
TO: GENERAL COMMITTEE

SUBJECT: WATERFRONT AND MARINA STRATEGIC PLAN CONSULTATION AND UPDATE

WARD: ALL

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CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD *C Ladd*
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RECOMMENDED MOTION

1. That the resident poll questions, as per Appendix "A" in Staff Report ENG007-014 be approved.
2. That funding in an amount not to exceed \$8,000 from the Council Priorities Reserve (13-04-0410) be utilized to retain a research firm to conduct the random telephone poll.
3. That a survey procedure for the additional public consultation be implemented as follows:
 - a) Procurement of a Research Firm to issue the random telephone poll with a recommended sample size of 1,000 residents.
 - b) Creation and promotion of an online survey on the City's external website.
 - c) Through a partnership with Tourism Barrie, conduct face-to-face surveys with both residents and non-residents along Barrie's waterfront from mid-May to the end of August 2014.

PURPOSE & BACKGROUND

4. The City of Barrie is currently developing a Waterfront and Marina Strategic Plan to help guide the planning, economic development and tourism aspects of the City's waterfront.
5. Various methods have been used to date to seek input from the public including two Public Information Centres and an online survey.

6. On January 13, 2014, City Council adopted Motion 14-G-010 regarding the Waterfront and Marina Strategic Plan – Polling on Development Scenarios as follows:
 - i) That staff in Access Barrie coordinate a program to engage residents through a poll for feedback on the development of the waterfront including spending options and development scenarios ranging from a passive use to more intense commercial use, prior to the 2014 Municipal Election.
 - ii) That the questions developed for the poll be approved by Council prior to the survey being conducted.
 - iii) That staff provide a plan for a separate non-resident clipboard survey as part of the report back to General Committee.

ANALYSIS

7. City staff met to review the background content, results from previous waterfront surveys and comment sheets received from Public Information Centres.
8. City staff drafted a series of poll questions that would seek further feedback from residents and non-residents on the development of the waterfront.
9. Access Barrie consulted with two Research firms, to obtain their input and feedback on the draft poll questions. The comments received are reflected in the recommended poll questions included in Appendix A.
10. Access Barrie also consulted with Tourism Barrie with respect to the logistics of the non-resident survey. Tourism Barrie has offered to conduct the face-to-face survey during the summer on behalf of the City at no cost to the City.
11. It is recommended that the same questions be used for all consultation components for consistency and accuracy of the results. The recommended consultation components are:
 - a) Random telephone poll of 1,000 residents conducted in May and June of 2014
 - b) Online survey posted on the City's external website during the spring and summer of 2014 (residents and non-residents); specific information will be requested to minimize opportunity for multiple responses from a single individual
 - c) Face-to-face survey at the waterfront (residents and non-residents) from mid-May to the end of August 2014; a minimum of 250 non-residents will be surveyed; residents will not be turned away but people will be asked whether they are residents or non-residents and this feedback will be separately reported back to Council
12. Polling 1,000 residents, in a community our size, is deemed to be statistically significant and consistent with previous polls (i.e. Casino consultation, Citizen Satisfaction Survey) conducted by the City. Furthermore, increasing the sample size to 2,500 would at least double the estimated costs for the 1,000 resident poll.
13. In order to engage residents and solicit feedback from non-residents for the online survey, a variety of communications tools will be used: Radio, print ads, Media Release, This Week in Barrie, City of Barrie website, Social Media, City Hall and Recreation Centre monitors.

Next Steps

14. Once the recommended public consultation is complete, staff will compile the results and report back to General Committee. Pending direction from Council, staff envision the following next steps in the process of finalizing the Waterfront & Marina Strategic Plan and completing the Lakeshore Drive Realignment project including the improvements within Centennial Park:
- a) Hold a facilitated visioning workshop with Council on the Waterfront & Marina Strategic Plan (Spring 2015)
 - b) Prepare a revised Waterfront & Marina Strategic Plan based on the results of the recommended public consultation and the visioning workshop (Summer/Fall 2015)
 - c) Council approval of the Waterfront & Marina Strategic Plan (Fall 2015)
 - d) Complete the detailed design of Centennial Park including a value engineering study of the revised design (2016)
 - e) Council approval of the final design of Centennial Park and authority to proceed with construction (2016)
 - f) Tender the construction contract to complete the upgrades to Centennial Park (Lakeshore Realignment Project - Contract 3) (Spring 2017)

ENVIRONMENTAL MATTERS

15. There are no environmental matters associated with the recommendation of this Staff Report.

ALTERNATIVES

16. There are three Alternatives available for consideration by General Committee:

Alternative #1 General Committee could alter the proposed resident poll questions as presented.

This Alternative is not recommended as the questions have been developed with the assistance of two research firms to ensure the required information is gathered as efficiently as possible.

Alternative #2 General Committee could choose to increase the number of residents surveyed to 2500.

This Alternative is not recommended as it would at least double the costs from that estimated for the 1,000 resident survey. As noted, the proposed random survey of 1,000 residents is deemed statistically significant and consistent with previous surveys conducted by the City.

Alternative #3 General Committee could choose not to utilize the Council Priorities Reserve to fund the resident poll and alternatively utilize departmental Operating accounts.

This Alternative is not recommended as the funds for the resident poll were not included in the 2014 operating accounts. In order to accommodate the spending, elements originally included in the 2014 Business Plan would need to be adjusted to avoid going over budget.

FINANCIAL

17. Funding for the 1,000 resident Random Polling on the Waterfront Master Plan has been estimated at a cost of approximately \$8,000. It is recommended that this project be funded, in an amount not to exceed \$8,000, from the Council Priorities Reserve (13-04-0410). City staff will assist by coordinating the data received from the surveys and this project can be accommodated within the 2014 department work plans.

LINKAGE TO 2010 – 2014 COUNCIL STRATEGIC PLAN

18. The recommendations included in this Staff Report support the following goals identified in the 2010-2014 City Council Strategic Plan:
- Direct and Manage Economic Development
 - Create a Vibrant and Healthy City Centre
 - Improve and Expand Community Involvement and City Interactions
19. Undertaking the waterfront surveys will help provide information to the new term of Council on the future vision for Barrie's waterfront.

APPENDIX "A" - Waterfront Resident Survey

Help us design the future of Barrie's Waterfront

Hello, my name is _____, and I'm calling on behalf of Barrie City Council. We're conducting a 5 minute public opinion survey about the future of Barrie's waterfront, and we're interested in your opinions.

I would like to interview a member of your household who is 18 years of age or older. May I speak with the person of your household in this age group who most recently celebrated a birthday?

For the purposes of this survey, the Barrie's waterfront is considered to be all of the publicly owned land from the North Shore Trail around Kempenfelt Bay through Heritage Park and Centennial Park, past the South Shore Community Centre, through Minet's Park and on to Tyndale Park.

1. Thinking about the past three years, how frequently do you typically visit Barrie's Waterfront?

- | | |
|------------------|----------------------|
| Daily | Once a year |
| Weekly | Once every few years |
| Monthly | Never |
| Every few months | |

2. Overall, how would you currently rate Barrie's waterfront on a scale of 1 to 10, with 1 being poor and 10 being excellent?

3. Please rate the importance of the following waterfront features and activities as they relate to your personal vision of the future of Barrie's waterfront, using a scale of 1 to 5 with 1 being not at all important and 5 being very important.

	1	2	3	4	5
Trails, parks, beaches, playgrounds					
Parking available on the waterfront					
New Restaurants/Coffee shops near the waterfront? Concessions within public spaces?					
Recreation equipment rentals (ie. bicycles, stand-up paddle boards, kayaks, mini golf)					
More festivals and events					
New retail shops within public spaces					
New signature attraction(s) for residents and visitors (such as an amusement park, museum, aquarium etc.)					
Entertainment venues (ie. concert facility, sports field)					

4. Which of the following descriptions fits best with your personal vision for Barrie's Waterfront?

- a) A natural waterfront environment for Barrie residents to enjoy the trails, parks and beaches of Kempenfelt Bay.
- b) A waterfront with a mix of restaurants, kiosks, coffee shops, retail stores and trails, parks and beaches.
- c) A year-round waterfront destination with signature attractions and events enjoyed by Barrie's residents and visitors.

5. To see your personal vision of the waterfront become a reality, how much would you be willing to commit, in addition to your current taxes?

- a) Nothing
- b) About \$10/year
- c) About \$25/year
- d) About \$50/year
- e) >50/year

6. Please share any additional ideas about your vision of Barrie's Waterfront.

7. Profile questions (ie. Age, Gender, Ward)