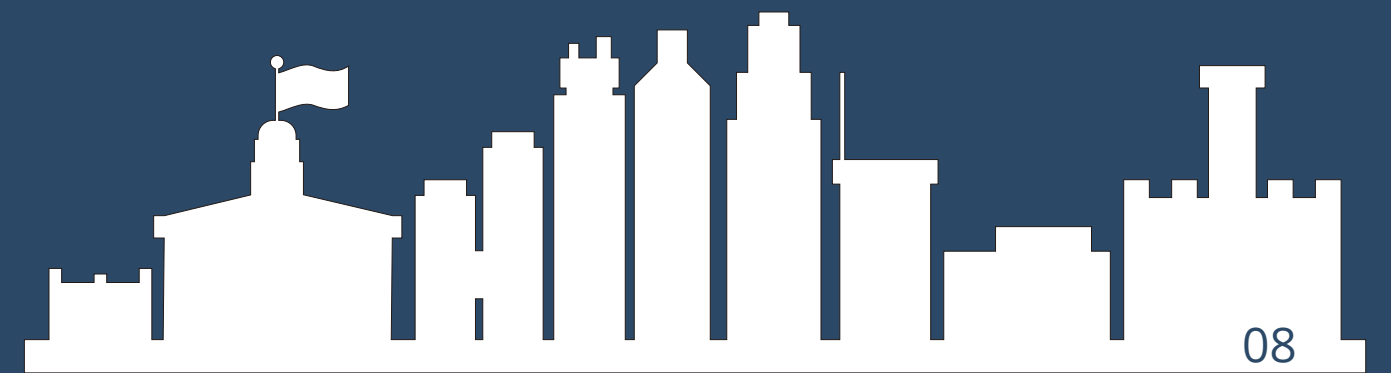
Employees



Universities

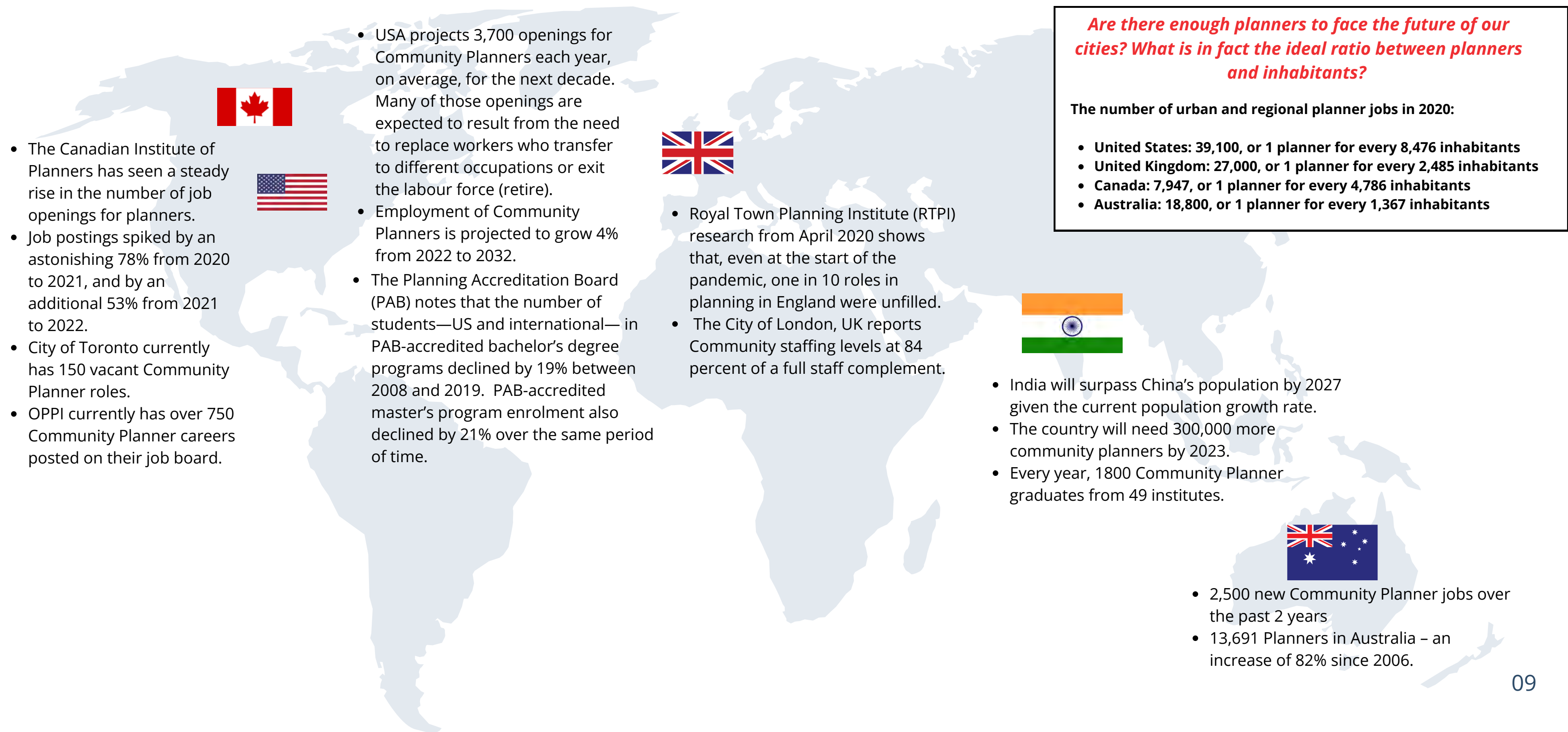


The Current Landscape



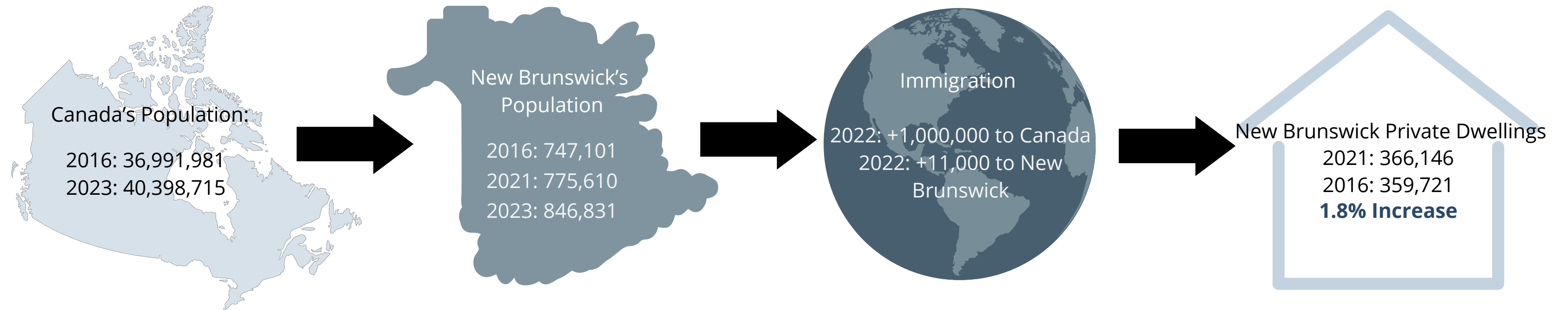
Global Landscape

The global surge in urban development has resulted in a disproportionate shortage of community planners, despite a staggering 30% increase in urbanization worldwide over the past decade, underscoring the urgent requirement for proficient community planning professionals.



Population Growth

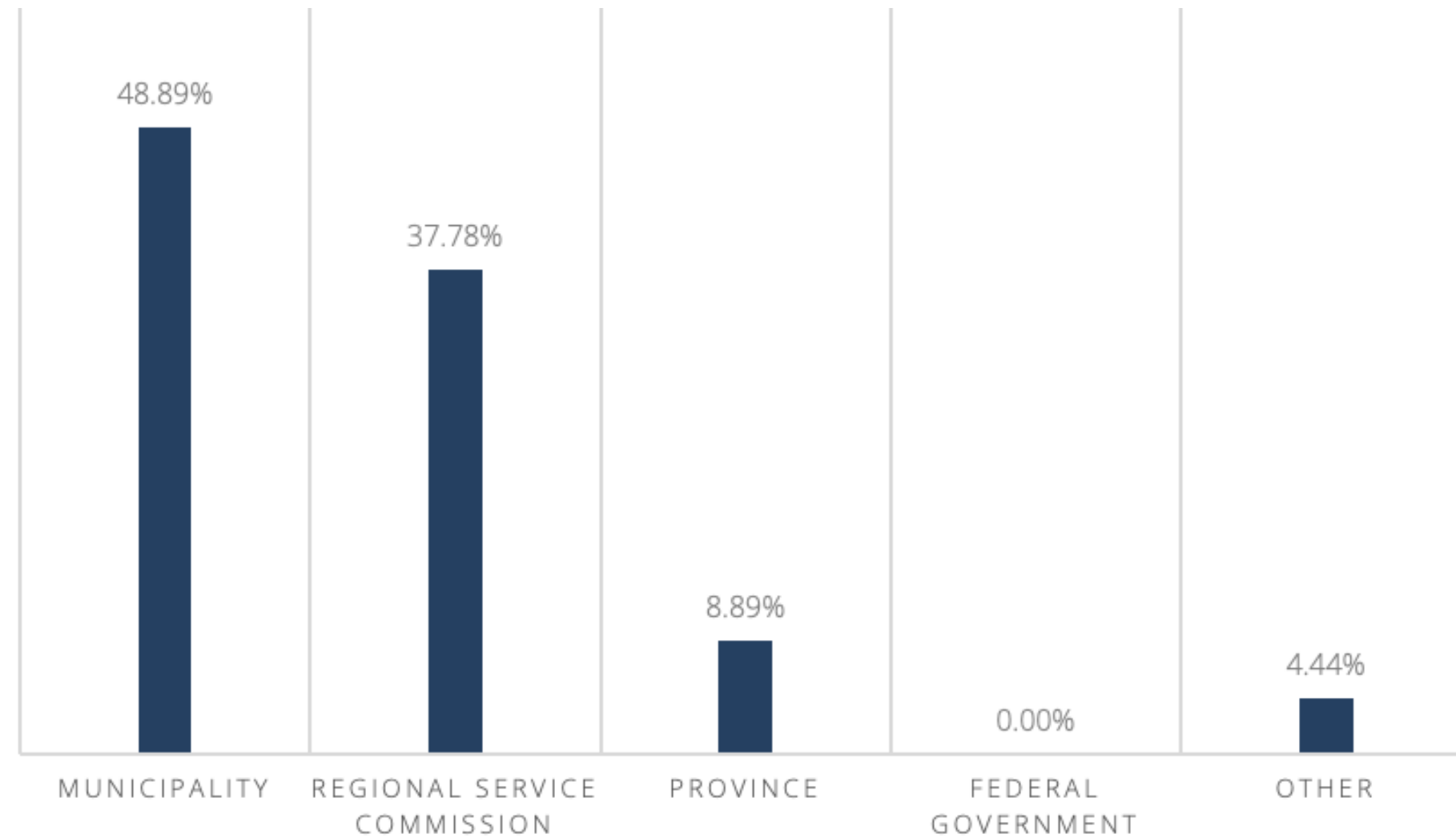
Canada's population is growing at a record-setting pace. In 2022, the number of Canadians rose by 1,050,110. This marks the first time in Canadian history that our population grew by over 1 million people in a single year and the highest annual population growth rate (+2.7%) on record since 1957 (+3.3%). In addition to an increase in population outside of Canada, New Brunswick's net interprovincial numbers have increased (the largest contributor is from Southern Ontario +12,000 in 2022).



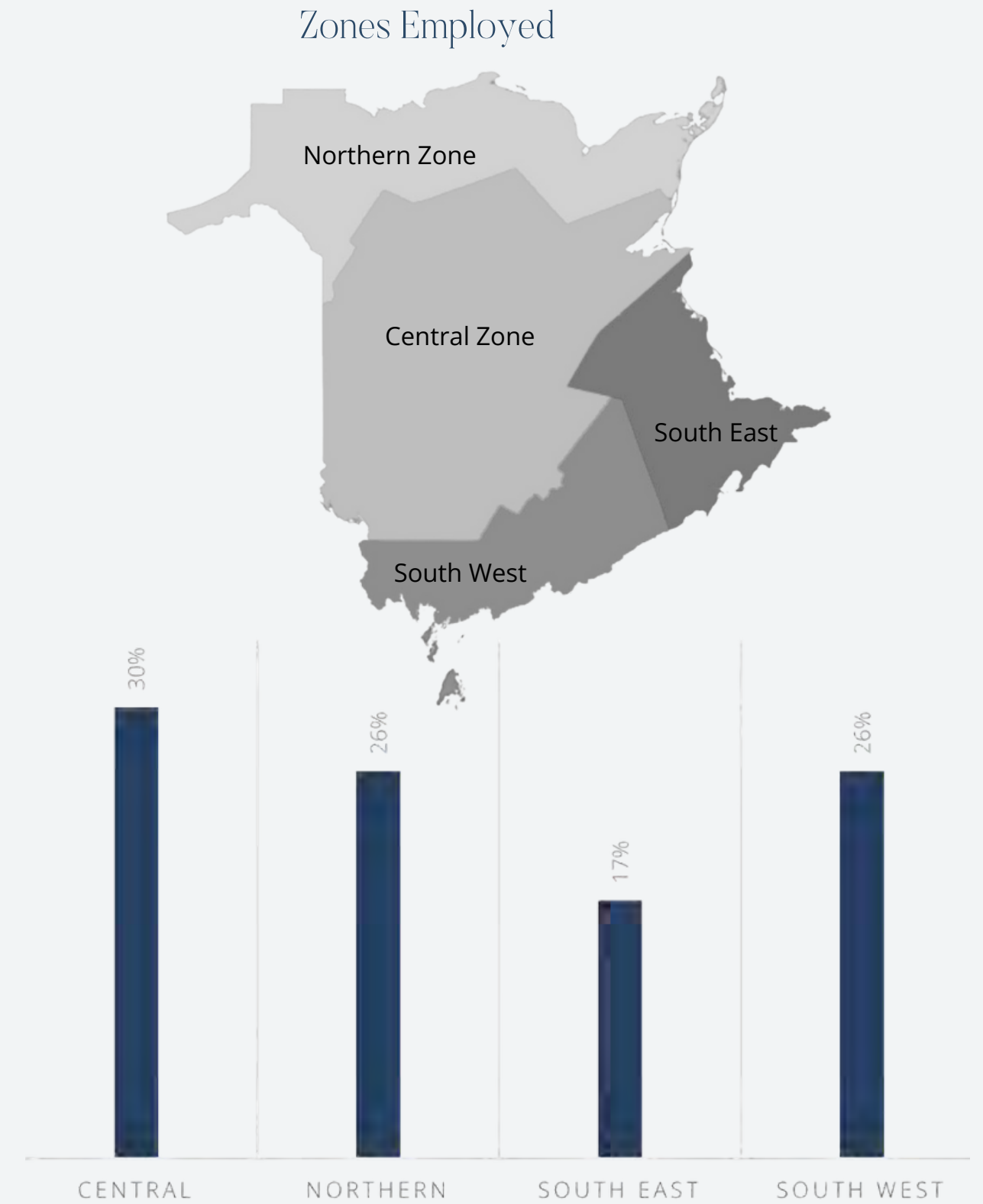
Population growth in urban areas is a primary driver for the increased demand for Community Planners.

Current Workforce Overview

Where Community Planners Work in New Brunswick- Survey Respondents

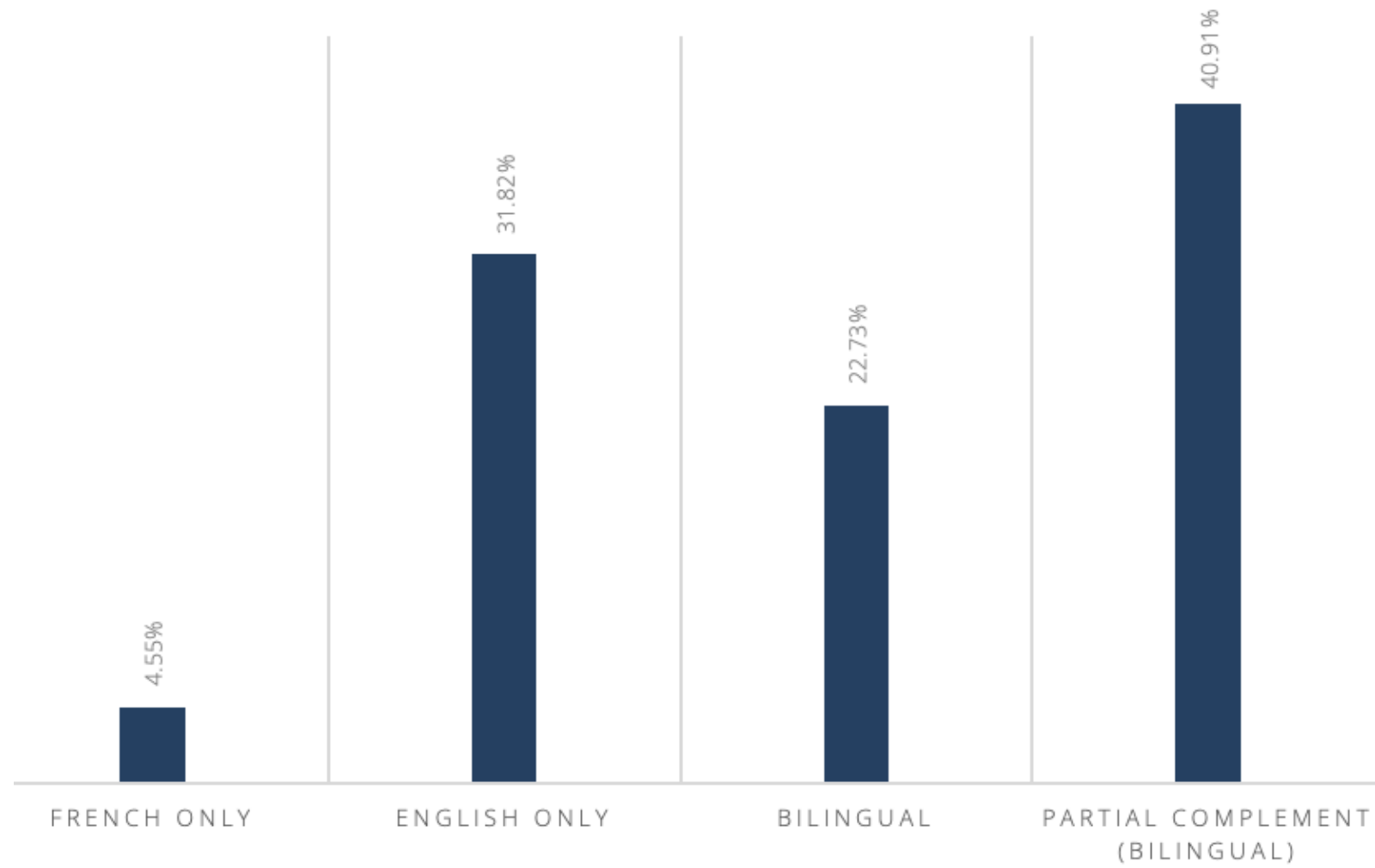


Other: Private Firms (Consulting/ Engineering firms) AND Self Employed

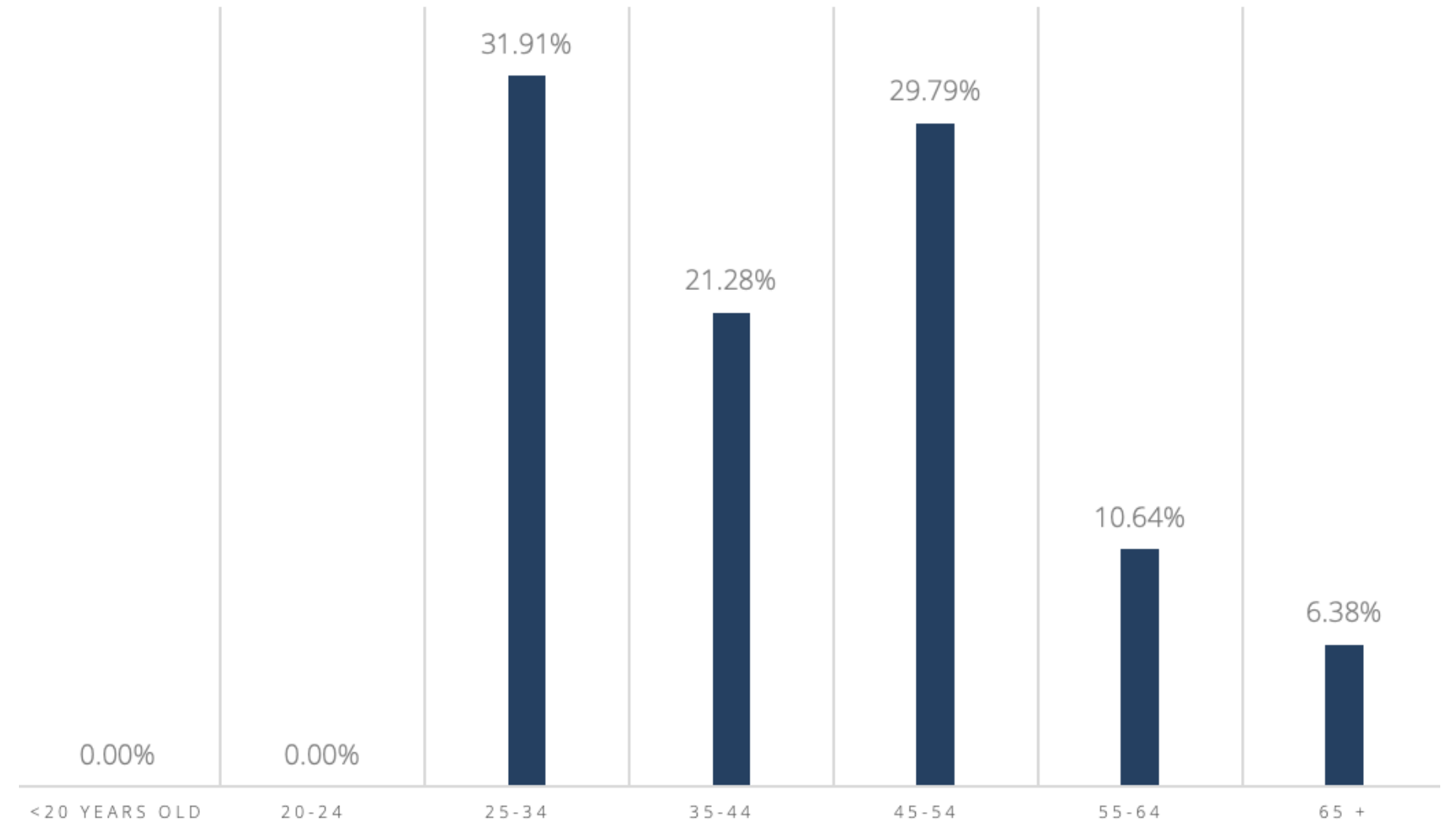


Current Workforce Assessment

Employer Language Requirements



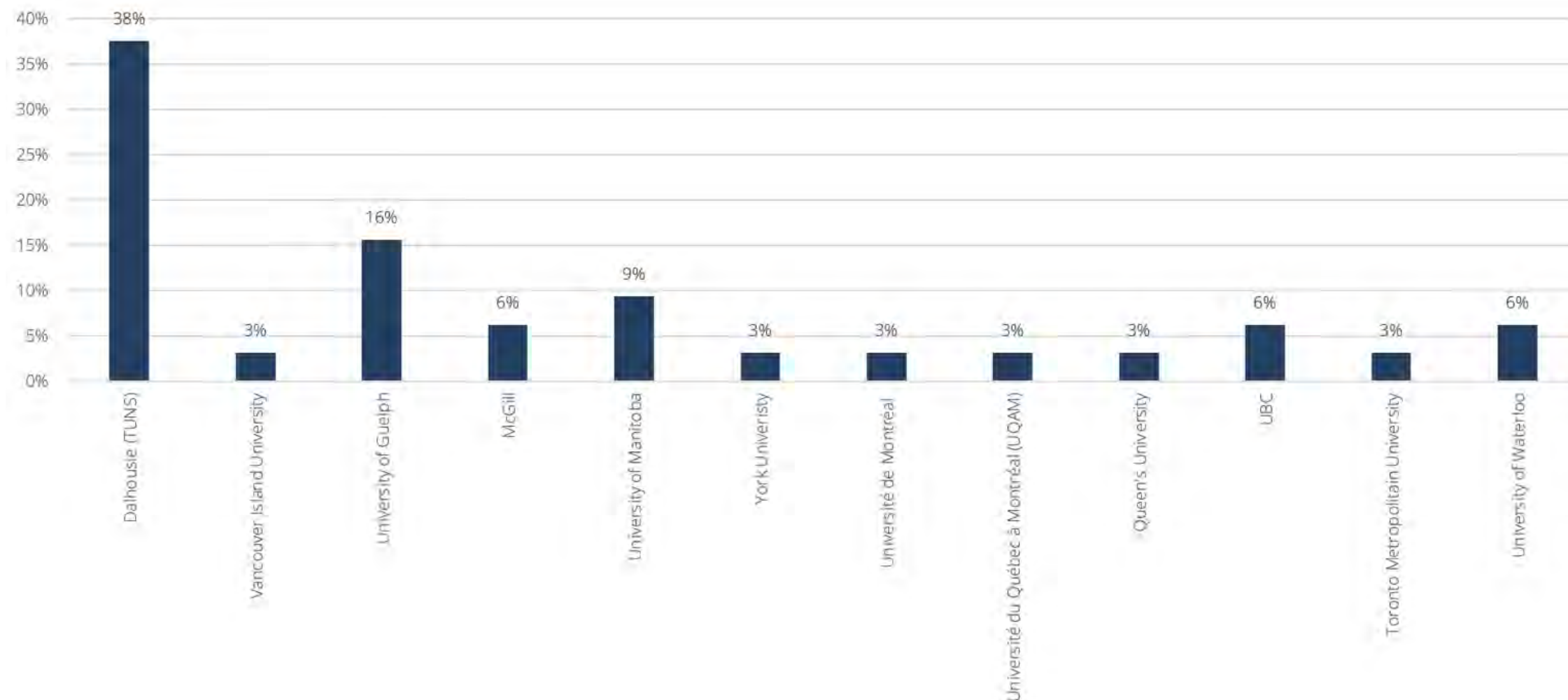
Community Planner Age Groups



Current Workforce Assessment

Overview of the current New Brunswick community planning workforce, including their demographics, skills, and education.

Educational Information



- The large majority of participants took the route to RRP through an accredited degree.
- The majority of New Brunswick planners obtained their degrees from Dalhousie University or legacy program (e.g. TUNS).
- 75% of participants have their Master's degree.
- 55% of employers require planners to obtain their RPP

Top Five Skills of Community Planners



Critical Thinking



Decision Making



Writing



Working with Public



Reading Comprehension

University Statistics

Overall, the number of Community Planners graduating has not increased over the past four years. The number of Community Planners produced by Canadian universities varies year over year and is influenced by factors such as enrollment rates, the pandemic, student housing, interest level, etc. Overall, not enough Community Planners are being produced to meet the increasing demand of the workforce. The graph below displays year-over-year comparisons for Applicants, Students Enrolled and Graduates.



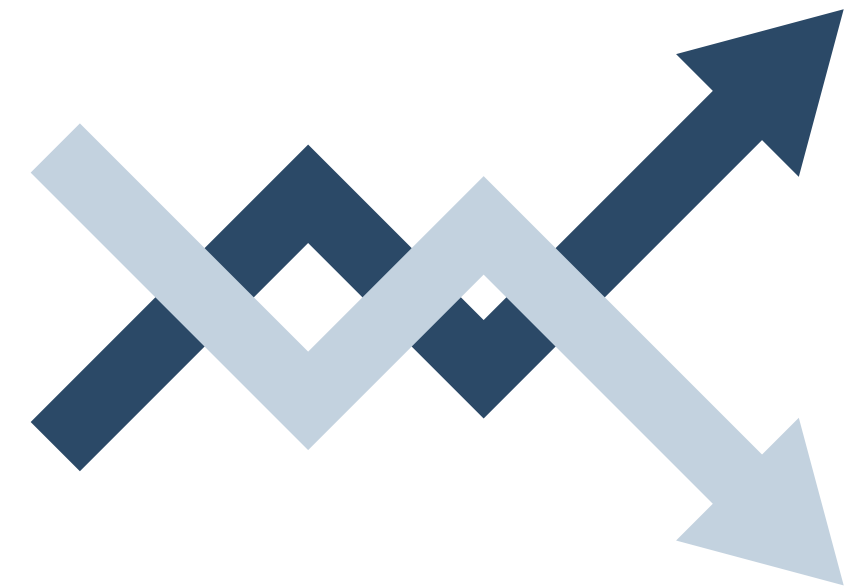
Universities Surveyed:

- University of Alberta
- University of Calgary
- Dalhousie University
- University of Manitoba
- Queens University
- Selkirk College
- Simon Fraser
- Toronto Metropolitan University
- Trinity Western
- UBC
- University of Guelph
- University of Lethbridge
- University of Northern BC
- University of Saskatchewan
- University of Toronto
- University of Waterloo
- Vancouver Island University
- York University

This graph represents the information received by 54% of the universities invited to participate and reports year over year percentage of increase/ decrease of applicants, student enrolled and graduates.

A GAP exists.

The demand for Community Planners has increased and the supply of graduates has decreased.



Supply and Demand



Supply and Demand

There is an overarching theme of concern with the supply of Community Planners (not enough graduates, PLAR candidates, etc.). The following are contributors to the lack of certified planners in New Brunswick.



Lack of Awareness

Insufficient awareness of the planning profession has resulted in a limited pool of individuals considering planning as a career choice, thereby exacerbating the shortage of planners.



Lack of Educational Programs

The lack of planning programs in New Brunswick, with the only nearby choice being Dalhousie University, directly contributes to the shortage of accredited planners in our province.



National Education Enrolment Rates

Applications numbers (to universities) remain the same and, in some cases, are decreasing. This is resulting in a shortage of talent for new roles being created to support urban growth throughout the country.



Bilingual Requirements

New Brunswick faces a unique challenge by often requiring bilingual planners, which can limit the pool of available candidates and potentially hinder the timely fulfillment of planning positions in the province.



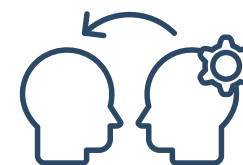
Unwillingness to Relocate

Talent is unwilling to move to rural New Brunswick communities.



Compensation

The province's ability to attract new planners may be impacted by lower compensation and the absence of overtime incentives, deterring qualified professionals from considering planning positions in New Brunswick. Addressing these compensation-related challenges is crucial to bolstering the province's appeal to prospective planners.



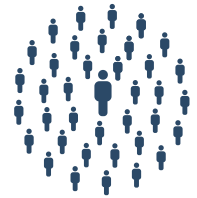
Mentorship

Urban planners seek mentors, and NBAP has a program in place. Making the program more robust and ensuring the right match finding (mentor, mentee) has a significant impact on a community planner's career development and success.

Mentees want to improve mentorship programs to better prepare them for professional growth (clear program design, diversity and inclusion efforts, ongoing evaluation, etc.)

Supply and Demand

Our study concludes that the demand for Community Planners is on the RISE (significantly) in Canada. It is attributed to several factors, some of which are listed below:



Population Growth

Canada has been experiencing steady population growth, driven by both natural population increase and immigration. As the population grows, there is a greater need for community planners to design and manage cities and communities to accommodate this growth while maintaining quality of life and sustainability.



Urbanization

Canada is experiencing a trend toward urbanization, with more people moving to cities and urban areas. This shift requires careful planning to ensure that cities can provide housing, transportation, infrastructure, cultural diversification and services for their residents.



Environmental Concerns

There is a growing awareness of the need for sustainable community development in Canada. Community planners are increasingly tasked with creating environmentally friendly and resilient cities, which involve integrating green spaces, promoting public transportation, and addressing climate change challenges.



Regulatory and Policy Changes

Community planning is subject to evolving regulations and policies at the federal, provincial, and municipal levels. Community planners are needed to navigate and adapt to these changes while ensuring compliance with applicable laws.



Housing Issues

Many Canadian cities are facing housing affordability challenges, with skyrocketing home prices and limited affordable housing options. Community planners are needed to devise strategies to address these issues, such as zoning changes, mixed-use developments, and affordable housing initiatives.



Infrastructure Development

Canada's aging infrastructure requires ongoing maintenance, repair, and expansion. Community planners play a crucial role in identifying infrastructure needs and developing plans to address them, from upgrading transportation networks to modernizing water and wastewater systems.

The demand for community planners across Canada is primarily fueled by the intricate, evolving challenges linked to urbanization, sustainability, and the imperative to develop livable, resilient, and inclusive cities for a burgeoning population. When combined with a shortage of certified and experienced planners seeking opportunities in New Brunswick, a noticeable gap emerges.

THE CONSENSUS IS...

Employers in New Brunswick need to adopt creative recruitment strategies, offer competitive compensation and benefits, focus on professional development opportunities, and actively engage with local educational institutions to nurture talent pipelines.


Additionally, promoting the unique benefits of living and working in New Brunswick, such as quality of life and work-life balance, can help attract community planners to the region.

NB HAS A
SHORTAGE OF
COMMUNITY
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WHICH IS OF
GREAT CONCERN
TO EMPLOYERS.

Key Findings

The critical issue of supply and demand for community planners in New Brunswick necessitates a comprehensive approach that encompasses education, recruitment, professional process barriers, and funding and awareness campaigns. The shortage of planners underscores the urgency of bridging the gap between the growing demand for planning expertise and the available supply of skilled professionals. This challenge serves as the overarching concern that unites various aspects of the profession, highlighting the need for collaborative efforts to ensure the sustainability and vitality of community planning in the region.

01 Pathways and Process Barriers

- Navigating national and provincial regulations, complemented by certification requirements, presents a **complex barrier** for aspiring planners. Simplifying and streamlining this process is crucial to attract more talent to the profession.
 - Employees and employers reported exploring changes to qualifications needed for the **Prior Learning Assessment and Recognition (PLAR)** path, reducing the 5-year minimum experience requirement.
 - Additional **mentorship** opportunities would be beneficial. There is an opportunity for **informal** mentorship, especially directly with employers and students. The large majority of survey participants are interested in these opportunities.
- 

02 Inter-Provincial & International Collaboration

- The report highlights a significant issue within the field: **the lack of inter-provincial synergy**. This lack of collaboration has been limiting the profession's growth and effectiveness. Collaboration between New Brunswick and other provinces is needed and has the potential to provide invaluable insights and innovative solutions to address common challenges faced, through the collection of data and analytics.
- Another key finding from the report emphasizes the potential benefits of partnering with **Immigration Canada**. By doing so, the community planning sector can tap into a new pool of talent—newcomers with planning qualifications—helping to deal with the labour shortage in the field. Diversity and Inclusion efforts can be strengthened within the province.
- Finally, the report underscores the significance of **exploring further reciprocal agreements**. This recognition not only enhances the global profile of Canadian planners but also promotes international collaboration and the exchange of expertise in community planning—a vital step toward addressing the challenges outlined in the report.

Key Findings

03

Education

Limited Education Programs + High Requirements

- The only educational institute offering the path for individuals pursuing planning careers in Atlantic Canada is Dalhousie University.
 - There is an urgent need to establish more options, ideally in New Brunswick.
 - i. New Brunswick's post-secondary (University and Community Colleges) program offerings should include a pathway for Community Planning.
 - ii. Existing school enrollments (in particular Dalhousie University) to accommodate more Community Planning students. This will require investment in infrastructure, faculty, and resources.
 - iii. Change at the national level to change the university accreditation standards to allow the creation of part-time AND/ OR online accredited planning programs.
- Flexibility in education is a pressing issue. Currently, there's a lack of part-time and online education options, which limits accessibility for mature students. Addressing this gap would provide more flexibility for individuals pursuing planning careers.

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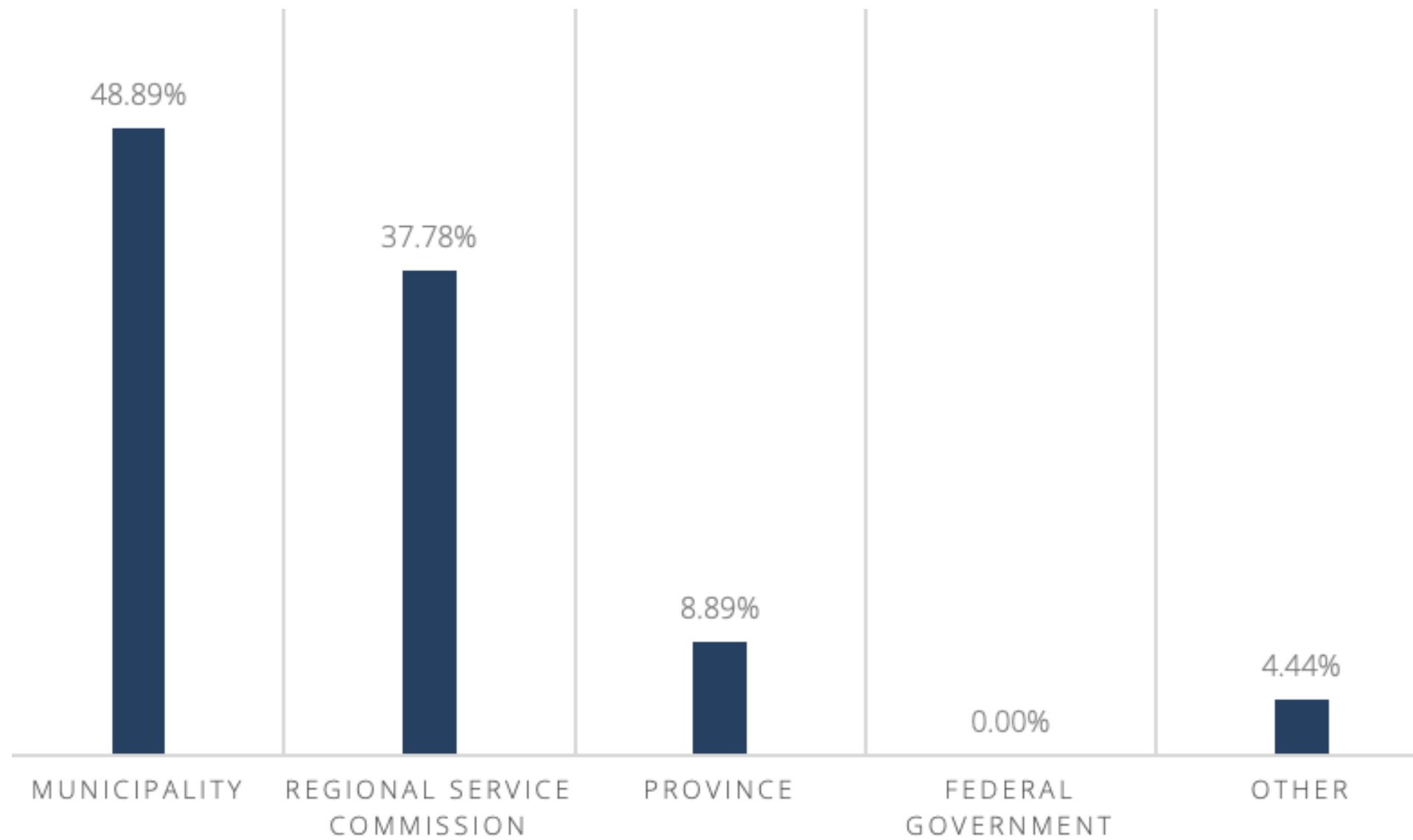
Recruitment

- There is a **lack of awareness** about the community planning profession, which deters potential candidates from pursuing education and training in this field.
- Employers (of community planners) face **significant competition** (with Employee attraction and retention) throughout Canada, especially in provinces like New Brunswick with larger employers (cities and provinces). This has an impact on employee retention.
- **Salaries** (in NB) aren't as competitive as in larger urban areas, impacting the recruitment and attraction of skilled planners.
- NB faces **language-related challenges**, as many Employers require planners who can work proficiently in both official languages.
- NB faces **geographical-related challenges** as Employers struggle to attract planners to small, rural areas. In response to these challenges, some Employers resort to hiring consultants on a contract basis to manage their workloads.
- **Relocation: Candidates are not interested in moving.** This is due to factors such as limited housing options, high mortgage rates, fewer opportunities for advancement, and less competitive salaries. This contributes to the shortage of community planners in NB.

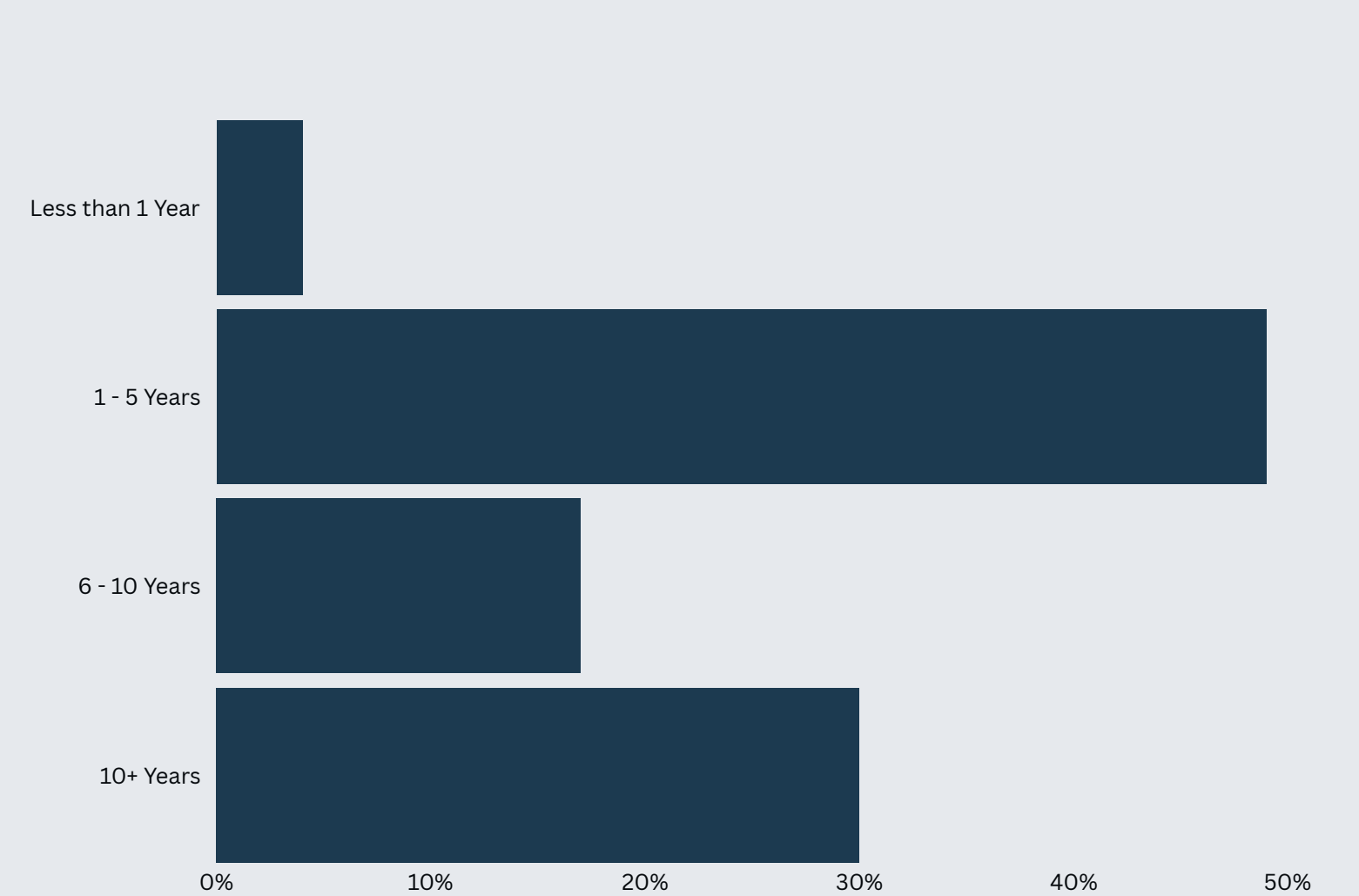
Demographics

The Workplaces.

Where Community Planners (surveyed) work



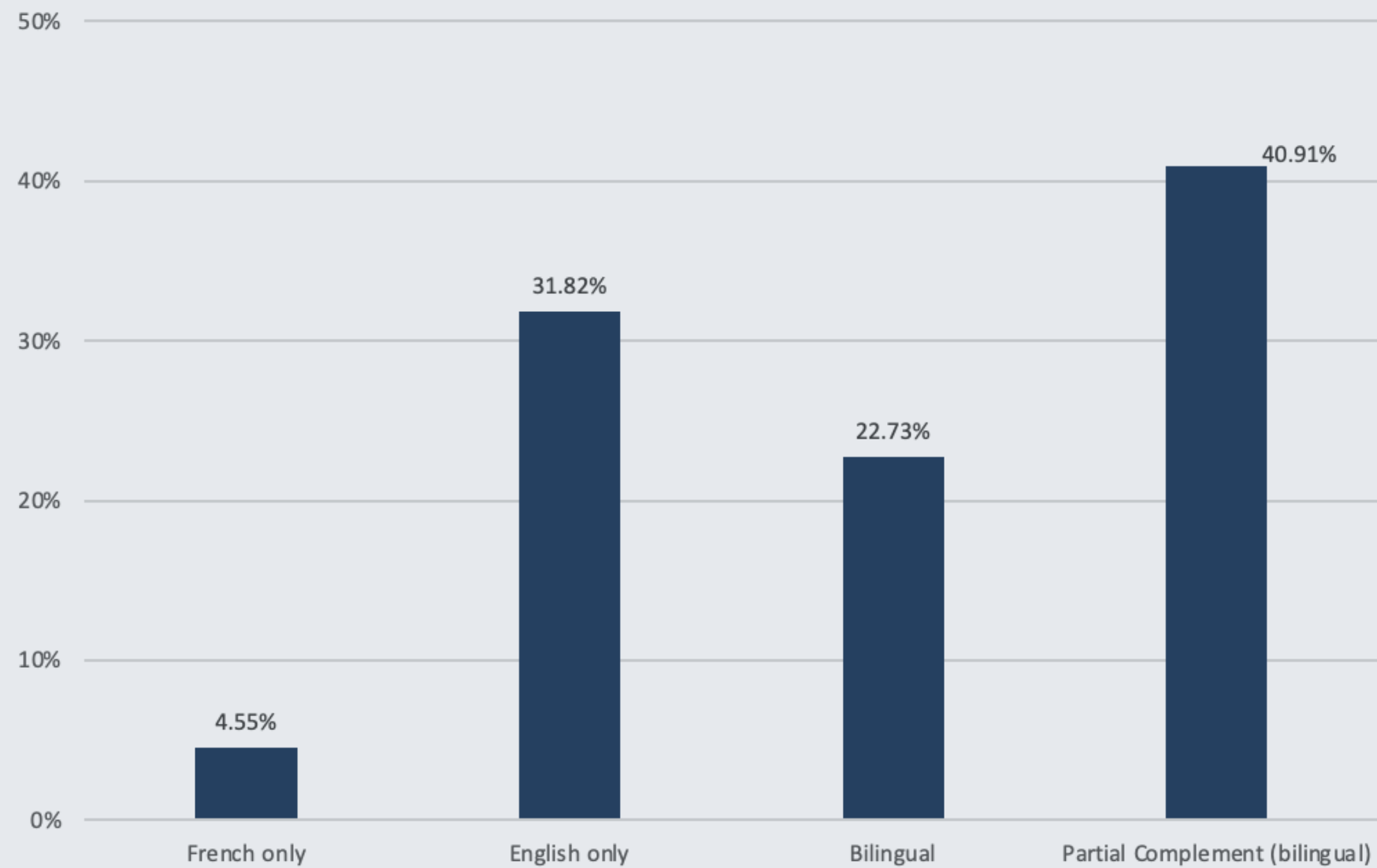
How long have you been employed in your current role?



Demographics

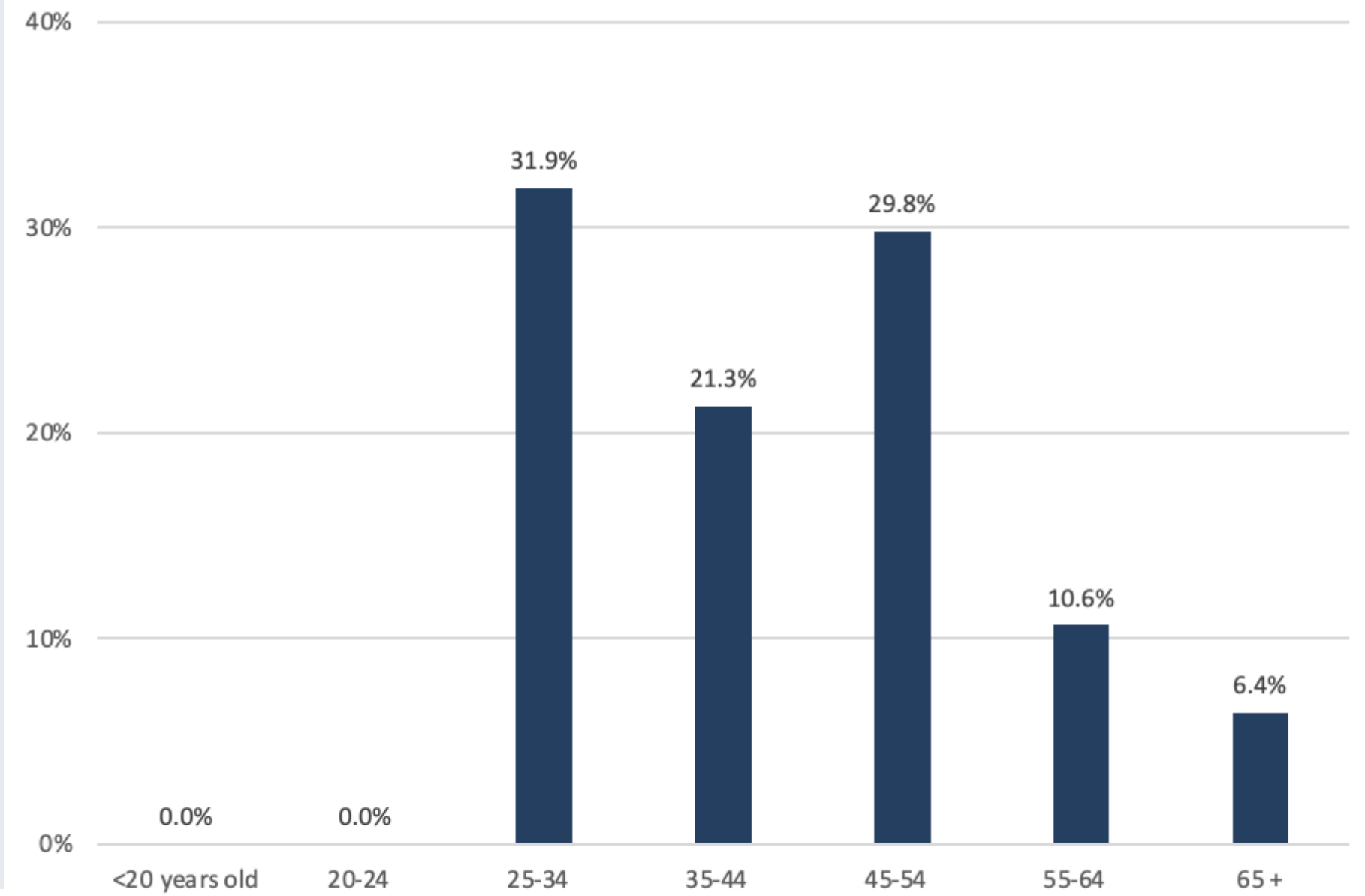
Employer Language Requirements.

Language required (by the Employer respondents) in the workplace



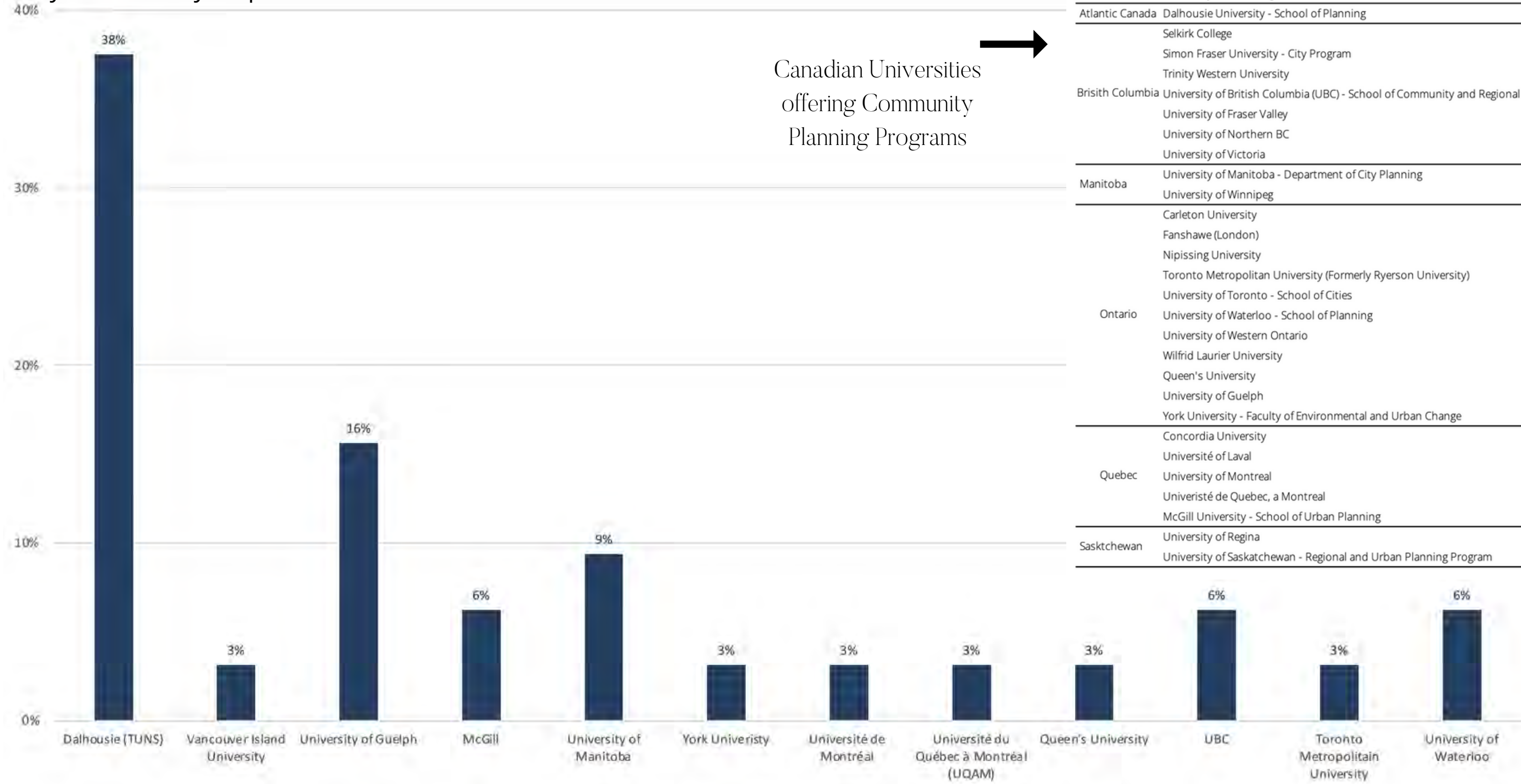
Community Planner Age Groups.

Current age of Community Planners



Demographics

The University attended by respondents.

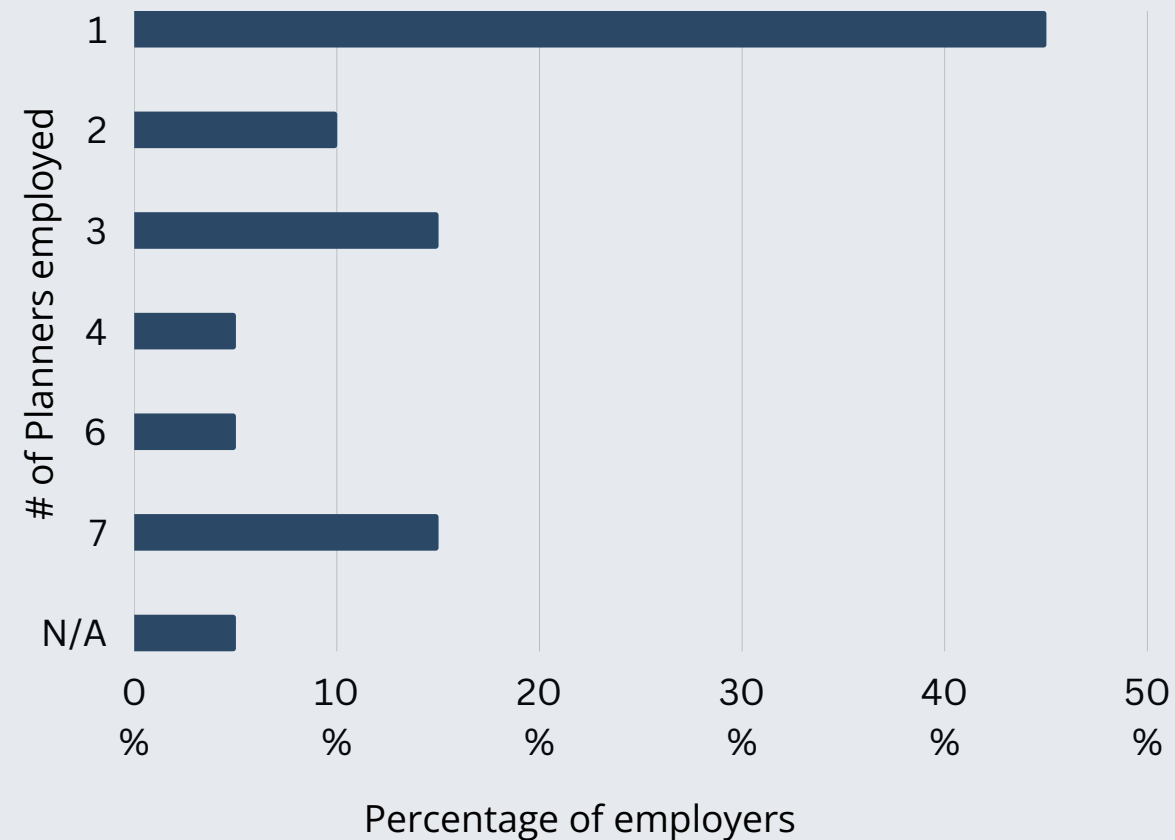


Canadian Universities offering Community Planning Programs

Province	School
Alberta	University of Alberta - Department of Earth and Atmospheric Sciences
	University of Calgary - Faculty of Environmental Design
	University of Lethbridge
Atlantic Canada	Dalhousie University - School of Planning
	Selkirk College
	Simon Fraser University - City Program
	Trinity Western University
British Columbia	University of British Columbia (UBC) - School of Community and Regional Planning
	University of Fraser Valley
	University of Northern BC
	University of Victoria
Manitoba	University of Manitoba - Department of City Planning
	University of Winnipeg
	Carleton University
	Fanshawe (London)
	Nipissing University
	Toronto Metropolitan University (Formerly Ryerson University)
	University of Toronto - School of Cities
Ontario	University of Waterloo - School of Planning
	University of Western Ontario
	Wilfrid Laurier University
	Queen's University
	University of Guelph
	York University - Faculty of Environmental and Urban Change
Quebec	Concordia University
	Université de Laval
	University of Montreal
	Université de Quebec, a Montreal
Saskatchewan	McGill University - School of Urban Planning
	University of Regina
	University of Saskatchewan - Regional and Urban Planning Program

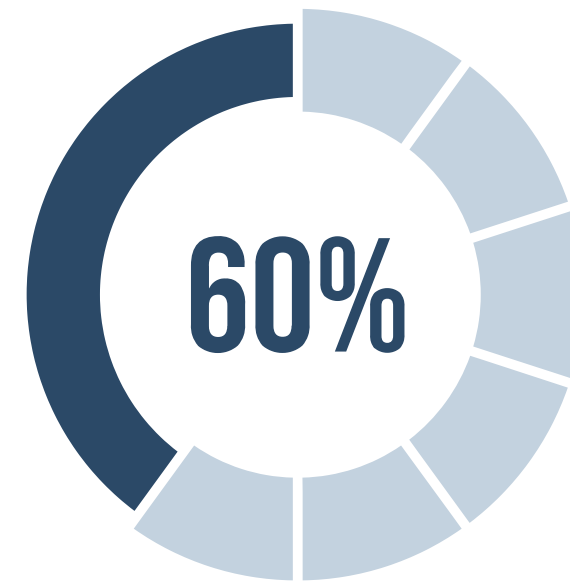
Demographics

The number of community planners employed per Employer



- 75% of Employers reported that they use external sources to complete the work (workloads are increasing).
- 37% of Employers are open to hiring fully remote planners.
- 90% of Employers offer (or are open to offering) hybrid work schedules
- 70% of Employers report that it is difficult or that they are unable to meet deadlines due to the shortage of qualified staff and increased workload.

Employer statistic on vacancies:



60% of employer participants have at least ONE vacant role.

- 26% of participants have at least TWO vacant roles.
- 55% of the vacancies are for SENIOR planners
- 28% of the vacancies are for BILINGUAL planners
- 75% of participants reported that they use external sources to complete the work (increasing workloads).

Vacancies in New Brunswick



Current Vacancies: 15

The survey confirms that NB will require **37** new Community Planners within the next three years.

Recruitment and Retention

The demand for Community Planners is high, and attracting Planners is the #1 challenge for Employers. Below are the top three concerns of Employers, in the attraction and retention of community planners.

01

We cannot recruit Community Planners. **Supply is low**, and we need help finding qualified community planners.

02

Unwillingness to Relocate: Community Planners prefer larger cities versus rural NB. Rural NB communities cannot compete

03

Compensation: Low salaries and lack of overtime pay

Key Points Recruitment

- Employers have significant concerns about recruiting talent.
- New Brunswick currently has **15** vacancies for Community Planners.
 - **37** vacancies will exist in the next 3 years.
- **53%** of Employers will need to hire Community Planners within the next 2 years.
- Current vacancies are open for up to two years before a candidate is identified and hired.
- **35%** of Employers are recruiting internationally.
- **66%** of planners employed in New Brunswick come from New Brunswick.
- Relocation allowances are needed to attract talent to New Brunswick.
- **26%** of Employers are using professional recruiters.

Key Points Retention:

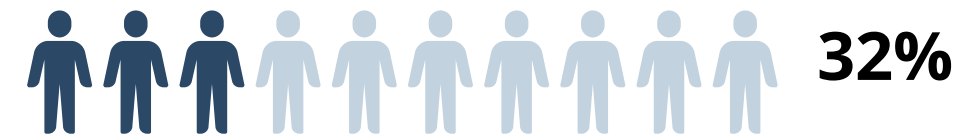
- Retention is not a concern for the collective. Retention is at **95%**, with a **5%** turnover rate.
- Rural communities have difficulties retaining staff and are losing staff to competitors in more populated areas.
- Lower compensation is a key factor in turnover.
- **15%** of Employee respondents are within retirement age (above 55 years old).
- Non-monetary benefits help improve retention and overall Employee engagement.
 - These benefits include recognition programs, events (staff events/ gatherings), wellness benefits, technology benefits, fitness team challenges, etc.

Recruitment and Retention

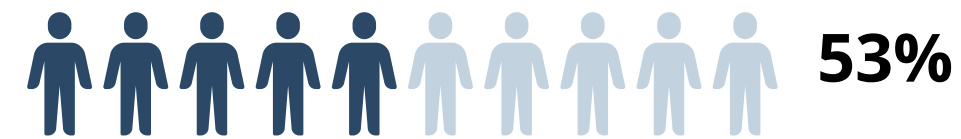
The following percentages represent the specific hiring needs reported by the employer participant.

The level of Community Planners employers are aiming to recruit.

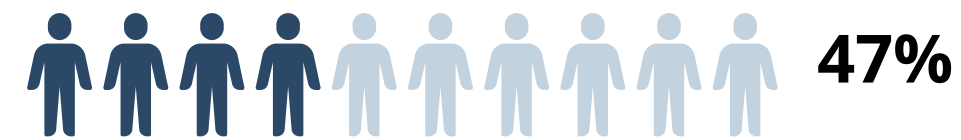
Junior (0 – 2 years)



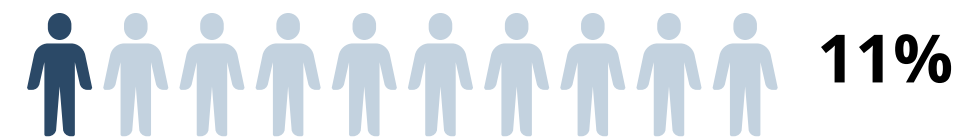
Intermediate (2 – 5 years)



Senior (5+ years)



Management

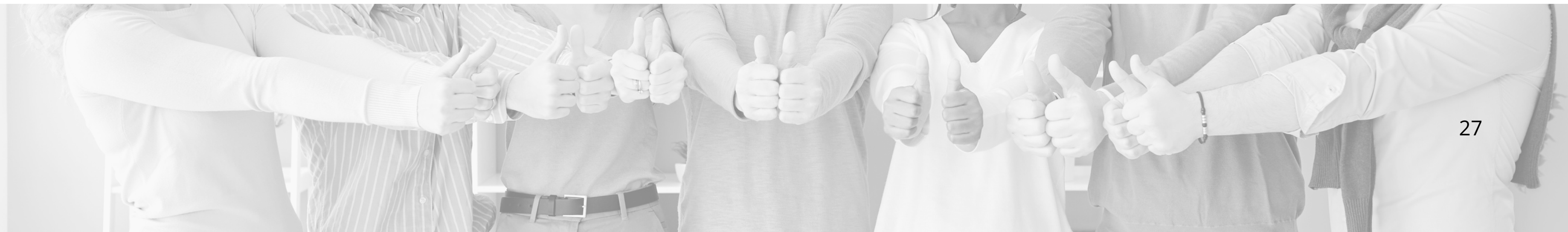


The professional level hardest to fill and why.



Why:

- Lack of planners in general
- Talent is not willing to relocate
- Cannot find bilingual talent



Professional Development and Training

Professional Development and Training remain critical to keeping talent up-to-date, relevant to industry developments, and engaged in their work and team. Developing Employees ensures a talent pool ready to step into critical roles and leadership positions when needed, reducing the transition risk. Employers and Employees reported high support towards professional development, conferences, memberships, and associations.

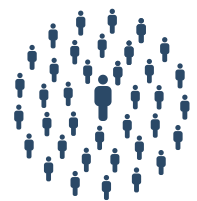
Key Points Professional Development and Training:

- There is a high level of support for current Employees to continue education and training.
- Employers cover **100%** of the costs of professional development and association fees related to professional planning.
- 100% of survey participants reported providing or receiving academic support and professional dues to pay professional dues for Employees becoming certified or maintaining certification.

Key Points in Mentorship:

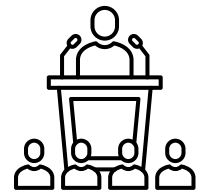
- **90%** of Employers reported they offer mentorship programs.
- **78%** of Employees reported they would be interested in participating in a mentorship program as a mentee or mentor.
- Employees and Employers reported there is a barrier to offering mentorship programs in small communities due to the small complement of staff.

Professional planners reported seeking professional development through:



Profession centric conferences

- Professional planning skill development:
 - API regional conference
 - CIP national conferece
 - International conference



General conferences / courses

- Leadership development
 - Soft skills
- Professional skills
 - Writing and time management
- Software training
- Language training



Employers / on-the-job

- Language
- Mentorship (mentee or mentor)
- Professional planning skills

Total Compensation

The salary (minimum, maximum, median and average) of a Community Planner varies depending on various factors (location, experience, education, and the specific employer). The demand for Community Planners is on the rise, as many cities are experiencing rapid population growth or significant community development, and this is leading to higher compensation, putting upward pressure on existing salary scales.

Key Points:

- Employees consider their salary the **most** important factor in their total compensation.
- Overall, New Brunswick's average base salary ranges from \$71,270 to 99,521, depending on the years of service.
- Salary depends on the level of professional experience, tenure and role held (i.e., individual contributor versus management). Please take a look at graphs for more detail in the following pages.
- **96%** of participants do not receive a bonus.
- **96%** of participants receive annual merit/ salary market adjustments.
- **85%** of participants do NOT receive bonus pay.
 - The **15%** of respondents that receive a bonus reported that the bonus is discretionary, based on company profits (ranging from **3-15%**)
- Other benefits are perquisites reported, including student repayment loan, car allowance, 4 weeks vacation after 1 year of service, **100%** paid phone and internet.

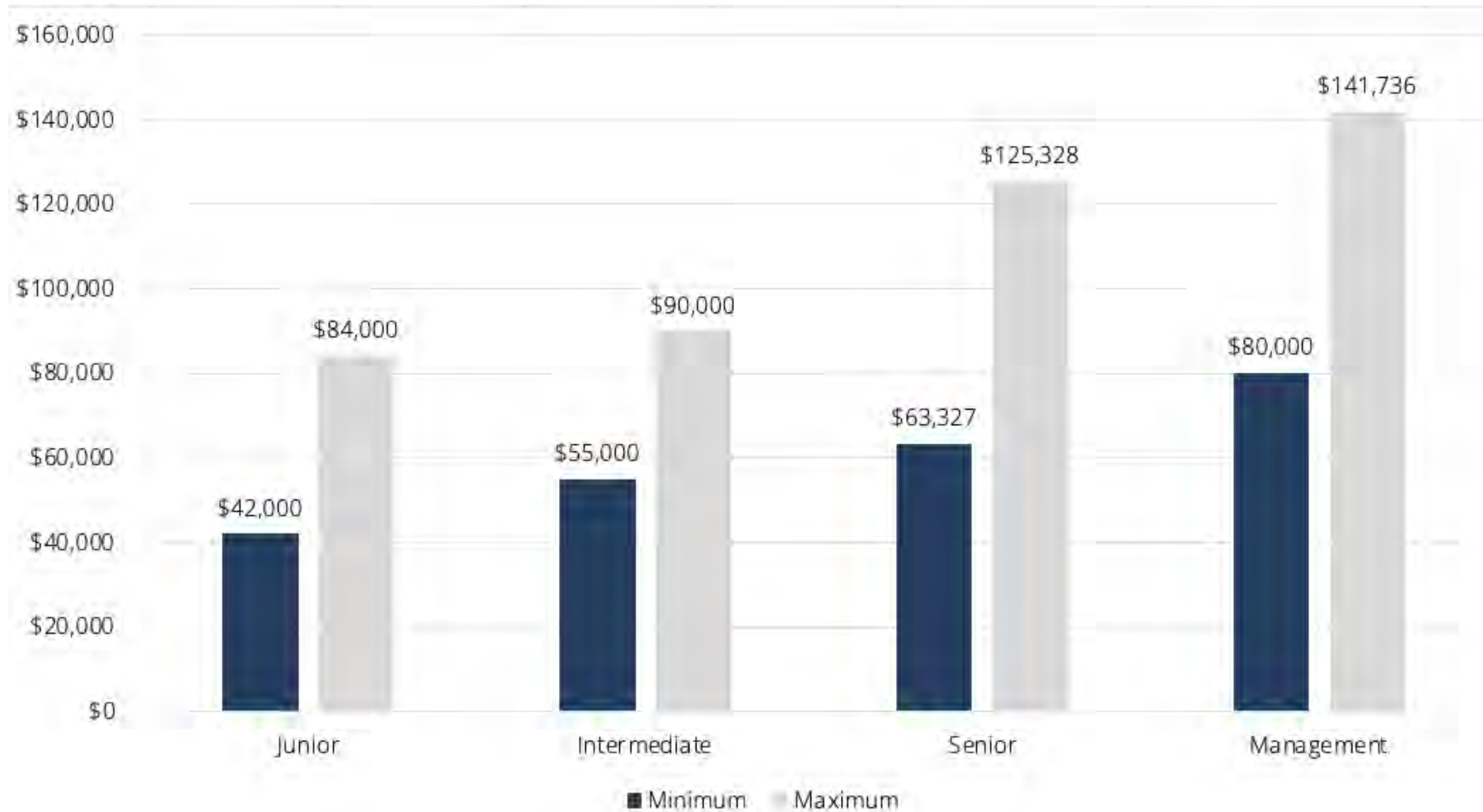
TREND ALERT

- Bonus (variable) pay is on the rise for all levels within organizations. Payout tends to vary by level within the organization. Medians reported were: Entry level (5%), Mid-level (8-12%), and Senior level (25%).
 - There are many possible structures for bonus payouts, including personal, team and organizational results.
- Vacation offerings take into consideration overall career experience, giving credit to new hires for their FULL years of service within their career.



Total Compensation

New Brunswick Base Pay Overview, PURE Minimum & Maximum (Salary by Position). Market Average and median are reported on the following page.



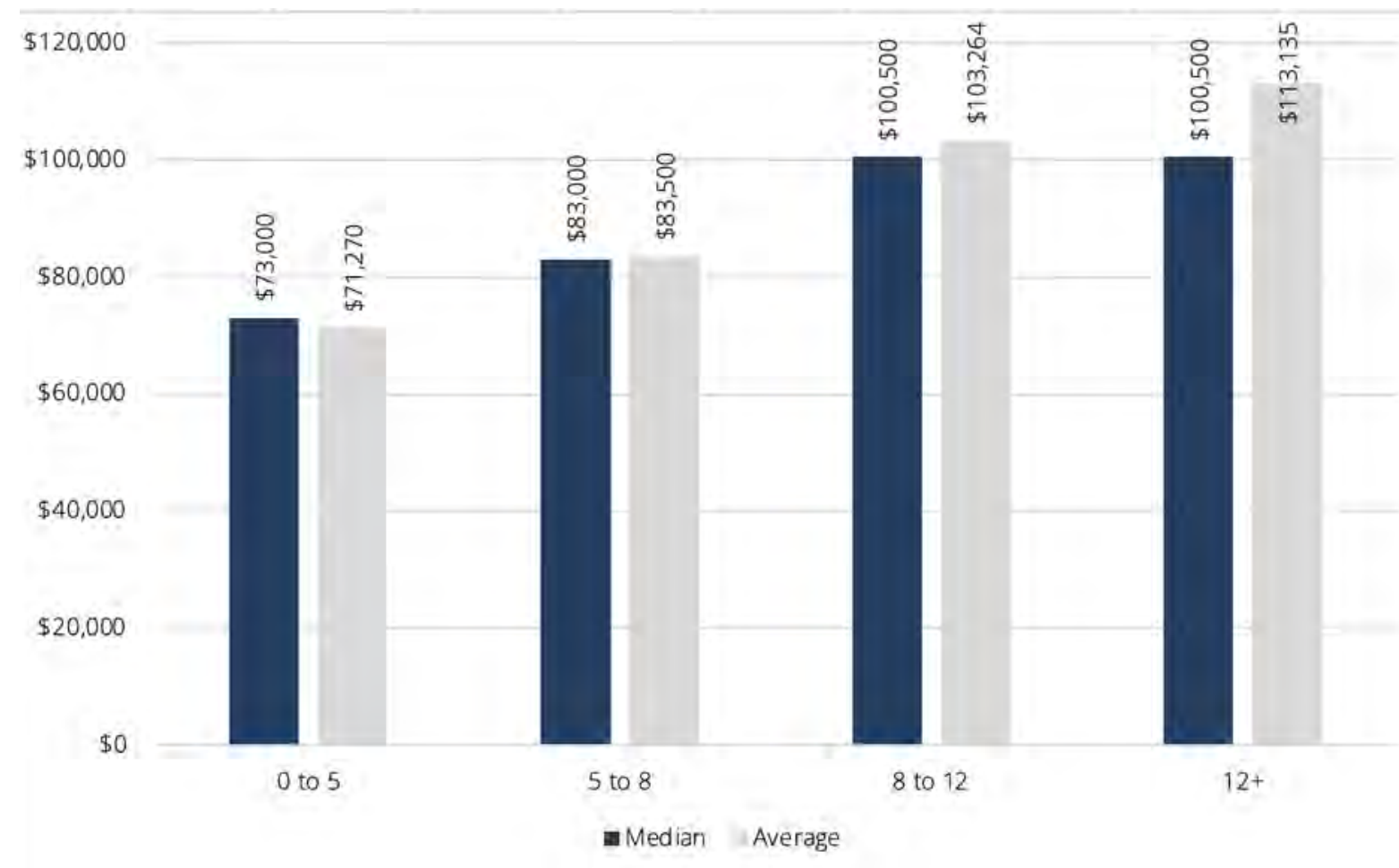
Definition:

- The minimum represents the lowest rate of pay within the market survey. It represents the typical marketplace "entry" rate.
- The maximum is the highest level of pay, reported through the market survey. An employee who is at (or close to) the maximum of the pay range is generally someone who exceeds the requirements to competently perform the job and demonstrates exceptional performance.

Total Compensation

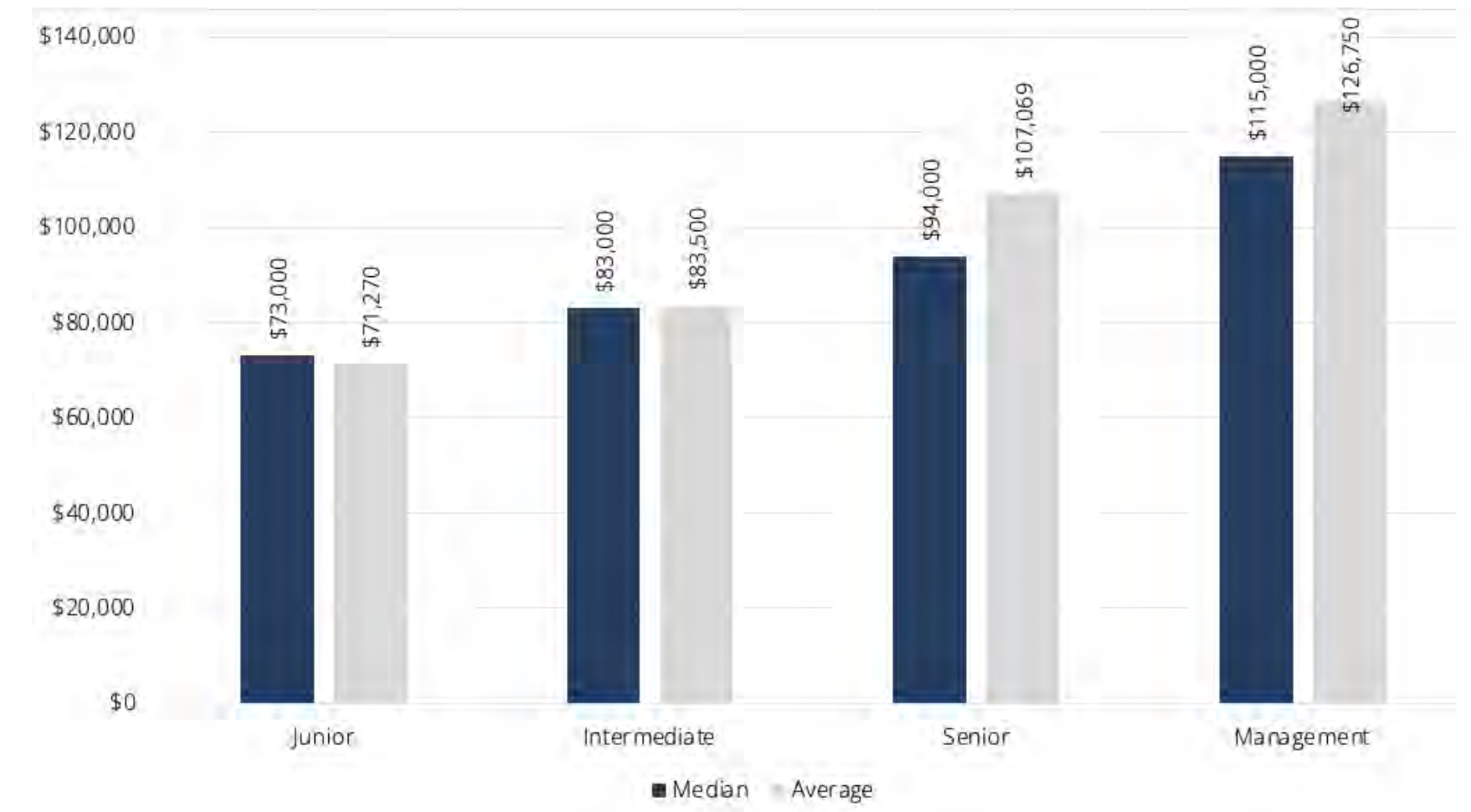
Average & Median Salary by Years of Service

This data does not reflect the level (individual contributor or leadership).



Average & Median Salary by Career Stage

Market Averages and Medians are reported on the page above..

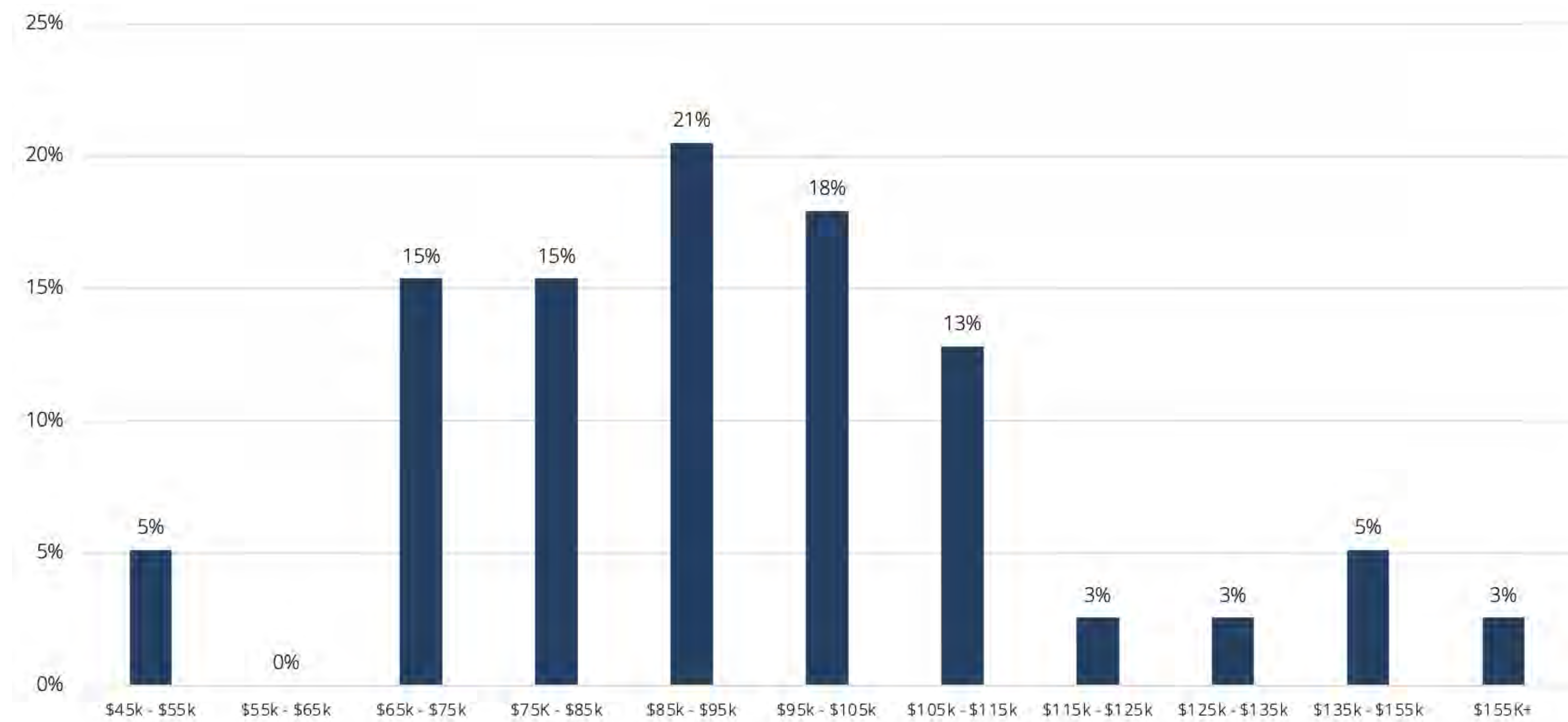


Averages (Minimum and Maximum): The average minimum represents the average of the minimum/ maximum salary data points collected for a specific job.

Medians (Minimum and Maximum): The median, or the midpoint, is a common term used in compensation and preferred to the average. The mean/ average is very sensitive to the most abnormal of values, particularly very high values. The median is not significantly changed by the few "outliers" and represents a better reflection of market data.

Total Compensation

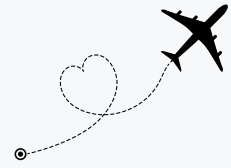
Respondents' current compensation.



Total Compensation

Benefits & Perquisites

Work style



Flexible Work Arrangements: Some participants reported flexible work arrangements, including remote work options and flexible hours. This allows employees to integrate vacations and leisure into their work lives more easily.

Professional Development



Professional Development and Training: The majority of participants reported offering PD and training. Training and conferences promoted and encouraged Paid Professional Memberships, Certification and Association Fees.

Tuition Assistance: Many employers offer financial assistance or reimbursement for employees pursuing further education, professional certification or courses related to the field or their growth.

Mentorship programs are encouraged internally and externally.

Health



Most participants reported offering a health, drug, and dental plan for their employees.

Employers reported offering between 50% and 100% of the plan premiums paid. Within those plans, the following was offered:

- Median of 80% employer-paid health and drug benefits paid by the plan (with maximums).
- Median of 50% employer-paid dental benefits paid by the plan (with maximums).

Insurance



Most participants reported offering various types of Insurance to employees. The following was reported:

- Life and AD&D Insurance ranged from \$50,000 to 3 X annual salary.
- Dependent Life reported ranged from \$0 to \$10,000.
- Critical Illness reported ranged from \$0 to \$30,000.
- STD 50% to 80% of base salary.
- LTD up to 90% of base salary.

Total Compensation

Benefits & Perquisites

Wellness



89% of participants reported additional wellness benefits above and beyond regular health benefits. The benefits reported were:

- Mental Health Support: Employers are increasingly offering mental health programs, counselling services, and access to resources to help employees manage stress, anxiety, and depression.
- Fitness and Physical Activity: Wellness programs may include on-site gyms and fitness reimbursements. Median reported is \$500 per year.
- Supporting wellness: some employers are providing opportunities for employees to engage in physical activity during work hours and providing space to store equipment like bicycles during work hours.

Financial



84% of participants reported providing retirement Income:

- Retirement income based on employee's salary and years of service.
- The range is competitive between 4% and 12% employer matching.

On-going financial perquisites:

- Performance-based merit increases
- Cost of living based merit increases

Other



Other perquisites that were reported by participants:

- Moving allowances \$5,000 to \$10,000
- Signing bonus during the recruitment process
- Car allowance for senior leaders that varies between \$400 and \$1,000 per month
- Personal leave, paternity/maternity and adoption leave up to 75% of your base salary
- Technology allowance, including tablet, cell phone, laptop, additional screens, e-notebook, headphones, and other tools to enable employees to work at their best.
- Remote work office equipment, including chairs, desks, screens, ergonomic assessments, printers.

Education and Certification

Community planners/Employers recognize several pressing issues within the realm of education and professional development that demand urgent attention.

These issues encompass the status quo of educational enrollments, inflexible educational pathways, and the paucity of accurate reporting from educational institutions. As we delve into these challenges, various actions are needed to overcome the educational hurdles, fostering a new generation of resilient, innovative, and forward-thinking professionals who are poised to shape the cities of tomorrow.

Key Points:

- Planning Education: There are a limited number of universities offering urban planning programs, resulting in a small pool of graduates entering the field. In particular, Atlantic Canada only has ONE university offering this program.
- Community planning typically requires an accredited undergraduate or master's degree program. Although there is an alternate path for candidates who do not have an accredited degree (PLAR route), employers still value and prefer to hire educated planners. This is likely because they require less training and have a faster path to certification.



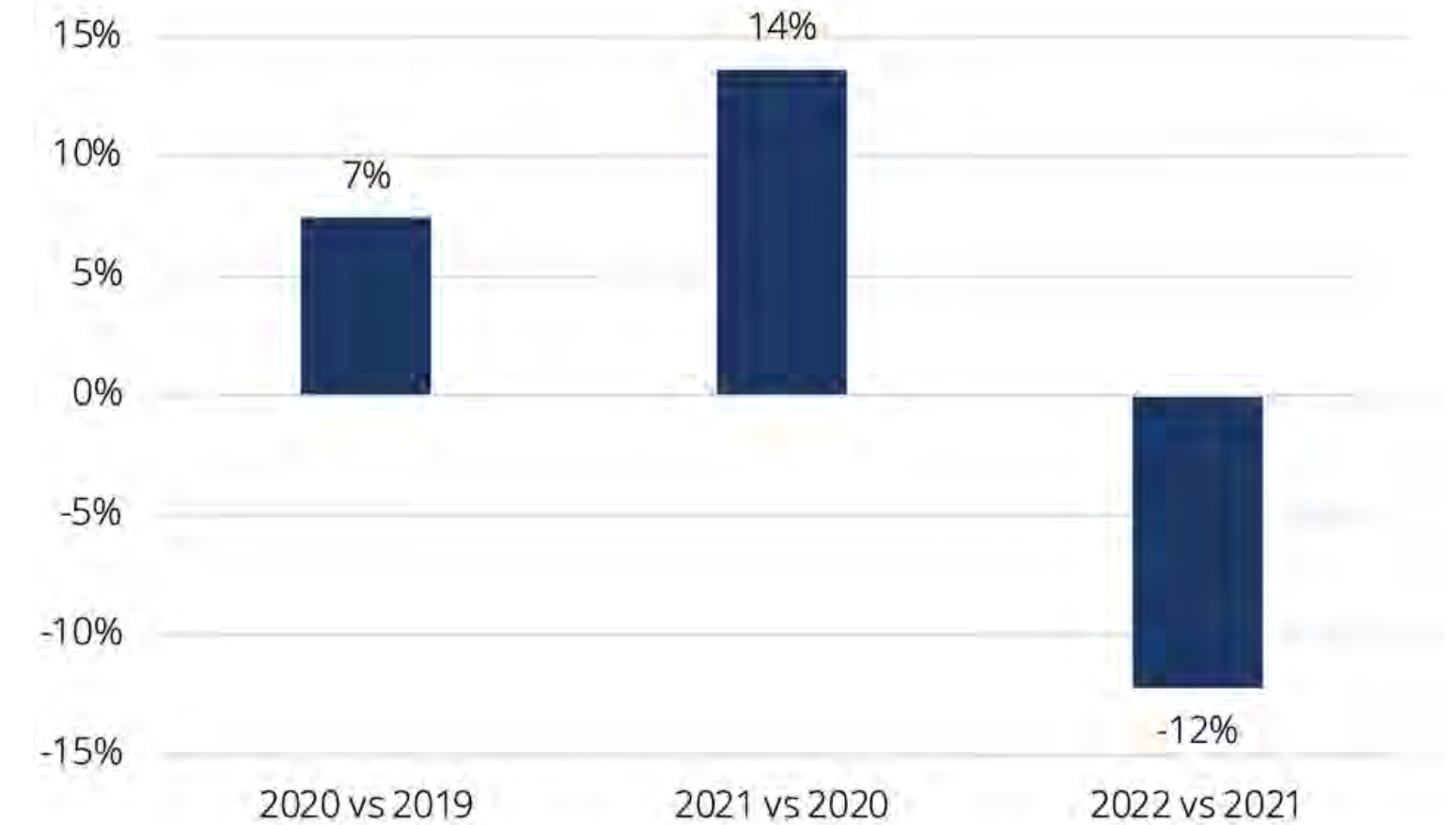
Education and Certification

Canada has thirty-one post-secondary institutes offering a pathway to Community Planning programs.

Universities by province



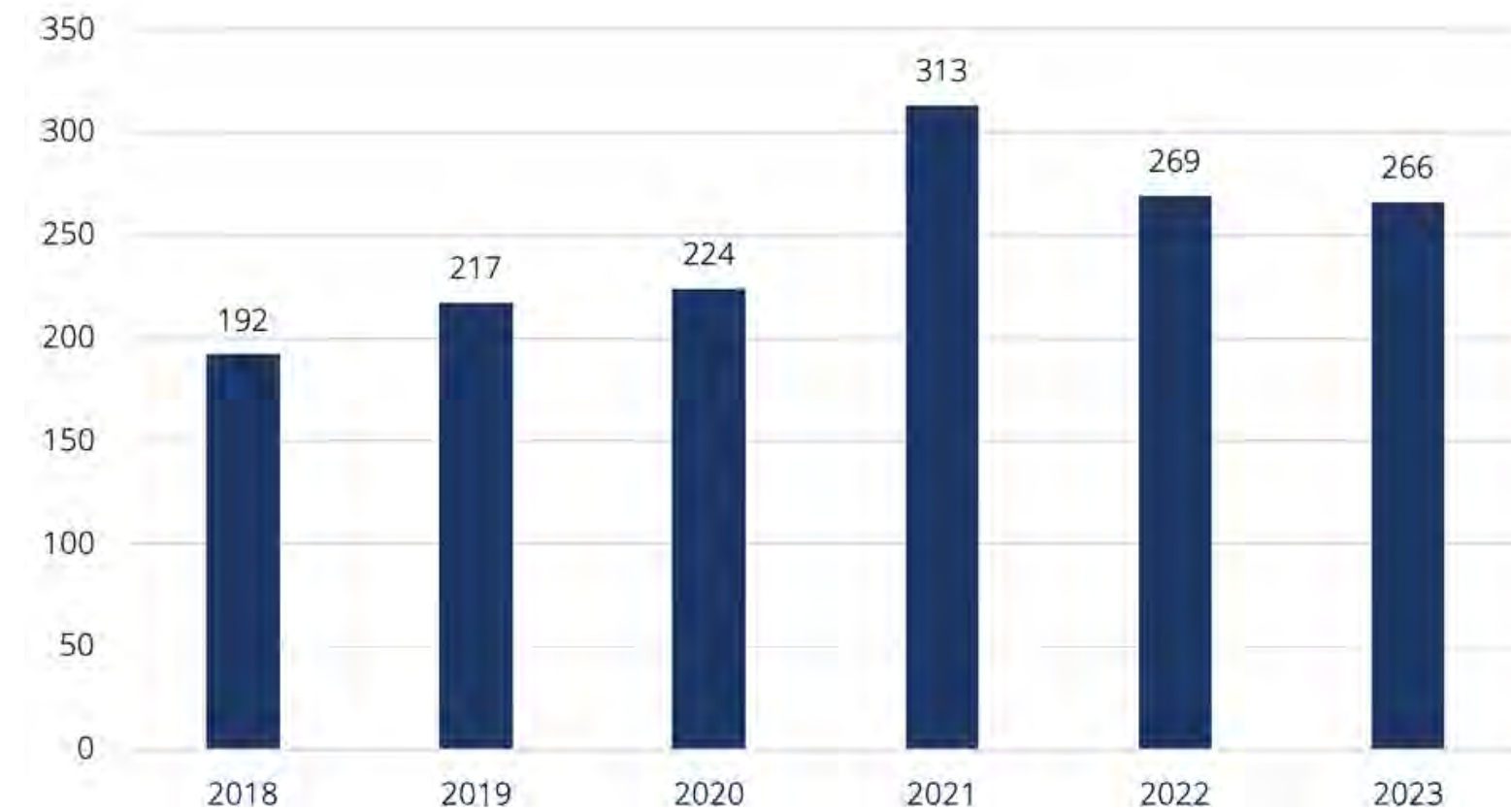
Graduate variance (+/1), from the university respondent group for the past three years (2020, 2021 & 2022)



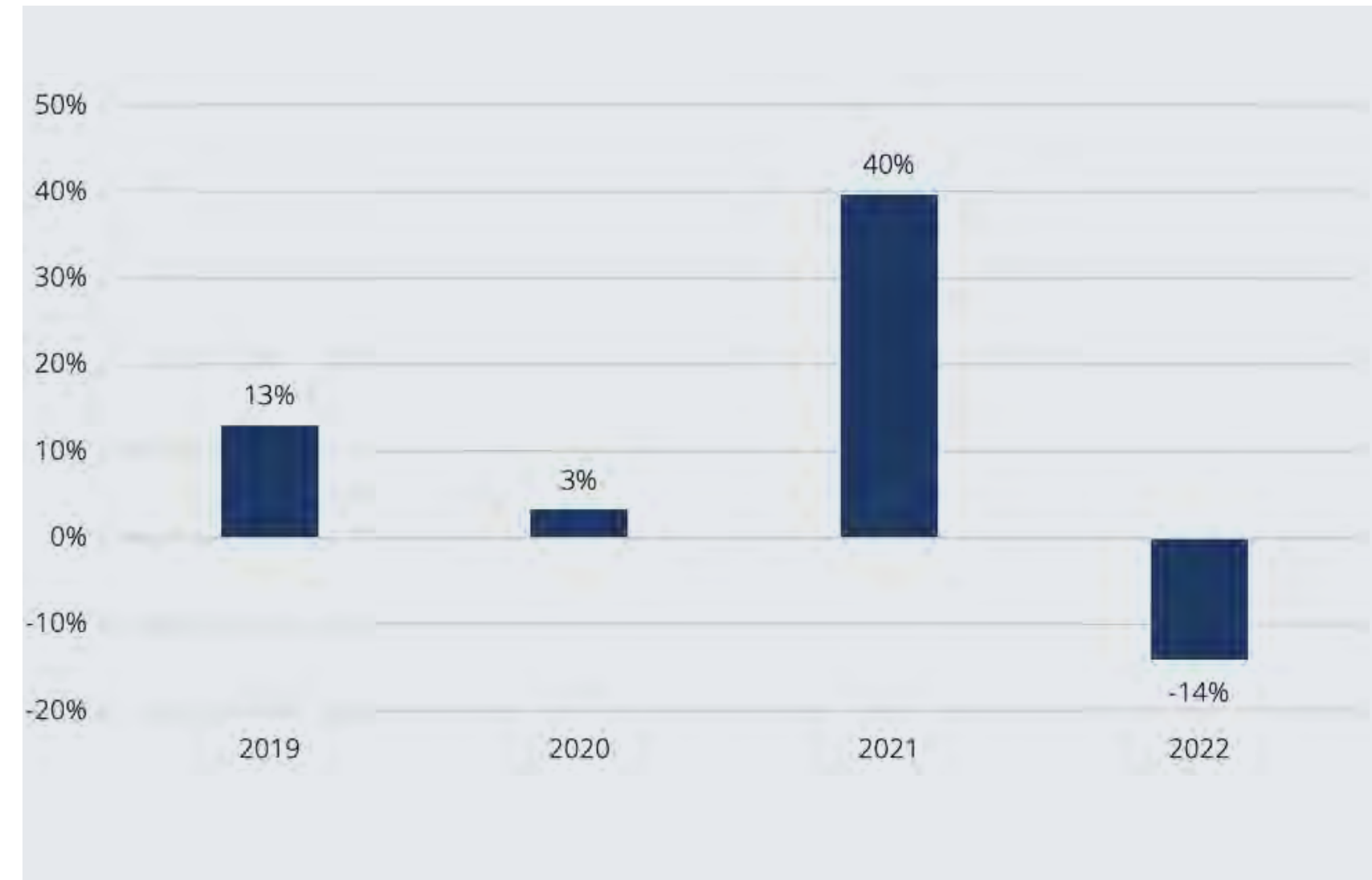
Education & Certification

This report delves into a comprehensive analysis of registered professional exam pass rates, shedding light on the number of newly certified professionals.

Professional Exam Passes

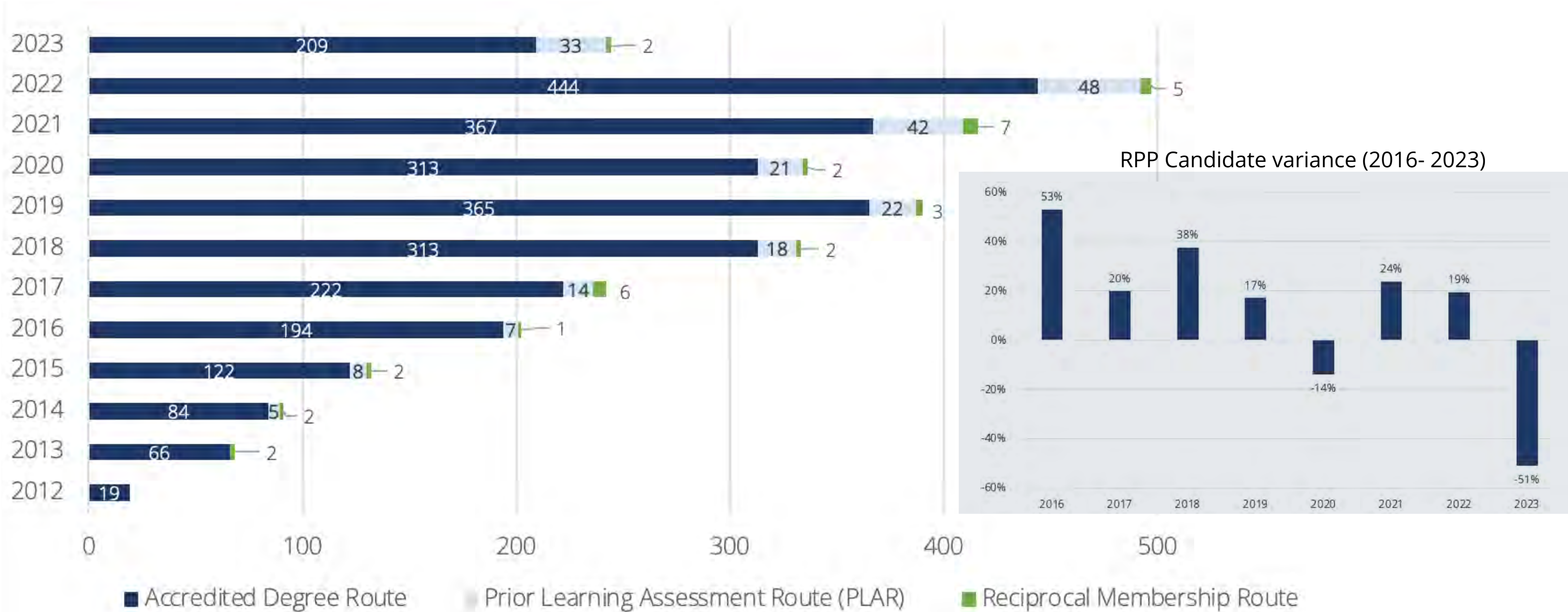


RPP Exam passes variance for the past four years (2019- 2022)



Education & Certification

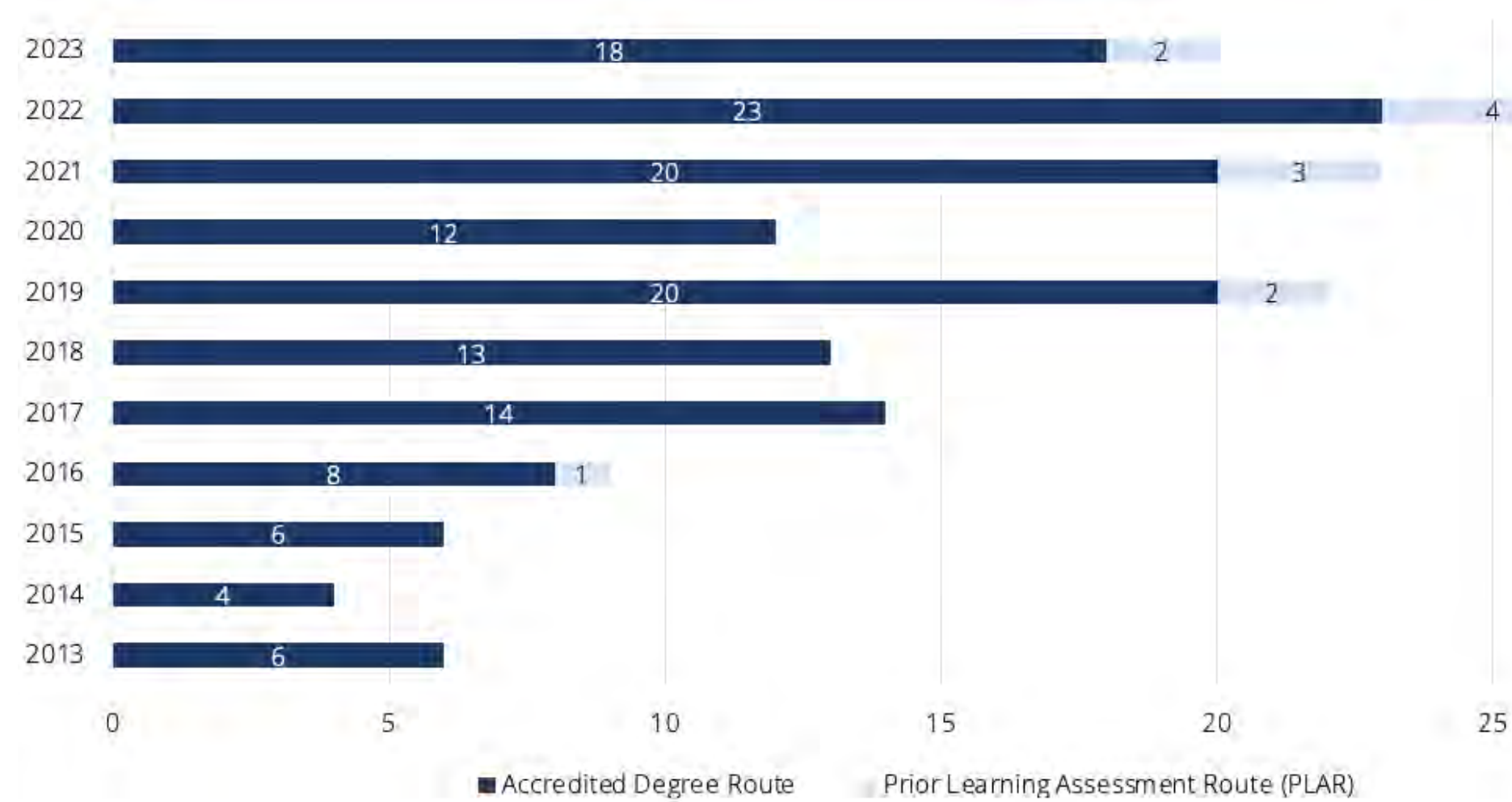
National RPP Candidates (by path)



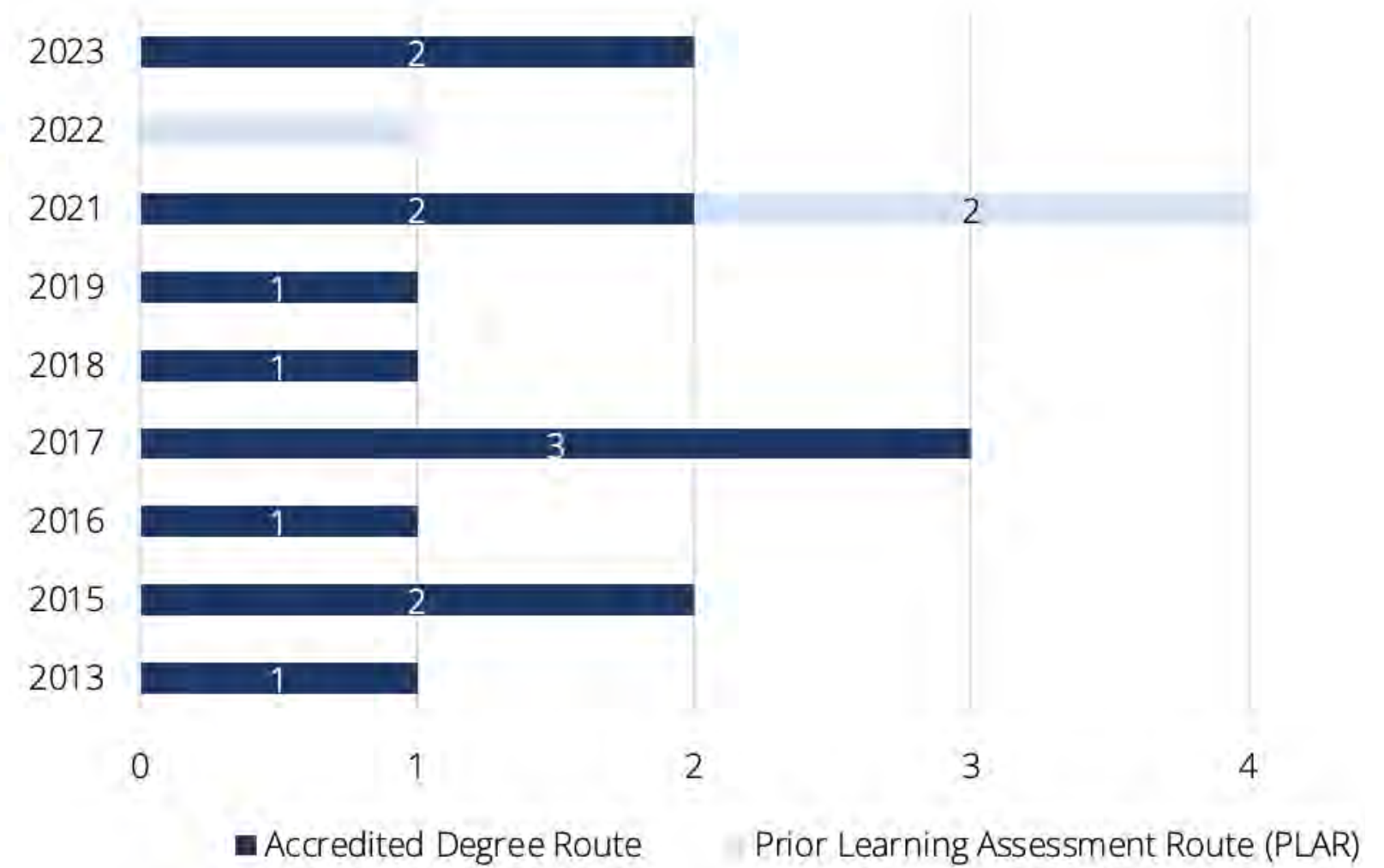
Education & Certification

RPP Candidates (by path)

Atlantic Canada



New Brunswick



Conclusion

In conclusion, this comprehensive report on community planning in New Brunswick and Canada reveals a multifaceted landscape characterized by the overarching issue of **supply and demand** for planners. The planner's profession is growing, with organizations adding to their planners' complement while post-secondary institutes' graduate numbers are decreasing.

Recruitment and retention of community planners emerge as central concerns, influenced by factors such as limited awareness, intense competition for talent, misaligned salaries, and language and geographical barriers. Relocation challenges compound the shortage of planners, emphasizing the need for increased awareness and funding to promote the profession.

Navigating complex **provincial regulations and certification requirements** further contributes to the supply-demand imbalance, necessitating streamlined processes and enhanced mentorship programs. The lack of inter-provincial synergy poses limitations, urging collaboration between provinces and partnerships with Immigration Canada to tap into a fresh talent pool.

Education programs require innovation to address the pressing need for flexible options and local planning programs. Exploring streamlining the Prior Learning Assessment and Recognition (PLAR) path is another step toward strengthening the profession.

In summary, these interconnected challenges underscore the imperative for a comprehensive and collaborative approach to sustain and revitalize community planning in New Brunswick and Canada. Addressing the supply-demand issue is the key to shaping a vibrant, accessible, and thriving future for community planning, which is vital in shaping our communities for the better.



Jennifer Murray
HR Consultant



Maggie Rogers
HR Consultant



Brittany Shaw
HR Consultant



Over the last few years, large number of vacancies and very tough to fill positions.

We posted a vacancy for senior planner in January 2023 and were unsuccessful in getting someone. We posted again, not successful again. We had about 30 applications but only 1 was a registered professional planner (which ended up getting another job elsewhere). 90% were re foreign applications with no related education. And, we had no success through traditional media (CIP, Indeed, Municipal Network News, Career Beacon, etc.)

-City of Moncton