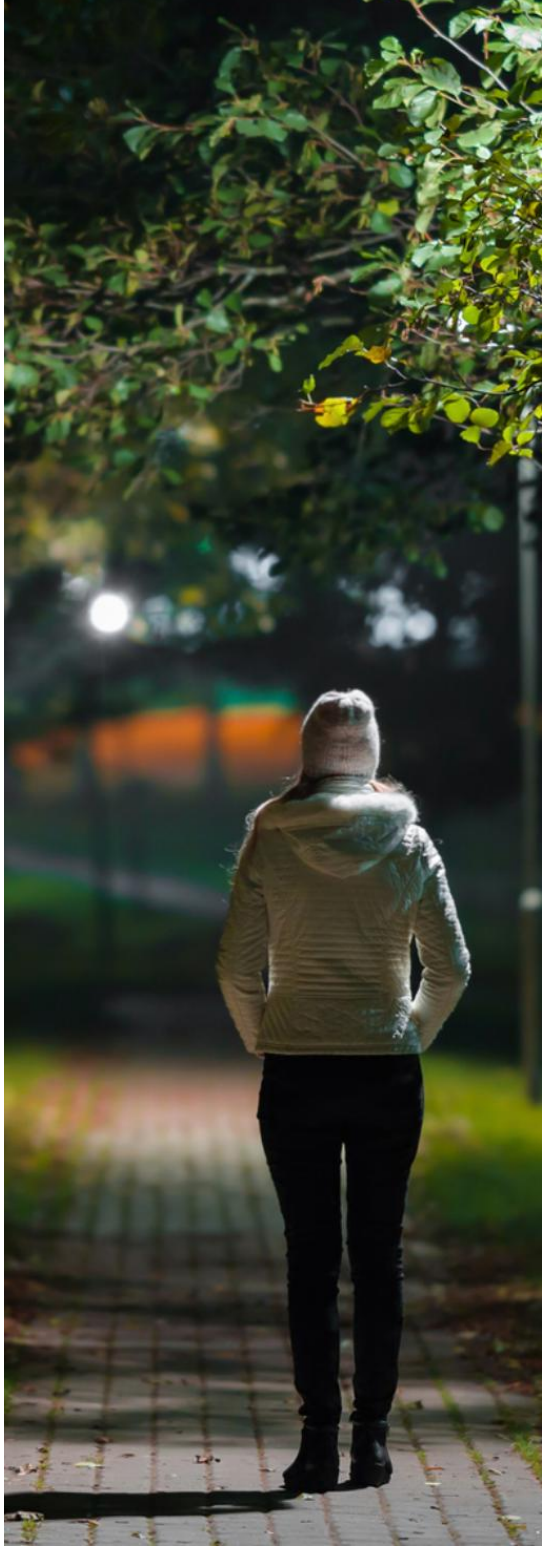

Barrie

Community Safety and Well-Being Plan 2025-2029

Working Together for a Safer Community

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Acknowledgements

The 2025-2029 Community Safety and Well-Being (CSWB) Plan reflects a shared commitment to action. It is the result of conversations, collaboration, and a collective willingness to tackle the challenges that affect the safety and well-being of our community.

We are grateful to the residents, service providers, and collaborative tables who offered their time, insights, and lived experiences. Their input helped ground this plan in what matters most and guided us toward practical steps we can take together.

We also extend our appreciation to the leadership of our Municipal Council and staff for recognizing the importance of this work. Their leadership ensures that local efforts align with legislative responsibilities while also driving meaningful collaboration across sectors to address complex social challenges and improve outcomes for all residents.

This plan builds on the foundation of earlier efforts. It represents a continued commitment to strengthening a community where everyone feels safe, supported, and connected, and where progress is measured not just by plans, but by outcomes.

Land Acknowledgement

We acknowledge and support the First Nations, Métis, Inuit, and Urban Indigenous communities, along with the organizations that work every day to enhance safety and well-being.

In recognition of the longstanding history of the land on which we live and where this Plan will be carried out, we offer this land acknowledgment

The City of Barrie acknowledges the traditional territory of the Anishinaabeg [Ah-nish-NAH-beh] people, which include the Odawa [Oh-DAH-wah], Ojibwe (O jib we), and Pottawatomi [boh-tah-WAH-toh-mee] Nations collectively known as the Three Fires Confederacy. We also acknowledge the Wendat Nation (Huron), who occupied these lands prior to the middle of the 17th century.

We are dedicated to honouring Indigenous history and culture and recognizing the enduring presence of Indigenous Peoples on this land. We are committed to moving forward in the spirit of reconciliation and respect with all First Nations, Métis, and Inuit People.

Foreword

On behalf of the City of Barrie Community Safety and Well-Being (CSWB) Committee, I am pleased to present our updated 2025-2029 CSWB Plan.

This Plan builds on the foundation of our original work and reflects input from residents, service providers, and community partners. It sharpens our focus on three priority areas where coordinated efforts can have the greatest impact: housing and homelessness, mental health and addiction, and access to services.

Community safety and well-being requires collaboration across sectors and a shift toward prevention, early intervention, and better service integration. This Plan moves beyond individual programs and instead emphasizes system-level strategies designed to improve outcomes for residents and strengthen coordination across organizations.

We thank those who contributed to this process, especially those who participated in consultations, shared data, or helped shape the strategies. Your input was critical in identifying where the gaps are, what is working, and where further alignment is needed.

The work ahead will require shared commitment, accountability, and continued collaboration. This Plan provides a clear path forward to guide our collective actions over the next four years from 2025-2029.

Greg Ferguson
Chair, Barrie Community Safety and Well-Being Committee

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Introduction

Community safety and well-being is about more than just responding to emergencies, it is about creating the conditions that allow people, families, and neighbourhoods to thrive. It means building a community where everyone feels healthy, safe, and supported in their day-to-day lives.

In Ontario, all municipalities are required under the *Community Safety and Policing Act, 2019* , part XVI, to have a Community Safety and Well-Being (CSWB) Plan. These plans are guided by the CSWB Framework, which emphasizes proactive, integrated strategies across four areas of intervention: social development, prevention, risk intervention, and incident response.

This updated Plan builds on our original, 2021-2024 CSWB Plan, not simply from a legislative perspective, but to strengthen our shared commitment to a safer, more connected community.

Since the first Plan, *'Our Shared Plan for A Safer Barrie'*, our community has continued to change. We have learned from local data, community voices, and collaboration with partners. While our priorities remain the same, this refresh sharpens our focus on where we can make the greatest impact.

To make real progress, our strategies are more coordinated, connected, and focused on how the whole system works. We are moving beyond one-off programs and working across sectors to align services, policies, and resources. This system-level approach helps create lasting, meaningful improvements in people's lives.

Plan At a Glance

The City of Barrie's 2025-2029 Community Safety and Well-Being (CSWB) Plan outlines a coordinated approach to address the most pressing issues affecting the safety and well-being of Barrie residents, in alignment with the Province of Ontario's Community Safety and Well-Being Planning Framework.

This Plan builds on what we have learned since 2021 and reflects input from residents, service providers, and partners. It focuses on where we can make the biggest difference by working together.

Priorities:

Housing and Homelessness	Mental Health and Addiction (MHA)	Access to Services and Navigation

While there were various ideas on how to address different aspects of safety and well-being and other important priorities, this Plan outlines eight aligned strategies, detailed in the strategy section of this Plan.

Housing Development and Supply
Brings partners together to increase housing options for people with minimal income.

Safe and Supported: Strengthening Pathways Out of Homelessness
Improves safety and stability through better housing access, outreach, and referral supports.

Coordinated and Integrated MHA Outreach Services
Aligns outreach services to reduce duplication, close gaps, and improve client outcomes.

Transitional-Aged Youth Services Network
Supports the coordination of youth mental health and addiction services across agencies.

Alternate Response for Mental Health Needs
Pilots the pairing of specially trained paramedics with mental health professionals to respond to non-violent mental health crises.

Social Service Community Campus
Co-locates key providers to make it easier for people with complex needs to access services and for providers to collaborate to mitigate crisis and justice involvement.

Campus of Care
Creates more integrated, accessible service spaces for people with complex needs.

County-Wide Phased Data Approach
Establishes a practical, collaborative foundation for data sharing to guide decisions, track CSWB progress, and support providers in preventing crisis and justice involvement.

This Plan Was Informed By

- An initial review of the original CSWB Plan by the City of Barrie CSWB Committee
- An online (Barrie Police) Community Safety Survey (Sept – Oct 2024)
- An online Resident CSWB Survey (Jan.–Feb 2025) – 407 responses
- An in-person Provider Session (Feb. 2025) – 26 providers participated
- In-person County-Wide Provider Session (Mar. 2025) – 27 providers participated
- An online Provider Survey (Mar.-Apr. 2025) – 35 responses
- Data Analysis (available local data)

Actioning the Plan

Each strategy in this Plan has a lead organization and partners responsible for moving the work forward. These groups will coordinate activities, track progress, and report regularly to the Barrie Community Safety and Well-Being (CSWB) Committee, which is a committee of council that serves as a collaborative forum for guiding, monitoring, and supporting the implementation of the Plan.

This Plan is meant to be practical and flexible. As we continue to learn and see what works, we will adapt along the way, always focused on improving safety, support, and connection across our community.

Included is a list of helpful terms and acronyms that may be useful when reading this Plan.

The next sections take you deeper into the voices, priorities, and shared strategies that guide this Plan

Building on Experience

As we refresh the Community Safety and Well-Being Plan, we recognize the value of reflecting on what we have learned thus far. Through collaboration, experience, and community engagement, we have gained important insights alongside a clearer understanding of the implementation challenges and limitations that can impact progress.

As we move forward with our refreshed Plan, we recognize:

- CSWB initiatives are most successful when a lead agency is identified, and roles are clearly defined
- Data sharing remains an ongoing challenge that needs to be addressed
- Lived and direct service provider experience brings valuable insight
- Inter-sectoral collaboration needs dedicated support and infrastructure
- Starting with clear, doable steps creates progress
- CSWB makes us rethink how we define success when it may not always be visible in the short term (e.g., prevented crises)
- Flexibility is essential for real-time learning and adjusting to emerging needs and opportunities
- The need for ongoing communication and consultation can not be overstated

Understanding Our Community

More people are choosing to call Barrie home. With a population currently estimated now over 166,000 residents, the city is seeing new neighbourhoods being built and more young families settling in.

One unique feature of Barrie is its age profile. It is one of just ten Cities in Canada where there are more children under the age of 15 than adults over 65[1]. This tells us that Barrie is a young, family-focused city, highlighting how important it is to plan for services that our growing community will need.

As the city grows, it is also becoming more diverse. In 2021, 17.4% of residents identified as part of a racialized group, up from 10.3% in 2011. About 16.9% identified as immigrants[2]. While these numbers are lower than the Ontario average, the pace of change highlights the need for inclusive, culturally appropriate services. As our population grows, so does the need for services that help people to stay healthy, safe, and supported. Whether it is affordable housing, mental health and addiction supports, or access to basic needs, we know that some residents are struggling to keep up, and that is why CSWB planning is so important.

Additionally, approximately 3.3%[3] of Barrie's population identifies as Indigenous (First Nations, Métis, or Inuit). It is important to note that Indigenous Peoples often experience higher rates of poverty, homelessness, and systemic barriers. There is a need for stronger partnerships with local Indigenous communities and for culturally safe, Indigenous-led supports.

The city's layout shapes how people access services. Kempenfelt Bay divides Barrie north and south, with many key services, like shelters and mental health supports, clustered downtown. This creates a visible hub of homelessness and outreach activity, adding pressure to the city's core and sometimes leading to stigma.

[1] Statistic Canada - Age Distribution for Barrie, 2021 Census
[2] Statistic Canada - Percentage of Immigrant Population in Barrie, 2021 Census
[3] Statistic Canada - Indigenous Population in Barrie, 2021 Census

The Story in the Voices and the Data

This Plan is shaped by what we heard from the community and what the data tells us. Together, these insights help us understand local needs and focus our efforts where they are needed most.

Insights From Resident Survey Respondents

Many survey respondents shared that it is hard to access healthcare, especially due to long wait times and a shortage of family doctors. Housing supports were also frequently mentioned as challenging to navigate or access. When asked about their top concerns, respondents pointed to visible homelessness, substance use and addiction, and the rising cost of food. Most respondents feel that Barrie and their own neighbourhoods are generally safe, but some areas, especially the downtown core and city parks, were identified as places where people feel less safe or more vulnerable.

Insights From Providers

Service providers across Barrie are seeing more people struggling with mental health and addiction, as well as growing challenges around accessing and navigating supports. Many shared that the rising housing cost puts even more pressure on the people they serve. Demand for services is increasing, especially among youth, seniors, and newcomers. To better support equity-deserving groups, providers said they need more access to training, culturally relevant resources, and better data on populations facing systemic barriers. Stronger collaboration across organizations could be supported by setting shared goals, improving communication, and finding better ways to connect and share data.

Safety in Barrie: Different Experiences in Different Places

Perceptions of safety vary depending on where people are and when they are there. While **most residents feel safe in their own neighbourhoods, the downtown core stands out as a major concern**. In the 2025 CSWB public survey, over **30% of residents said they felt Barrie was unsafe or very unsafe, citing downtown as the area they felt least safe.**

These perceptions are echoed in the 2024 Barrie Police Community Safety Survey:

- **65%** of people felt unsafe downtown during the day
- **94%** felt unsafe downtown at night
- Many also reported feeling unsafe in parks and as pedestrians after dark

"The downtown is a gem, but often it is not an area where you feel safe." – resident comment from the CSWB Survey 2025.

The **issues driving these concerns include substance use, panhandling, disorderly behaviour, and traffic safety. Encampments and visible homelessness** were also frequently mentioned, reflecting the complex social realities that impact public perceptions.

Crime: Shifting Trends, Ongoing Concerns

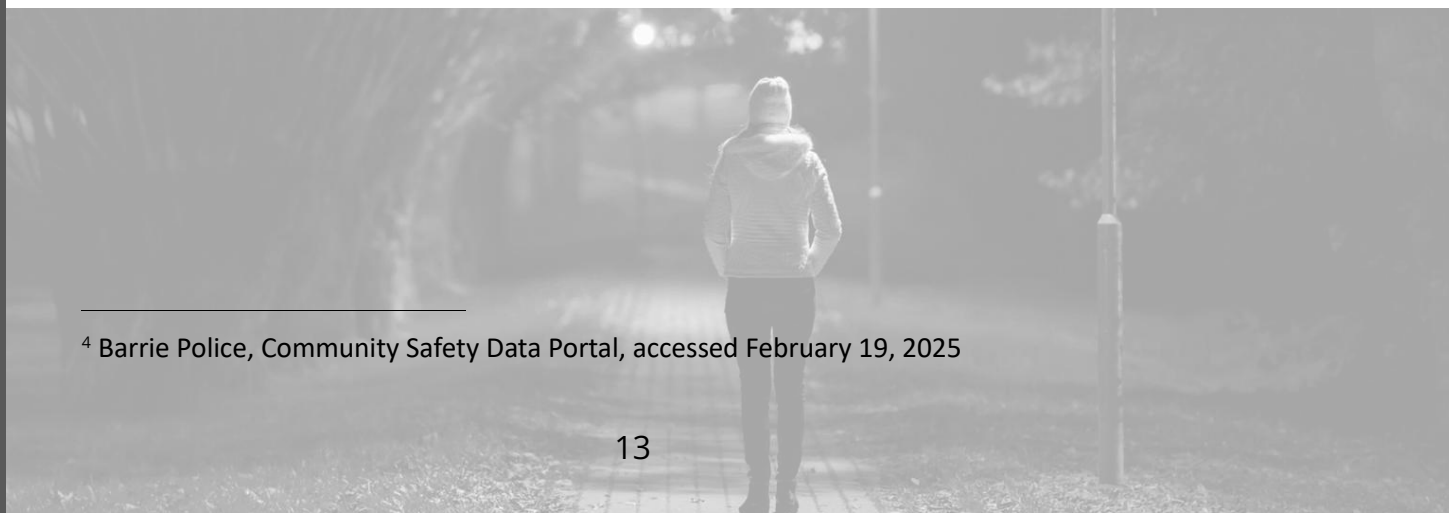
Barrie has seen some **improvements in violent and drug-related crimes**[4]. For example:

- **Assaults dropped** from 1154 in 2023 to 1098 incidents in 2024
- Drug **possession and trafficking** offences **are on the decline**

However, not all trends are heading in the right direction.

- **Fraud cases rose** from 802 in 2023 to 854 in 2024
- **Thefts increased** from 2783 in 2023 to 3,265

Even when crime is declining in some areas, public concern remains high, especially when combined with visible social disorder and safety concerns in public spaces.



[4] Barrie Police, Community Safety Data Portal, accessed February 19, 2025

Housing and Homelessness: The Most Pressing Concern

When residents were asked what worries them most, **homelessness topped the list[5].**

Resident Comments from the CSWB Survey 2025:

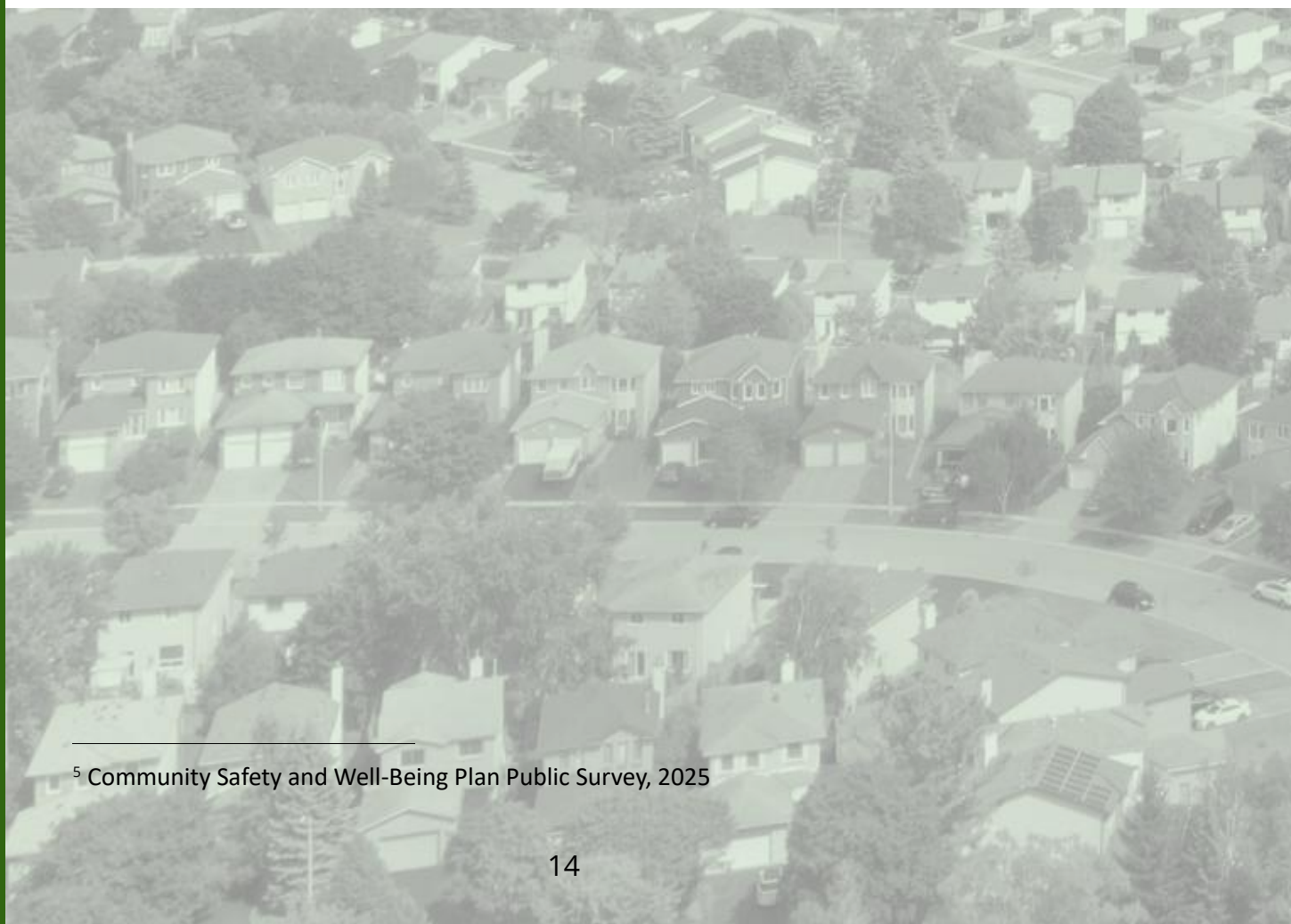
"Finding a solution to the homeless crisis and tent cities within the city. Creating affordable housing overall - just because you don't qualify for subsidized housing doesn't mean you can afford rent in Barrie."

47% (285 people) of those surveyed in the 2024 Point-in-Time (PiT) Count were from Barrie

Access to housing, affordability, and the visibility of encampments were recurring themes.

75% of residents surveyed **indicated that accessing housing support was difficult**[5], and the community voiced a strong desire for:

- More affordable housing
- Expanded emergency shelter space
- Supportive housing models



[5] Community Safety and Well-Being Plan Public Survey, 2025

Mental Health and Addiction

Students in Barrie schools and across Simcoe County are telling us something important: while peer relationships are strong, many don't feel emotionally well or able to be themselves.

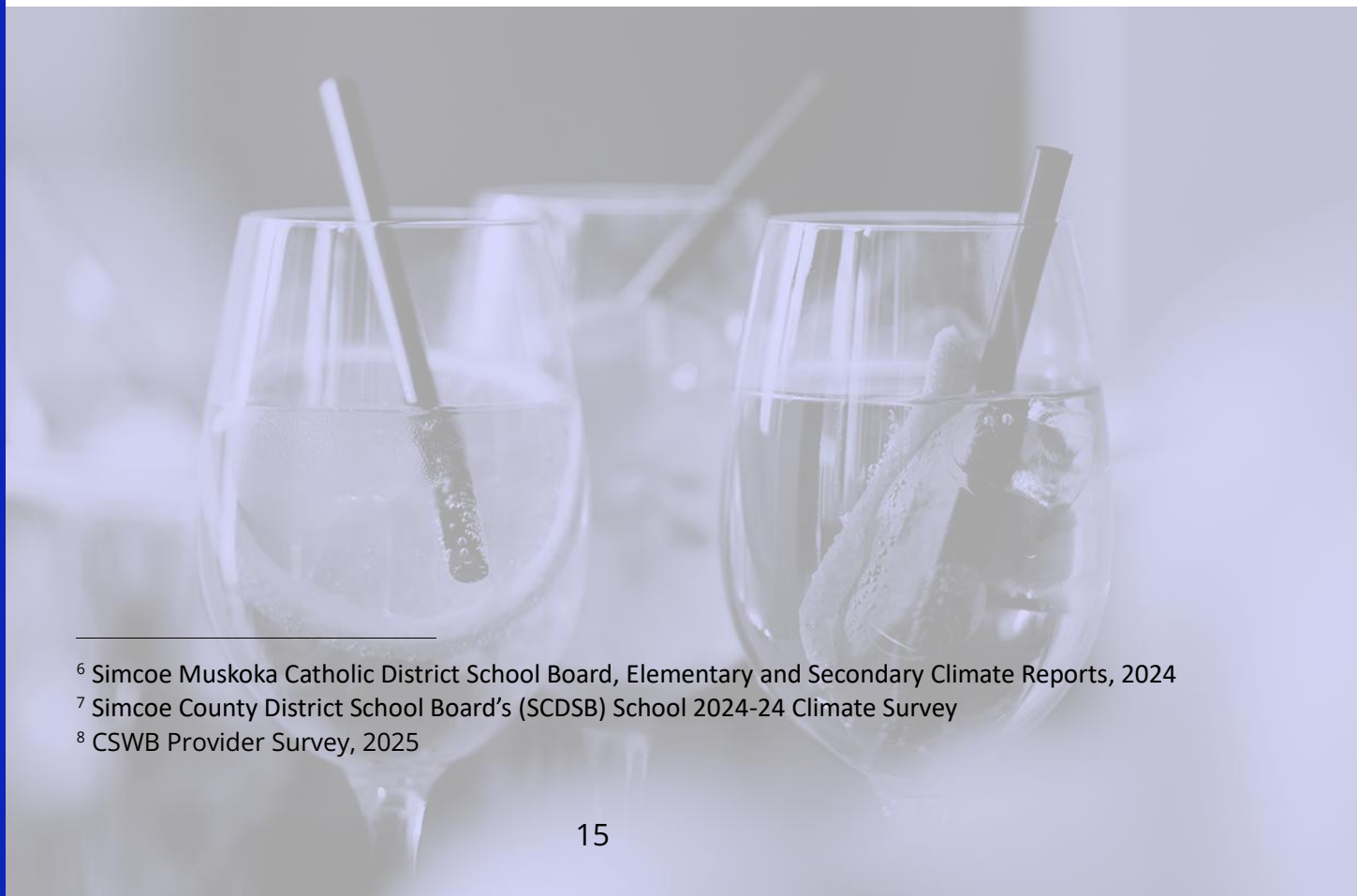
Only 44.7% of elementary students in the Catholic school board reported feeling positive emotions like happiness and calm, down from 61% in 2019[6].

Among public board secondary students, less than half said they feel comfortable expressing their emotions at school[7].

This data reflects our youth trying to navigate complex pressures. The data points to a clear need for safer, more supportive school environments and stronger mental health supports.

In the *general population*, **60% of providers surveyed reported seeing a 'significant change' in mental health concerns** and **52% of provider survey respondents reported 'a significant change' related to substance use/addiction of their clients served[8]**

"Work to provide access to basic needs and offer mental health support." *- Resident Comment from the 2025 Resident CSWB Survey*



[6] Simcoe Muskoka Catholic District School Board, Elementary and Secondary Climate Reports, 2024
[7] Simcoe County District School Board's (SCDSB) School 2024-24 Climate Survey
[8] CSWB Provider Survey, 2025

Services Are There—But Hard to Reach

Across housing, health care, and social supports, residents told us the same thing: **services are hard to find and hard to access**[5]**.**

- **75%** said housing support was difficult to obtain
- Over **40%** faced barriers accessing healthcare or social services
- **Navigation was a common barrier**—people simply do not know where to go or how to get help

This tells us **the issue is not always the absence of support, but the challenge of connecting people to the help that already exists**.

Resident Comments from the CSWB Survey 2025:

"It would be good to have a single source of information and help navigating the various services."

"...lack of info and direction with a lot of hoops to navigate."

"Wait lists are long, and support systems are scattered."

How We Will Move Forward

Key Priorities

Barrie

Barrie CSWB Plan 2025-2029

Working Together For A Safer Community

Housing/ Homelessness

Building Stability: A Collaborative Response to Housing and Homelessness

Strengthening Pathways Out Of Safety

Housing Development and Supply

Mental Health and Addiction

Integrating MHA Care: Designing for Just-In-Time Services

Transitional-Aged Youth Service Network

Coordinated and Integrated MHA Outreach Services

Access to Services and Supports

Simplifying Access: Integrated Spaces For Interconnected Needs

Alternate Response for Mental Health Needs

Campus of Care

Social Service Campus

Data

Informing Action: A Collaborative Approach to Data

County-Wide Phased Data Approach

Safe and Supported: Strengthening Pathways Out of Homelessness

Everyone deserves to feel safe in their community. For people experiencing homelessness, the lack of stable housing can lead to increased vulnerability and involvement in higher-risk situations. At the same time, some residents who are not experiencing homelessness may feel unsafe, particularly in parks or downtown areas where visible homelessness is more common. This strategy focuses on improving safety for everyone by strengthening connections to housing, outreach, support services, and ways to mitigate safety-related concerns for all residents in Barrie.

Lead Agency

County of Simcoe

Partners:

Homeless System providers and appropriate Health System providers

Goal

Improve perceptions of safety of the community and safety related to critical incidents for those experiencing homelessness

Objective

Enhance coordinated access to housing and social supports to reduce housing-related safety incidents for those experiencing homelessness

Action

Strengthen referral pathways to prevention supports and reduction strategies for homelessness through:

- Centralized Outreach
- Shelter/Supportive Housing
- Case Conferencing / Navigation Tables

Exploratory Measures to Consider

- Perceptions of safety (housed and unhoused residents in the community)
- Safety related to critical incidents
- Housing-focused outcomes

Housing Development and Supply

Many people in our community struggle to find housing they can afford, especially those living on minimal income. Right now, there are not enough options available, and the gap between income and housing costs continues to grow. This strategy brings together housing partners to increase the development of housing that those with minimal incomes can afford, and supportive housing. By working together, we can create more minimal income housing options that meet people's needs and help prevent homelessness.

Lead Agency

City of Barrie

Partners:

County of Simcoe, Provincial Representative(s), Federal Representative(s), Developers, Builders, Landlords, Canada Mortgage and Housing Corporation (CMHC), other relevant partners

Goal

Increase housing options for those with minimal income

Objective

Increase access and housing development across the spectrum of housing that meets the needs of those with minimal income

Action

Convene a collaborative table of housing partners to support minimal income housing development

Exploratory Measures to Consider

- Housing availability and development
- Access and affordability
- Collaboration and system coordination

Transitional-Aged Youth Services Network

Young people aged 12 to 25 (transitional-aged) face growing mental health and addiction challenges. Currently, services can be hard to access and are often disconnected, leaving youth and their families unsure where to turn for help. This strategy supports the current development of an Integrated Youth Services Network that brings agencies together to make services easier to access, more connected, and better tailored to the needs of youth.

Creating a single-entry point (the networked system of providers) and encouraging collaboration between service providers will help reduce gaps in support, respond to the needs of a growing and changing population, and ensure services are appropriate for each stage of youth development. When youth and their families get the right help, they feel better and do better.

Social Development

Prevention

Lead Agency

CFS Counselling and Well-Being through the work of the Integrated Youth Services Network

Partners: Youth Hubs, Justice, School Boards, Indigenous Services, Child Welfare, Ontario Health Teams (OHTs), Child Youth & Family Services Coalition of Simcoe County (CY&FSCSC), Youth

Goal

Improved mental health and well-being outcomes for youth aged 12-25

Objective

Enhance coordinated, accessible, and developmentally appropriate mental health and addiction (MHA) services for youth

Action

Support the development and expansion of the emerging Integrated Youth Services Network that will prioritize:

- Establishing a single point of access into the system
- Increasing collaborative services and integrated programs between agencies
- Being aware of changes that may be needed to services in response to population growth and changing diversity
- Identifying barriers to and gaps in service

Exploratory Measures to Consider:

- Collaboration
- Service-related outcomes for youth
- Youth and caregiver satisfaction results

Coordinated and Integrated MHA Outreach Services

Many people with complex mental health and addiction (MHA) needs often interact with multiple care providers. When services are not well-connected, it can lead to confusion, missed care, and frustration for both individuals and providers. There may be an overlap in services, or important supports may be missing entirely. This can be especially overwhelming for vulnerable populations who may already face barriers like poverty, unstable housing, or stigma.

Outreach services play a vital role in supporting individuals who may not access traditional services or who are unsure where to turn for help. These services often meet people where they are, physically and emotionally, and help build trust and connection. By coordinating and integrating MHA outreach across Barrie, we can reduce duplication, close service gaps, and ensure people get timely and appropriate support. This makes the system easier to navigate, improves individual outcomes, and strengthens provider collaboration to deliver more effective, person-centred support and care.

Lead Agency

Barrie Ontario Health Team (BAOHT)

Partners:

County of Simcoe and Mental Health and or Addiction Service Providers serving the Barrie area

Goal

Improved mental health and well-being outcomes for vulnerable populations with MHA concerns across the lifespan

Objective

Improved mental health and well-being outcomes for vulnerable populations with MHA concerns across the lifespan

Action

Coordinate and integrate MHA Outreach Services that support vulnerable populations across Barrie

Exploratory Measures to Consider

- Collaboration and engagement
- Client experience and outcomes
- System learning and adaptation

Alternate Response for Mental Health Needs

People experiencing a mental health crisis do not always need an ambulance or police response; they need the right support at the right time. The CARE (Community Alternative Response Engagement) Team pilot brings together specially trained Paramedics and Mental Health professionals to respond to people experiencing mental health issues who are not in a violent state, offering care with compassion and effectiveness.

This collaborative approach provides on-the-spot support and helps ensure individuals are connected to the services they need, often avoiding a trip to the Emergency Department. It is about meeting people where they are, easing pressure on emergency services, and ensuring those in crisis are treated with dignity, respect, and care.

Lead Agency

County of Simcoe (Paramedicine)

Partners:

Canadian Mental Health Association (CMHA)

Barrie Police Service

Goal

Improved mental health and well-being outcomes for vulnerable populations with MHA concerns across the lifespan

Objective

Enhance coordinated, accessible, and appropriate mental health and addiction services for individuals with complex needs across the lifespan

Action

Enhance the Community Alternative Response Engagement (CARE) Team pilot (ages 16+)

Exploratory Measures to Consider

- Service accessibility and diversion
- Client outcomes and satisfaction
- System impact

Campus of Care

People who are unhoused often face overlapping challenges like mental health issues, substance use, and difficulty meeting basic needs. In Barrie, services are spread across multiple locations, making it especially hard to access support without stable shelter.

The Campus of Care will bring essential services together in one safe, accessible space. While partners are still being confirmed, the goal is to offer support such as shelter, health and mental health care, dental care, social services, hygiene facilities, storage lockers, and housing navigation, to name a few. By coordinating these services in one place, the campus will offer stability, safety, and a clearer path forward.

It will also connect to broader system initiatives, including outreach programs, mental health and addictions services, and the coordinated access system, to ensure people receive seamless, wraparound support.

Social Development

Prevention

Risk Intervention

Lead Agency

Barrie Cares

Partners:

Academia, Local Government, Health, Mental Health, Indigenous-led Services, Social and Community Services, Private Sector Services

Goal

Improved access to services and support for those with interconnected needs

Objective

Increase service integration and reduce access barriers by co-locating and coordinating multi-sector supports for individuals with complex and interconnected needs

Action

Build a Campus of Care that will serve to:

- Unite diverse stakeholders (public, private, and non-profit)
- Advocate and secure resources for programs that provide essential services for those experiencing homelessness
- Inspire change by raising awareness, challenging stigma and fostering community compassion and understanding

Exploratory Measures to Consider

- Service accessibility and integration
- Participant outcomes and experience
- Collaboration and system coordination

Social Service Community Campus

Some individuals who seek support from community services face overlapping challenges like mental health concerns, unstable housing, poverty, or social isolation. These issues are often connected and, when left unaddressed, can sometimes lead to involvement with the police or the justice system. Yet many services that could help are spread out across different locations throughout Barrie and do not necessarily work together, making it difficult to get timely and connected support.

The Social Service Community Campus will bring various services together in one welcoming, accessible space, including housing and mental health support, employment services, and help with basic needs. By improving coordination and reducing barriers, the Social Service Community Campus will make it easier for people to get the help they need while supporting service providers to work more collaboratively in response to complex needs.

Social Development

Prevention

Risk Intervention

Lead Agency

Barrie Police Service

Partners:

Health, Mental Health, Indigenous-led Services, Social and Community Services, County of Simcoe, Simcoe Muskoka District Health Unit (SMDHU)

Goal

Improved access to services and support for those with interconnected needs

Objective

Increase service integration and reduce access barriers by co-locating and coordinating multi-sector supports for individuals with complex and interconnected needs

Action

Create a Social Service Community Campus that will serve to:

- Unite partners on complex social issues that can result in justice involvement
- Offer coordinated and connected services and support for at-risk, vulnerable residents

Exploratory Measures to Consider

- Service accessibility and integration
- Participant outcomes and experience
- Collaboration and system coordination

County-Wide Phased Data Approach

Access to consistent, meaningful data was a key challenge during the first CSWB Plan. Many partners used different systems, tracked different indicators, and had limited capacity to share data making it difficult to assess progress or respond to emerging issues.

This strategy takes a more practical and collaborative approach. By starting with an inventory of existing datasets and exploring shared indicators tied to plan priorities, the County can build a stronger foundation for future data work. This phased model emphasizes learning, trust-building, and achievable steps rather than overcommitting to complex systems too early.

Aligned with the provincial CSWB framework, this strategy supports *collaboration, risk prevention, and information sharing* by helping partners better understand what drives safety and well-being across communities. It also responds directly to lessons learned from the first plan: start small, focus on alignment, and use what is already available to guide smarter decisions moving forward.

Social Development

Prevention

Risk Intervention

Lead Agency

Simcoe County

Partners:

Police Services, Simcoe Muskoka District Health Unit, Community Connection, other relevant partners

Goal

To support municipalities and community partners in better understanding and responding to community safety and well-being issues through practical, collaborative data initiatives

Objective

Begin with achievable steps to map, access, and use shared data to support CSWB planning, decision-making, and ongoing learning

Action

The County of Simcoe will lead this work by:

- Hiring a summer student to map available datasets across CSWB-related organizations and assess potential for sharing
- Exploring key indicators with partners that align with the priorities in the Plan(s)
- Identifying current data gaps and exploring potential sources of supplementary data (e.g., Environics Analytics), recognizing any cost limitations
- Exploring safe and practical ways to share data in the future
- Using lessons learned from this phase to inform future data-related collaborations

Exploratory Measures to Consider

- Data and inventory
- Partner engagement
- Capacity-building and relationship development
- Innovation and learning

Coordinating Action and Measuring Progress

Each strategy in this Plan will be led by a designated organization with partner support. It is the recommendation of the Committee that these groups will coordinate activities, track progress, and report progress and updates to the Committee, which will be a subset (executive and City staff) of the Barrie Community Safety and Well-Being (CSWB) Committee that oversaw the development of this Plan.

Implementation will be phased to encourage collaboration, learning, and adaptation. In the first year, each group will:

- Clarify roles
- Explore early measures of success
- Identify key performance indicators
- Set baselines and data-sharing methods
- Launch activities toward their goals

This approach follows the CSWB Framework's focus on proactive planning, shared accountability, and continuous improvement, using local data and lived experience to keep strategies flexible and responsive.

The Committee will provide oversight to create space for shared learning, reflection, and alignment across strategies, not day-to-day management. Lead groups will report back initially at the six-month mark and then annually thereafter, sharing updates, lessons learned, and performance measures. The Committee may host periodic CSWB learning and coordination sessions, bringing together strategy leads to share insights and strengthen alignment. The Committee will work with partners to review progress indicators, support the use of data in decision making, and support community voices to continually shape the work. If needed, the Committee may also help remove barriers, build connections, or advocate for broader system change.

By taking a facilitative and supportive role, the CSWB Committee will help keep the Plan connected, effective, and responsive to community needs over time.

Other Important Priorities Beyond this Plan

During our engagement with community members and service providers, we heard many thoughtful and meaningful ideas. While not all are reflected in this version of the Plan, they remain important. Some are already underway, some need more time or resources, and some may inform future planning.

They are included here, so they are not forgotten. They may guide future work, support others in shaping initiatives, or be part of a future Plan update.

As this work moves forward, the principles of equity, diversity, and inclusion will remain essential to ensuring a wide range of voices and experiences are reflected

Pathways to safety for victims of intimate partner violence – the absence of an articulated strategy in the refreshed Plan does not diminish the keen awareness that we need to work with community partners to improve access and outcomes for those at risk and victims.

Increased Primary Care – Many residents expressed the need for a family physician, a priority aligned with the Barrie and Area Ontario Health Team's focus on improving access and equity in its Strategic Directions.

Re-imagined Use of Public Spaces – Thoughtful design and shared use of public spaces can foster dignity, inclusion, and connection. Upcoming projects like the *Waterfront* and *Parks Master Plans* will help make these spaces more welcoming and accessible.

Create/Build a HART Hub – The County of Simcoe will lead the HART Hub project, serving Barrie and Simcoe County residents. As a demonstration project, it falls outside the CSWB Plan's reporting structure but will support many of its objectives.

Integrate Technology Across Partners – Options to better connect health and non-health partners are being explored but are not yet identified or resourced. Future opportunities could help advance several strategies in this Plan.

Building on What Exists

The Barrie CSWB Plan was developed in the context of a wide range of ongoing work across the city, Simcoe County, and the community. The strategies outlined here are intended to align with and support these broader efforts. Where possible, actions in this Plan build on work already underway or amplify it through collaboration.

Housing / Homelessness

Plan / Strategy Name	Lead	How it Aligns
Affordable Housing Strategy	City of Barrie	Articulates how access to safe, stable, and affordable housing for residents will be improved
10-Year Affordable Housing and Homelessness Prevention Strategy And the 10-point homelessness prevention strategy	County of Simcoe	Outlines steps for the development and implementation of creative solutions for increasing affordable housing
Housing Community Improvement Plan (CIP)	City of Barrie	Encourages rapid investments in new housing units
Also Aligned: Simcoe County Alliance To End Homelessness, the HART Hub, Coordinated Access for Homelessness		

Mental Health and Addiction

Plan / Strategy Name	Lead	How it Aligns
SCDSB Mental Health Strategy and Action Plan	Simcoe County District School Board	Guides priorities for advancing school mental health
SMCDSB Mental Health and Well-Being Strategic Priorities and Action Plan	Simcoe Muskoka Catholic District School Board	Guides priorities for advancing school mental health
Also Aligned: BAOHT Mental Health Working Group		

Data

Plan / Strategy Name	Lead	How it Aligns
Community Safety Data Portal	Barrie Police Service	Provides transparent, up-to-date information (data) on local safety trends
City Of Barrie Open Data Portal	City of Barrie	Provides residents, visitors, business owners and investors a means to easily find, access and view information using maps and mapping technology
County Of Simcoe Data Portal	County of Simcoe	The online portal supports Simcoe County and its partners in identifying community needs through data
Health Stats Simcoe Muskoka	Simcoe Muskoka District Health Unit	Provides information and data about the health status of Simcoe and Muskoka people and communities
Also Aligned: Simcoe County Data Consortium		

Appendix A: Organizations and Voices that Helped Inform the Plan

Barrie and Area Ontario Health Team

Barrie Area Native Advisory Circle / Mamaway Wiidokdaadwin

Barrie Cares

Barrie Council (participating members)

Barrie Downtown BIA

Barrie Municipal Non-Profit Housing Corporation

Barrie Native Friendship Centre

Barrie Police Service

Barrie Public Library

Barrie Residents (survey participants)

Biminaawzogin Regional Aboriginal Women's Circle

Canadian Mental Health Association Simcoe County

Catulpa

CFS Counselling + Well-Being

Child Youth & Family Services Coalition of Simcoe County

City of Barrie

Community Connection

Contact Community Services

County of Simcoe – Health and Emergency Services

County of Simcoe – Housing and Community Social Services

Elizabeth Fry Society Simcoe Muskoka

Empower Simcoe

Family Connexions

Huronia Transition Homes

John Howard Society of Simcoe & Muskoka

New Path Youth and Family Services

North Simcoe Muskoka Specialized Geriatric Services

Royal Victoria Hospital

Salvation Army

Shak's World

Simcoe County District School Board

Simcoe Muskoka Catholic District School Board

Simcoe Muskoka District Health Unit

The Gilbert Centre

The United Way of Simcoe County

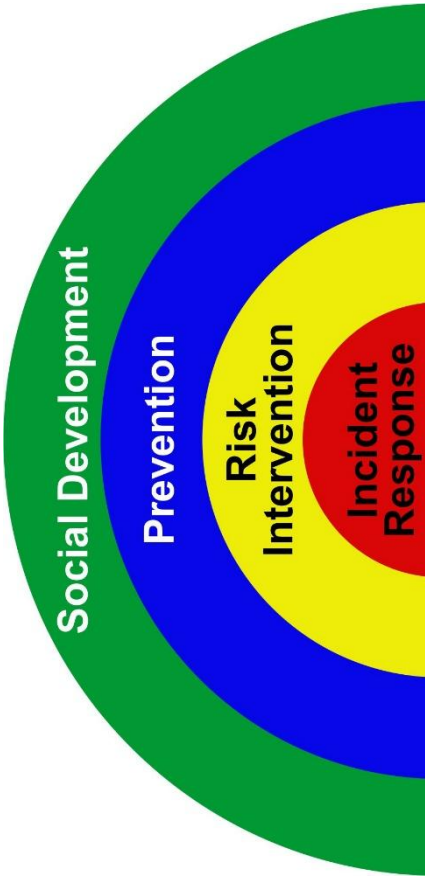
Waypoint Centre for Mental Health

Women and Children's Shelter Barrie

Appendix B: CSWB Framework

The Community Safety and Well-Being (CSWB) Framework is a way for communities across Ontario to work together to make life better and safer for everyone. It helps us look at the big picture, what people need to live well, and focus on preventing problems before they become emergencies.

The Province of Ontario created a model to guide how communities do this work. It resembles a bullseye with four layers, or "areas of focus." Each layer shows a different way we can support people in our community, from long-term planning (green) to immediate help in a crisis (red).



The Four Areas of Focus

Social Development
Improving housing, education, mental health, and employment over time creates stronger communities and reduces future risks.

Prevention
Early action through programs and outreach helps address issues before they become serious.

Risk Intervention
Coordinated support is provided to individuals or families showing signs of serious challenges to prevent crises.

Incident Response
Emergency services address urgent situations, with a long-term goal of reducing the need for crisis intervention.

How We Work Together

Collaboration
Bringing together partners from various sectors and services to work towards more effective and coordinated solutions.

Sharing
Sharing de-identified data helps partners understand emerging needs and risks, leading to better-informed and unified responses.

Measuring Progress
Tracking results shows what is working and where

Appendix C: Helpful Terms and Acronyms

Acronyms

- **CSWB** – Community Safety and Well-Being
- **MHA** – Mental Health and Addiction
- **BAOHT** – Barrie and Area Ontario Health Team
- **CMHC** – Canada Mortgage and Housing Corporation
- **OHT** – Ontario Health Team
- **SMDHU** – Simcoe Muskoka District Health Unit

Terms

- **Coordinated Access** – A streamlined process where individuals are matched to services through a shared intake and referral system across agencies.
- **Encampments** – Temporary outdoor shelters, often set up by people experiencing homelessness.
- **HART Hub** – Homeless and Addiction Recovery and Treatment, which is a demonstration project focused on providing integrated health, housing, and addiction supports to help individuals stabilize and recover.
- **Integrated Youth Services Network** – A group of service providers working together to improve access, coordination, and quality of services for youth.
- **Intersectoral Collaboration** – Different sectors (e.g. health, housing, justice) working together toward shared goals.
- **Navigation / Navigators** – People or services that help individuals understand and access the right support systems.
- **Outreach Services** – Services delivered directly to people in the community (rather than in a fixed location), often targeting individuals who face barriers to accessing traditional services.
- **Risk Intervention** – Targeted actions to support people facing escalating challenges before a crisis occurs.
- **Social Determinants of Health** – The conditions in which people are born, grow, live, work, and age that influence overall health and well-being (e.g., housing, education, income).
- **System-Level Strategy** – A coordinated approach that aims to align policies, practices, and services across sectors to improve overall outcomes

Appendix D: Progress Since Last Plan

Since its adoption in 2021, Barrie's first CSWB Plan, *'Our Shared Plan for A Safer Barrie'*, has driven strong cross-sector collaboration and progress across four key action areas: working together, connected communities, inclusivity and safety, and preparedness.

Fifteen partner organizations collectively advanced 15 priority actions, with highlights including:

- **Annual CSWB Forum**: (2022 and 2024) fostered shared reflection, survey development, and performance tracking among partners.
- **Health and Justice Initiatives**: The Barrie Health Accord produced a data-informed well-being report, while work continues towards a Community Justice Centre and Social Service Community Campus.
- **Mental Health & Crisis Response**: Mobile Crisis Response and Crisis Outreach teams were established, significantly improving emergency response and follow-up care. The Women's Shelter and the Barrie Library hosted and trained over 390 people on trauma-informed service approaches.
- **Community Inclusion & Volunteerism**: The Barrie Inclusion Network was launched, and community volunteers logged over 6,000 hours through the Barrie Public Library in 2023.
- **Anti-Racism:** The Barrie Anti-Racism Task Force promoted public awareness and education, and the principles of equity, diversity, and inclusion will continue to underpin our work.
- **Opioid and Harm Reduction**: A revitalized Simcoe Muskoka Drug Strategy led to a surge in naloxone distribution.
- **Housing and Homelessness**: The City updated its Affordable Housing Strategy with CSWB partner input. Meanwhile, homelessness prevention efforts are expanding under the County of Simcoe's 10-Point Plan and the 10-Year Housing and Homelessness Prevention Strategy.
- **Emergency Preparedness**: The City updated its emergency plan using lessons from COVID-19, while Barrie Police enhanced public education around online and phone threats.

CITY HALL