
TO: GENERAL COMMITTEE

SUBJECT: WATERFRONT AND MARINA STRATEGIC PLAN COMMUNITY
ENGAGEMENT AND CONSULTATION RESULTS AND NEXT STEPS

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EXECUTIVE DIRECTOR OF ACCESS BARRIE

CHIEF ADMINISTRATIVE OFFICER APPROVAL: C. LADD
CHIEF ADMINISTRATIVE OFFICER *[Signature]*

RECOMMENDED MOTION

1. That Staff Report ACC001-15 concerning the results of the various public consultations related to the Waterfront and Marina Strategic Plan, be received.
2. That subject to 2015 Budget approval, staff be directed to undertake a visioning workshop with Council on the Waterfront and Marina Strategic Plan in 2015.

PURPOSE & BACKGROUND

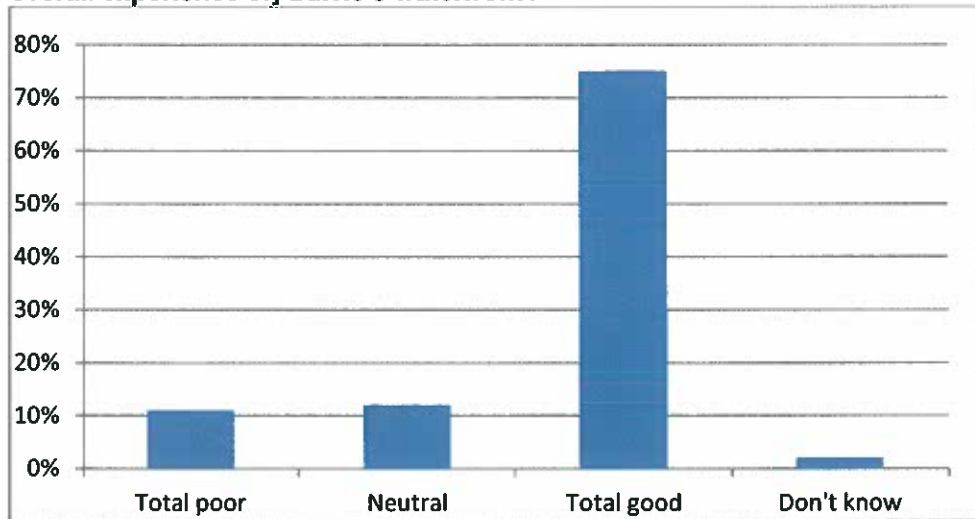
3. Staff presented a Waterfront and Marina Strategic Plan to Council in June 2013 through ENG021-13, which outlined objectives and eight principles that would help guide the planning, economic development and tourism aspects of the City's waterfront. Council approved several aspects of this Strategic Plan for implementation in 2013-2014 but required staff to review the objectives and principles with the public for additional comment. This included gathering additional public opinion on various financial and development aspects of the waterfront.
4. In 2014, City Council adopted Motion 14-G-010 regarding the Waterfront and Marina Strategic Plan—Polling on Development Scenarios as follows:
 - a) That staff in Access Barrie coordinate a program to engage residents through a poll for feedback on the development of the waterfront including spending option and development scenarios ranging from a passive use to more intense commercial use, prior to the 2014 Municipal Election.
 - b) That the questions developed for the poll be approved by Council prior to the survey being conducted.
 - c) That staff provide a plan for a separate non-resident clipboard survey as part of the report back to General Committee.

5. The questions used in the public consultation were approved by Council in April 2014 and the consultation components are summarized as:
 - a) A random telephone poll was conducted between May 20 and May 30, 2014. 1000 City of Barrie residents (18 years of age or older) were interviewed, which included a total of 100 respondents from each of the City's 10 Wards.
 - b) Online survey posted on barrie.ca from May 20 to August 31, 2014.
 - c) Face-to-face surveys along the waterfront from May to August, conducted by Tourism Barrie.
6. In order to engage residents in the conversation surrounding the Waterfront and to solicit feedback from residents and non-residents, a variety of communications tools were used throughout the summer of 2014, which included Radio ads, prints ads, Media Release, This Week in Barrie, City of Barrie website, Social Media, City Hall and Recreation Centre monitors. The dates of promotions are detailed below:
 - a) An ad ran in the Barrie Examiner (*This week in Barrie*) for 5 weeks over the summer.
 - b) Radio advertisements ran from May 25 to June 21 and then again from July 27 to August 2, 2014 on *Rock 95 and KOOL FM*.
 - c) Website materials and social media posts and Digital Monitors initiated on May 20, 2014 and continued throughout the summer.
 - d) Media Release was issued on May 21, 2014.
7. Due to the timing of the Municipal Election, it was decided that the results would be brought to Council in 2015. It was expected that the public consultation would continue informally at the door during the election campaign, and further, future decisions pertaining to the Waterfront & Marina Strategic Plan will require a significant investment.

ANALYSIS – PHONE SURVEY

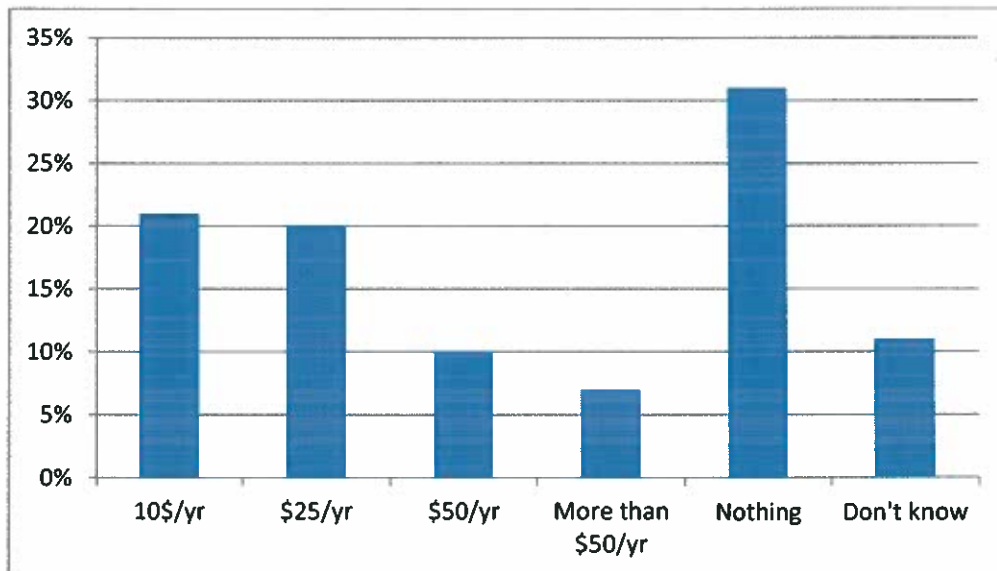
8. The random telephone poll was conducted by Oraclepoll Research between the days of May 20, 2014 and May 30, 2014. A total of 1,000 voting age residents (100 per ward) were randomly selected to participate in the poll.

9. **“Using a scale from one being very poor and five very good, how would you rate [the overall experience of] Barrie’s waterfront?”**



- 75% of Barrie residents surveyed provided a good (54%) or very good (21%) rating for the waterfront
- 11% that rated it as poor (7%) or very poor (3%).
- 12% had a neutral (neither good nor poor) opinion.

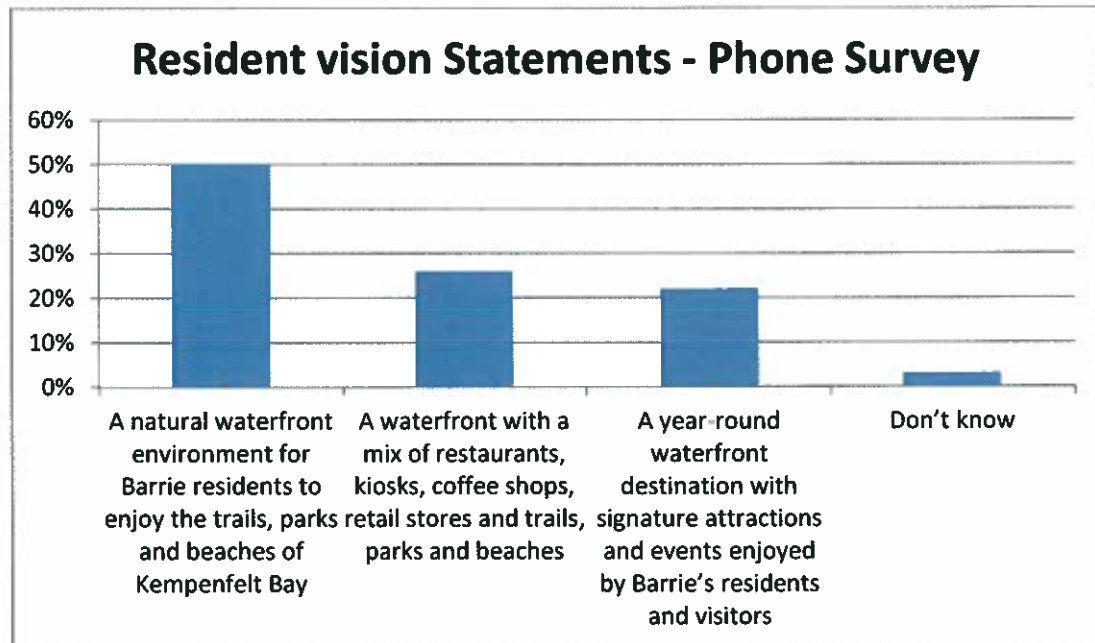
10. **“How much would you be willing to commit, in addition to your current annual taxes, to see Barrie’s waterfront and your vision of it to become a reality?”**



- 41% of Barrie residents would be willing to pay \$25 or less in their annual taxes to see their vision of the waterfront become a reality (21% saying \$10 /year and 20% saying \$25 /year).
- 17% said they would pay \$50 or more (10% saying \$50 annually and 7% saying more than \$50 annually).
- 11% did not know how much they would be willing to commit.

- 31% said they would not be willing to commit anything in addition to what they are currently paying in taxes.

11.



Half of Barrie citizens interviewed in the phone survey envision a natural waterfront environment with older resident's 55+ most holding this opinion (56%), in relation to those 35-54 (49%) and 18-34 (44%). Ward 2 (73%) and Ward 1 (64%) residents also had the highest support for this option. There was a split with the remaining two options with 26% preferring a waterfront with a mix of establishments including parks, trails and beaches and 22% a year round destination with attractions and events. Younger residents 18-34 (30%) and 35-54 (27%) favoured a waterfront with a mix of venues, compared to those 55+ (20%). As well Ward 6 residents (58%) were most inclined to support a mix.

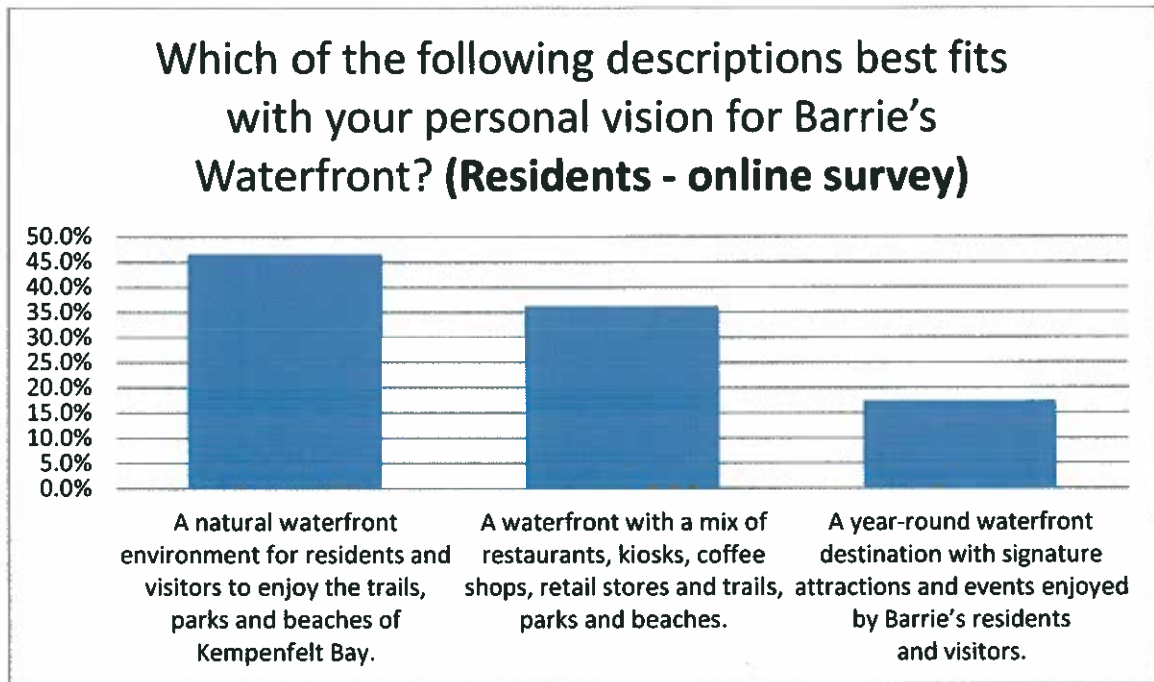
12. When asked in a final open ended question about comments related to their vision of the waterfront, the most common themes were:

- Don't know (38.6%)
- Parking needs to be improved/need more parking (11.0%)
- Green space / more trees / keep it natural (9.7%)
- No more buildings (development) / do not over develop (5.4%)
- More restaurants / cafes / boutiques / stores (5.1%)
- Keep it clean / up to date (3.8%)
- Fine the way it is (3.2%)
- More bike / walking trails (2.9%)
- Improve the marina facilities (2.9%)
- Improve the Allandale Station (restaurants, shops, etc.) (2.3%)
- More beach / waterfront (2.1%)
- Stop spending money on the waterfront (2.0%)
- More kid friendly / activities / venues (2.0%)

13. The margin of error for this 1,000-person survey is +/- 3.1%, 19/20 times. (Full report Appendix A). Subject to Council approval, it is also proposed that the report will be discussed in detail at the facilitated visioning session.

ANALYSIS – ON-LINE SURVEY (RESIDENTS)

14.



A total of 991 **residents** responded to the survey on barrie.ca. The majority of respondents to this survey felt that a natural waterfront best fit with their personal vision for Barrie's Waterfront.

15. The resident survey received 1,948 comments to the open-ended questions online. Below are examples that are generally representative of resident comments received: (A copy of the full report, including all comments received is available in the Councillor lounge and will be reviewed at the facilitated visioning session, subject to Council approval):

a) Natural

- i) "I hope the waterfront in Barrie is not turned into a commercial/ shopping destination. Please keep and expand the green space on the waterfront. A small outdoor music/ concert venue would be great. As well as parks and outdoor recreation areas."
- ii) "I think it should be more focused on environment, rather than stores."
- iii) "Should be a natural space with a mixture of activities for families to do (canoe, walk trails, visit parks, music festivals, community picnics, etc.)"

b) Mixed

- i) "Tons of potential for future development (hopefully on a small scale, don't need a Toronto-style overrunning of condos)."

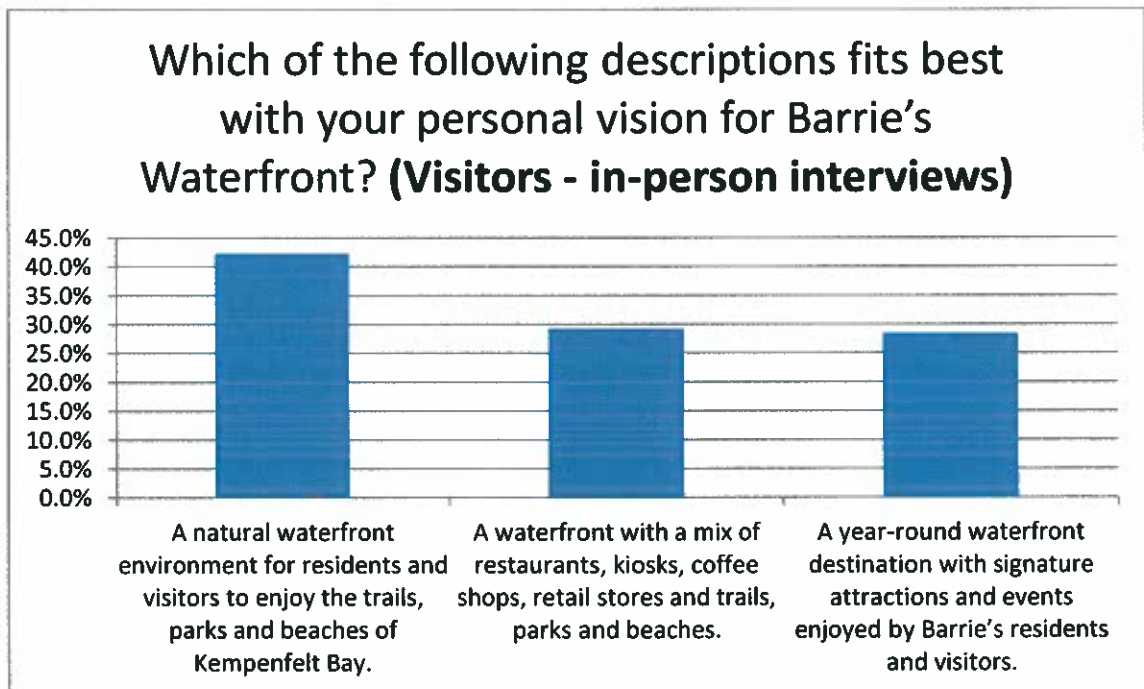
- ii) "Would like to see more waterfront dining options."
- iii) "It would be nice to see more options for food closer to the waterfront so you don't have to walk all the way back downtown to eat/drink."

c) Waterfront Destination

- i) "A multi-use, multi-sport stadium with all-weather track and turf field would be a gorgeous addition to the waterfront. Need an anchor "draw" at the old railway station such as a "Mariposa Market" type restaurant/bakery as well."
- ii) "The need for a waterfront hotel, bring back mini golf and boat rentals (canoes, sup boards, paddle boats) creates summer jobs for students and create more parking. It should be a destination for all ages!"
- iii) "Potential for the near future to truly be a destination location within Ontario"

ANALYSIS – NON-RESIDENT SURVEY

16.



A total of 217 **visitors (non-residents)** responded to the survey through in-person interviews at the waterfront. The majority of respondents to this survey also felt that a natural waterfront best with fit with their personal vision for Barrie's Waterfront.

17. Out of the 217 respondents, 183 provided their home postal code. The majority were visiting from Thornton and Oro-Medonte. However, there were people who travelled from as far as Quebec and Alberta who responded to the survey.

Thornton	33	Thunder Bay	2
Oro-Medonte	18	Midland	2
Innisfil	13	Brantford	2
Minesing	10	Rosslyn	2
Angus	9	Springwater	2
Richmond Hill	9	Holland Landing	1
Midhurst	7	Wellesley	1
Orillia	6	Val D'or, QC	1
Cookstown	6	Waterloo	1
Markham	5	Tottenham	1
Kakabeka Falls	4	Montreal, QC	1
North York	4	New Lowell	1
Utopia	3	Newmarket	1
Toronto	3	Nolalu	1
Aurora	3	Nottawa	1
Bolton	2	Elliot Lake	1
Bradford	2	Egbert	1
Brampton	2	Dundas	1
Stayner	2	Kenilworth	1

Kitchener	1
Oshawa	1
Penetanguishene	1
Petewawa	1
Ravenna	1
Shedden	1
Concord	1
Cambridge	1
Collingwood	1
Beeton	1
Amaranth	1
Lisle	1
Elmvale	1
Fort McMurray, AB	1
Georgetown	1
Gooderham	1
Gravenhurst	1
Hinton, AB	1

18. The non-resident survey received 479 comments to the open-ended questions. Below are examples that are generally representative of the types of non-resident comments received regarding each of the three vision options: (A copy of the full report, including all comments received is available in the Councillor lounge and will be reviewed at the facilitated visioning session, subject to Council approval)

a) Natural

- i) "Keeping Barrie's waterfront as natural as possible is great for the people of Barrie and its many tourists."
- ii) "I'd like it to be inclusive, recreation focused, continue to be clean, not a concrete condo jungle."
- iii) "Don't want it to look commercialized where every two feet someone is trying to sell you something. I would like the view and physical activities to be the primary focus."

b) Mixed

- i) "Development should not destroy the natural environment of the area. An additional restaurant, not fast food, would be nice near the water"
- ii) "Need some better cafes, patios or the waterfront larger marina for visitors"
- iii) "Lots of green space and walking paths combined with lots of parking to encourage high usage of such a great resource. Some small coffee shops but not too commercialized."

c) Waterfront Destination

- i) "It would be really great to have an open air/protected site for concerts for individuals artists to groups from the barrie/simcoe area."
- ii) "Would like a baseball venue on the bay."
- iii) "Every city that has a waterfront has a multi-use facility - ball park, concert bowl. Why not Barrie?"

CONCLUSION

All of the surveys generally reported the same thing – 50% of people want the waterfront to be left as a Natural environment and 50% would like to see it as something different. These results are consistent with past consultations done by Engineering. A clear vision did not emerge and therefore we are now suggesting that Council participate in a visioning session with Engineering and an external consultant to review the roughly 2500 comments received from the consultation, and finalize the Waterfront & Marina Strategic Plan.

NEXT STEPS

19. 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 improvement within Centennial Park:
 - a) Hold a facilitated visioning workshop with Council on the Waterfront & Marina Strategic Plan. This 4-5 hour session, led by an external consultant, will be a chance for Council to discuss all of the data and comments collected to date and develop a consensus on the future strategic direction of Barrie's waterfront.
 - b) Revise and update the Waterfront & Marina Strategic Plan based on the results of the public consultation on the North Shore, Central and South Shore areas, and the visioning workshop
 - c) Council approval of the Waterfront & Marina Strategic Plan
 - d) Complete the detailed design of Centennial Park including a value engineering study of the revised design.
 - e) Council approval of the final design of Centennial Park and authority to proceed with construction.
 - f) Tender the construction contract to complete the upgrades to Centennial Park (Lakeshore Realignment Project – Contract 3).
 - g) Construction of the Lakeshore Realignment Project Contract 3, including the 2-stage reconstruction of Centennial Park to avoid major impacts to spring/summer events and festival activities that are scheduled within the park on an annual basis.

ENVIRONMENTAL MATTERS

20. There are no environmental matters related to the recommendation.

ALTERNATIVES

21. There are two Alternatives available for consideration by General Committee:

Alternative #1

General Committee could choose one of the options presented in the consultation without holding a visioning session.

This Alternative is not recommended because the consultation found that the community was divided on the future of the waterfront.

Alternative #2

General Committee could reconsider the Draft Waterfront & Marina Strategic Plan as presented to Council through ENG-021-13.

This is not recommended because it is not consistent with the direction given to Staff in June 2013.

FINANCIAL

22. An upset limit of \$15,000 is currently included in the 2015 Business Plan from the Marina Reserve, for the hiring of a facilitator to conduct the proceedings of the Council Visioning Session and subsequently updating the Waterfront & Marina Strategic Plan for Council's consideration.

LINKAGE TO 2014-2018 COUNCIL STRATEGIC PLAN

The 2014-2018 Council Strategic Plan has not been finalized as of the time of writing of this report. However, the recommendations included in this Staff Report support Council's Draft 2014-2018 Strategic Priorities – Strong Neighbourhoods and Provide Great Public Spaces. The recommendations also support the following goals identified in the 2010-2014 City Council Strategic Plan:

- Improve and Expand Community Involvement and City Interactions
- Create a Vibrant and Healthy City Centre
- Improve and Expand Community Involvement and City Interactions

City of Barrie Waterfront Survey Report

By:



For:



June 5th 2014

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METHODOLOGY & LOGISTICS

STUDY SAMPLE

- This report represents the findings from a survey of 1,000 voting age residents (18 years of age or older) of the City of Barrie.
- One respondent from each household was interviewed.
- A total of 100 respondents were interviewed from each of The City of Barrie's ten (10) Wards.
- Interviews were conducted between the days of May 20th and May 30th 2014.

CONFIDENCE

- The margin of error for this 1,000-person survey is +/- 3.1%, 19/20 times. Results from crosstabulation breakouts are higher and vary with Ward breakouts being +/- 9.8%, 19/20 times.

SURVEY METHOD

- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

LOGISTICS

- Initial calls were made between the hours of 5 p.m. and 9 p.m. Subsequent callbacks of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10 a.m. to 9 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact.

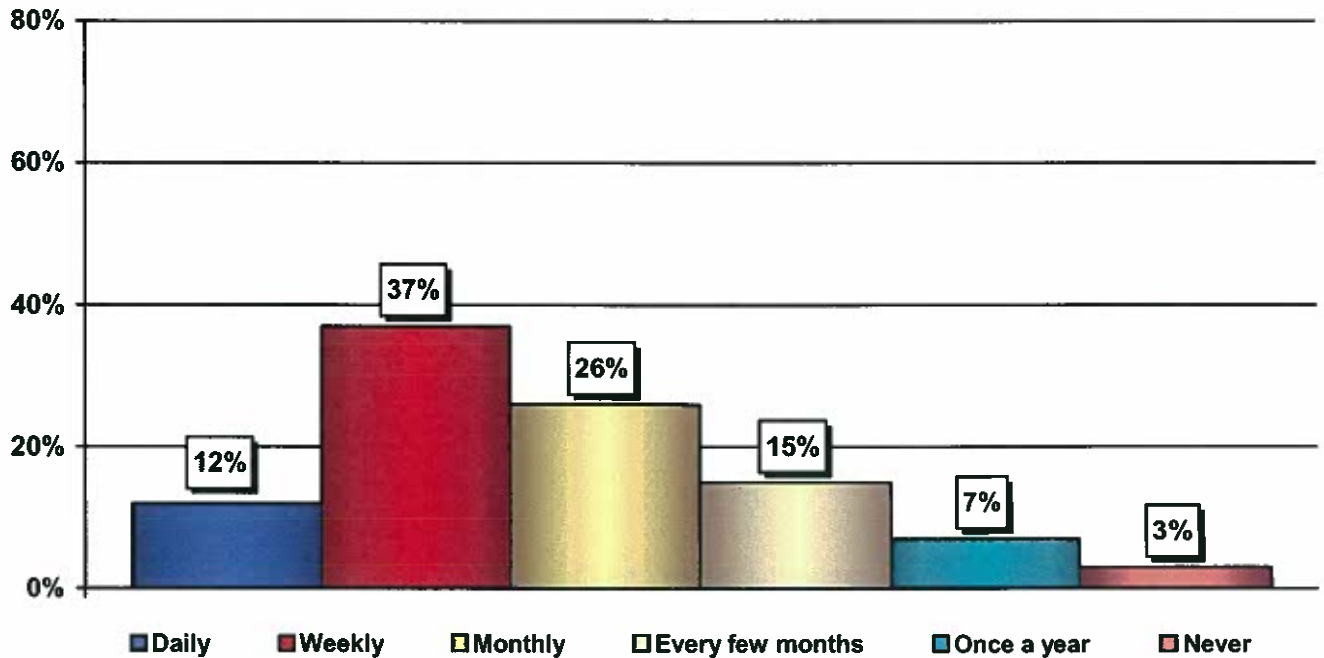
EXECUTIVE SUMMARY

Waterfront – Visitation

All respondents were first read the following preamble describing the waterfront area and were then asked about how often that they typically visit it.

“The City of 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.”

“Thinking about the past three years, how frequently have you typically visit Barrie’s Waterfront?”

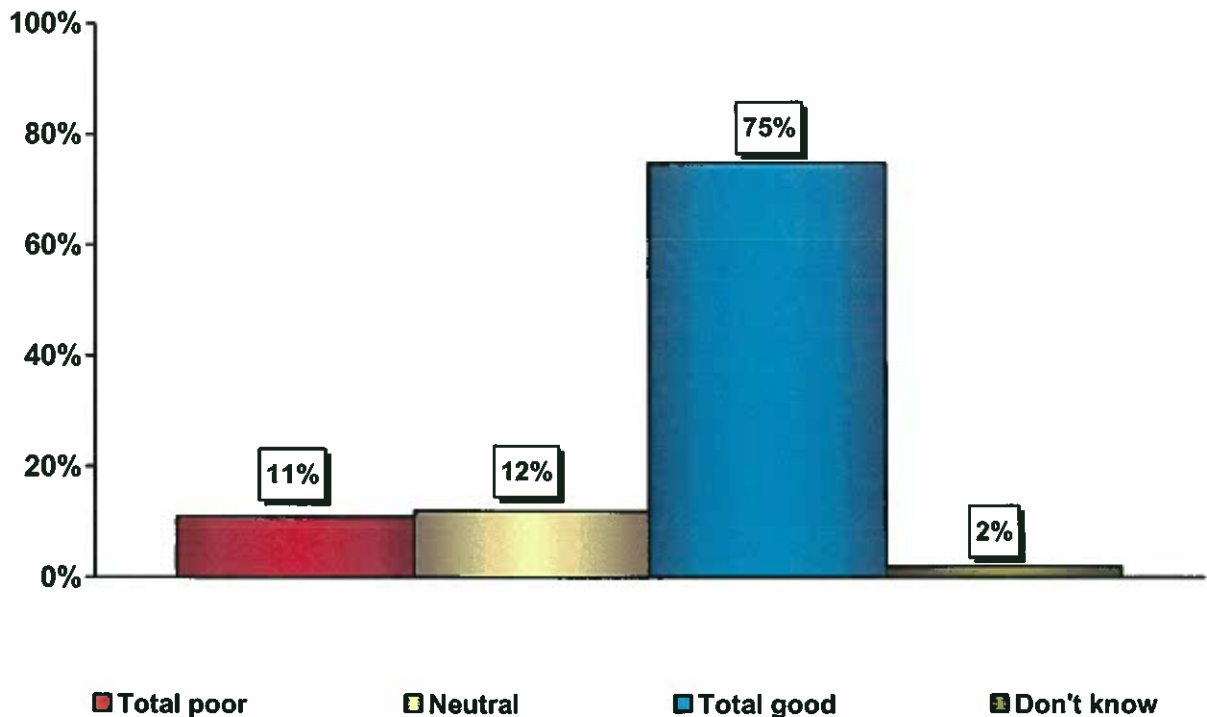


Over the past three years, most Barrie residents have typically visited the waterfront weekly (37%) or monthly (26%), next followed by every few months (15%), while 12% go on a daily basis. A total of 7% claimed that they visit the area about once a year and only 3% never visit the waterfront.

Rating Waterfront Experience

Residents were then asked to rate the overall experience of Barrie's waterfront area.

"Using a scale from one being very poor and five very good, how would you rate [the overall experience of] Barrie's waterfront?"



Three-quarters or 75% of Barrie residents surveyed provided a good (54%) or very good (21%) rating for the waterfront, compared to only 11% that accorded it a poor (7%) or very poor (3%) score, while 12% had a neutral (neither good nor poor) opinion.

Older residents 55+ provided a higher positive rating (83%), next followed by those 35-54 (77%), compared to younger residents 18-34 (63%). Slightly more females (77%) also gave a good or very good rating in relation to males (73%).

The highest positive (good & very good) rating was given by residents of Ward 2 (88%), followed by those in Ward 1 (85%) and Ward 10 (84%).

Importance of Features & Activities

Respondents were then asked to rate importance to them of a series waterfront features and activities that relate to their future vision of the waterfront.

“Next I would like you to rate the importance of some waterfront features and activities as they relate to your personal and future visions of Barrie’s waterfront. For each one please respond using a scale from one being not at all important to five very important.”

PERCIEVED IMPORTANCE OF WATERFRONT FEATURES & ACTIVITIES	Total Important	Neutral	Total Not Important	Don't know
Trails, parks, beaches, playgrounds	87%	8%	4%	1%
Parking	76%	16%	8%	-
Recreation equipment rentals (i.e. bikes, stand-up paddle boards, kayaks, mini golf)	50%	21%	28%	1%
Having new Restaurants/Coffee shops near the waterfront	40%	28%	32%	-
Concessions within public spaces	39%	27%	32%	2%
More festivals and events	39%	19%	41%	1%
Entertainment venues (such as a concert facility, sports field)	38%	24%	36%	3%
New signature attraction(s) for residents and visitors (such as an amusement park, museum, aquarium etc.)	37%	16%	44%	3%
New retail shops within public spaces	17%	17%	64%	2%

The most important feature according to residents is having trails, parks and playgrounds (87%), followed by parking (77%), while the next highest rated by half (50%) was having recreational equipment rentals. The lowest rated and area with the strongest unimportant score (64%) was related to new retail shopping in the area. The remaining areas saw a split of opinion between those perceiving them as important and unimportant.

Vision for the Waterfront

Residents were read three statements related to visions for the future of Barrie's waterfront and were asked which one best fits their personal view.

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

VISION STATEMENTS	% Response
A natural waterfront environment for Barrie residents to enjoy the trails, parks and beaches of Kempenfelt Bay	50%
A waterfront with a mix of restaurants, kiosks, coffee shops, retail stores and trails, parks and beaches	26%
A year-round waterfront destination with signature attractions and events enjoyed by Barrie's residents and visitors	22%
Don't know	3%

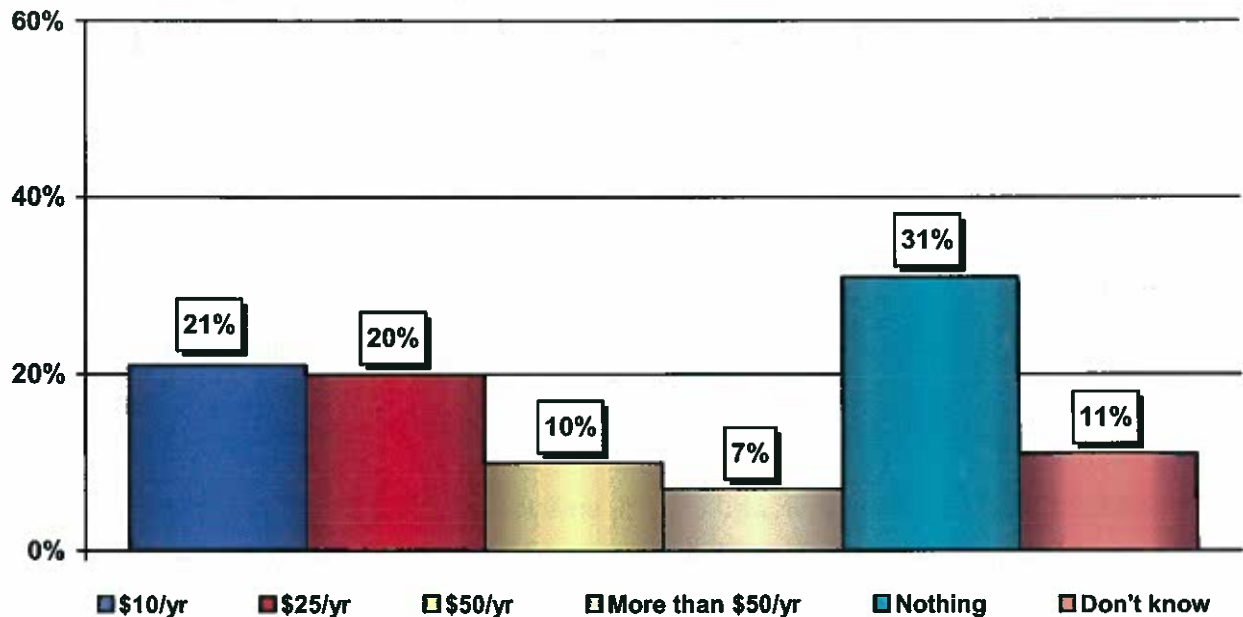
Half of Barrie citizens interviewed or 50% envision a natural waterfront environment with older resident's 55+ most holding this opinion (56%), in relation to those 35-54 (49%) and 18-34 (44%). Ward 2 (73%) and Ward 1 (64%) residents also had the highest support for this option.

There was a split with the remaining two options with 26% preferring a waterfront with a mix of establishments including parks, trails and beaches and 22% a year round destination with attractions and events. Younger residents 18-34 (30%) and 35-54 (27%) favoured a waterfront with a mix of venues, compared to those 55+ (20%). As well Ward 6 residents (58%) were most inclined to support a mix. There was no variance a function of age or gender with respect to support for the waterfront being a year round destination.

Waterfront Development – Commitment

Those surveyed were questioned about how much that they would be willing to commit financially in addition to what they are currently paying in their annual taxes to see the waterfront developed.

“How much would you be willing to commit, in addition to your current annual taxes, to see Barrie’s waterfront and your vision of it to become a reality?”



There were 41% of residents that would be willing to pay \$25 or less in their annual taxes to see their vision of the waterfront become a reality with 21% saying about \$10 a year and 20% \$25 a year. In addition, 17% would pay \$50 or more with 10% naming about \$50 annually and 7% more than \$50 per annum. A total of 42% claimed that they either did not know how much they would be willing to commit (11%) or would not be willing to commit anything (31%) in addition to what they are currently paying in taxes.

When then asked in a final open ended question about comments related to their vision of the waterfront, the most named was having improved parking (11%), followed by keeping it natural or having more green space (10%), not overdeveloping the area (5%), having more restaurants/cafes/stores (5%) and keeping it clean (4%). A total of 3% named each of having more bike/walking trails, an improved marina/marine facilities and keeping it as is, while 2% cited each of more beach or waterfront areas, an improved Allendale Station, having it more children friendly and that the City should stop spending money on the area. Almost four in ten or 39% did not have an opinion or did not know.

RESULTS BY QUESTION

Q1. Thinking about the past three years, how frequently do you typically visit Barrie's Waterfront?

	Frequency	Percent
Daily	122	12.2
Weekly	366	36.6
Monthly	262	26.2
Every few months	147	14.7
Once a year	67	6.7
Never	36	3.6
Total	1000	100.0

Q2. Using a scale from one being very poor to five very good, how would you rate [the overall experience of] Barrie's waterfront?

	Frequency	Percent
Very poor	33	3.3
Poor	73	7.3
Neither good nor poor	125	12.5
Good	541	54.1
Very good	208	20.8
Don't know	20	2.0
Total	1000	100.0

Next I would like you to rate the importance of some waterfront features and activities as they relate to your personal and future visions of Barrie's waterfront. For each one please respond using a scale from one being not at all important to five very important.

Q3. Trails, parks, beaches, playgrounds

	Frequency	Percent
1-Not all important	16	1.6
2-Not Important	26	2.6
3-Neither important neither unimportant	80	8.0
4-Important	142	14.2
5-Very important	726	72.6
Don't know	10	1.0
Total	1000	100.0

Q4. Parking

	Frequency	Percent
1-Not all important	25	2.5
2-Not Important	50	5.0
3-Neither important neither unimportant	161	16.1
4-Important	276	27.6
5-Very important	488	48.8
Total	1000	100.0

Q5. Having new Restaurants/Coffee shops near the waterfront?

	Frequency	Percent
1-Not all important	115	11.5
2-Not Important	202	20.2
3-Neither important neither unimportant	281	28.1
4-Important	222	22.2
5-Very important	180	18.0
Total	1000	100.0

Q6. Concessions with public spaces

	Frequency	Percent
1-Not all important	134	13.4
2-Not Important	185	18.5
3-Neither important neither unimportant	267	26.7
4-Important	233	23.3
5-Very important	156	15.6
Don't know	25	2.5
Total	1000	100.0

Q7. Recreation equipment rentals (i.e. bikes, stand-up paddle boards, kayaks, mini golf)

	Frequency	Percent
1-Not all important	124	12.4
2-Not Important	158	15.8
3-Neither important neither unimportant	213	21.3
4-Important	305	30.5
5-Very important	191	19.1
Don't know	9	.9
Total	1000	100.0

Q8. More festivals and events

	Frequency	Percent
1-Not all important	186	18.6
2-Not Important	227	22.7
3-Neither important neither unimportant	186	18.6
4-Important	248	24.8
5-Very important	144	14.4
Don't know	9	.9
Total	1000	100.0

Q9 New retail shops within public spaces

	Frequency	Percent
1-Not all important	348	34.8
2-Not Important	292	29.2
3-Neither important neither unimportant	169	16.9
4-Important	108	10.8
5-Very important	63	6.3
Don't know	20	2.0
Total	1000	100.0

Q10. New signature attraction(s) for residents and visitors (such as an amusement park, museum, aquarium etc.)

	Frequency	Percent
1-Not all important	165	16.5
2-Not Important	272	27.2
3-Neither important neither unimportant	159	15.9
4-Important	252	25.2
5-Very important	120	12.0
Don't know	32	3.2
Total	1000	100.0

Q11. Entertainment venues (i.e. concert facility, sports field)

	Frequency	Percent
1-Not all important	137	13.7
2-Not Important	219	21.9
3-Neither important neither unimportant	242	24.2
4-Important	268	26.8
5-Very important	108	10.8
Don't know	26	2.6
Total	1000	100.0

Q12. Which of the following descriptions fits best with your personal vision for Barrie's Waterfront?

	Frequency	Percent
A natural waterfront environment for Barrie residents to enjoy the trails, parks and beaches of Kempenfelt Bay	498	49.8
A waterfront with a mix of restaurants, kiosks, coffee shops, retail stores and trails, parks and beaches	256	25.6
A year-round waterfront destination with signature attractions and events enjoyed by Barrie's residents and visitors	220	22.0
Don't know	26	2.6
Total	1000	100.0

Q13. How much would you be willing to commit, in addition to your current annual taxes, to see Barrie's waterfront and your vision of it to become a reality?

	Frequency	Percent
Nothing	306	30.6
About \$10/year	209	20.9
About \$25/year	205	20.5
About \$50/year	102	10.2
More than \$50 a year	68	6.8
Don't know	110	11.0
Total	1000	100.0

Q14. Do you have any additional comments or ideas that you would like to add or share as it relates to your vision of Barrie's Waterfront.

	Frequency	Percent
Don't know	386	38.6
Parking needs to be improved / need more parking	110	11.0
Green space / more trees / keep it natural	97	9.7
No more buildings (development) / do not over develop	54	5.4
More restaurants / cafes / boutiques / stores	51	5.1
Keep it clean / up to date	38	3.8
Fine the way it is	32	3.2
More bike / walking trails	29	2.9
Improve the marine facilities	25	2.5
Improve the Allandale Station (restaurants, shops etc)	23	2.3
More beach / waterfront	21	2.1
Stop spending money on the waterfront	20	2.0
More kid friendly / activities / venues	20	2.0
More patrols / improve safety	14	1.4
Want to see it completed	13	1.3
Less traffic	12	1.2
Road needs to be fixed / moved	11	1.1
More sitting areas (benches, picnic tables)	11	1.1
More concerts	9	.9
More attractions	6	.6
Make it more handicap accessible	5	.5
Historical information / plaques	5	.5
Move the GO train and tracks away from the water	3	.3
A dog park	3	.3
A conference centre	2	.2
Total	1000	100.0

The following questions are of a personal nature and involve the collecting of demographic data. This information is statistically important for this survey and please be assured once again that all individual responses are kept in strict confidence.

AGE

	Frequency	Percent
18-34	260	26.0
35-54	414	41.4
55 and over	326	32.6
Total	1000	100.0

GENDER

	Frequency	Percent
Male	493	49.3
Female	507	50.7
Total	1000	100.0

CROSSTABLATIONS

	Q1. Thinking about the past three years, how frequently do you typically visit Barrie's Waterfront?					
	Daily	Weekly	Monthly	Every few months	Once a year	Never
Ward 1	15.0%	40.0%	15.0%	24.0%	5.0%	1.0%
Ward 2	15.0%	30.0%	25.0%	24.0%	1.0%	5.0%
Ward 3	5.0%	45.0%	20.0%	5.0%	15.0%	10.0%
Ward 4	5.0%	43.0%	29.0%	12.0%	10.0%	1.0%
Ward 5	15.0%	20.0%	30.0%	20.0%	10.0%	5.0%
Ward 6	11.0%	33.0%	32.0%	21.0%	1.0%	2.0%
Ward 7	6.0%	35.0%	32.0%	13.0%	13.0%	1.0%
Ward 8	15.0%	35.0%	30.0%	5.0%	10.0%	5.0%
Ward 9	5.0%	45.0%	25.0%	19.0%	1.0%	5.0%
Ward 10	30.0%	40.0%	24.0%	4.0%	1.0%	1.0%

	Q1. Thinking about the past three years, how frequently do you typically visit Barrie's Waterfront?					
	Daily	Weekly	Monthly	Every few months	Once a year	Never
18-34	14.6%	41.2%	25.4%	10.8%	3.8%	4.2%
AGE 35-54	9.9%	36.7%	28.7%	14.3%	7.2%	3.1%
55 and over	13.2%	32.8%	23.6%	18.4%	8.3%	3.7%

	Q1. Thinking about the past three years, how frequently do you typically visit Barrie's Waterfront?						
	Daily	Weekly	Monthly	Every few months	Once a year	Never	
GENDER	Male	14.4%	39.6%	26.4%	11.4%	4.1%	4.3%
	Female	10.1%	33.7%	26.0%	17.9%	9.3%	3.0%

		Q2. Using a scale from one being very poor to five very good, how would you rate [the overall experience of] Barrie's waterfront?					
		Very poor	Poor	Neither good nor poor	Good	Very good	Don't know
WARD	Ward 1	4.0%	1.0%	8.0%	65.0%	20.0%	2.0%
	Ward 2	5.0%	4.0%	2.0%	58.0%	30.0%	1.0%
	Ward 3	5.0%	1.0%	21.0%	56.0%	15.0%	2.0%
	Ward 4	1.0%	8.0%	10.0%	61.0%	19.0%	1.0%
	Ward 5	2.0%	8.0%	25.0%	40.0%	20.0%	5.0%
	Ward 6	5.0%	14.0%	4.0%	57.0%	19.0%	1.0%
	Ward 7	1.0%	14.0%	14.0%	57.0%	13.0%	1.0%
	Ward 8	3.0%	10.0%	12.0%	46.0%	26.0%	3.0%
	Ward 9	5.0%	5.0%	24.0%	42.0%	21.0%	3.0%
	Ward 10	2.0%	8.0%	5.0%	59.0%	25.0%	1.0%

		Q2. Using a scale from one being very poor to five very good, how would you rate [the overall experience of] Barrie's waterfront?					
		Very poor	Poor	Neither good nor poor	Good	Very good	Don't know
AGE	18-34	8.1%	7.3%	20.0%	48.8%	14.2%	1.5%
	35-54	2.2%	7.5%	12.6%	56.8%	19.6%	1.4%
	55 and over	0.9%	7.1%	6.4%	54.9%	27.6%	3.1%

		Q2. Using a scale from one being very poor to five very good, how would you rate [the overall experience of] Barrie's waterfront?					
		Very poor	Poor	Neither good nor poor	Good	Very good	Don't know
GENDER	Male	5.1%	8.1%	13.0%	49.9%	22.9%	1.0%
	Female	1.6%	6.5%	12.0%	58.2%	18.7%	3.0%

		Q3. Trails, parks, beaches, playgrounds					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
WARD	Ward 1	5.0%	5.0%	4.0%	5.0%	80.0%	1.0%
	Ward 2	4.0%	1.0%	3.0%	19.0%	73.0%	
	Ward 3	3.0%	2.0%	9.0%	15.0%	70.0%	1.0%
	Ward 4		1.0%	4.0%	9.0%	86.0%	
	Ward 5	1.0%	4.0%	4.0%	25.0%	65.0%	1.0%
	Ward 6		2.0%	5.0%	22.0%	70.0%	1.0%
	Ward 7		5.0%	15.0%	18.0%	62.0%	
	Ward 8		1.0%	5.0%	19.0%	75.0%	
	Ward 9	2.0%	4.0%	16.0%	5.0%	70.0%	3.0%
	Ward 10	1.0%	1.0%	15.0%	5.0%	75.0%	3.0%

		Q3. Trails, parks, beaches, playgrounds					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
AGE	18-34	3.5%	3.8%	7.3%	13.5%	71.5%	0.4%
	35-54	0.7%	2.7%	8.2%	14.3%	73.2%	1.0%
	55 and over	1.2%	1.5%	8.3%	14.7%	72.7%	1.5%

		Q3. Trails, parks, beaches, playgrounds					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
GENDER	Male	2.6%	3.2%	10.5%	14.6%	68.0%	1.0%
	Female	0.6%	2.0%	5.5%	13.8%	77.1%	1.0%

		Q4. Parking				
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important
WARD	Ward 1	5.0%	5.0%	20.0%	25.0%	45.0%
	Ward 2		6.0%	14.0%	35.0%	45.0%
	Ward 3		2.0%	4.0%	39.0%	55.0%
	Ward 4	1.0%	9.0%	5.0%	15.0%	70.0%
	Ward 5	4.0%	1.0%	15.0%	25.0%	55.0%
	Ward 6		5.0%	25.0%	38.0%	32.0%
	Ward 7	1.0%	4.0%	10.0%	14.0%	71.0%
	Ward 8	5.0%	13.0%	27.0%	15.0%	40.0%
	Ward 9	6.0%	3.0%	16.0%	30.0%	45.0%
	Ward 10	3.0%	2.0%	25.0%	40.0%	30.0%

		Q4. Parking				
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important
AGE	18-34	4.2%	3.1%	15.8%	29.6%	47.3%
	35-54	1.9%	5.1%	17.9%	23.9%	51.2%
	55 and over	1.8%	6.4%	14.1%	30.7%	46.9%

		Q4. Parking				
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important
GENDER	Male	3.4%	5.3%	20.1%	26.8%	44.4%
	Female	1.6%	4.7%	12.2%	28.4%	53.1%

		Q5. Having new Restaurants/Coffee shops near the waterfront? Concessions within public spaces?				
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important
WARD	Ward 1	13.0%	22.0%	35.0%	10.0%	20.0%
	Ward 2	6.0%	29.0%	20.0%	35.0%	10.0%
	Ward 3	30.0%	15.0%	20.0%	22.0%	13.0%
	Ward 4	10.0%	14.0%	38.0%	24.0%	14.0%
	Ward 5	11.0%	21.0%	33.0%	22.0%	13.0%
	Ward 6	6.0%	22.0%	15.0%	23.0%	34.0%
	Ward 7	9.0%	14.0%	35.0%	16.0%	26.0%
	Ward 8	10.0%	20.0%	35.0%	20.0%	15.0%
	Ward 9	19.0%	16.0%	15.0%	25.0%	25.0%
	Ward 10	5.0%	25.0%	35.0%	25.0%	10.0%

		Q5. Having new Restaurants/Coffee shops near the waterfront? Concessions within public spaces?				
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important
AGE	18-34	11.2%	16.5%	32.7%	20.8%	18.8%
	35-54	12.6%	19.3%	29.2%	20.0%	18.8%
	55 and over	11.7%	23.0%	23.0%	26.1%	16.3%

		Q5. Having new Restaurants/Coffee shops near the waterfront? Concessions within public spaces?				
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important
GENDER	Male	15.4%	16.8%	29.4%	23.7%	14.6%
	Female	8.5%	22.7%	26.8%	20.7%	21.3%

		Q6. Concessions with public spaces					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
WARD	Ward 1	15.0%	21.0%	34.0%	9.0%	19.0%	2.0%
	Ward 2	10.0%	25.0%	21.0%	32.0%	10.0%	2.0%
	Ward 3	26.0%	20.0%	19.0%	25.0%	9.0%	1.0%
	Ward 4	15.0%	11.0%	33.0%	25.0%	12.0%	4.0%
	Ward 5	15.0%	18.0%	29.0%	25.0%	10.0%	3.0%
	Ward 6	6.0%	21.0%	15.0%	27.0%	29.0%	2.0%
	Ward 7	11.0%	13.0%	30.0%	19.0%	23.0%	4.0%
	Ward 8	13.0%	17.0%	35.0%	19.0%	14.0%	2.0%
	Ward 9	16.0%	18.0%	17.0%	27.0%	21.0%	1.0%
	Ward 10	7.0%	21.0%	34.0%	25.0%	9.0%	4.0%

		Q6. Concessions with public spaces					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
AGE	18-34	11.5%	16.2%	30.0%	24.6%	14.2%	3.5%
	35-54	14.5%	18.1%	28.5%	19.8%	17.4%	1.7%
	55 and over	13.5%	20.9%	21.8%	26.7%	14.4%	2.8%

		Q6. Concessions with public spaces					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
GENDER	Male	16.0%	16.6%	27.8%	24.3%	12.8%	2.4%
	Female	10.8%	20.3%	25.6%	22.3%	18.3%	2.6%

		Q7. Recreation equipment rentals (i.e. bikes, stand-up paddle boards, kayaks, mini golf)					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
WARD	Ward 1	5.0%	10.0%	25.0%	30.0%	30.0%	
	Ward 2	9.0%	26.0%	20.0%	25.0%	20.0%	
	Ward 3	25.0%	15.0%	19.0%	10.0%	30.0%	1.0%
	Ward 4	6.0%	19.0%	21.0%	43.0%	9.0%	2.0%
	Ward 5	16.0%	4.0%	27.0%	40.0%	10.0%	3.0%
	Ward 6	14.0%	19.0%	17.0%	33.0%	14.0%	3.0%
	Ward 7	9.0%	15.0%	19.0%	29.0%	28.0%	
	Ward 8	15.0%	20.0%	20.0%	30.0%	15.0%	
	Ward 9	10.0%	20.0%	25.0%	30.0%	15.0%	
	Ward 10	15.0%	10.0%	20.0%	35.0%	20.0%	

		Q7. Recreation equipment rentals (i.e. bikes, stand-up paddle boards, kayaks, mini golf)					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
AGE	18-34	13.1%	8.5%	21.5%	28.8%	27.7%	0.4%
	35-54	11.4%	16.4%	21.5%	30.0%	20.0%	0.7%
	55 and over	13.2%	20.9%	20.9%	32.5%	11.0%	1.5%

		Q7. Recreation equipment rentals (i.e. bikes, stand-up paddle boards, kayaks, mini golf)					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
GENDER	Male	11.6%	18.3%	21.5%	25.6%	21.9%	1.2%
	Female	13.2%	13.4%	21.1%	35.3%	16.4%	0.6%

		Q8. More festivals and events					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
WARD	Ward 1	25.0%	20.0%	15.0%	25.0%	15.0%	
	Ward 2	20.0%	20.0%	15.0%	30.0%	15.0%	
	Ward 3	24.0%	26.0%	23.0%	11.0%	15.0%	1.0%
	Ward 4	23.0%	2.0%	14.0%	41.0%	18.0%	2.0%
	Ward 5	35.0%	15.0%	20.0%	12.0%	15.0%	3.0%
	Ward 6	9.0%	29.0%	22.0%	29.0%	10.0%	1.0%
	Ward 7	15.0%	23.0%	23.0%	20.0%	19.0%	
	Ward 8	10.0%	30.0%	12.0%	36.0%	10.0%	2.0%
	Ward 9	15.0%	20.0%	15.0%	28.0%	22.0%	
	Ward 10	10.0%	42.0%	27.0%	16.0%	5.0%	

		Q8. More festivals and events					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
AGE	18-34	21.2%	15.4%	21.2%	21.2%	20.0%	1.2%
	35-54	18.6%	19.6%	22.7%	24.4%	13.8%	1.0%
	55 and over	16.6%	32.5%	11.3%	28.2%	10.7%	0.6%

		Q8. More festivals and events					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
GENDER	Male	19.3%	23.1%	15.4%	23.9%	17.2%	1.0%
	Female	17.9%	22.3%	21.7%	25.6%	11.6%	0.8%

		Q9 New retail shops within public spaces					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
WARD	Ward 1	35.0%	33.0%	18.0%	4.0%	10.0%	
	Ward 2	35.0%	35.0%	6.0%	15.0%	4.0%	5.0%
	Ward 3	40.0%	35.0%	9.0%	10.0%	5.0%	1.0%
	Ward 4	38.0%	20.0%	17.0%	9.0%	10.0%	6.0%
	Ward 5	35.0%	35.0%	9.0%	15.0%	5.0%	1.0%
	Ward 6	26.0%	35.0%	22.0%	10.0%	5.0%	2.0%
	Ward 7	39.0%	19.0%	26.0%	10.0%	4.0%	2.0%
	Ward 8	25.0%	35.0%	22.0%	10.0%	5.0%	3.0%
	Ward 9	30.0%	25.0%	15.0%	20.0%	10.0%	
	Ward 10	45.0%	20.0%	25.0%	5.0%	5.0%	

		Q9 New retail shops within public spaces					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
AGE	18-34	35.0%	24.2%	21.2%	12.3%	6.2%	1.2%
	35-54	36.7%	30.4%	14.3%	10.4%	6.0%	2.2%
	55 and over	32.2%	31.6%	16.9%	10.1%	6.7%	2.5%

		Q9 New retail shops within public spaces					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
GENDER	Male	35.7%	29.0%	16.8%	10.3%	6.1%	2.0%
	Female	33.9%	29.4%	17.0%	11.2%	6.5%	2.0%

		Q10. New signature attraction(s) for residents and visitors (such as an amusement park, museum, aquarium etc.)					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
WARD	Ward 1	19.0%	25.0%	15.0%	25.0%	15.0%	1.0%
	Ward 2	29.0%	29.0%	10.0%	21.0%	9.0%	2.0%
	Ward 3	15.0%	25.0%	24.0%	20.0%	15.0%	1.0%
	Ward 4	20.0%	9.0%	25.0%	24.0%	17.0%	5.0%
	Ward 5	20.0%	39.0%	5.0%	30.0%	5.0%	1.0%
	Ward 6	8.0%	36.0%	14.0%	29.0%	9.0%	4.0%
	Ward 7	14.0%	34.0%	19.0%	18.0%	9.0%	6.0%
	Ward 8	10.0%	40.0%	10.0%	25.0%	10.0%	5.0%
	Ward 9	20.0%	10.0%	8.0%	30.0%	26.0%	6.0%
	Ward 10	10.0%	25.0%	29.0%	30.0%	5.0%	1.0%

		Q10. New signature attraction(s) for residents and visitors (such as an amusement park, museum, aquarium etc.)					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
AGE	18-34	17.7%	21.5%	14.6%	26.5%	15.4%	4.2%
	35-54	17.4%	28.0%	14.7%	25.1%	12.6%	2.2%
	55 and over	14.4%	30.7%	18.4%	24.2%	8.6%	3.7%

		Q10. New signature attraction(s) for residents and visitors (such as an amusement park, museum, aquarium etc.)					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
GENDER	Male	15.4%	24.9%	14.6%	28.2%	14.2%	2.6%
	Female	17.6%	29.4%	17.2%	22.3%	9.9%	3.7%

		Q11. Entertainment venues (i.e. concert facility, sports field)					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
WARD	Ward 1	10.0%	21.0%	33.0%	16.0%	18.0%	2.0%
	Ward 2	16.0%	24.0%	29.0%	24.0%	6.0%	1.0%
	Ward 3	20.0%	10.0%	32.0%	24.0%	11.0%	3.0%
	Ward 4	15.0%	10.0%	9.0%	52.0%	9.0%	5.0%
	Ward 5	15.0%	25.0%	25.0%	25.0%	5.0%	5.0%
	Ward 6	5.0%	34.0%	15.0%	37.0%	5.0%	4.0%
	Ward 7	18.0%	25.0%	32.0%	10.0%	14.0%	1.0%
	Ward 8	11.0%	24.0%	19.0%	29.0%	16.0%	1.0%
	Ward 9	22.0%	26.0%	21.0%	16.0%	14.0%	1.0%
	Ward 10	5.0%	20.0%	27.0%	35.0%	10.0%	3.0%

		Q11. Entertainment venues (i.e. concert facility, sports field)					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
AGE	18-34	15.8%	13.8%	24.2%	29.2%	14.2%	2.7%
	35-54	14.5%	23.2%	23.2%	26.1%	11.4%	1.7%
	55 and over	11.0%	26.7%	25.5%	25.8%	7.4%	3.7%

		Q11. Entertainment venues (i.e. concert facility, sports field)					
		1-Not all important	2-Not Important	3-Neither important neither unimportant	4-Important	5-Very important	Don't know
GENDER	Male	15.8%	21.3%	21.3%	26.2%	13.4%	2.0%
	Female	11.6%	22.5%	27.0%	27.4%	8.3%	3.2%

		Q12. Which of the following descriptions fits best with your personal vision for Barrie's Waterfront?			
		A natural waterfront environment for Barrie...	A waterfront with a mix of restaurants, kiosks...	A year-round waterfront destination with signature ...	Don't know
WARD	Ward 1	64.0%	20.0%	15.0%	1.0%
	Ward 2	73.0%	15.0%	10.0%	2.0%
	Ward 3	54.0%	5.0%	38.0%	3.0%
	Ward 4	47.0%	19.0%	31.0%	3.0%
	Ward 5	48.0%	35.0%	15.0%	2.0%
	Ward 6	33.0%	58.0%	5.0%	4.0%
	Ward 7	46.0%	36.0%	15.0%	3.0%
	Ward 8	42.0%	16.0%	40.0%	2.0%
	Ward 9	41.0%	37.0%	17.0%	5.0%
	Ward 10	50.0%	15.0%	34.0%	1.0%

		Q12. Which of the following descriptions fits best with your personal vision for Barrie's Waterfront?			
		A natural waterfront environment for Barrie...	A waterfront with a mix of restaurants, kiosks...	A year-round waterfront destination with signature ...	Don't know (DON'T READ)
AGE	18-34	44.2%	30.4%	23.5%	1.9%
	35-54	48.6%	27.1%	21.5%	2.9%
	55 and over	55.8%	19.9%	21.5%	2.8%

		Q12. Which of the following descriptions fits best with your personal vision for Barrie's Waterfront?			
		A natural waterfront environment for Barrie...	A waterfront with a mix of restaurants, kiosks...	A year-round waterfront destination with signature ...	Don't know (DON'T READ)
GENDER	Male	47.7%	26.0%	24.1%	2.2%
	Female	51.9%	25.2%	19.9%	3.0%

		Q13. How much would you be willing to commit, in addition to your current annual taxes, to see Barrie's waterfront and your vision of it to become a reality?					
		Nothing	About \$10/year	About \$25/year	About \$50/year	More than \$50 a year	Don't know
WARD	Ward 1	30.0%	10.0%	25.0%	17.0%	3.0%	15.0%
	Ward 2	35.0%	10.0%	25.0%	5.0%	5.0%	20.0%
	Ward 3	30.0%	20.0%	27.0%	7.0%	1.0%	15.0%
	Ward 4	29.0%	19.0%	9.0%	14.0%	14.0%	15.0%
	Ward 5	30.0%	23.0%	15.0%	25.0%	5.0%	2.0%
	Ward 6	34.0%	14.0%	15.0%	5.0%	14.0%	18.0%
	Ward 7	23.0%	48.0%	19.0%	4.0%	1.0%	5.0%
	Ward 8	30.0%	15.0%	25.0%	10.0%	10.0%	10.0%
	Ward 9	35.0%	25.0%	15.0%	10.0%	10.0%	5.0%
	Ward 10	30.0%	25.0%	30.0%	5.0%	5.0%	5.0%

		Q13. How much would you be willing to commit, in addition to your current annual taxes, to see Barrie's waterfront and your vision of it to become a reality?					
		Nothing	About \$10/year	About \$25/year	About \$50/year	More than \$50 a year	Don't know
AGE	18-34	32.7%	16.2%	25.0%	11.9%	7.3%	6.9%
	35-54	29.7%	21.5%	21.7%	8.7%	7.0%	11.4%
	55 and over	30.1%	23.9%	15.3%	10.7%	6.1%	13.8%

		Q13. How much would you be willing to commit, in addition to your current annual taxes, to see Barrie's waterfront and your vision of it to become a reality?					
		Nothing	About \$10/year	About \$25/year	About \$50/year	More than \$50 a year	Don't know
GENDER	Male	33.7%	17.8%	23.5%	9.5%	8.7%	6.7%
	Female	27.6%	23.9%	17.6%	10.8%	4.9%	15.2%

