

Strategic Blueprint for the Marie-Soleil Seshat Landry Municipal Campaign and Moncton's Socioeconomic Rebirth

Electoral Dynamics, Legal Compliance, and Strategic Campaign Infrastructure

The municipal political landscape of Moncton was profoundly reshaped by the municipal elections held on May 11, 2026, which saw Shawn Crossman elected as mayor in a highly competitive four-candidate race. Crossman secured the mayoralty with 37.7% of the vote (6,593 votes), narrowly defeating former mayor and member of Parliament Brian Murphy, who captured 36.0% (6,299 votes). The third-place finisher, Charles Léger, received 24.0% (4,189 votes), while progressive candidate Jeffrey McCluskey finished fourth with 2.3% (408 votes). This election marked the end of the interim administration of Deputy Mayor Paulette Thériault, who had assumed the acting mayoralty after Dawn Arnold resigned in 2025 to accept an appointment to the Senate of Canada.

The newly elected council includes two at-large representatives and eight ward-specific councillors. The at-large seats are held by Greg Turner, who led the poll with 7,682 votes, and incumbent Marty Kingston, who secured 7,280 votes. The ward-specific council seats are held by Mike Gaudet and Felix LeBlanc in Ward 1; Marc Léger and Kristin Cavoukian in Ward 2; Julianna Mutch and incumbent Bryan Butler in Ward 3; and incumbent Paul Richard and Kate Doyle in Ward 4.

Candidate	Office	Votes Secured	Percentage of Vote	Electoral Status
Shawn Crossman	Mayor	6,593	37.7%	Elected
Brian F.P. Murphy	Mayor	6,299	36.0%	Defeated
Charles Léger	Mayor	4,189	24.0%	Defeated
Jeffrey McCluskey	Mayor	408	2.3%	Defeated
Greg Turner	Councillor At-Large	7,682	26.1%	Elected
Marty Kingston	Councillor At-Large	7,280	24.7%	Elected (Incumbent)
Ana Larade	Councillor At-Large	5,796	19.7%	Defeated
Marc Léger	Councillor Ward 2	2,150	32.4%	Elected
Kristin Cavoukian	Councillor Ward 2	2,119	31.9%	Elected
Daniel Bourgeois	Councillor Ward 2	1,606	24.2%	Defeated (Incumbent)

For the progressive municipal campaign of Marie-Soleil Seshat Landry, the focus must shift to preparing for upcoming local government by-elections (such as the June 22, 2026 by-elections

held to fill vacancies across multiple New Brunswick jurisdictions), or establishing a permanent community advocacy network to challenge the new council on social issues, drug reform, and economic diversification.

To run for municipal office in Moncton, candidates must satisfy the eligibility criteria defined by the New Brunswick Local Governance Act and the Municipal Elections Act. A candidate must be a Canadian citizen, at least 18 years of age on or before Election Day, and a resident of New Brunswick and the target municipality (or ward) for at least six months immediately preceding the election. The nomination process requires the completion and submission of Form M 04 001 to the Municipal Returning Officer before the close of nominations. This form requires a minimum of ten signatures from qualified electors residing in the candidate's target ward. The candidate must certify their eligibility, and their consent must be signed and witnessed. A candidate is legally permitted to witness the signatures of their nominators, but they cannot witness their own consent signature.

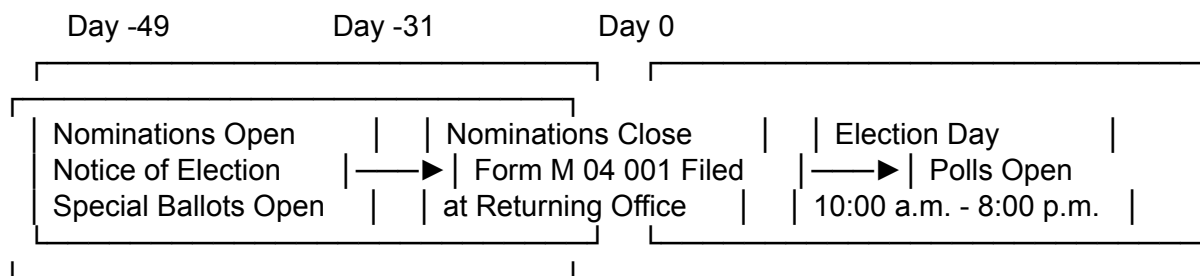
The regulatory framework imposes strict conflict-of-interest and employment restrictions.

Full-time municipal employees and officers cannot seek election to the council of the local government where they are employed unless they obtain an official leave of absence.

Furthermore, elected council members are legally prohibited from being appointed as officers or employees of their municipality during their term of office, and for one full year after their term ends. Public service employees at the provincial or federal levels must consult their employers to determine if they must seek approval to become a candidate. In federal departments, employees must obtain formal permission from the Public Service Commission (PSC) of Canada, which is granted only if the candidacy will not impair or be perceived as impairing the employee's political impartiality.

Once elected, council members must take a prescribed oath or affirmation of office. They must respect the legal boundaries of municipal governance, which prohibit individual councillors from involving themselves in day-to-day administrative operations or directing municipal staff. All operational directions must flow through the Chief Administrative Officer (CAO), and all policy decisions must be made collectively through formal Council meetings, as individual councillors hold no independent executive authority.

[span_51](start_span)[span_51](end_span) MONCTON MUNICIPAL CAMPAIGN TIMELINE



The campaign must align its voter mobilization strategies with New Brunswick's voter identification rules. Registered electors are not required to show physical identification at the polling station; they can state their name and address to the poll worker to be verified on the list of electors. However, first-time voters or unregistered individuals must provide at least one piece of identification (such as a New Brunswick driver's license, lease agreement, utility bill, or Medicare card) showing their name, current address, and signature. Alternatively, an eligible voter already on the list of electors can make an official affirmation to vouch for an unregistered

voter's identity and residency. The electoral timeline demands precise execution across key milestones.

Timeline Milestone	New Brunswick Legislative Framework Reference	Required Campaign Action
Publish Notice of Election & Begin Nominations	Municipal Elections Act, Section 15(3) & 17(1)	Initiate signature collection on Form M 04 001; launch campaign communications.
Applications for Special Ballots Accepted	Municipal Elections Act, Section 39.1(2)	Coordinate mail-in and mobile voting campaigns for unhoused, hospitalized, or incapacitated electors.
Close of Nominations (2:00 p.m.)	Municipal Elections Act, Section 15(1)(a)	File completed nomination papers, nominator signatures, and declarations with the Returning Officer.
Deadline for Withdrawal of Candidacy (5:00 p.m.)	Municipal Elections Act, Section 17(4)	Finalize candidate lists; submit signed withdrawal statements if required.
Mailing of Voter Information Cards	Municipal Elections Act, Section 11(3)	Execute targeted direct-mail campaigns matching the municipal registry database.
Advance Polls (10:00 a.m. to 8:00 p.m.)	Municipal Elections Act, Section 28	Deploy volunteers to drive senior, disabled, or high-risk voters to advance polling stations.
ELECTION DAY (10:00 a.m. to 8:00 p.m.)	Local Governance Act, Section 54	Deploy scrutineers to polling stations; maximize voter turnout.

Organic Rights, Minority Protections, and Safe-Haven Municipalism

The erosion of minority rights in New Brunswick has been driven by the provincial government's unilateral revisions to Policy 713 in 2023. The original 2020 policy, developed in consultation with educators, parents, and community stakeholders, was designed to protect 2SLGBTQ+ students by establishing self-identification rights, safe facilities, and inclusive learning environments. The 2023 amendments removed the requirement for school staff to respect the chosen names and pronouns of gender-diverse students under the age of 16 without explicit parental consent. These changes have been criticized by the provincial Child and Youth Advocate as unconstitutional. The revisions have also been challenged in court by the Canadian Civil Liberties Association (CCLA) and local school boards, who argue they violate Charter rights to equality, liberty, security of the person, and freedom of expression.

In Moncton, the Anglophone East District Education Council (DEC) resisted the provincial changes by adopting Policy 1.7. This policy directed school staff to respect students' chosen names and pronouns in their daily interactions. The provincial government responded by quashing the DEC policy. Education Minister Bill Hogan threatened to dissolve the Anglophone East DEC and apply to the Court of King's Bench under the Education Act, alleging the school

board was misappropriating public funds for civil rights litigation. This conflict, alongside actions in other municipalities such as the Town of Woodstock's decision to stop flying Pride banners, highlights the need for municipal-level protections.

Marie-Soleil Seshat Landry's campaign proposes an "Organic Rights" framework. This model argues that human rights are inherent and self-evident, and that local governments have a duty to protect their residents from provincial overreach. Since the New Brunswick Human Rights Act and the Canadian Charter of Rights and Freedoms prohibit discrimination based on sexual orientation, gender identity, and gender expression, Moncton can establish local protections.

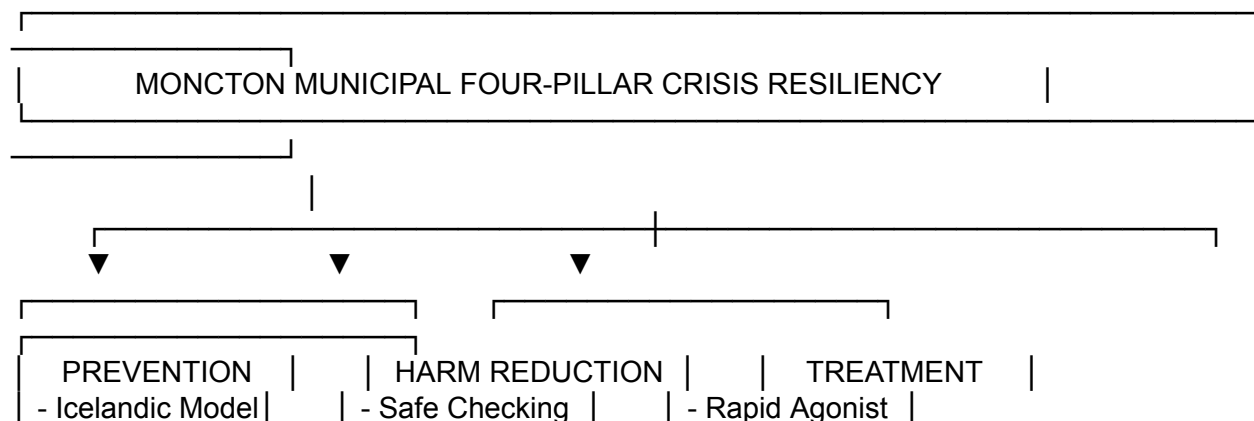
The campaign's safe-haven policy will rely on three municipal mechanisms:

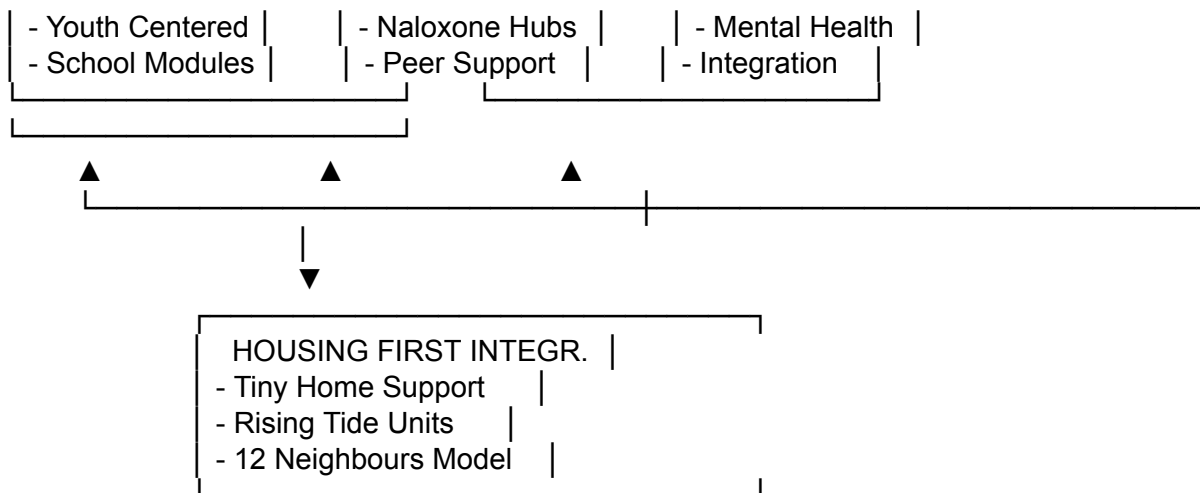
- **The Municipal Organic Rights Ordinance:** A local bylaw establishing that any business, non-profit, or developer receiving municipal funding, tax incentives, land transfers, or operating licenses must protect self-identification, preferred pronoun usage, and universal access to gender-affirming public facilities.
- **Social Procurement and Grant Conditions:** Applying strict non-discrimination criteria to all municipal grants and service-delivery contracts. Any recipient found violating these standards will face the suspension of municipal funding, tax exemptions, or operating permits.
- **Inter-Sectoral Protection Alliances:** Partnering with regional health networks, peer-led 2SLGBTQ+ support groups, and progressive school district advocates. These partnerships will fund and establish safe spaces, peer-led youth centers, and mental health programs.

These local measures will help protect marginalized residents, ensuring Moncton remains an open and inclusive city.

Public Health Crisis Mitigation: The Anti-Fentanyl Four-Pillar Paradigm

Moncton is facing a severe public health crisis driven by a highly toxic unregulated drug supply, dominated by illicit fentanyl, benzodiazepines, and the veterinary tranquilizer xylazine. While national statistics indicate a slight decline in overall opioid toxicity deaths in some parts of Canada, Moncton has emerged as a regional outlier. Frontline organizations like Harvest House Atlantic responded to 309 suspected overdoses within a single 12-day period in June 2026, averaging 28 responses per day. This surge has placed immense strain on emergency services, with the Moncton Fire Department reporting historic daily call volumes that threaten first-responder capacity and cause severe firefighter burnout.





To address this crisis, Marie-Soleil Seshat Landry's campaign rejects punitive, supply-side enforcement in favor of a localized, evidence-based four-pillar drug strategy. This strategy will be supported by municipal funding and federal resources, such as Health Canada's Substance Use and Addictions Program (SUAP) and the Emergency Treatment Fund (ETF).

The prevention pillar will be anchored by a youth-focused education campaign modeled on the internationally recognized Icelandic Prevention Model and Health Canada's "Know More Opioids" program. Rather than relying on outdated scare tactics, the campaign will deliver factual, stigma-free education directly to Moncton schools and community hubs, focusing on the chemical composition of the modern drug supply, the mechanics of polysubstance toxicity, and the legal protections established under the Good Samaritan Drug Overdose Act.

For immediate harm reduction, the city will fund decentralized drug-checking services using advanced spectrometers to identify fentanyl, benzodiazepines, and xylazine before consumption, alongside a massive expansion of peer-led naloxone distribution networks. The treatment pillar will establish rapid-access municipal clinics providing opioid agonist therapy and comprehensive mental health support, targeted at vulnerable individuals who have transitioned into unsheltered homelessness or aged out of the provincial foster care system.

Housing First and Social Remediation: Addressing Encampments and Chronic Homelessness

Moncton's public health crisis is closely linked to its growing chronic homelessness issue. The city's unhoused population reached 636 in recent years, making it the highest in the province—surpassing Fredericton (119) and Saint John (128) combined. Systemic factors contributing to this crisis include family housing instability, adverse childhood experiences, and a lack of transitional support for youth aging out of provincial foster care. Approximately 28% of Moncton's unhoused population have a history in the foster care system, and 36% of those became homeless within one year of leaving care.

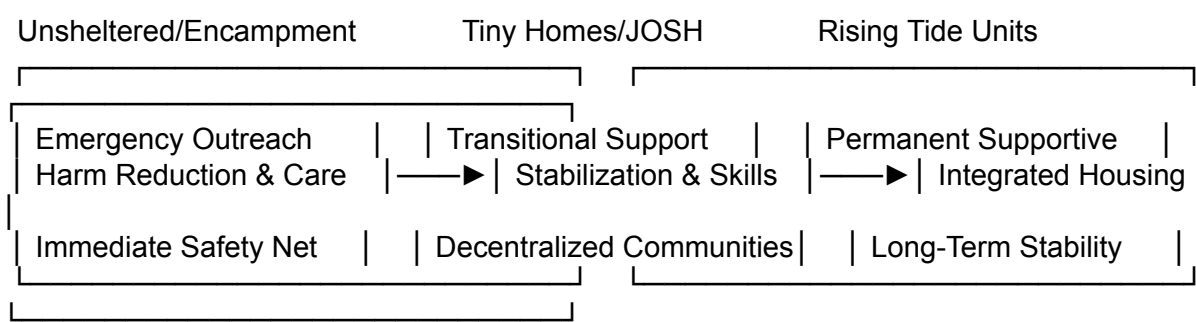
This housing vulnerability is exacerbated by Moncton's tight rental market, which has a vacancy rate of 1.6% overall (and just 1.0% for two-bedroom units). Average monthly rents have risen to \$834 for a bachelor unit, \$966 for a one-bedroom unit, and \$1,223 for a two-bedroom unit. At the same time, 46% of workers in New Brunswick earn less than the provincial living wage of \$24.62 per hour.

Rental Metric	Value / Statistic	Systemic Impact on Vulnerable Populations
Overall Apartment Vacancy Rate	1.6% (2023)	Extreme competition for housing; landlords exclude low-income or marginalized tenants.
Two-Bedroom Vacancy Rate	1.0% (2023)	Virtually no housing options for low-income families.
Average Rent (Bachelor Unit)	\$834/month (2023)	Consumes nearly the entirety of basic provincial social assistance payments.
Average Rent (One-Bedroom)	\$966/month (2023)	Exceeds the maximum EBP monthly support rate of \$918.
Average Rent (Two-Bedroom)	\$1,223/month (2023)	Causes housing instability for single parents and families.

To address this crisis, the community report "Unhoused & Unacceptable," co-authored by Rising Tide President Dale Hicks and former Chamber of Commerce CEO John Wishart, outlines 26 action calls. While the report calls for bylaw officers to be transitioned into peace officers with enforcement powers, the Landry campaign will focus on the report's recommendations for housing and land use. This includes implementing a municipal tax on vacant, derelict properties owned by out-of-province speculators to encourage development.

The campaign will also scale transitional and supportive housing models. Moncton has previously allocated \$6 million to Rising Tide to construct 125 supportive housing units, \$310,000 to the Humanity Project's JOSH project for 20 tiny homes, and set aside funds in the municipal budget for transitional housing. Landry's strategy will expand these initiatives by utilizing the city's Land Disposition Policy to transfer surplus city-owned properties to non-profit housing cooperatives for a nominal fee of \$1, ensuring the rapid construction of supportive tiny homes and transitional spaces.

HOUSING FIRST TRANSITIONAL PIPELINE



Urban Agriculture, Passive Solar Vegan Greenhouses, and Ethical Commerce

Moncton is experiencing a severe cost-of-living crisis, characterized by a 22% increase in food costs from 2021 to 2024 and a 45% spike in provincial food bank usage. Low-income

neighborhoods have increasingly become "food deserts," where access to fresh, nutrient-dense produce is financially or geographically impossible. To build municipal food security while reducing greenhouse gas emissions, the campaign proposes constructing municipal passive solar vegan greenhouses, integrated with local social programs.

These facilities will draw on two proven Canadian agritech models:

- **The Sealed Climate Envelope Model:** Modeled on AgriTech North's patented northern greenhouses, these structures utilize specialized plastic envelopes that reduce winter thermal loss by more than 70% compared to conventional single-pane glass systems. Utilizing water-based climate control systems rather than chemical refrigerants, these sealed structures eliminate the need for specialized technicians while withstanding extreme Atlantic winter conditions.
- **The "Greenhouse in a Box" Off-Grid Model:** Developed through applied research at Assiniboine College, these transportable, off-grid growing units utilize reversible thermal-mass wall panels (black for winter heat absorption, white for summer reflection) and automated drip fertigation powered by roof-mounted photovoltaic arrays and lithium iron phosphate storage batteries.

These municipal greenhouses will operate on strictly organic, vegan principles, entirely free from animal-derived fertilizers (such as bone meal or blood meal) or chemical pesticides. The harvested produce will directly supply Moncton's emergency shelters, Rising Tide housing units, and municipal food pantries, establishing a direct link between urban agriculture and poverty reduction.

Greenhouse System Component	Technical Specification and Operational Integration
Structural Envelope	Double-layered insulated plastic with advanced snow-load tolerances; 70% thermal retention efficiency.
Energy Input	100% off-grid solar array paired with lithium iron phosphate storage batteries and micro-wind turbines.
Thermal Mass System	Reversible black/white panels paired with internal black-barrel water reservoirs acting as passive heat sinks.
Water and Irrigation	External rainwater and snowmelt collection funneled to indoor storage; 97% reduction in water usage via closed-loop drip fertigation.
Fertilization Matrix	Strictly plant-based, organic, non-chemical compost and bio-nutrients, excluding all animal-byproduct additives.
Social Output Pipeline	60% of yield directed to local food banks, drop-in meal programs, and transitional housing developments.

To maintain urban farming safety, the campaign will implement best practices recommended by public health authorities. Greenhouses and community gardens will be situated away from high-traffic corridors and industrial sites, and raised beds will be built with non-toxic liners to prevent soil contamination. Regular soil and water testing will be conducted to maintain a neutral pH, minimizing the bioavailability of heavy metals.

This commitment to ethical, animal-free systems will extend to the broader municipal

commercial sector. Following the passage of federal Bill C-47, which banned cosmetic animal testing and the sale of products relying on animal testing data in Canada, the campaign will introduce municipal licensing bylaws. Any business operating within Moncton must prove compliance with cruelty-free certification standards for beauty, personal care, and domestic cleaning products. The city will implement a strict "Cruelty-Free Moncton" procurement policy, ensuring municipal departments purchase only verified ethical, plant-based, and non-animal-tested supplies. To support local businesses in transitioning to these standards, the city will partner with animal protection advocates and industry groups to provide technical guidance on non-animal safety testing methods, such as *in-vitro* human cell assays and advanced computer modeling simulations.

Progressive Fiscal Reform: Social Assistance Supplements and Property Tax Restructuring

New Brunswick's provincial social assistance rates are among the lowest in Canada, leaving recipients in deep poverty. In the 2024–2025 fiscal year, approximately 24,592 cases (representing 37,716 beneficiaries) relied on provincial income support programs. The Transitional Assistance Program (TAP) provides a base rate of just \$708 monthly for a single designated individual, while the Extended Benefits Program (EBP) for individuals with severe disabilities provides \$918 monthly. Even with the introduction of a \$200 monthly Household Supplement in 2024 to assist with food and shelter, total annual welfare incomes (\$11,061 for an employable single adult; \$14,130 for an adult with a disability) fall far below the Market Basket Measure poverty threshold of \$26,032 for unattached singles in New Brunswick. This gap is particularly severe in Moncton, where the calculated hourly living wage has reached \$24.43 to support a basic standard of living.

Marie-Soleil Seshat Landry's campaign proposes to bridge this gap through a municipal-level social assistance supplement and the launch of a targeted Guaranteed Annual Income (GAI) pilot project, drawing on the design of the Ontario Basic Income Pilot and Manitoba's historic Mincome experiment. The municipal supplement will be calculated using a negative income tax formula:

$$S_{\text{muni}} = \max\left(0, B_{\text{target}} - (I_{\text{prov}} + \omega \cdot E)\right)$$

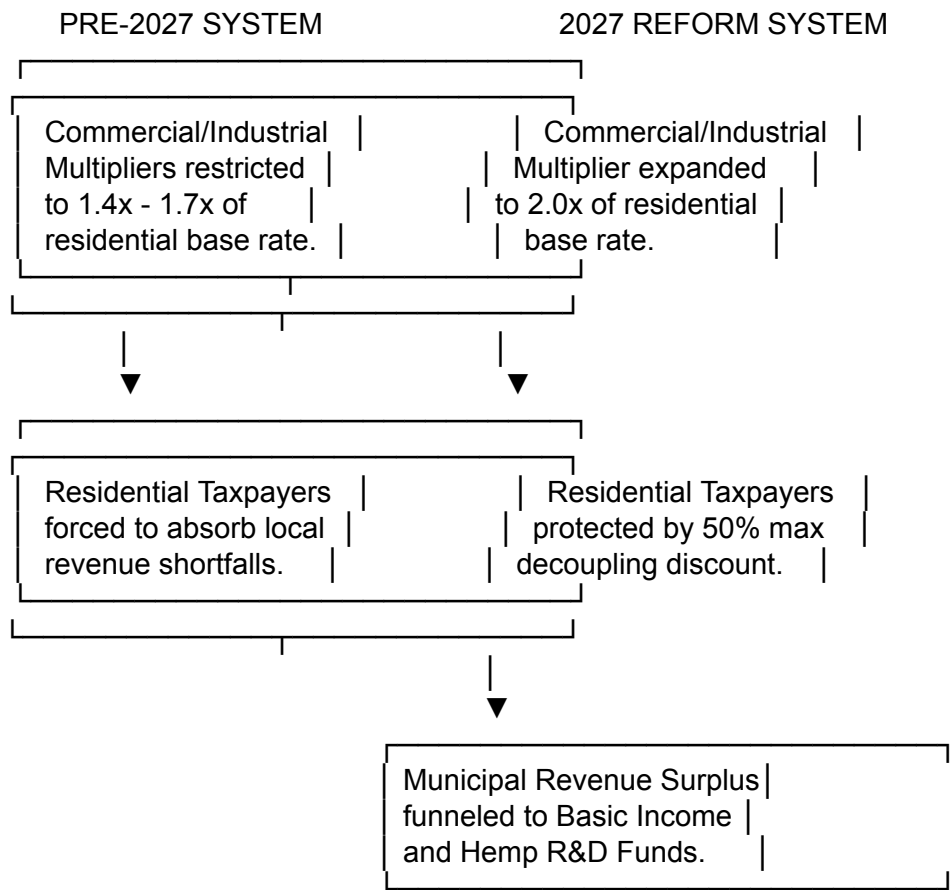
where S_{muni} is the net municipal financial transfer, B_{target} is the targeted minimum monthly income floor (set at 75% of the low-income measure), I_{prov} is the basic provincial social assistance benefit received (TAP or EBP), E represents any supplementary earned income, and ω is the clawback rate (set at 0.50 to preserve workforce participation incentives).

To fund this social safety net, Moncton will leverage the newly enacted provincial property tax reforms tabled by the Holt government, set to take effect in the 2027 taxation year. These reforms introduce two critical mechanisms that the campaign will use to generate municipal revenue:

- **Decoupled Tax Multipliers:** The reforms increase municipal flexibility to adjust the rate multiplier on commercial, industrial, and heavy industrial properties. Moncton can now set residential tax rates up to 50% below non-residential rates, up from the previous 41% limit. This allows the city to keep residential rates low while maintaining or increasing tax rates on large commercial and heavy industrial properties.
- **Local Rate Stabilizer Override:** While the provincial reforms automatically discount a municipality's base tax rate when property assessments rise faster than inflation, elected

councils retain the legislative power to vote publicly to override this discount. The campaign will use this override to capture revenue windfalls from rising commercial and out-of-province corporate real estate holdings, redirecting these funds into the municipal basic income fund. Additionally, the campaign will advocate for the rapid implementation of a municipal vacant land levy and the proposed 2028 heavy industrial revenue transfer grant to ensure corporate interests pay their fair share.

PROPOSED PROPERTY TAX REBALANCING



Scaling the Moncton Organic Hemp Economy: Applied R&D and Processing Infrastructure

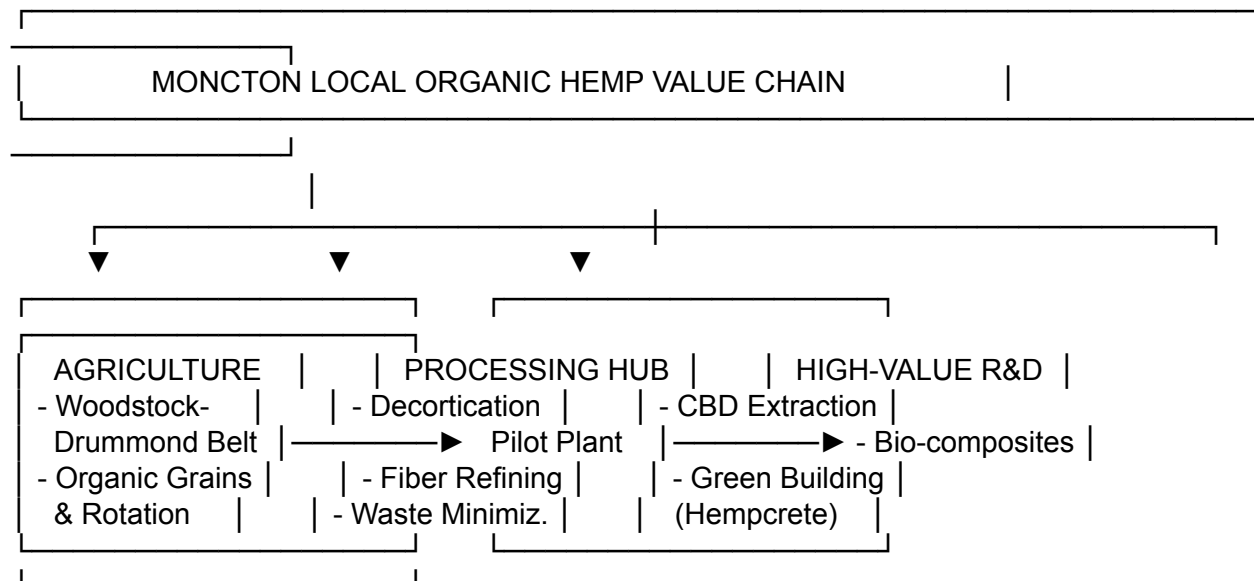
The transition to an ecologically sustainable economy in Moncton will be anchored by a fully funded, municipal-led research and development program designed to deploy a localized, organic industrial hemp economy. Following regulatory changes by Health Canada allowing the harvesting and utilization of the entire hemp plant (including flowers, leaves, and stems for CBD extraction, alongside traditional seed and fiber applications), industrial hemp represents a highly lucrative, low-carbon economic opportunity. In November 2025, the launch of a coordinated commercial hemp initiative in New Brunswick set aggressive targets of 10,000 acres for the 2026 season, rising to 25,000 acres by 2027, centered on a processing and packaging facility in Saint-André. Moncton is uniquely positioned to serve as the technological, logistical, and R&D

hub for this emerging Atlantic Canadian value chain.

Historically, industrial hemp production in New Brunswick was limited to sporadic trials with inconsistent yields. In 2017, fourteen producers cultivated a total of 203 hectares, which grew to approximately 448 hectares in 2018 before dwindling due to dry growing conditions, sub-optimal crop management, and a fragile local value chain. Marie-Soleil Seshat Landry's campaign proposes to address these historic weaknesses by partnering with provincial research institutions, Opportunities New Brunswick (ONB), BioNB, and the Atlantic Canada Opportunities Agency (ACOA). This strategy will build a integrated value chain utilizing every component of the hemp plant:

- **Seeds and Grains:** Processed for organic foods, vegetable oils, aquaculture feed, and poultry feed, integrating with regional agricultural and manufacturing sectors.
- **Fibers and Stalks:** Used in high-value industrial applications, including automotive parts, bioplastics, textiles, paper, and hempcrete for eco-friendly building construction.
- **Flowers and Leaves:** Utilized for the extraction of high-purity cannabidiol (CBD) and secondary cannabinoids to supply the global wellness and pharmaceutical markets.

To scale this economy, the city will support regional farmers by addressing structural challenges. This includes providing technical assistance for organic farming practices, implementing training for Good Agricultural Collection Practices (GACP), and funding research to test and select seed varieties optimized for New Brunswick's shorter growing season. These efforts will be supported by the Canadian Industrial Hemp Promotion-Research Agency (PRA), established in November 2024 to fund research, improve product quality, and develop domestic and export markets.



The municipal strategy will focus on three key pillars:

- **The Moncton Decortication Pilot Plant:** Establishing a publicly funded, community-cooperative decortication facility to process raw hemp stalks into high-quality fiber and shivs (hurds). This addresses the primary bottleneck in the North American hemp market: the lack of local processing infrastructure.
- **Hemp-Based Green Building and Materials:** Partnering with local housing agencies like Rising Tide to utilize processed hemp shivs for the local production of hempcrete—a carbon-negative, highly insulated, mold-resistant building material ideal for constructing affordable, energy-efficient supportive housing.

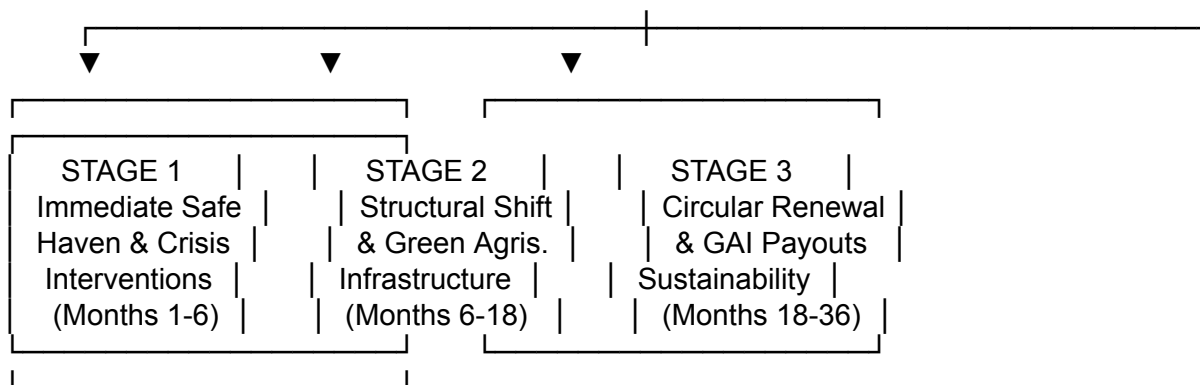
- **Advanced Extraction and Applied Science:** Establishing a specialized research institute in Moncton, in collaboration with the Canadian Industrial Hemp Promotion-Research Agency (PRA). This lab will focus on developing crop genetics suited to the shorter Atlantic growing season, maximizing high-purity CBD yields, and creating hemp-based bioplastics to replace single-use petroleum products.

Hemp Economy Development Phase	Timeline	Operational Objectives and Funding Allocation
Phase I: Research & Cluster Formation	Year 1 (2026–2027)	Establish the Moncton Hemp Industry Cluster with First Nations partners. Allocate \$1.5M in municipal R&D grants paired with federal matching funds to develop short-season seed genetics.
Phase II: Processing Infrastructure	Year 2 (2027–2028)	Conduct feasibility studies and construct the Moncton decortication pilot plant. Launch grower recruitment campaigns across regional agricultural zones.
Phase III: Material Deployment	Year 3 (2028–2029)	Standardize decorticated fibers for industrial manufacturing and green construction. Begin delivering locally sourced hempcrete to municipal housing projects.
Phase IV: Full Circular Scale	Year 4 (2029–2030)	Scale regional cultivation to target 25,000 acres. Launch advanced bio-composite and bioplastic production, positioning Moncton as Canada's green manufacturing leader.

Strategy Integration and Phased Implementation Roadmap

To transition Moncton from its current socioeconomic challenges to the renewal promised by its motto—*Resurgo* (I rise again)—Marie-Soleil Seshat Landry’s campaign must implement a coordinated, phased policy execution plan. This roadmap integrates the campaign's core platforms into an actionable agenda for the municipal administration.

MUNICIPAL POLICY EXECUTION ROADMAP	



Stage 1: Immediate Safe-Haven and Crisis Interventions (Months 1 to 6)

- Pass the Municipal Organic Rights Ordinance, ensuring protection for transgender and gender-diverse students and municipal safe-haven standards.
- Launch the peer-led, youth-focused anti-fentanyl education campaign in collaboration with community organizations, utilizing SUAP funding.
- Establish decentralized, mobile drug-checking and rapid-access naloxone distribution sites near emergency shelters and transit hubs.
- Adjust municipal procurement guidelines to mandate cruelty-free certification for all personal care and chemical products purchased by the city.

Stage 2: Structural Property Tax Rebalancing and Green Infrastructure (Months 6 to 18)

- Cast the council vote to override the automatic local rate stabilizer on commercial and industrial assessments, securing the revenue needed for the municipal basic income fund.
- Implement the decoupled 50% non-residential tax rate multiplier, shielding residential homeowners while collecting fair contributions from heavy industry and corporate real estate.
- Construct the first phase of municipal passive solar vegan greenhouses, integrating "Greenhouse in a Box" technology to supply local food shelters and drop-in centers.
- Establish the Moncton Hemp Industry Cluster in partnership with First Nations and regional growers, initiating Phase I genetic trials.

Stage 3: Circular Economy Scale and GAI Deployment (Months 18 to 36)

- Launch the Guaranteed Annual Income (GAI) pilot project, issuing supplementary basic income transfers to Moncton's lowest-income households.
- Complete construction of the Moncton decortication pilot plant, processing raw regional hemp into structural fibers, organic bioplastics, and insulation materials.
- Integrate hempcrete production into the city's social housing strategies, scaling

- construction of supportive housing to eliminate chronic shelter dependency.
- Connect the passive solar greenhouses with local social enterprises, providing employment, agricultural training, and fresh, organic produce to all residents.

By organizing around these structural, ecological, and compassionate policies, the campaign of Marie-Soleil Seshat Landry can provide a clear pathway to systemic renewal. This blueprint offers a concrete strategy to build a Moncton where human dignity, public health, animal welfare, and ecological sustainability are woven into the city's social fabric, fulfilling the promise of *Resurgo*.

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