



# 2024/2025 Ward Boundary Review

City of Barrie

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Final Report

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# Table of Contents

|   | Page       |
|---|------------|
| <b>1. Introduction.....</b>   | <b>1</b>   |
| <b>2. Study Objective .....</b>   | <b>1</b>   |
| <b>3. Context .....</b>   | <b>2</b>   |
| <b>4. Existing Population and Forecast Growth in the City of Barrie .....</b> | <b>4</b>   |
| 4.1 Existing Population and Structure.....                                    | 5          |
| 4.2 Forecast Population Growth, 2025 to 2036.....                             | 6          |
| <b>5. Public Consultation.....</b>  | <b>7</b>   |
| 5.1 Online Engagement .....   | 9          |
| 5.1.1 Engagement Page .....   | 9          |
| 5.1.2 Surveys.....  | 9          |
| 5.1.3 Social Media Engagement .....   | 10         |
| 5.2 Public Consultation Sessions.....   | 10         |
| 5.3 Interviews and Direct Community Outreach.....                             | 12         |
| <b>6. Evaluation of the Existing Ward Structure .....</b>                     | <b>12</b>  |
| <b>7. Final Ward Boundary Options .....</b>                                   | <b>18</b>  |
| 7.1 Final Option 1 (Preliminary Option 1).....                                | 20         |
| 7.2 Final Option 2 (Preliminary Option 2B) .....                              | 24         |
| <b>8. Next Steps and Council Decisions.....</b>                               | <b>28</b>  |
| 8.1 Recommended Option .....  | 29         |
| <b>Appendix A Public Engagement Overview .....</b>                            | <b>A-1</b> |
| <b>Appendix B Phase 2 Public Engagement Information Boards.....</b>           | <b>B-1</b> |
| <b>Appendix C Survey Results (Phase 1).....</b>                               | <b>C-1</b> |
| <b>Appendix D Survey Results (Phase 2).....</b>                               | <b>D-1</b> |



# 1. Introduction

The City of Barrie retained Watson & Associates Economists Ltd. and Dr. Zachary Spicer, hereinafter referred to as the Consultant Team, to conduct a comprehensive and independent Ward Boundary Review (W.B.R.).

The primary purpose of the study was to prepare the City of Barrie's Council to make decisions on whether to maintain the existing ward boundaries or to make changes. This report provides two final ward boundary options for City Council to consider based upon analysis, evaluation, research, and two rounds of public consultations with the residents and interested parties of Barrie. The Consultant Team recommends that Council adopt one of the final options for implementation ahead of the 2026 municipal election.

The review is premised on the democratic expectation that representation on Barrie's City Council would be effective, equitable, and an accurate reflection of the contemporary distribution of communities and people across the City.

## 2. Study Objective

The project had several key objectives:

- Develop a clear understanding of the present electoral system, including its origins and operations as a system of representation;
- Evaluate the strengths and weaknesses of the present electoral system based on guiding principles adopted for the study;
- Develop and conduct an appropriate consultation process in accordance with Barrie's public engagement practices to ensure community support for the review and its outcome;
- Prepare population projections for the development and evaluation of alternative electoral structures for the 2026 and 2030 municipal elections; and
- Deliver a report that will set out recommended alternative ward boundaries to ensure effective and equitable electoral arrangements for Barrie, based on the principles identified.



In February 2025, the Consultant Team prepared a series of Discussion Papers that set out:

- The parameters and purpose for the review;
- The basic electoral arrangements in Barrie;
- Council's legislative authority to modify electoral arrangements in the City; and
- An initial assessment of the City's current ward boundary system.

Discussion Paper D provided a set of guiding principles that informed the study and the work of the Consultant Team, as follows:

- Representation by Population and Consideration of Current and Future Population and Electoral Trends;
- Consideration of Natural and Physical Boundaries; and
- Communities of Interest.

Taken together, these principles will contribute to achieving the overarching principle of effective representation.

Each principle is described in detail in Discussion Paper D and can be found on the City's Ward Boundary Review project page.<sup>[1]</sup>

The purpose of this Final Report is to provide:

- A summary of the work completed;
- A summary of the information received from the public engagement sessions and tools such as the survey and website; and
- A final ward boundary option recommendation for Council's consideration.

### 3. Context

The basic requirement for any electoral system in a representative democracy is to establish measures to determine the people who will constitute the governmental body that makes decisions on behalf of electors. Representation in Canada is organized around geographic areas, units referred to as constituencies in the federal and

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<sup>[1]</sup> [www.buildingbarrie.ca/WardsReview](http://www.buildingbarrie.ca/WardsReview)



provincial parliaments, and typically as wards at the municipal level, as is the case in the City of Barrie.

Barrie's City Council comprises of 11 members: the mayor, who is elected at-large, and 10 councillors, each elected from one of the city's 10 wards. This is a long-standing and familiar arrangement for the residents of Barrie. The City has been governed by a 11-member council since 1982 when the number of councillors was reduced from 12 to 10. At the time, residents selected two councillors from five wards. In 1995, however, the City adopted a 10-ward system, with one councillor elected from each ward. This system has been in place, with slight variations to the ward boundaries, ever since.

As noted in the Discussion Papers and the Preliminary Options reports, the current ward system in Barrie is reasonably successful. The current wards comfortably contain most communities of interest. The boundary markers are mostly clear and recognizable. Aside from certain disparities, the population is reasonably balanced; however, disparities in population between the wards are expected to grow substantially over time. This review, therefore, presented the Consultant Team with a unique challenge: to maintain the existing strengths of the system, while targeting revisions to balance population as the City grows. As a result, the team had three main goals throughout the project:

- Correct population disparities between certain wards now and into the future, while making minimal changes to those that are providing for parity and strong representation;
- Rationalize boundary lines where needed, ensuring that they follow natural and identifiable infrastructure; and
- Explore options to provide better representation for all communities of interest within the City, while not disrupting current communities of interest that are now comfortably housed within the same wards.

Through the review, the following work has been completed:

- Research and data compilation;
- Interviews with councillors, the mayor, and municipal staff; and
- Public consultation on the existing ward structure and preliminary alternatives.

Interviews with staff and Council, and meetings with the clerk's office and other staff concerning this study, were conducted both virtually and in person. The Consultant



Team presented to Council in January 2025 for an introductory workshop and again in May 2025 with the Preliminary Options Report. Two rounds of public consultation were conducted in March and May 2025. In both cases, live sessions were held at City Hall. Information about these sessions is available on the project engagement web page and in section 5 of this report.

## 4. Existing Population and Forecast Growth in the City of Barrie

As previously discussed, a basic premise of representative democracy in Canada is the notion that the geographic areas used to elect a representative should be reasonably balanced with one another in terms of population. Accordingly, a detailed population estimate for the City of Barrie, including its constituent wards and communities, was utilized to allow for the evaluation of the existing ward structure and subsequent alternatives in terms of representation by population beginning with the 2025 population.

The 2021 Census reported the City of Barrie population estimate of 147,829, an increase of approximately 4.5% from 2016 to 2021. Since 2021 and through the emergence of COVID-19, the City has continued to see large increases in growth patterns develop. A population and housing forecast for the City from 2025 to 2036, consistent with the City's Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit dated March 8, 2024, was used at the sub-municipal level. This data was completed as an update to the City of Barrie Municipal Comprehensive Review in 2019 which formed a foundational technical analysis to the City's new Official Plan regarding long-term population, housing, and employment trends, urban land needs, and strategic planning policy recommendations.

The City of Barrie is projected to undergo substantial population growth over the coming decade and beyond. As such, it is essential that this study evaluates representation by population for both current and anticipated future populations. In alignment with the study's terms of reference, the analysis examined population-based representation across the next two municipal election cycles, extending through to 2034. The findings of this analysis are presented below. Further insights into the population forecast detailed in the Preliminary Options Report is available on the project web page at [www.buildingbarrie.ca/wardsreview](http://www.buildingbarrie.ca/wardsreview).



It should be noted that the population projections are based around the current City of Barrie municipal boundaries.

## **4.1 Existing Population and Structure**

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It was vital that this study considered both the existing and future population distribution. Total population figures were derived for 2025 and 2036 utilizing the 2022 Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit reference forecast (including a 3% Census undercount). The City's 2025 total population estimate of 167,040 is presented by existing ward structure in Table 4-1, with an optimal population of 16,704 across each of the 10 wards. As shown below, Ward 10, which covers the southeast portion of Barrie, currently has the highest population of all the wards at 20,400. In contrast, Ward 3, the most northern ward in Barrie, has the smallest population at 13,000, resulting in a difference of over 7,400 between the smallest and largest wards.





Table 4-1  
City of Barrie  
2025 Population by Ward

| Ward           | Area (sq.km) | Total Population <sup>[1]</sup> | Population Variance |
|----------------|--------------|---------------------------------|---------------------|
| Ward 1         | 5.7          | 16,379                          | 0.98                |
| Ward 2         | 7.4          | 18,450                          | 1.10                |
| Ward 3         | 5.0          | 12,996                          | 0.78                |
| Ward 4         | 5.1          | 13,915                          | 0.83                |
| Ward 5         | 7.2          | 13,501                          | 0.81                |
| Ward 6         | 11.1         | 18,682                          | 1.12                |
| Ward 7         | 19.8         | 19,009                          | 1.14                |
| Ward 8         | 20.1         | 16,995                          | 1.02                |
| Ward 9         | 8.1          | 16,700                          | 1.00                |
| Ward 10        | 11.2         | 20,412                          | 1.22                |
| <b>Total</b>   | <b>100.7</b> | <b>167,040</b>                  | -                   |
| <b>Average</b> | -            | <b>16,704</b>                   | -                   |

<sup>[1]</sup> Population includes a net Census undercount of approximately 3.0% and the post-secondary student population.

Source: Derived from the Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit, March 8, 2024.

Note: Numbers may not add precisely due to rounding.

## 4.2 Forecast Population Growth, 2025 to 2036

In accordance with the City's Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit, Barrie's population is expected to increase to 193,700 by 2031 and 223,600 by 2036, including both the net Census undercount and the post-secondary student population. The anticipated population growth to 2036 was identified on a small geographic unit level and is presented by the existing ward structure in Table 4-2.





Table 4-2  
City of Barrie  
2036 Population by Ward

| Ward           | Area (sq.km) | Total Population <sup>[1]</sup> | Population Variance |
|----------------|--------------|---------------------------------|---------------------|
| Ward 1         | 5.7          | 17,597                          | 0.79                |
| Ward 2         | 7.4          | 26,507                          | 1.19                |
| Ward 3         | 5.0          | 14,308                          | 0.64                |
| Ward 4         | 5.1          | 15,110                          | 0.68                |
| Ward 5         | 7.2          | 14,780                          | 0.66                |
| Ward 6         | 11.1         | 22,044                          | 0.99                |
| Ward 7         | 19.8         | 32,224                          | 1.44                |
| Ward 8         | 20.1         | 23,887                          | 1.07                |
| Ward 9         | 8.1          | 25,464                          | 1.14                |
| Ward 10        | 11.2         | 31,638                          | 1.42                |
| <b>Total</b>   | <b>100.7</b> | <b>223,559</b>                  | <b>-</b>            |
| <b>Average</b> | <b>-</b>     | <b>22,356</b>                   | <b>-</b>            |

<sup>[1]</sup> Population includes a net Census undercount of approximately 3.0% and the post-secondary student population.

Source: Derived from the Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit, March 8, 2024.

Note: Numbers may not add precisely due to rounding.

## 5. Public Consultation

The public engagement component of this study was delivered both virtually and in person and was designed to:

- Inform residents of Barrie about the reasons for the W.B.R. and the key factors that were considered in the review; and
- Engage the residents in a manner that provides valuable input to the evaluation of the existing ward structure and the development of alternative ward boundaries.

Two rounds of engagement took place. The first phase had three in-person consultation sessions conducted on the following dates:



- March 18, 2025 (x2 – one afternoon and one evening session); and
- March 20, 2025.

The second phase had similar engagement sessions that presented the preliminary ward boundary alternatives at three in-person consultation sessions conducted on the following dates:

- May 13, 2025; and
- May 14, 2025 (x2 – one afternoon and one evening session).

The Consultant Team's information boards can be found in Appendix B and other information about the review is available on the City's website:

[www.buildingbarrie.ca/WardsReview](http://www.buildingbarrie.ca/WardsReview).

Through the public consultation sessions, surveys, and the project engagement web page's online comment/feedback form, participants were invited to provide their input and opinions with respect to the following:

- Existing Council Structure – Is a 10-ward system appropriate for the City of Barrie? (Phase 1)
- Existing Ward Structure – What are the strengths and weaknesses of the current ward structure? (Phase 1)
- Guiding Principles – Which guiding principles should be given the greatest priority in the development of ward boundaries? (Phase 1 and Phase 2)
- Alternative Ward Boundary Configurations – Five alternative ward configurations were developed and based upon City Council discussion and feedback; two were featured and presented to the public for further feedback. (Phase 2)

The feedback and comments collected through the public consultation process are reflected in the analysis presented below and helped inform both the preliminary ward options and final recommendations. While public input from consultation provides valuable insight into the review, it is not relied on exclusively. The Consultant Team utilized the public input in conjunction with its professional expertise and experience in other W.B.R.s, along with best practices and the guiding principles to develop the final recommendation presented herein.



## 5.1 Online Engagement

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### 5.1.1 *Engagement Page*

A public-facing engagement web page was established to raise awareness about the W.B.R., to disseminate information about the process, and to give the residents of Barrie an opportunity to provide feedback directly to staff and the Consultant Team. Through this platform, residents could access the online surveys, view proposed ward boundary options, and review background material. The engagement page also included links to the Preliminary Options Report. A purpose-built Whiteboard Animation Video was also posted on the web page, which distilled some key information about the W.B.R. into an accessible format.

### 5.1.2 *Surveys*

Of those who visited the W.B.R. engagement page, a significant number also opted to provide feedback through the public survey. The surveys provided the Consultant Team with an opportunity to evaluate public preferences using both qualitative and quantitative analytical techniques. Surveying was done at two different stages of the public consultation process – an initial round to evaluate public priorities and perspectives on the existing ward structure (Phase 1) and a later survey that asked respondents to assess and rank a set of preliminary ward boundary options (Phase 2).

The Phase 1 survey was open from March 29 to April 3, 2025, and resulted in 254 responses. Respondents were asked to discuss whether they could easily access their City councillor, the strengths and weaknesses of the existing wards, and to rank the guiding principles in terms of priority. An in-depth discussion of the Phase 1 survey results is available in the Preliminary Options Report, which can be found on the City of Barrie's W.B.R. project web page. In summary, residents indicated that representation by population and future population trends should be the priority for this review (40.6% of respondents). Consideration of natural and physical boundaries was ranked as the second most important guiding principle by 32.1% of survey respondents, followed by communities of interest, which was ranked as most important by 27.4%. Lastly, almost 80% of respondents believed they could easily access their councillor. As mentioned above, these results were discussed in greater detail in the Preliminary Options Report.

A Phase 2 survey was open from May 8 to May 23, 2025, and had a lesser level of engagement with 50 participants. The survey asked participants to identify which of the



two Council-preferred options was their preferred option. Preliminary Option 1 was selected by approximately 56% of the residents of Barrie and was most preferred, meanwhile Preliminary Option 2B was favoured by 38%. Those with no preference made up 6% of respondents. Also, just as important, survey respondents were provided the opportunity to voice their preference for one of the other preliminary options outlined in the Preliminary Options Report. The majority of respondents (90%) indicated that they preferred one of the two preferred options outlined by City Council, while 10% indicated that they preferred an alternative option from within the Preliminary Options Report. Of these respondents, those that indicated they preferred an alternative option did not provide which of the alternative options they preferred in the comment box.

In interpreting these results, it is important to highlight that this survey does not constitute a representative sampling of the population and is by no means a scientific assessment of public preferences. The level of participation of the surveys are relative to Barrie's population; the sample was small and not randomly selected. Additionally, a little over one-quarter of respondents (26%) were from Ward 2, and it should be noted that some of the survey results could reflect the opinion of specific communities. The surveys were nevertheless a tremendous source of insight for the Consultant Team but should be viewed as one of several resources informing the recommendation provided in this report.

### **5.1.3 Social Media Engagement**

Social media proved an effective platform for disseminating information about the W.B.R. to the public. Notices were posted on Facebook, X, and Instagram, raising awareness and directing the public to the feedback survey. In total, posts related to the W.B.R. generated 27,376 impressions and 593 total engagements (reactions, comments, shares, and clicks).

## **5.2 Public Consultation Sessions**

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The Consultant Team also held a series of public consultation sessions with Barrie residents. Six public open houses were conducted – three in-person sessions throughout March 2025 during Phase 1 and three in-person sessions throughout May 2025 in Phase 2. Feedback from these sessions was used to inform the final recommendation provided in this report.



During these sessions, members of the public had opportunities to provide their impressions of the current council composition and ward system, their preferences for the guiding principles and, during the second round of engagement, their thoughts on the alternative options. Overall, those attending the sessions during the first round of engagement indicated a preference to prioritize population parity (both current and future). Many attending, however, also argued that Barrie is a city with distinct communities and many well-established neighbourhoods and, as such, communities of interest should also be prioritized through the review. The Consultant Team also heard several times that there was a distinct difference between the “north” and “south” of Barrie that warranted attention when preliminary options were being designed.

From this initial feedback, the Consultant Team provided five preliminary options in the Preliminary Options Report. Two of those options were chosen by City Council to be featured during the second round of public engagement. Largely consistent with earlier preferences about the guiding principles, those attending sessions during the second round of public engagement gravitated towards Preliminary Option 1, which presented a “minimal change” option. This option focused on targeted changes that would address current and expected population imbalances. As such, it preserved much of the strengths of the current system, while fixing deficiencies identified by the Consultant Team.



### **5.3 Interviews and Direct Community Outreach**

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In addition to the public engagement, it was crucial for the Consultant Team to benefit from the perspectives of those serving in Barrie's government. A series of interviews were conducted with the mayor, members of City Council, and senior City staff.

The feedback and comments received through the consultation process are reflected in the analysis and have helped inform the findings and recommendations. As has been mentioned previously in this report, public input from consultation provides valuable insight into the review but it is not relied on exclusively. This is in part because only a subset of the population participated in the W.B.R., which may not be representative of Barrie's population as a whole. The Consultant Team interpreted the public input using its professional expertise and experience in W.B.R.s, along with knowledge of best practices, to develop the recommended options.

## **6. Evaluation of the Existing Ward Structure**

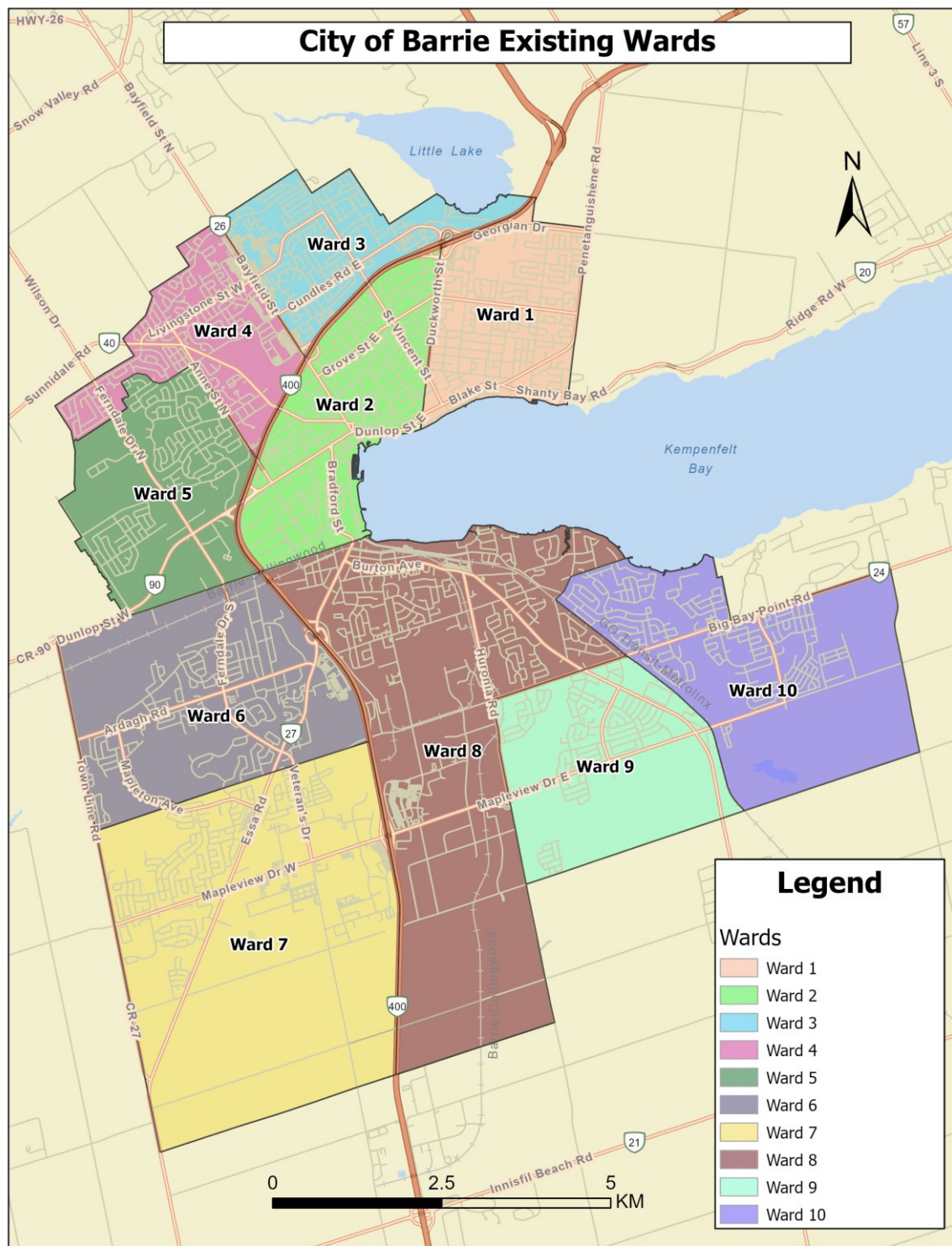
A preliminary evaluation of the existing ward structure, included in Discussion Paper D, addressed the wards in terms of the guiding principles. The survey, conducted as part of the first phase of public consultation, asked respondents to assess the current wards in terms of their strengths and weaknesses, as outlined in section 8 of the Preliminary Options Report. These responses add depth to that preliminary assessment.

This section revisits those evaluations, integrating information received during the public consultations and addressing certain challenges identified in parts of the existing ward system, as heard from residents of Barrie. For reference, the current wards are presented in Figure 6-1.





Figure 6-1  
City of Barrie  
Existing Ward Structure







The current system has been evaluated based on four main principles that fall under the overarching principle of effective representation. These principles are discussed at length in section 8 of the Preliminary Options Report in relation to the present wards, so they will not be addressed again in this Final Report. The Consultant Team has given a thorough consideration to the importance of each principle and a careful evaluation of which of the principles is most important for determining an appropriate system of representation for the 2026 municipal election and beyond in Barrie.

The principles contribute to a system that provides for equitable ongoing access between elected officials and residents, but they may occasionally conflict with one another. Accordingly, it is expected that the overriding principle of effective representation will be used to arbitrate conflicts between principles. Any deviation from the specific principles must be justified by other principles in a manner that is more supportive of effective representation.

The priority attached to certain principles makes some designs more desirable in the eyes of different observers. Ultimately, the ward design adopted by City Council should be the one that best fulfills as many of the guiding principles as possible.

The evaluation of the current ward system in Barrie suggests that there are identifiable but not insurmountable shortcomings when evaluated against the guiding principles for this review. Our evaluation of the existing wards is summarized in Table 6-3 below.

Two main challenges for the City of Barrie's ward system emerged from this evaluation. While all ward populations are within the acceptable range based on 2025 figures, the difference between the smallest and largest wards is significant, exceeding 7,000 residents. As the City's population grows, population parity begins to dissolve, with half of the wards projected to be well outside the acceptable range of variance. The largest ward is expected to have more than double the population of the smallest ward.

The objective of population parity, where every councillor generally represents an equal number of constituents within their respective ward, is the primary goal of an electoral redistribution. Some degree of variation is acceptable considering the City's population densities and demographic factors. The indicator of success in a ward design is the extent to which all the individual wards approach an "optimal" size.

Optimal size can be understood as a mid-point on a scale where the term "optimal" (O) describes a ward with a population within 5% on either side of the calculated optimal



size. The classification “below/above optimal” (O+ or O-) is applied to a ward with a population between 6% and 25% on either side of the optimal size and is considered an acceptable variation. A ward that is labelled “outside the range” (OR+ or OR-) indicates that its population is greater than 25% above or below the optimal ward size. The adoption of a 25% maximum variation was part of the terms of reference established by the City and can reasonably be applied in municipalities like Barrie. These ranges are presented in Table 6-1.

Table 6-1  
Optimal Population Ranges for a 10-Ward System – 2025 and 2036

| Symbol | Description                  | Variance       | 2025 Population Range | 2036 Population Range |
|--------|------------------------------|----------------|-----------------------|-----------------------|
| OR+    | Outside Range - High         | 25% and above  | >20,880               | >27,945               |
| O+     | Above Optimal but Acceptable | 5% to 25%      | 17,539-29,880         | 23,474-27,945         |
| O      | Optimal Population Range     | +/-5%          | 15,869-17,539         | 21,238-23,474         |
| O-     | Below Optimal but Acceptable | -5% to -25%    | 12,528-15,869         | 16,767-21,238         |
| OR-    | Outside Range - Low          | -25% and below | <12,528               | <16,767               |



Table 6-2  
City of Barrie  
Existing Wards' 2025 and 2036 Population Distribution

| Ward           | 2025 Total Population <sup>[1]</sup> | Variance | Optimal Range | 2036 Total Population | Variance | Optimal Range |
|----------------|--------------------------------------|----------|---------------|-----------------------|----------|---------------|
| Ward 1         | 16,379                               | 0.98     | O             | 17,597                | 0.79     | O-            |
| Ward 2         | 18,450                               | 1.10     | O+            | 26,507                | 1.19     | O+            |
| Ward 3         | 12,996                               | 0.78     | O-            | 14,308                | 0.64     | OR-           |
| Ward 4         | 13,915                               | 0.83     | O-            | 15,110                | 0.68     | OR-           |
| Ward 5         | 13,501                               | 0.81     | O-            | 14,780                | 0.66     | OR-           |
| Ward 6         | 18,682                               | 1.12     | O+            | 22,044                | 0.99     | O             |
| Ward 7         | 19,009                               | 1.14     | O+            | 32,224                | 1.44     | OR+           |
| Ward 8         | 16,995                               | 1.02     | O             | 23,887                | 1.07     | O+            |
| Ward 9         | 16,700                               | 1.00     | O             | 25,464                | 1.14     | O+            |
| Ward 10        | 20,412                               | 1.22     | O+            | 31,638                | 1.42     | OR+           |
| <b>Total</b>   | <b>167,040</b>                       | -        | -             | <b>223,559</b>        | -        | -             |
| <b>Average</b> | <b>16,704</b>                        | -        | -             | <b>22,356</b>         | -        | -             |

<sup>[1]</sup> Population includes a net Census undercount of approximately 3.0% and the post-secondary student population.

Note: Numbers may not add precisely due to rounding.

Source: Derived from the Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit, March 8, 2024.



Table 6-3  
Present Barrie Ward Configuration Evaluation Summary

| Principle   | Does the Current Ward Structure Meet the Respective Principle* | Comment  |
|---|--|--|
| <b>Representation by Population and Consideration of Current and Future Population Trends</b> | <b>Partially Successful</b>                                    | All wards are within the acceptable population range using 2025 data; however, growth patterns create disparities that lead to five wards falling from the acceptable range of population variation by 2036. |
| <b>Consideration of Natural and Physical Boundaries</b>                                       | <b>Largely Successful</b>                                      | Roadways and waterways are largely utilized well as boundaries.  |
| <b>Communities of Interest</b>  | <b>Largely Successful</b>                                      | Most neighbourhoods are intact and contained fully in one ward; differentiation between north and south portions of the City occurs over two wards.  |
| <b>Effective Representation</b>   | <b>Largely Successful</b>                                      | Effective representation is achieved with current population figures, but population growth will hinder the achievement of fair representation across the City.  |

\*The degree to which each guiding principle is satisfied is ranked as “**Yes**” (fully satisfied), “**Largely Successful**,” “**Partially Successful**,” or “**No**” (not satisfied).

Data presented in the Preliminary Options Report confirms that the pattern of population imbalance present in 2025 is maintained and worsened by 2036, with five wards growing outside of parity by 2036.

Overall, the analysis of the current and future population trends, along with feedback received during the public consultation and other features of Barrie in 2025, leads to the conclusion that the present wards fall short of achieving complete and effective representation across the City and that Council could consider adopting an alternate ward configuration.



## 7. Final Ward Boundary Options

In the Preliminary Options Report, the Consultant Team proposed five preliminary options. It is to be noted that the preliminary options contained lettered wards, but for this report, the final options will go back to a preferred numbered approach that has been provided by City staff.

Preliminary Option 1 largely preserved the existing map while addressing current and projected population disparities. Key changes included extending Ward C west to St. Vincent Street and across Highway 400 to Cundles Road East. Ward J also crossed Highway 400, extending to Anne Street North, while other wards shifted borders to better balance populations, with Wards B and J currently exceeding the average but projected to normalize by 2036. In the south, adjustments reflected community identities and growth patterns, particularly in Wards D, I, H, G, and A. Overall, this option retained familiar ward features while significantly improving population distribution, with only Ward J temporarily outside the acceptable variance.

Preliminary Option 2-A maintained a familiar ward layout while offering a different configuration for southern Barrie, aimed at improving population parity. In the north, Ward C remained on the east side of Highway 400, unlike in Option 1, and Ward F was reduced due to downtown growth. Ward J extended to Coulter Street, Ward E reached Dunlop Street, and only Ward B crossed Highway 400, spanning from Kempenfelt Bay to the municipal boundary. These changes balanced populations well, though Ward C approached the lower acceptable limit by 2036. In the south, Ward D was smaller but optimally populated, and Ward I, though initially underpopulated, was expected to grow into balance by 2036, making it a promising long-term configuration. Wards A, G, and H largely mirrored their current forms, with Ward G projected to exit the acceptable range of population variation by 2036, while Wards A and H remained within the optimal range.

Preliminary Option 2-B built on Preliminary Option 2-A while addressing future population disparities, particularly by adjusting the boundaries of Wards A, I, and G. Wards B, C, D, E, F, H, and J remain unchanged. In this version, Ward I extended east to Huronia Road, crossing Highway 400, and using Little Avenue and Bayview Drive as boundaries, increasing the population slightly and ensuring it reached optimal range by 2036 despite being underpopulated in 2025. As a result, Ward A became smaller and focused on the Allandale area. To correct Ward G's previously projected



overpopulation, its boundaries were redrawn to reduce the Kingswood area it included, bringing it into acceptable population range in both 2025 and 2036. Overall, Preliminary Option 2-B enhanced long-term population parity while preserving many familiar ward elements.

Preliminary Option 3-A took a different approach by prioritizing Barrie's established neighbourhoods and communities of interest over strict population parity. This configuration connected areas with shared histories and identities, such as uniting the St. Vincent–Duckworth area in Ward C and consolidating the downtown core between St. Vincent Street and Essa Road in Ward F. In the south, the historically connected Allandale and Kingswood neighbourhoods were grouped in Ward A, while communities south of Big Bay Point Road—annexed from Innisfil—were fully contained within Wards H and G, separated by Yonge Street. Unlike previous options, no wards crossed Highway 400, and Ardagh Road served as the dividing line between the north and south, each containing five wards. While this approach strengthened community representation, it resulted in significant population imbalances, with five wards outside the acceptable population range in both 2025 and 2036.

Preliminary Option 3-B refined the communities of interest focused approach of Preliminary Option 3-A by making targeted adjustments to improve population parity while still preserving key communities of interest. The boundaries of Wards A, C, F, and J remained unchanged, but adjustments included shifting Ward E's southern boundary north to Edgehill Drive, moving the boundary between Wards D and I to Essa Road, and realigning the boundary between Wards H and G east to the rail line. These changes helped balance populations more effectively, reducing the number of wards outside the acceptable range from five (in Preliminary Option 3-A) to four in 2025 and just two by 2036. Additionally, two wards fell within the optimal population range for both timeframes, marking a significant improvement in demographic balance while maintaining neighbourhood integrity.

After presenting the preliminary options to Barrie City Council, the Consultant Team was directed to present two of the five options to the public in an effort to focus the second round of public engagement. Preliminary Options 1 and 2B were selected by City Council to be featured from a desire to prioritize representation by population due to the expected growth within the city. The public could view the remaining options on the W.B.R. website and in the Preliminary Options Report. The survey used in the second



round of consultation also provided space for members of the public to share thoughts on all the preliminary options.

Based upon support from City Council and the public during the second round of consultation, Preliminary Options 1 and 2B are selected as the final options. They are referred to as Final Option 1 (Preliminary Option 1) and Final Option 2 (Preliminary Option 2B) below.

## **7.1 Final Option 1 (Preliminary Option 1)**

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Final Option 1 is a familiar option to the residents of Barrie since it preserves much of the existing ward map, targeting certain challenges around current and future population disparities identified above.

Ward 1 is extended west to St. Vincent Street. During the first round of consultation and interviews with members of City Council and staff, the Consultant Team learned that this is a boundary which has been used in the past for this ward. As a result, it has some familiarity with residents. Those from the area who participated in the second round of consultation confirmed that there are natural connections between the communities between St. Vincent Street and Duckworth Street and those to the east of Duckworth Street. As a result, this may be considered a natural configuration for the ward. Most notably, however, Ward 1 also extends over Highway 400, towards Cundles Road East, marking the first of two iterations where ward boundaries cross the highway.

On the other side of Highway 400, Ward 3 extends to Anne Street North, with Ward 5 extending towards the southern border of the current Ward 6 at Dunlop Street West. Ward 6 extends south using Mapleton Avenue and Essa Road as a border. This configuration better balances the population between the current wards in this part of the City. In the existing system, each ward is currently below the population per ward average of 16,704. These disparities worsen significantly towards 2036 as the south continues to develop. With this new configuration, each ward is currently over the average (with Ward 3 above the acceptable population variance range) but comes into line by 2036. In fact, Wards 6 and 3 are expected to enter the optimal population range by this time.

In the south of Barrie, Ward 7 extends from Big Bay Point Road to the southern municipal boundary. Ward 8 extends from Dunlop Street, encompassing much of





Allandale, down, again, to the southern municipal boundary. Wards 9 and 10 contain much of the rapidly developing areas south of Big Bay Point Road with Ward 4 containing the Kingswood neighbourhood. During the early phases of this project, the Consultant Team heard that this area has more in common with the communities around Kempenfelt Bay than the newer communities south of Big Bay Point Road. This was confirmed during the second round of public engagement. This configuration in the southern portion of the municipality provides for very good population parity both now and in the future. Wards 2 and 9 are within the optimal range in 2025, while Wards 1,3, 6, and 7 enter the optimal range in 2036.

Final Option 1 provides familiarity to residents and retains some of the existing ward characteristics that work well, while addressing some of the issues raised in the evaluation. Population distribution improves when compared to the existing wards, with only Ward 3 currently outside the acceptable range of variation. This ward, however, enters the optimal range by 2036. This option also provides an important departure from the current system: four wards are in what would be considered Barrie's north and six are in the south, accounting for expected population growth in the future.

While survey participation was modest, most of those who completed the survey favoured this option. Those who selected this option indicated they did so because they believed it balanced population and communities of interest effectively. Others argued that it managed expected growth well and provided an organized map with easily recognizable boundary markers.



Table 7-1  
City of Barrie  
Final Option 1 – Population by Ward

| Ward           | 2025 Total Population <sup>[1]</sup> | Variance | Optimal Range | 2036 Population | Variance | Optimal Range |
|----------------|--------------------------------------|----------|---------------|-----------------|----------|---------------|
| Ward 1         | 19,390                               | 1.16     | O+            | 21,420          | 0.96     | O             |
| Ward 2         | 15,904                               | 0.95     | O             | 23,807          | 1.06     | O+            |
| Ward 3         | 21,802                               | 1.31     | OR+           | 23,441          | 1.05     | O             |
| Ward 4         | 14,574                               | 0.87     | O-            | 18,438          | 0.82     | O-            |
| Ward 5         | 18,145                               | 1.09     | O+            | 19,634          | 0.88     | O-            |
| Ward 6         | 19,891                               | 1.19     | O+            | 23,361          | 1.04     | O             |
| Ward 7         | 13,233                               | 0.79     | O-            | 22,073          | 0.99     | O             |
| Ward 8         | 13,318                               | 0.80     | O-            | 20,940          | 0.94     | O-            |
| Ward 9         | 16,700                               | 1.00     | O             | 25,464          | 1.14     | O+            |
| Ward 10        | 14,083                               | 0.84     | O-            | 24,981          | 1.12     | O+            |
| <b>Total</b>   | <b>167,040</b>                       | -        | -             | <b>223,559</b>  | -        | -             |
| <b>Average</b> | <b>16,704</b>                        | -        | -             | <b>22,356</b>   | -        | -             |

Notes: Population includes a net Census undercount of approximately 3.0% and the post-secondary student population.

Numbers may not add precisely due to rounding.

Source: Derived from the Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit, March 8, 2024.



Figure 7-1  
Final Option 1





Table 7-2  
City of Barrie  
Final Option 1 Evaluation Summary

| Principle   | Does the Current Ward Structure Meet the Respective Principle* | Comment  |
|---|--|--|
| <b>Representation by Population and Consideration of Current and Future Population Trends</b> | <b>Largely Successful</b>                                      | Except for Ward 3 (2025), all wards are within the acceptable population range; parity improves towards 2036, with four wards in the optimal range.  |
| <b>Consideration of Natural and Physical Boundaries</b>                                       | <b>Largely Successful</b>                                      | Roadways and waterways are utilized well as boundaries.  |
| <b>Communities of Interest</b>  | <b>Yes</b>   | Most neighbourhoods are intact and contained fully in one ward.  |
| <b>Effective Representation</b>   | <b>Largely Successful</b>                                      | Effective representation is largely achieved, and the guiding principles are well balanced. There is some familiarity with the existing system, but the boundary changes that have been made account well for future projected growth. |

\*The degree to which each guiding principle is satisfied is ranked as “**Yes**” (fully satisfied), “**Largely Successful**,” “**Partially Successful**,” or “**No**” (not satisfied).

## 7.2 Final Option 2 (Preliminary Option 2B)

Final Option 2 provides a much different configuration than Final Option 1. In the north of the City, Ward 2 remains south of Highway 400, with Ward 6 running from the western municipal boundary, crossing the highway, and concluding along Kempenfelt Bay. This ward runs south from Dunlop Street to Veteran’s Drive, capturing a mix of urban and suburban communities. Most crucially, this ward takes in the southern portions of the downtown core, providing a much different configuration for this area than Final Option 1. The downtown of Barrie is expected to experience substantial growth, mostly from condo development along Kempenfelt Bay. Much of this area is



currently in Ward 2. This ward is currently over the population average for each ward and, without change, will reach the upper boundary of the acceptable range of population variation. Between 2025 and 2036, this ward will see over 8,000 new residents added. To address this rapid growth, both Final Option 1 and 2 provide a different configuration for dividing downtown, making it geographically smaller. Final Option 1 removes area from the north, while Final Option 2 removes area from the south.

In the south, Ward 8 contains much of Allendale, moving slightly west from the configuration in Final Option 1. Final Option 2 places this neighbourhood with other, established communities along Kempenfelt Bay.

A final distinction between the two final options the configuration of Wards 7 and 4. In Final Option 2, Ward 7 is substantially smaller with Ward 4 containing much of the community south of Ardagh Road towards the southern municipal boundary. Much of this area now is not developed, but will over time, creating a population disparity using 2025 population figures, but arriving within the optimal range by 2036.

Taken together, Final Option 2 provides for very good population parity. Ward 4, however, is still substantially below the ward population average using 2025 population figures with only 7,783 residents. The average for each ward is currently 16,704 – a substantial disparity. Including the area beyond Highway 400 increases the population, but only marginally. As mentioned, however, the ward does come into optimal population range with the significant new residential growth that is forecast for that area.

For residents who participated, Final Option 2 received less support than Final Option 1 during the second round of public engagement. Those responding to the survey favoured Final Option 1, but they did provide some positive comments about the design in Final Option 2. Some indicated that this option better defined the downtown core.

Both final options have a focus on population parity, population growth, and what Barrie is expected to look like over the next decade.

A complete evaluation of Final Option 2 is presented in Table 7-4.



Table 7-3  
City of Barrie  
Final Option 2 – Population by Ward

| Ward           | 2025 Total Population <sup>[1]</sup> | Variance | Optimal Range | 2036 Population | Variance | Optimal Range |
|----------------|--------------------------------------|----------|---------------|-----------------|----------|---------------|
| Ward 1         | 15,790                               | 0.95     | O-            | 16,964          | 0.76     | O-            |
| Ward 2         | 14,813                               | 0.89     | O-            | 20,485          | 0.92     | O-            |
| Ward 3         | 19,805                               | 1.19     | O+            | 21,733          | 0.97     | O             |
| Ward 4         | 7,783                                | 0.47     | OR-           | 22,245          | 1.00     | O             |
| Ward 5         | 20,582                               | 1.23     | O+            | 22,439          | 1.00     | O             |
| Ward 6         | 18,909                               | 1.13     | O+            | 24,961          | 1.12     | O+            |
| Ward 7         | 16,506                               | 0.99     | O             | 17,189          | 0.77     | O-            |
| Ward 8         | 20,786                               | 1.24     | O+            | 25,707          | 1.15     | O+            |
| Ward 9         | 16,700                               | 1.00     | O             | 25,464          | 1.14     | O+            |
| Ward 10        | 15,365                               | 0.92     | O-            | 26,371          | 1.18     | O+            |
| <b>Total</b>   | <b>167,040</b>                       | -        | -             | <b>223,559</b>  | -        | -             |
| <b>Average</b> | <b>16,704</b>                        | -        | -             | <b>22,356</b>   | -        | -             |

Notes: Population includes a net Census undercount of approximately 3.0% and the post-secondary student population.

Numbers may not add precisely due to rounding.

Source: Derived from the Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit, March 8, 2024.





Figure 7-2  
Final Option 2







Table 7-4  
Final Option 2 Evaluation Summary

| Principle   | Does the Current Ward Structure Meet the Respective Principle* | Comment   |
|---|--|---|
| <b>Representation by Population and Consideration of Current and Future Population Trends</b> | <b>Largely Successful</b>                                      | Most wards are within the acceptable population range; however, Ward 4 experiences a substantial disparity in 2025 but grows into parity by 2036.                       |
| <b>Consideration of Natural and Physical Boundaries</b>                                       | <b>Largely Successful</b>                                      | Roadways and waterways are utilized well as boundaries.   |
| <b>Communities of Interest</b>  | <b>Largely Successful</b>                                      | Most neighbourhoods are intact and contained fully in one ward. The downtown core is separated into two wards.  |
| <b>Effective Representation</b>   | <b>Largely Successful</b>                                      | Effective representation is largely achieved with current population figures, except for Ward 4, which comes into parity by 2036 but has a sizable disparity currently. |

\*The degree to which each guiding principle is satisfied is ranked as “**Yes**” (fully satisfied), “**Largely Successful**,” “**Partially Successful**,” or “**No**” (not satisfied).

## 8. Next Steps and Council Decisions

The Consultant Team believes that the two final options provide the residents of Barrie with an opportunity to establish a revised ward system that better aligns with forecast population growth while adhering as closely as possible to the guiding principles adopted for this review.

Within this report, the Consultant Team has highlighted some deficiencies in the current ward boundary system in relation to the guiding principles. These deficiencies have led the Consultant Team to conclude that there could be alternative ward boundary systems that can serve the residents of Barrie well and provided options for City Council to consider.



## 8.1 Recommended Option

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The Consultant Team believes that both final options included in this report would serve the City of Barrie better than the existing system. We detail their various attributes, including strengths and weaknesses, above. Despite the strengths of both, the Consultant Team recommends that the “minimal change” option – Final Option 1 – provides the best system for Barrie over the next three election cycles. City Council can consider this the Recommended Option.

This recommendation is based upon several considerations. The first is that the current system is familiar to residents and has certain strengths, including very good representation for communities of interest. The system, however, has several population disparities that prevent it from fully providing effective representation for the City of Barrie. Throughout two rounds of public consultation, the Consultant Team heard from residents and from City Council that these population disparities are a cause for concern. Residents reported being aware of the rapid pace of growth that the City will undergo and expressed a clear desire to be proactive in ensuring that the population within each ward is relatively balanced as Barrie grows. Half the wards in the current system fall from the range of acceptable population variation by 2036, something that most who engaged with this process found unpalatable.

The Recommended Option addresses these disparities and provides for very good population distribution moving towards 2036. Using current population figures, two wards (2 and 9) are within the optimal population range. The remaining wards are in the acceptable range, with the exception of Ward 3, which is slightly outside of range. This ward, however, enters the optimal range by 2036. By this point, all the wards are within the acceptable range, with four in the optimal range. The Recommended Option, therefore, provides a ward system that provides for good population parity currently, but also accommodates future growth. Given that population parity improves over time, the Recommended Option is a durable option that will give Barrie a long-standing ward boundary system that will not need review for three election cycles.

The Recommended Option is also familiar to residents, deviating from the existing map only in ways that strengthen population parity. It, therefore, also protects communities of interests in ways the current system does, while also using clear, easily identifiable boundary markers.



Final Option 2 is also a feasible option for the City of Barrie. The Consultant Team believes it meets the guiding principles well. The Recommended Option, however, is more successful in protecting communities of interest and provides better population parity through the southern portion of the City. While Final Option 2 provides for very good population parity, Ward 4 falls substantially below the average population using 2025 population figures. While it does arrive in the optimal zone by 2036, the current disparity holds it back from becoming a final, recommended option from the Consultant Team.

Council can respond to this report in three ways:

- Council can adopt the Recommended Option, with or without minor modifications,<sup>[2]</sup> and later ratify a by-law to implement changes to the boundaries of the wards. Such a by-law is open to appeal to the Ontario Land Tribunal, but the Consultant Team is confident that it could withstand such an appeal.
- Council can select the other final option or one of the other preliminary options that were presented to the public or contained within the Preliminary Options Report (with or without modifications).
- Council can take no action at all; that is, it may view the current ward system as adequate and, by default, endorse it by not selecting an alternative option. If it declines to act, Council must clearly understand that such a decision essentially indicates to the City's residents that it believes retaining the existing ward system still serves Barrie well.

In that context, it is also important to note that taking no action is a form of decision that can still be appealed to the Ontario Land Tribunal, albeit indirectly. Section 223 of the *Municipal Act, 2001* indicates that one per cent of the electors or 500 of the electors in the municipality, whichever is less, may “present a petition to the council asking the council to pass a by-law dividing or redividing the municipality into wards or dissolving the existing wards.” If Council does not pass a by-law in accordance with such a petition within 90 days after receiving the petition, any of the electors who signed the

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<sup>[2]</sup> It would also be possible for Council to adopt one of the preliminary options but, in our professional assessment, the final options presented herein better meet the criteria applied in this review.



petition may apply to the Ontario Land Tribunal to have the municipality redivided into wards.

If Council's decision is to endorse the Recommended Option contained in this report, a by-law to implement a preferred option is expected to occur as soon as possible. The by-law would describe the boundaries associated with the approved wards and assign numbers (or names) to them that may be different than those included in Figure 7-1 and Figure 7-2.



# Appendices



# Appendix A

## Public Engagement Overview



Figure A-1  
List of Public Engagement Tools

| Tool  | Description   |
|---|---|
| Barrie Ward Boundary Review (W.B.R.) Web Page | A dedicated engagement website was developed for the review at: <a href="http://www.buildingbarrie.ca/WardsReview">www.buildingbarrie.ca/WardsReview</a> . The web page included one informative whiteboard video, links to public engagement sessions and surveys, and up-to-date messaging to inform the public of the status of the W.B.R.   |
| Public Open Houses                            | Six open houses were held:<br><b><u>Phase 1</u></b> <ul style="list-style-type: none"><li>• March 18, 2025 (x2 – one in the afternoon and one in the evening); and</li><li>• March 20, 2025.</li></ul> <b><u>Phase 2</u></b> <ul style="list-style-type: none"><li>• May 13, 2025; and</li><li>• May 14, 2025 (x2 – one in the afternoon and one in the evening).</li></ul>   |
| Public Engagement Surveys                     | Two phases of surveys were posted on the W.B.R. web page: the first intended to discern whether the existing council size and ward system was adequate and which guiding principles were prioritized by the community, and the second to discern which preliminary option was preferred.<br><br>The Phase 1 survey had 234 responses and Phase 2 had 50.<br><br><b>See Appendices C and D for a summary of the results.</b> |
| Interviews with Members of Government         | The mayor and each member of City Council were invited to participate in a one-hour discussion with the consultant.   |
| Social Media                                  | <ul style="list-style-type: none"><li>• 27,376 total impressions;</li><li>• 593 total engagements (reactions, comments, shares, and clicks).</li></ul>  |





# Appendix B

## Phase 2 Public Engagement Information Boards



# City of Barrie

## WARD BOUNDARY REVIEW

### Process



Review  
Current  
System



Think about  
the Guiding  
Principles



Examine the  
Preliminary  
Options

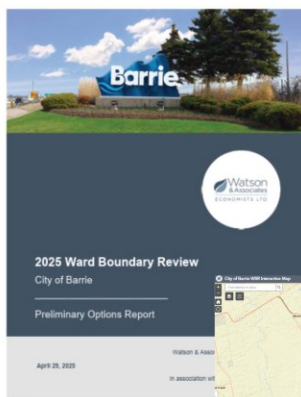


Provide  
Feedback at  
the Survey

 **Watson  
& Associates**  
ECONOMISTS LTD.

 **Barrie**

### Review the Materials



Found on the project page  
[www.buildingbarrie.ca/  
WardsReview](http://www.buildingbarrie.ca/WardsReview)



### Open Houses

**May 13 - 2:00-3:30PM**  
City Hall Rotunda

**May 14 - 2:00-3:30PM**  
City Hall Rotunda

**May 14 - 6:00-7:30PM**  
City Hall Rotunda

**Provide  
your  
feedback!**





# City of Barrie 2025 Ward Boundary Review



## Existing Wards Evaluation

\*The degree to which each guiding principle is satisfied is ranked as:

- **“Yes”** (fully satisfied);
- **“Largely Successful”**;
- **“Partially Successful”**; or
- **“No”** (not satisfied)

| Principle  | Does the Current Ward Structure Meet the Respective Principle* | Comment  |
|--|--|--|
| Representation by Population and Consideration of Current and Future Population Trends | Partially Successful   | All wards are within the acceptable population range using 2025 data; however, growth patterns create disparities that lead to five wards falling from the acceptable range of population variation by 2036. |
| Consideration of Natural and Physical Boundaries                                       | Largely Successful   | Roadways and waterways are largely utilized well as boundaries.  |
| Communities of Interest  | Largely Successful   | Most neighbourhoods are intact and contained fully in one ward; differentiation between north and south portions of the City occurs over two wards.  |
| Effective Representation   | Largely Successful   | Effective representation is achieved with current population figures, but population growth will hinder the achievement of fair representation across the City.  |

| Ward    | 2025 Total Population <sup>[1]</sup> | Variance | Optimal Range | 2036 Population | Variance | Optimal Range |
|---------|--------------------------------------|----------|---------------|-----------------|----------|---------------|
| Ward 1  | 16,379                               | 0.98     | O             | 17,597          | 0.79     | O-            |
| Ward 2  | 18,450                               | 1.10     | O+            | 26,507          | 1.19     | O+            |
| Ward 3  | 12,996                               | 0.78     | O-            | 14,308          | 0.64     | OR-           |
| Ward 4  | 13,915                               | 0.83     | O-            | 15,110          | 0.68     | OR-           |
| Ward 5  | 13,501                               | 0.81     | O-            | 14,780          | 0.66     | OR-           |
| Ward 6  | 18,682                               | 1.12     | O+            | 22,044          | 0.99     | O             |
| Ward 7  | 19,009                               | 1.14     | O+            | 32,224          | 1.44     | OR+           |
| Ward 8  | 16,995                               | 1.02     | O             | 23,887          | 1.07     | O+            |
| Ward 9  | 16,700                               | 1.00     | O             | 25,464          | 1.14     | O+            |
| Ward 10 | 20,412                               | 1.22     | O+            | 31,638          | 1.42     | OR+           |
| Total   | 167,040                              | -        | -             | 223,559         | -        | -             |
| Average | 16,704                               | -        | -             | 22,356          | -        | -             |

|    |   |
|----|---|
| O  | ±5% of the Optimal (Average) Population     |
| O- | ±5%-25% of the Optimal (Average) Population |
| OR | >±25% of the Optimal (Average) Population   |

[1] Population includes a net Census undercount of approximately 3.0% and the post-secondary student population.  
Source: Derived from the Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit, March 8, 2024.

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In association with Dr. Zachary Spicer  
Public Information Session | 2025







# City of Barrie 2025 Ward Boundary Review



WARD BOUNDARY REVIEW



## Option 1

\*The degree to which each guiding principle is satisfied is ranked as:

- “**Yes**” (fully satisfied);
- “**Largely Successful**”;
- “**Partially Successful**”; or
- “**No**” (not satisfied)

| Principle  | Does the Current Ward Structure Meet the Respective Principle* | Comment  |
|--|--|--|
| Representation by Population and Consideration of Current and Future Population Trends | Largely Successful   | Except for Ward J, all wards are within the acceptable population range; parity improves towards 2036, with four wards in the optimal range.   |
| Consideration of Natural and Physical Boundaries                                       | Largely Successful   | Roadways and waterways are utilized well as boundaries.  |
| Communities of Interest  | Yes  | Most neighbourhoods are intact and contained fully in one ward.  |
| Effective Representation   | Largely Successful   | Effective representation is largely achieved, and the guiding principles are well balanced. There is some familiarity with the existing system, but the boundary changes that have been made account well for future projected growth. |

| Ward    | 2025 Total Population <sup>[1]</sup> | Variance | Optimal Range | 2036 Population | Variance | Optimal Range |
|---------|--------------------------------------|----------|---------------|-----------------|----------|---------------|
| Ward A  | 14,574                               | 0.87     | O-            | 18,438          | 0.82     | O-            |
| Ward B  | 19,891                               | 1.19     | O+            | 23,361          | 1.04     | O             |
| Ward C  | 19,390                               | 1.16     | O+            | 21,420          | 0.96     | O             |
| Ward D  | 13,233                               | 0.79     | O-            | 22,073          | 0.99     | O             |
| Ward E  | 18,145                               | 1.09     | O+            | 19,634          | 0.88     | O-            |
| Ward F  | 15,904                               | 0.95     | O             | 23,807          | 1.06     | O+            |
| Ward G  | 14,083                               | 0.84     | O-            | 24,981          | 1.12     | O+            |
| Ward H  | 16,700                               | 1.00     | O-            | 25,464          | 1.14     | O+            |
| Ward I  | 13,318                               | 0.80     | O-            | 20,940          | 0.94     | O-            |
| Ward J  | 21,802                               | 1.31     | OR+           | 23,441          | 1.05     | O             |
| Total   | 167,040                              | -        | -             | 223,559         | -        | -             |
| Average | 16,704                               | -        | -             | 22,356          | -        | -             |

|    |   |
|----|---|
| O  | ±5% of the Optimal (Average) Population     |
| O- | ±5%-25% of the Optimal (Average) Population |
| OR | >±25% of the Optimal (Average) Population   |

[1] Population includes a net Census undercount of approximately 3.0% and the post-secondary student population.  
Source: Derived from the Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit, March 8, 2024.

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Public Information Session | 2025





# City of Barrie 2025 Ward Boundary Review



WARD BOUNDARY REVIEW



## Option 2B

\*The degree to which each guiding principle is satisfied is ranked as:

- “**Yes**” (fully satisfied);
- “**Largely Successful**”;
- “**Partially Successful**”; or
- “**No**” (not satisfied)

| Principle  | Does the Current Ward Structure Meet the Respective Principle* | Comment   |
|--|--|---|
| Representation by Population and Consideration of Current and Future Population Trends | Largely Successful   | Most wards are within the acceptable population range; however, Ward I experiences a substantial disparity in 2025 but grows into parity by 2036.                       |
| Consideration of Natural and Physical Boundaries                                       | Largely Successful   | Roadways and waterways are utilized well as boundaries.   |
| Communities of Interest  | Largely Successful   | Most neighbourhoods are intact and contained fully in one ward. The downtown core is separated into two wards.  |
| Effective Representation   | Largely Successful   | Effective representation is largely achieved with current population figures, except for Ward I, which comes into parity by 2036 but has a sizable disparity currently. |

| Ward    | 2025 Total Population <sup>[1]</sup> | Variance | Optimal Range | 2036 Population | Variance | Optimal Range |
|---------|--------------------------------------|----------|---------------|-----------------|----------|---------------|
| Ward A  | 20,786                               | 1.24     | O+            | 25,707          | 1.15     | O+            |
| Ward B  | 18,909                               | 1.13     | O+            | 24,961          | 1.12     | O+            |
| Ward C  | 15,790                               | 0.95     | O-            | 16,964          | 0.76     | O-            |
| Ward D  | 16,506                               | 0.99     | O             | 17,189          | 0.77     | O-            |
| Ward E  | 20,582                               | 1.23     | O+            | 22,439          | 1.00     | O             |
| Ward F  | 14,813                               | 0.89     | O-            | 20,485          | 0.92     | O-            |
| Ward G  | 15,365                               | 0.92     | O-            | 26,371          | 1.18     | O+            |
| Ward H  | 16,700                               | 1.00     | O             | 25,464          | 1.14     | O+            |
| Ward I  | 7,783                                | 0.47     | OR-           | 22,245          | 1.00     | O             |
| Ward J  | 19,805                               | 1.19     | O+            | 21,733          | 0.97     | O             |
| Total   | 167,040                              | -        | -             | 223,559         | -        | -             |
| Average | 16,704                               | -        | -             | 22,356          | -        | -             |

|    |   |
|----|---|
| O  | ±5% of the Optimal (Average) Population     |
| O- | ±5%-25% of the Optimal (Average) Population |
| OR | >±25% of the Optimal (Average) Population   |

[1] Population includes a net Census undercount of approximately 3.0% and the post-secondary student population.  
Source: Derived from the Update to Population, Housing and Employment Forecast by Traffic Zone and Small Geographic Unit, March 8, 2024.

Watson & Associates Economists Ltd.

In association with Dr. Zachary Spicer

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# City of Barrie 2025 Ward Boundary Review



## Public Information Session Ward Boundary Review



Learn more!  
**SCAN ME**



[www.buildingbarrie.ca/  
WardsReview](http://www.buildingbarrie.ca/WardsReview)

**Let's talk!**

**May 13**  
**2:00-3:30PM**  
City Hall Rotunda

**May 14**  
**2:00-3:30PM**  
City Hall Rotunda

**May 14**  
**6:00-7:30PM**  
City Hall Rotunda



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Public Information Session | 2025



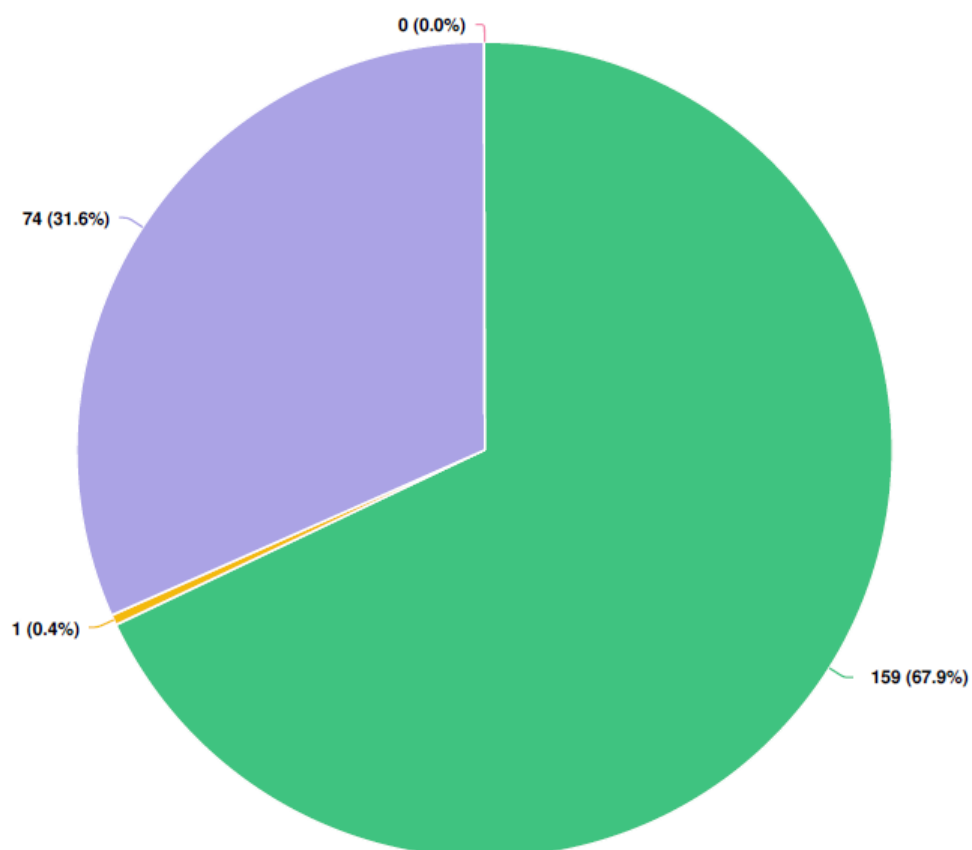


# Appendix C

## Survey Results (Phase 1)



**Q2** What best describes you?

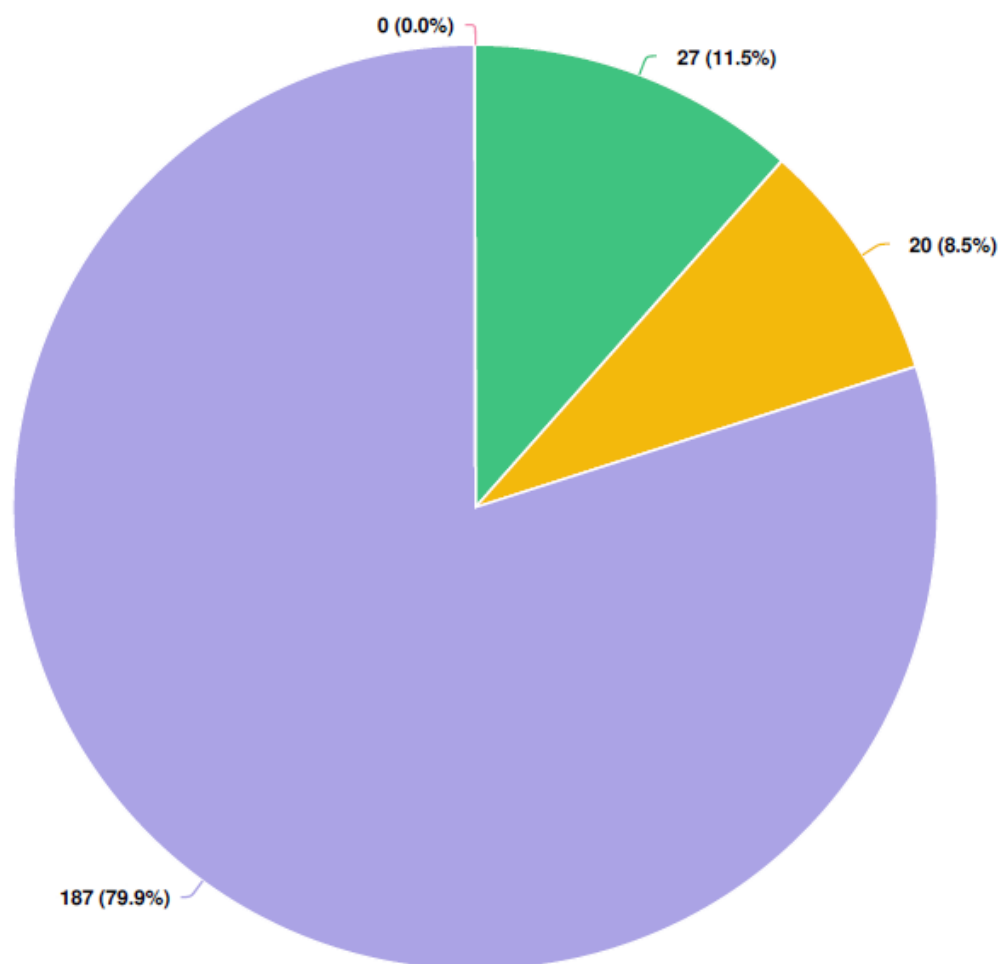


**Question options**

● I live in Barrie   ● I work in Barrie   ● I live and work in Barrie   ● None of the above



**Q3 | How long have you lived in Barrie?**

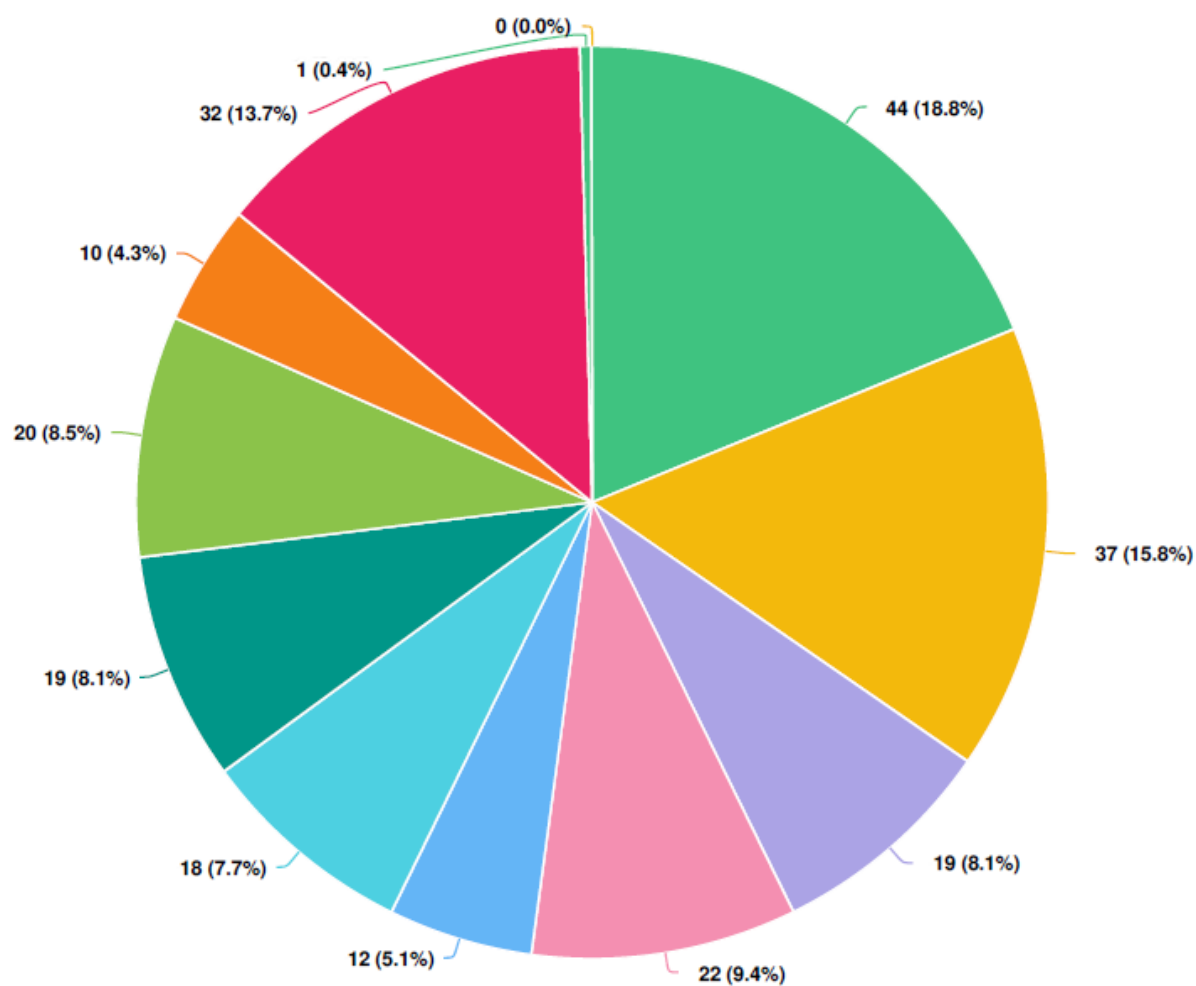


**Question options**

0-5 years   6-10 years   10+ years   I do not live in Barrie



**Q8 Which ward do you live in (see map below or view the City's interactive map)**

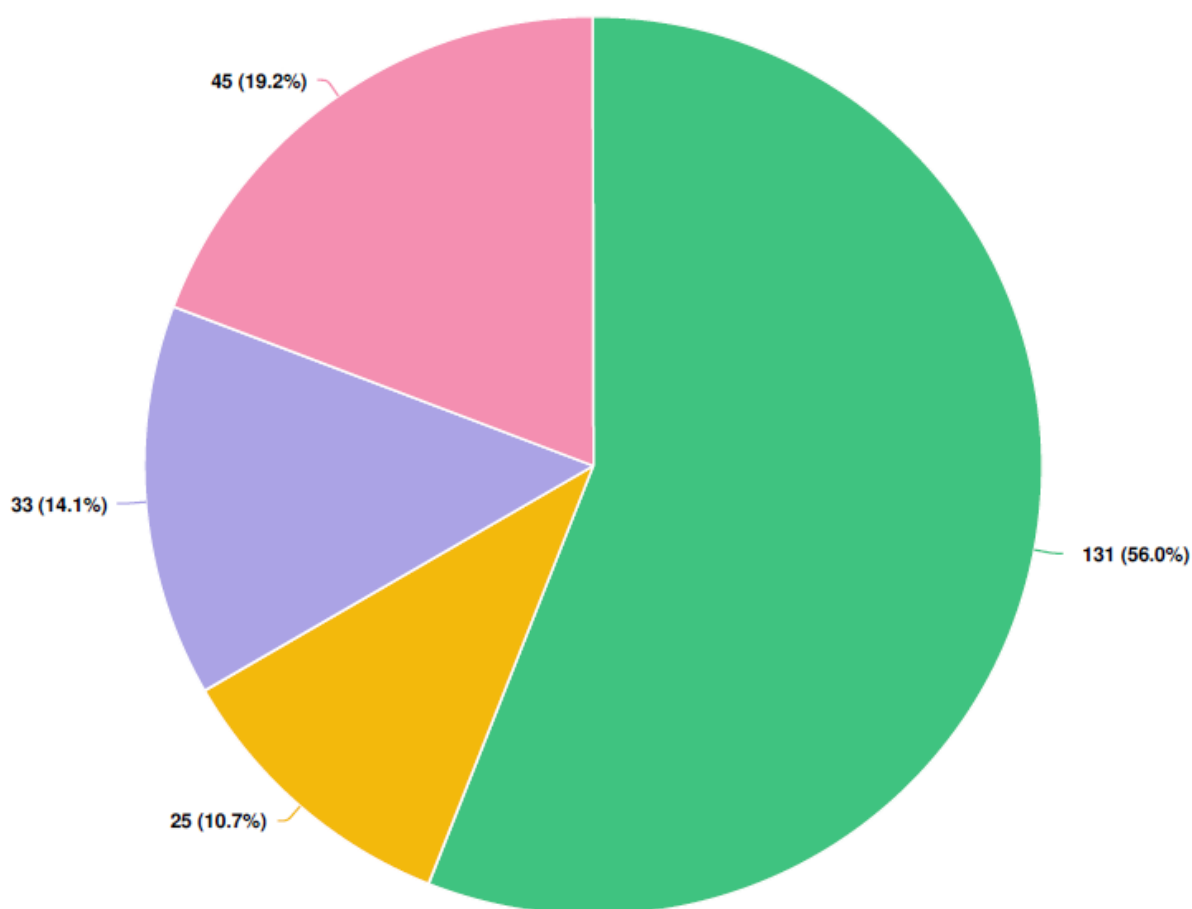


**Question options**

- Ward 1   Ward 2   Ward 3   Ward 4   Ward 5   Ward 6   Ward 7   Ward 8   Ward 9  
Ward 10   I don't live in Barrie   I don't know



**Q11** | With Local Councillors representing approximately 15,200 constituents per ward, is a ten-ward system with ten Councillors the appropriate number?

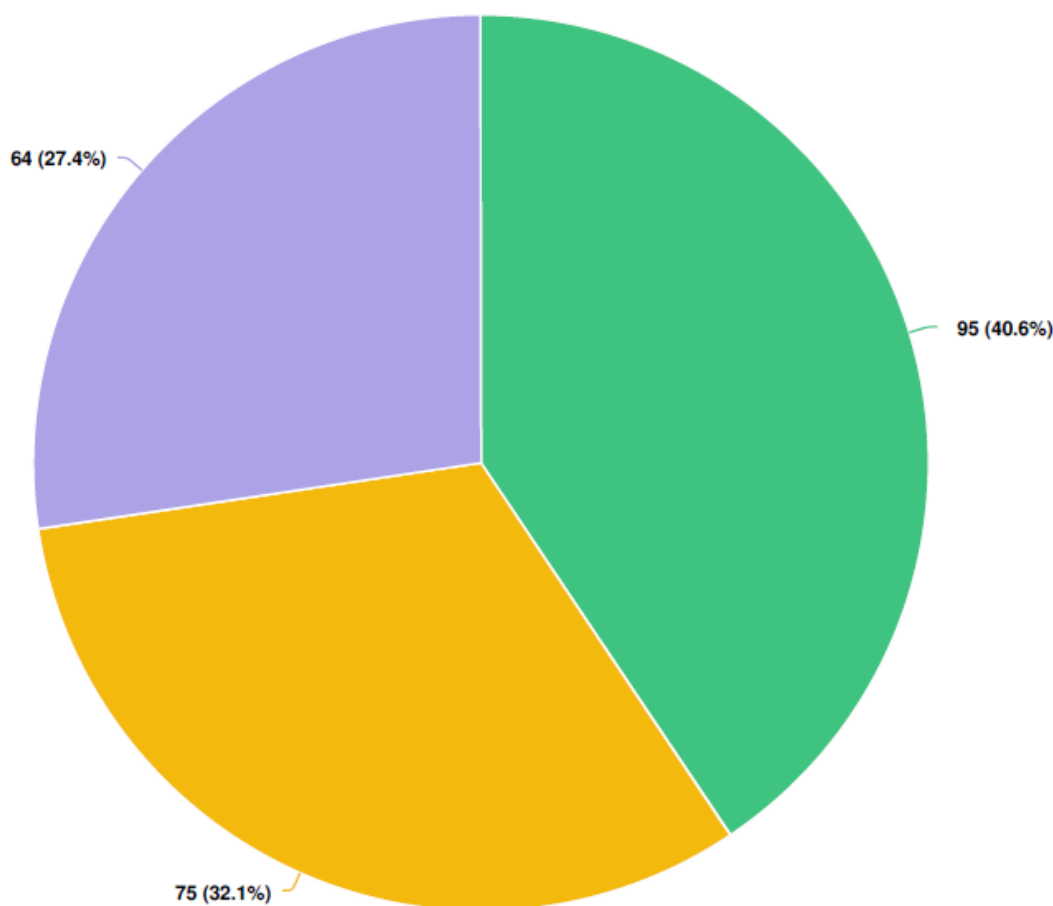


**Question options**

Yes No, it's too many Councillors No, it's too few Councillors I don't know



**Q18** Please indicate the ONE guiding principle that you believe should be given the greatest priority to ensure effective voter representation as we assess the current ward makeup in Barrie:



**Question options**

- Representation by Population and Future Trends: Balancing population growth or decline to maintain equilibrium in representation by population until the next ward boundary review.
- Consideration of Natural and Physical Boundaries: Using geographical features, roads, railways, and public transit routes as natural ward boundaries to foster and identify neighbourhood groupings;
- Communities of Interests: Recognizing settlement patterns, traditional neighbourhoods, school districts and community groupings (social, historical, economic, religious, and political diversities) without fragmenting the City.



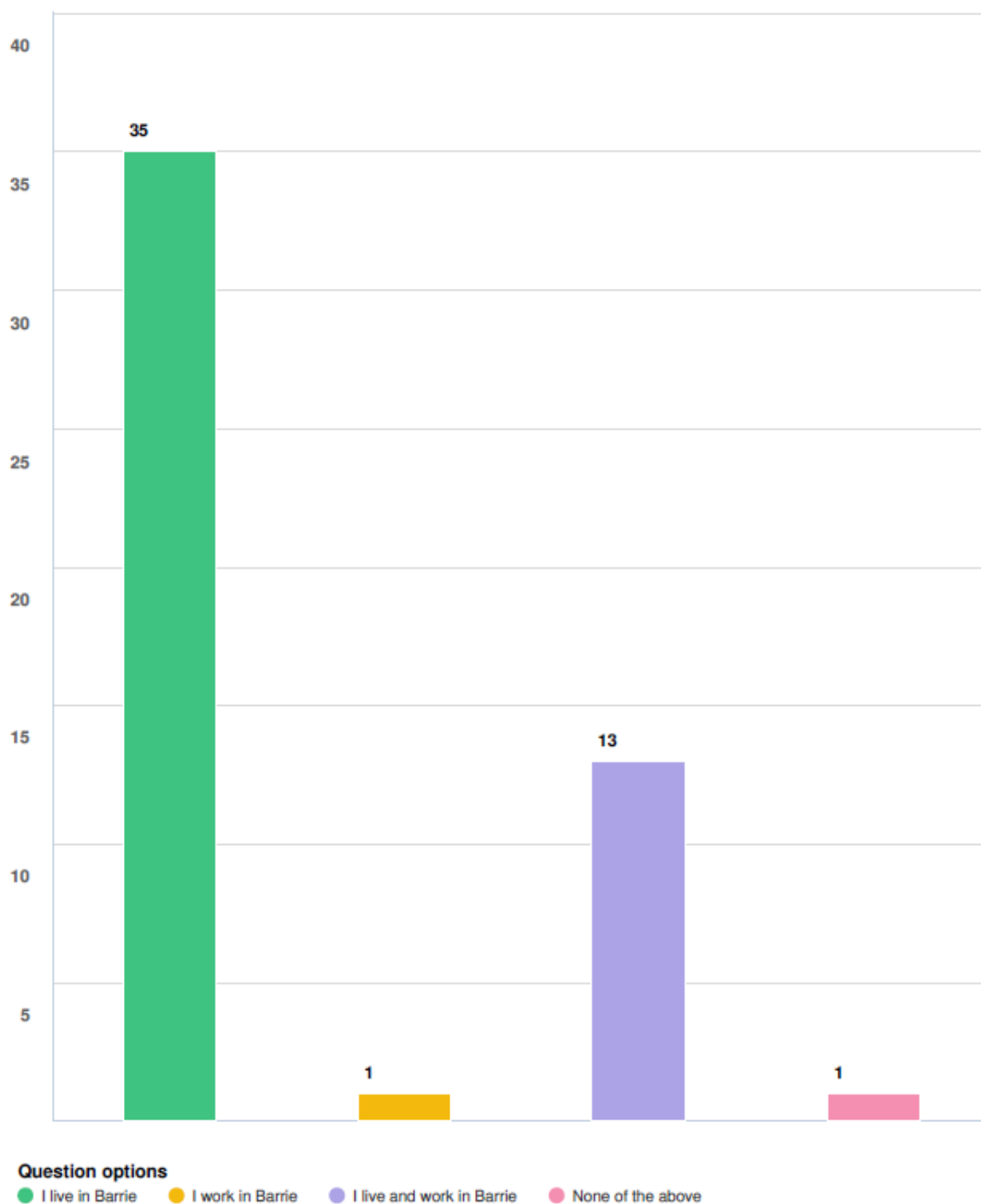
# Appendix D

## Survey Results (Phase 2)



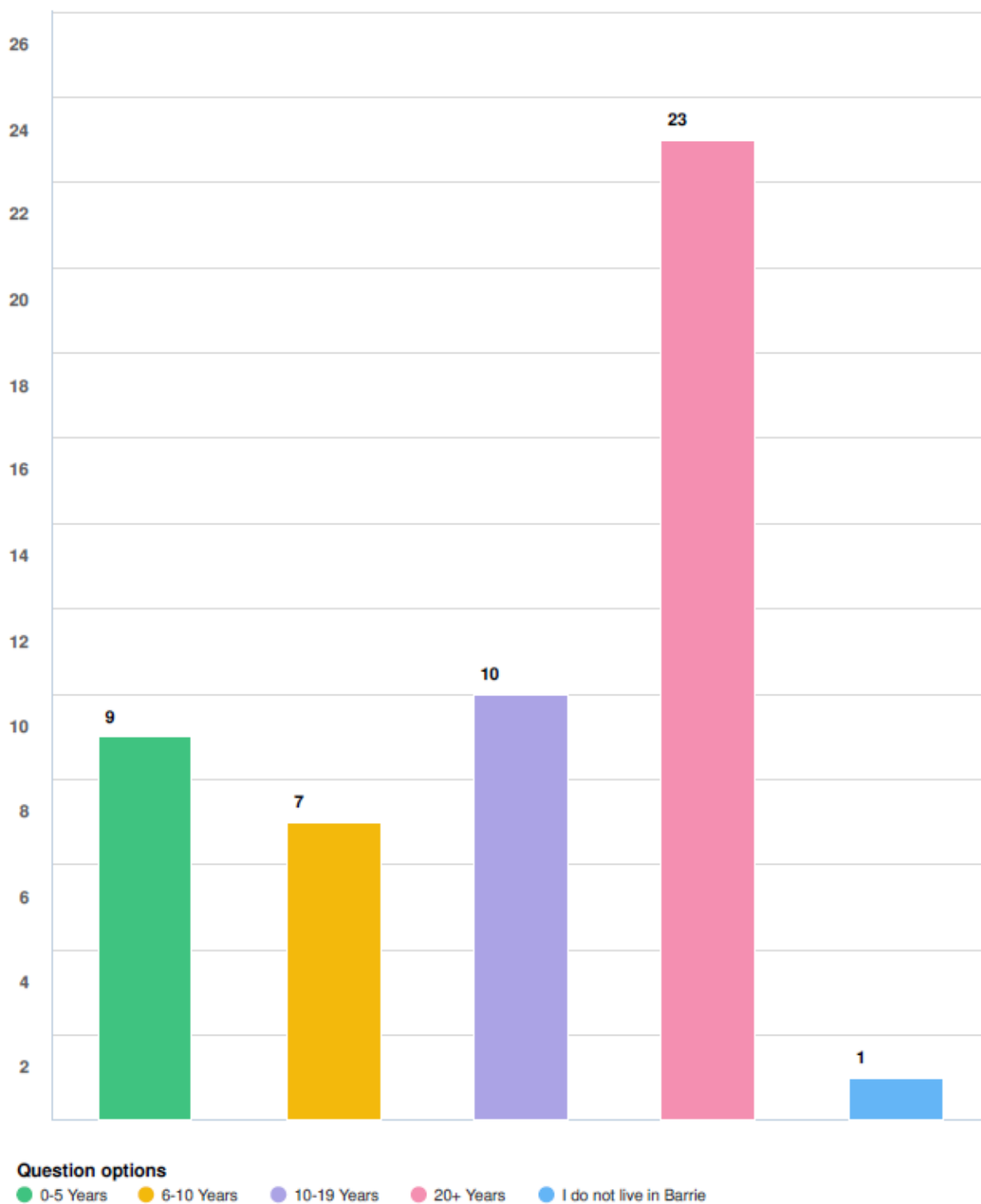


**Q2 What best describes you?**



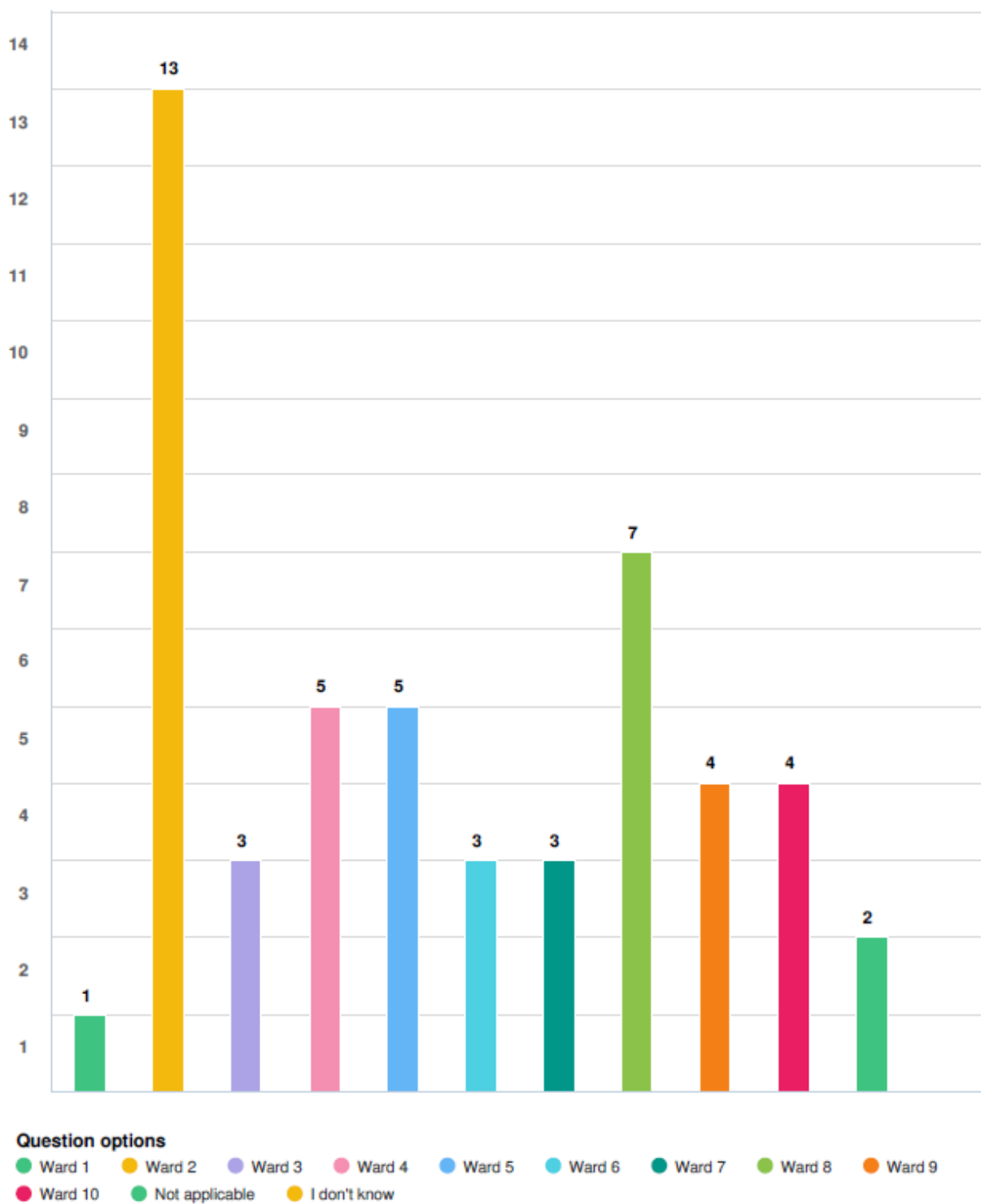


**Q3 How long have you lived in Barrie?**



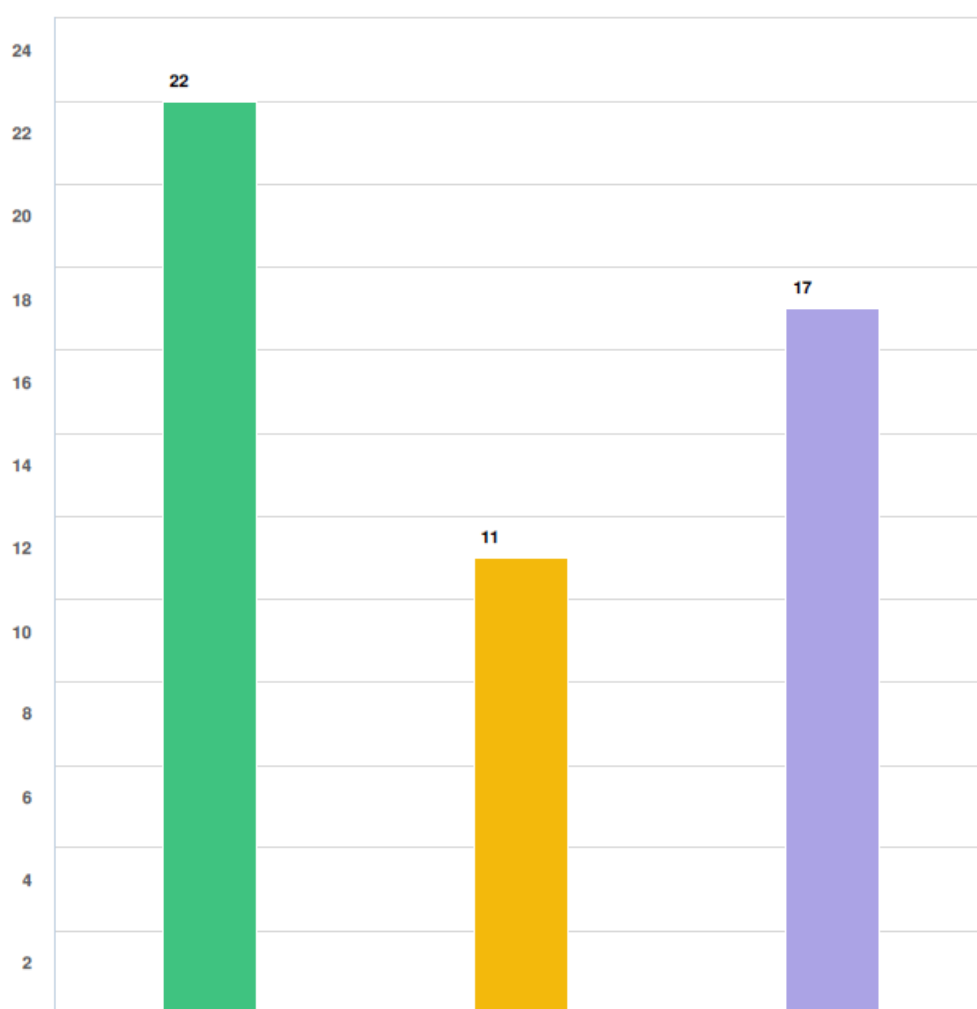


Q4 Which ward do you live in (see map below or on the interactive map)?





**Q6 Current Council Composition and Ward Boundaries**Barrie is currently governed by an 11-member Council, composed of:• one mayor, who acts as head of council;• ten local councilors, who are elected from each of the ten wards.One guiding principle for this review is “representation by population,” so we compared how many people currently live in each ward and identified which wards were smaller or larger than the average population.The external consultant team conducting this review on behalf of the City discovered that in 2025 the average ward population within Barrie was about 16,700. Then we asked ourselves, “How much difference in population is acceptable?” In this analysis we suggest that a 5 percent from the average (plus or minus) is optimal or ideal. Up to  $\pm 25$  percent variation is still within the range of reasonably acceptable. A variation of more than  $\pm 25$  percent is usually an indicator of imbalance that needs to be addressed.The following table outlines the current ward system and the population size variation.• “O” represents ward populations that are plus or minus 5% away from the optimal (average) ward population;• “O+/-” represents ward populations that are above/below the 5% variance but within the 25% acceptable range;• “OR+/-” represents ward populations that are above/below the 25% optimal population variance.Please indicate the ONE guiding principle that you believe should be given the greatest priority to ensure effective voter representation as we assess the current ward makeup in Barrie:

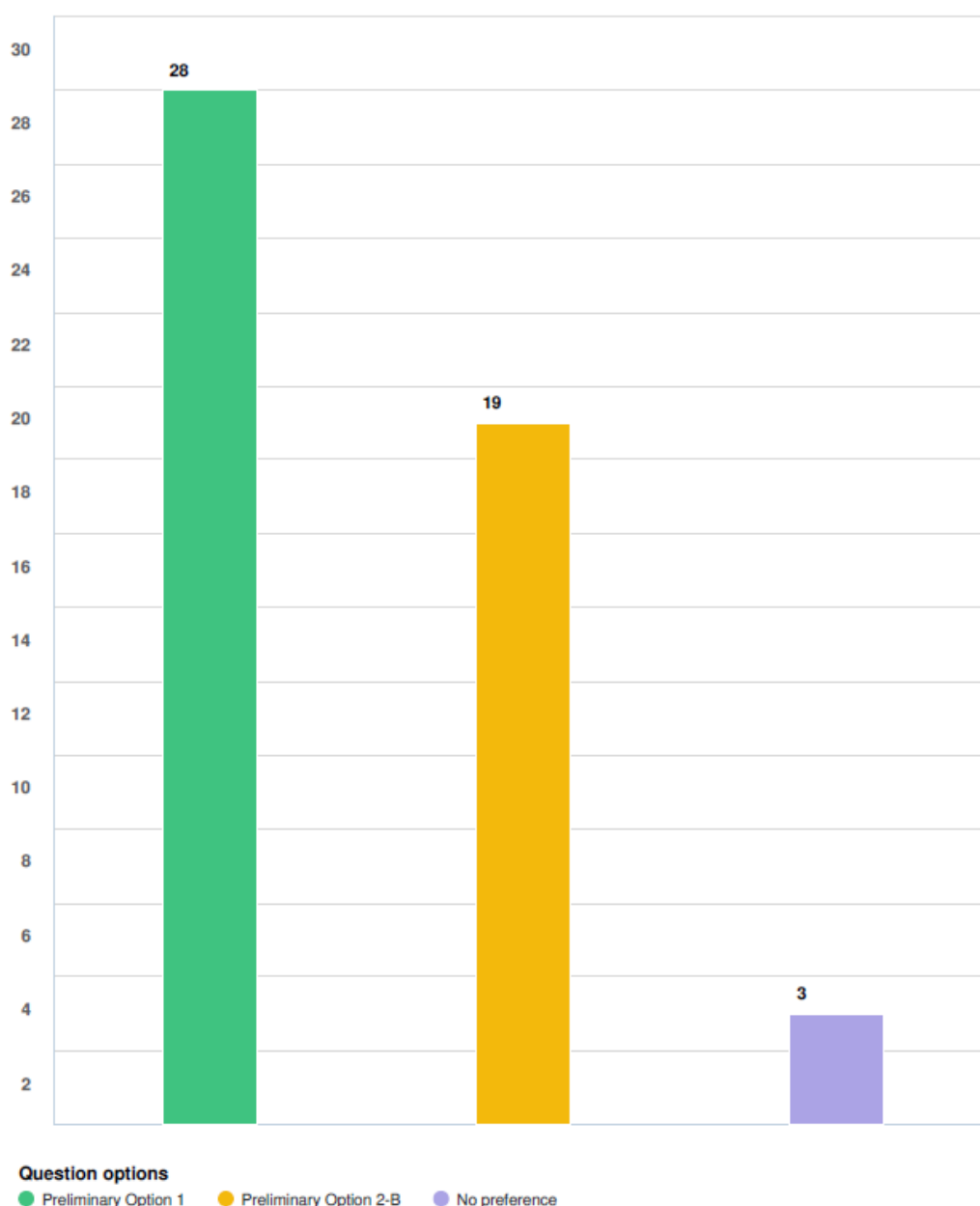


**Question options**

- Representation by Population: Balancing future population changes to maintain equilibrium in representation until the next ward boundary review.
- Using geographical features, road patterns, railways, transit routes, and service districts as natural ward boundaries to foster and identify neighborhood groupings.
- Recognizing settlement patterns, traditional neighborhoods, school districts, and community groupings (social, historical, economic, religious, political) while avoiding fragmentation of the City.



**Q7 Preliminary Options**The Consultant Team prepared five different preliminary options, outlined in the Preliminary Options Report. From these five preliminary options, council decided to present preliminary options (Preliminary Option 1 and Preliminary Option 2B) during this phase of public engagement. You can review all five preliminary options in Preliminary Options Report. Please review the following two preliminary options put forward by council. A population table outlining the population per ward, the average ward population and how far from the average each ward is (variance) has been provided for both 2025 and 2036. In addition, each option the Consultant Team has provided their evaluation and some notes about the guiding principles. These options can be viewed on the interactive map The degree to which each guiding principle is satisfied is ranked as "Yes" (fully satisfied), "Largely Successful," "Partially Successful," or "No" (not satisfied). The degree to which each guiding principle is satisfied is ranked as "Yes" (fully satisfied), "Largely Successful," "Partially Successful," or "No" (not satisfied). Which of the preliminary options do you prefer?





**Q9 The Preliminary Options Report contained five Preliminary Options. Do you like one of Council's preferred final options for consideration or were there options in the preliminary options report that you liked better?**

