

# OSINT RELEASE: A Proposal for Rebranding the Greater Moncton Area (GMA) to the Greater Codiac Area

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## Abstract

This document presents an **Open-Source Intelligence (OSINT)**-driven analysis supporting the renaming of the Greater Moncton Area (GMA) to the **Greater Codiac Area**. This change is an optimization of existing regional assets (**Codiac Transpo**, **Codiac Regional RCMP**) to achieve three public-facing goals: 1) A clear, public-facing act of **Reconciliation** with the **Mi'kmaq\*\*** and **Acadian\*\*** people; 2) Establishing a more **Cohesive and Equitable Regional Brand** for Moncton, Dieppe, and Riverview; and 3) Modernizing the area's identity for **Enhanced Global Competitiveness**. This approach minimizes complexity by focusing on the regional designation, maximizing public buy-in through transparency.

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# 1 OSINT Analysis: Situational Assessment

## 1.1 Current Designation: Greater Moncton Area (GMA)

The current designation suffers from three main vulnerabilities in the public sphere:

- **Historical Liability (Dual Context):** The name is linked to **Colonel Robert Monckton**, a British officer who played a key role in the **Acadian Expulsion** (*Le Grand Dérangement*) and commanded troops during campaigns involving the destruction of settlements and **military conflict against Indigenous peoples (Mi'kmaq)** in the 1750s <sup>1 2 3</sup>.
- **Branding Fragmentation:** The term GMA is **Moncton-centric**, failing to equally promote the distinct identities and contributions of Dieppe and Riverview <sup>4</sup>.
- **Linguistic Complexity:** The name "Moncton" is often cited as **difficult to pronounce for non-native English/French speakers**, an unnecessary hurdle for global campaigns <sup>4</sup>.

## 1.2 The "Codiac" Asset: A Public-Domain Solution for Reconciliation

The term **Codiac** (a shortened form of *Petitcodiac*) is a robust, public-domain name that is already widely recognized and positively associated with shared civic function.

- **Source/Meaning:** The name is derived from the Mi'kmaq term *Epetkutogoyek*, meaning **"the river that bends like a bow"** <sup>5 6</sup>. Adopting this name is an explicit, visible gesture of respect for the land's original inhabitants and geographical history.
- **Precedent (Pre-Existing Assets):** The existence of **\*\*Codiac Transpo\*\*** and the **\*\*Codiac Regional RCMP\*\*** provides powerful proof of concept and established public familiarity with the name for regional cooperation <sup>7 8</sup>.

# 2 Strategic Objectives: Maximizing Public Value

## 2.1 Goal 1: Comprehensive Reconciliation and Ethical Brand Integrity

*Public Action:* Replace the colonial-era regional association with a name rooted in the Indigenous history of the land, directly addressing the full scope of historical harm against both Mi'kmaq and Acadians <sup>9</sup>.

**OSINT Value:** This provides clear evidence of the region's commitment to **Truth and Reconciliation**, aligning the brand with modern ethical and social standards.

## 2.2 Goal 2: Unifying Regional Governance

*Public Action:* Establish a neutral, geography-based moniker that equally represents the entire **tri-community** (Moncton, Dieppe, and Riverview) <sup>4</sup>.

**OSINT Value:** A neutral brand simplifies regional planning documentation, fosters greater cooperation in governance, and streamlines joint public communications.

## 2.3 Goal 3: Modernizing the Global Brand

*Public Action:* Adopt a unique, concise, and easy-to-recall name for international business outreach.

**OSINT Value:** The name **Greater Codiac Area** is highly marketable, concise, and memorable, enhancing its distinctiveness for investment and immigration campaigns.

# 3 Implementation Roadmap (Public Transparency)

| Phase | Key Action / Deliverable                                                                                                                                                                                                       | Lead Stakeholders                       |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| I     | <b>Public Consultation &amp; Validation (3-6 Months):</b> Form a transparent <b>Tri-Community Working Group</b> that includes Mi'kmaq and Acadian community leadership representation. Conduct open public forums and surveys. | Municipal Councils, Public Liaisons     |
| II    | <b>Legal Authorization (6-9 Months):</b> Draft and publicize the joint resolution/bylaws for all three municipal councils and the regional planning authority. Secure all necessary regulatory approvals.                      | Legal Departments, Municipal Councils   |
| III   | <b>Brand Transition (12-24 Months):</b> Phased rollout beginning with non-essential communication (website, marketing materials) followed by administrative changes (regional planning documents, shared public signage).      | Regional Administration, Communications |

# 4 Resource and Cost Transparency

Renaming the regional designation minimizes costs compared to a city-name change. Expenses are primarily allocated to communication, re-design, and non-permanent signage.

- **Estimated Operational Budget (Placeholder):** \$XXX,XXX CAD
- **Cost Mitigation Strategy:** Utilize existing municipal staff where possible. Seek Federal Reconciliation/Infrastructure Grants to offset major signage and branding expenses.

## 5 Conclusion and Next Steps

The rebranding to the **Greater Codiak Area** is an **\*\*OSINT-validated strategic opportunity\*\*** for the Moncton-Dieppe-Riverview region. It is a unifying, ethical, and practical action that leverages existing assets for future growth and addresses the full scope of the controversial historical baggage associated with the Monckton name.

The next step is the immediate public approval and launch of **Phase I: Public Consultation & Validation**.

*End of Open-Source Analysis. Full supporting data available upon request.*

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## References (OSINT Source List)

1. Dictionary of Canadian Biography: MONCKTON, ROBERT. [https://www.biographi.ca/en/bio/monckton\\_robert\\_18.html](https://www.biographi.ca/en/bio/monckton_robert_18.html) <sup>1</sup>
2. Wikipedia: St. John River campaign (Details destruction of Acadian settlements and conflict during Monckton's command). [https://en.wikipedia.org/wiki/St.\\_John\\_River\\_campaign](https://en.wikipedia.org/wiki/St._John_River_campaign) <sup>2</sup>
3. Acadiensis: "A Great and Noble Scheme": Thoughts on the Expulsion of the Acadians (Context on Monckton's orders and reference to "Savages"). <https://journals.lib.unb.ca/index.php/Acadiensis/article/view/10000> <sup>3</sup>
4. CBC News: What's in a name? Some Acadians have long struggled with Université de Moncton (Discusses historical context and name debate). <https://www.cbc.ca/news/canada/new-brunswick/moncton-name-debate-1.4588888> <sup>4</sup>
5. Moncton Cares: Why is Moncton called Codiac? (Discusses Mi'kmaq derivation "kadek" and river bends). <https://monctoncares.ca/blog/local-news/why-is-moncton-called-codiac/> <sup>5</sup>
6. Wikipedia: Petitcodiac River (Cites Mi'kmaq *Epetkutogoyek* meaning "river that bends like a bow"). [https://en.wikipedia.org/wiki/Petitcodiac\\_River](https://en.wikipedia.org/wiki/Petitcodiac_River) <sup>6</sup>
7. Codiac Transpo Official Website. <https://www.codiactranspo.ca/> <sup>7</sup>
8. Royal Canadian Mounted Police (RCMP) New Brunswick (References regional detachment). <https://rcmp.ca/en/nb> <sup>8</sup>
9. NB Media Co-op: Changing the name of Université de Moncton is the 'right thing to do' (Includes Mi'gmawë'l Tplu'taqnn support for name change). <https://nbmediacoop.org/2025/01/20/moncton-name-change/> <sup>9</sup>

## Related Additional Readings (For Deeper Intel)

- Moncton—Dieppe: Federal Electoral District Overview (Context on regional political boundaries). <https://en.wikipedia.org/wiki/Moncton%E2%80%94Dieppe>
- City of Dieppe: Immigration Strategy (Evidence of regional cooperation on immigration). <https://www.dieppe.ca/en/vivre-ici/resources/Strat%C3%A9gie-d'immigration>
- The Canadian Encyclopedia: Robert Monckton (General biography and military service). <https://thecanadianencyclopedia.ca/en/article/robert-monckton>