



**Appendix F:**  
**PIC #2 What We Heard**  
**- Public Engagement**  
**Feedback**

Public Information Centre #2  
& Online Winter Engagement  
Summary

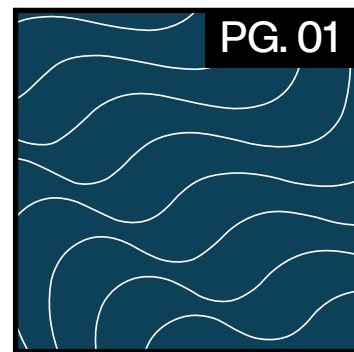
# WHAT WE HEARD

July 2022 & March 2023

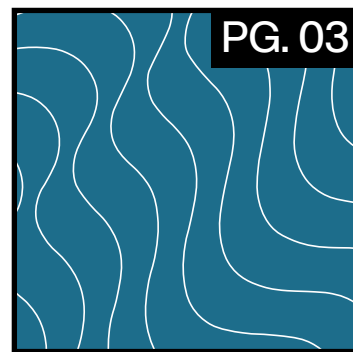


**What did the community have to say about the Barrie Waterfront?**

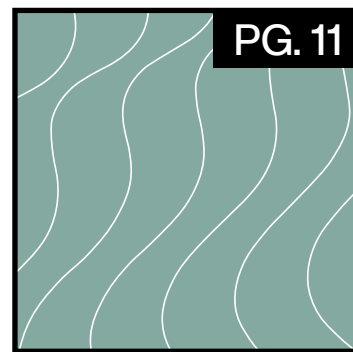
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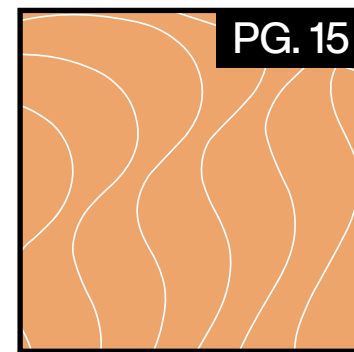
**1**  
Introduction



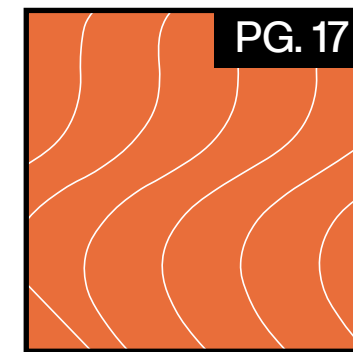
**2**  
Goals for the  
Waterfront



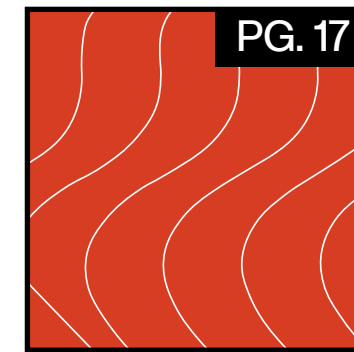
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# 1 Introduction

The City of Barrie is undertaking an update to its 2015 Waterfront and Marina Strategic Plan. IBI Group has been brought onboard to update the Waterfront Strategic Plan (WSP) following a strategic review and public consultation process. The second round of the public engagement process took place in the summer of 2022 and the results will shape the direction of the plan update.

The second round of engagement included two sessions of a virtual Public Information Centre (PIC). This report summarizes the results of the two PIC meetings.

## 1 Introduction

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Engagement Recap: Public Information Centre #2



June 22,  
2022

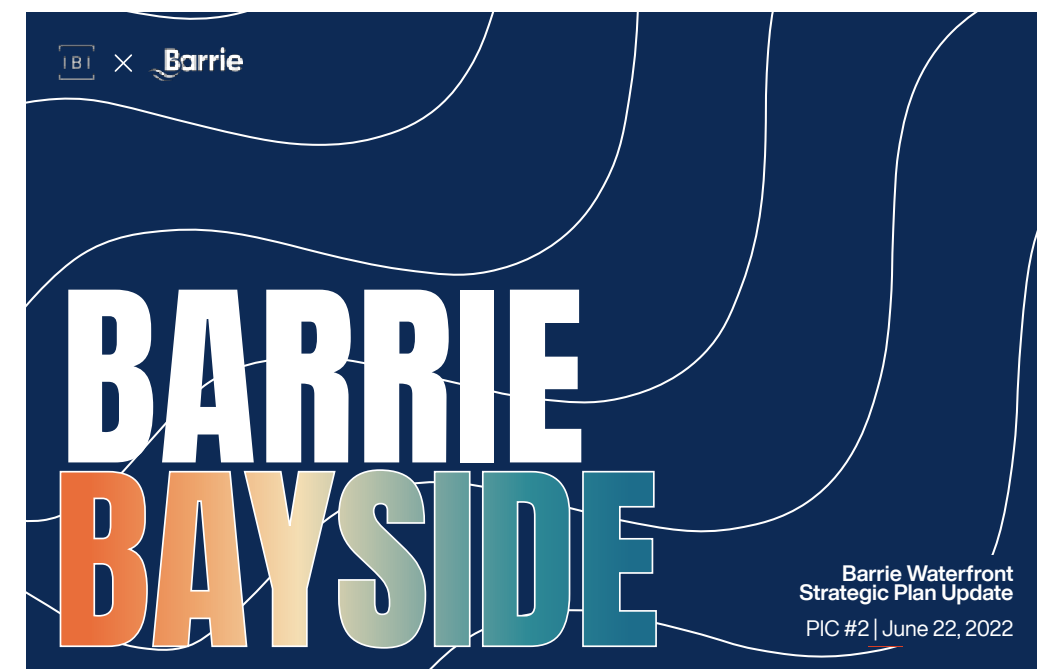


**2 Sessions:**  
2:00 – 3:30 PM  
6:00 – 7:30 PM



75 Participants

To accommodate the most participants, IBI Group held two sessions of a Zoom PIC, one in the afternoon and one in the evening. Seventy-five participants attended between the two sessions.



The project team gave a presentation about the:

- Project purpose,
- Key takeaways from previous engagements,
- The updated Waterfront Strategic Plan Vision, and;
- The goals that will be employed to achieve the Vision.

The PIC also used prioritization activities to gather feedback on the focus of different areas along the waterfront. A series of polls were then used to determine focus areas where initial changes should be prioritized on each shore. A final activity asked participants to brainstorm ideas for the WSP.

Additionally, comments and questions were taken, providing a variety of unstructured feedback.


# 2 Goals for the Waterfront

After the presentation introduced the project vision and goals, attendees were prompted to participate in activities with the objective of determining community priorities for the Barrie waterfront.

# Goals for the Waterfront

The three WSP Update pillars: Inclusive, Resilient, and Activated, were introduced to attendees in the presentation. The pillars are foundational to the plan and draw upon its vision statement: "The Barrie Waterfront as a series of distinct inclusive, resilient, and activated experiences, focused across the three shores." A total of nine goals, three under each pillar, were established to elaborate upon the pillars and encompass community aspirations for the future waterfront.

## Goals:

 Accessible

 Safe

 Diverse

 Restorative

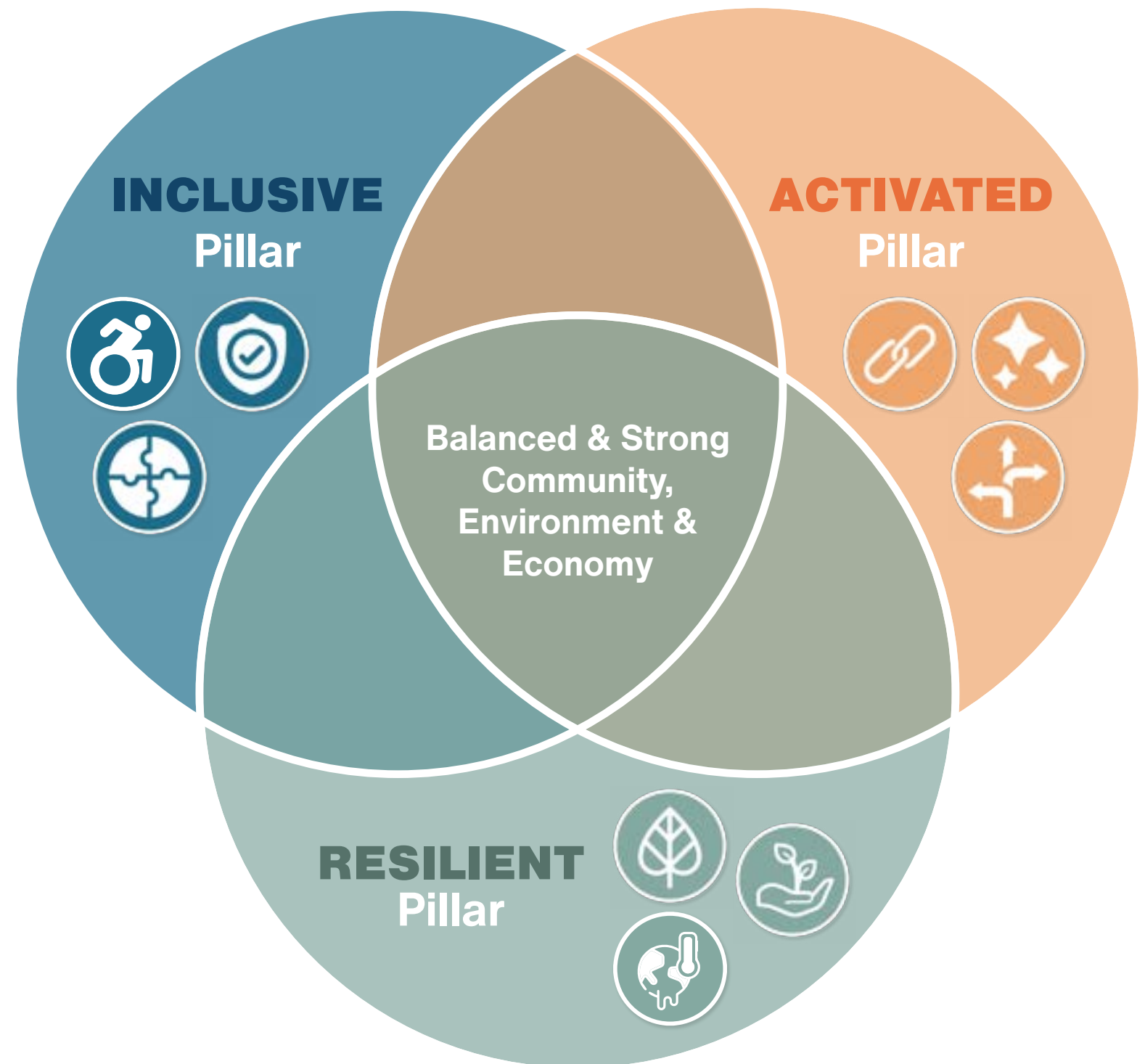
 Climate Adaptive

 Stewardship

 Connected

 Attractive

 Flexible





## 2 Goals for the Waterfront

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Goals for the Waterfront North Shore 2pm Session

The first activity involved a “digital canvas” on Mural. Participants were asked where the nine WSP goals were most applicable along each shoreline. The nine goals presented were:

- ↗ Accessible,
- ↗ Safe
- ↗ Diverse
- ↗ Restorative
- ↗ Climate Adaptive
- ↗ Stewardship
- ↗ Connected
- ↗ Attractive
- ↗ Flexible

Although the nine WSP goals are applicable to the entire Barrie waterfront, they may be most applicable in certain locations. Participants were asked to indicate where they believed the goals were most applicable by moving icons representing each goal to a location on each shoreline. Participants were also able to type their preferences in the meeting chat and have a staff member complete the activity for them.

## NORTH SHORE

### Goals

-  Accessible
-  Safe
-  Diverse
-  Restorative
-  Climate Adaptive
-  Stewardship
-  Connected
-  Attractive
-  Flexible



## 2 Goals for the Waterfront

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Goals for the Waterfront North Shore 6pm Session

Key themes:

- **Stewardship** along the North Shore Trail, particularly at the parks and beaches
- All parks should be **Safe** and **Attractive**
- North Shore Trail should work towards being **Connected** at various points
- Shoreline starting from Nelson Square and moving east should be **Restorative**

Community goals that aligned between the two sessions were:

- **Safety** along the North Shore Trail and Sam Cancilla Park
- **Accessibility** at Johnson's Beach Park

## NORTH SHORE

### Goals



Accessible



Safe



Diverse



Restorative



Climate Adaptive



Stewardship



Connected



Attractive



Flexible



2 Goals for the Waterfront

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Goals for the Waterfront West Shore 2pm Session

Key themes:

- Green spaces away from the shoreline should be **Connected** to the waterfront
- **Climate Adaptive** should be prioritized at Centennial Park and South Shore Park
- **Flexibility** should be optimized at South Shore Park and Centennial Park
- **Restorative, Climate Adaptive, and Stewardship** are all priorities along the water's edge

## WEST SHORE



2 Goals for the Waterfront

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Goals for the Waterfront West Shore 6pm Session

Community goals that aligned between the two sessions were:

- ↗ **Safety, Accessibility, and Climate Adaptive** goals at parks
- ↗ The Waterfront Trail should be **Connected**
- ↗ Centennial Park should be **Diverse**
- ↗ **Stewardship** should be optimized at South Shore Park and Minet's Point Park
- ↗ Centennial Park, and South Shore Park should be **Attractive**

## WEST SHORE



### Goals

- Accessible
- Safe
- Diverse
- Restorative
- Climate Adaptive
- Stewardship
- Connected
- Attractive
- Flexible

## 2 Goals for the Waterfront

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Goals for the Waterfront South Shore 2pm Session

Key themes:

- **Connected** was highlighted for all parks
- **Safety** was another goal highlighted at parks
- **Climate Adaptive** along shoreline and other water features

## SOUTH SHORE



## 2 Goals for the Waterfront

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Goals for the Waterfront South Shore 6pm Session

Community goals that aligned between the two sessions were:

- All *Resilient* goals were highlighted at parks, particularly **Restorative**

## SOUTH SHORE



# Goals for the Waterfront

## Key Takeaways

Across both sessions, participants frequently indicated safety and accessibility should be prioritized at every shoreline – at parks and along the Waterfront Trail. The three resilient goals: restorative, climate adaptive, and stewardship, were also specified to be important at parks and along each shoreline across both sessions. However, stewardship markers were placed on the North and West Shores more often than the South Shore. Participants also indicated the attractive goal is most applicable to the North and West Shores. The uses and larger number of visitors for the North and West Shores are potentially related to the prioritization of the stewardship and attractive goals on these shorelines compared to the South Shore.

Participants also indicated it is important the Waterfront Trail and parks on the South Shore are connected to other parts of the waterfront. Diversity was primarily prioritized on the West Shore, specifically at Centennial Park across both sessions. A desire for flexibility was also most strongly shown at Centennial Park in addition to South Shore Park.



# 3 Waterfront Focus Areas

The second activity of the PIC was intended to collect feedback on focus areas where initial efforts should be prioritized on the waterfront. Focus areas are defined as a park or portion of the waterfront that should be a priority for revitalization to have the greatest impact in terms of inclusivity, resilience and activation. Examples were shown of national and international focus areas that fall under the inclusive, resilient and activated pillars. Participants were then asked where they believe revitalization should be focused on each shore through a series of polls. A poll was given for each shore and participants were asked to select one focus area out of a list of options for each shore. Nearly 100 poll responses were recorded between both sessions.



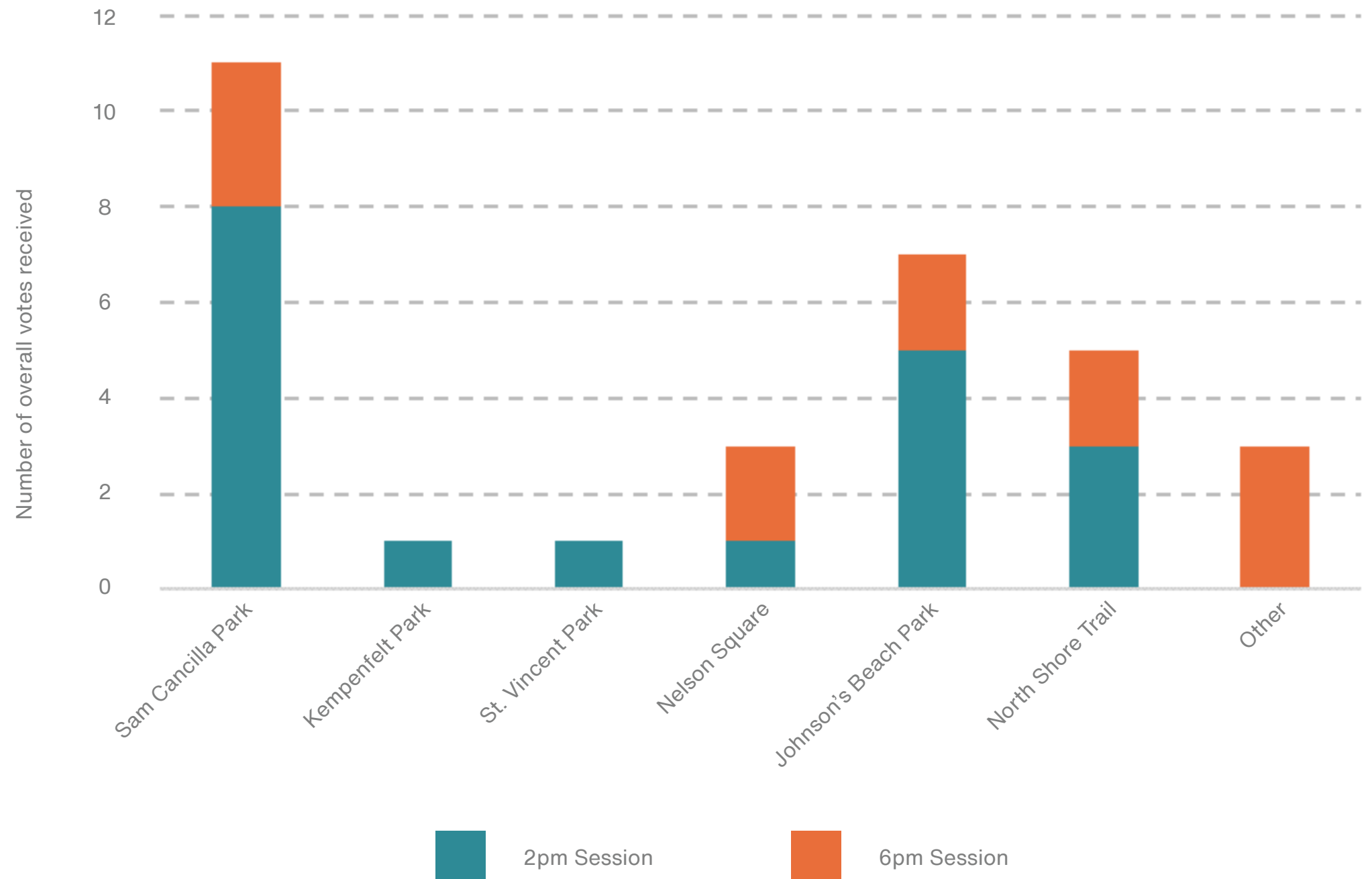
### 3 Waterfront Focus Areas

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Waterfront Focus Areas North Shore

Most respondents believed Sam Cancilla Park should be the focus of revitalization on the North Shore. Johnson's Beach Park and the North Shore Trail received the second and third most votes respectively for revitalization. Just over one quarter of respondents believe another park or portion of the waterfront should be the focus area of the North Shore.

1. Sam Cancilla Park (35%)
2. Johnson's Beach Park (23%)
3. North Shore Trail (16%)



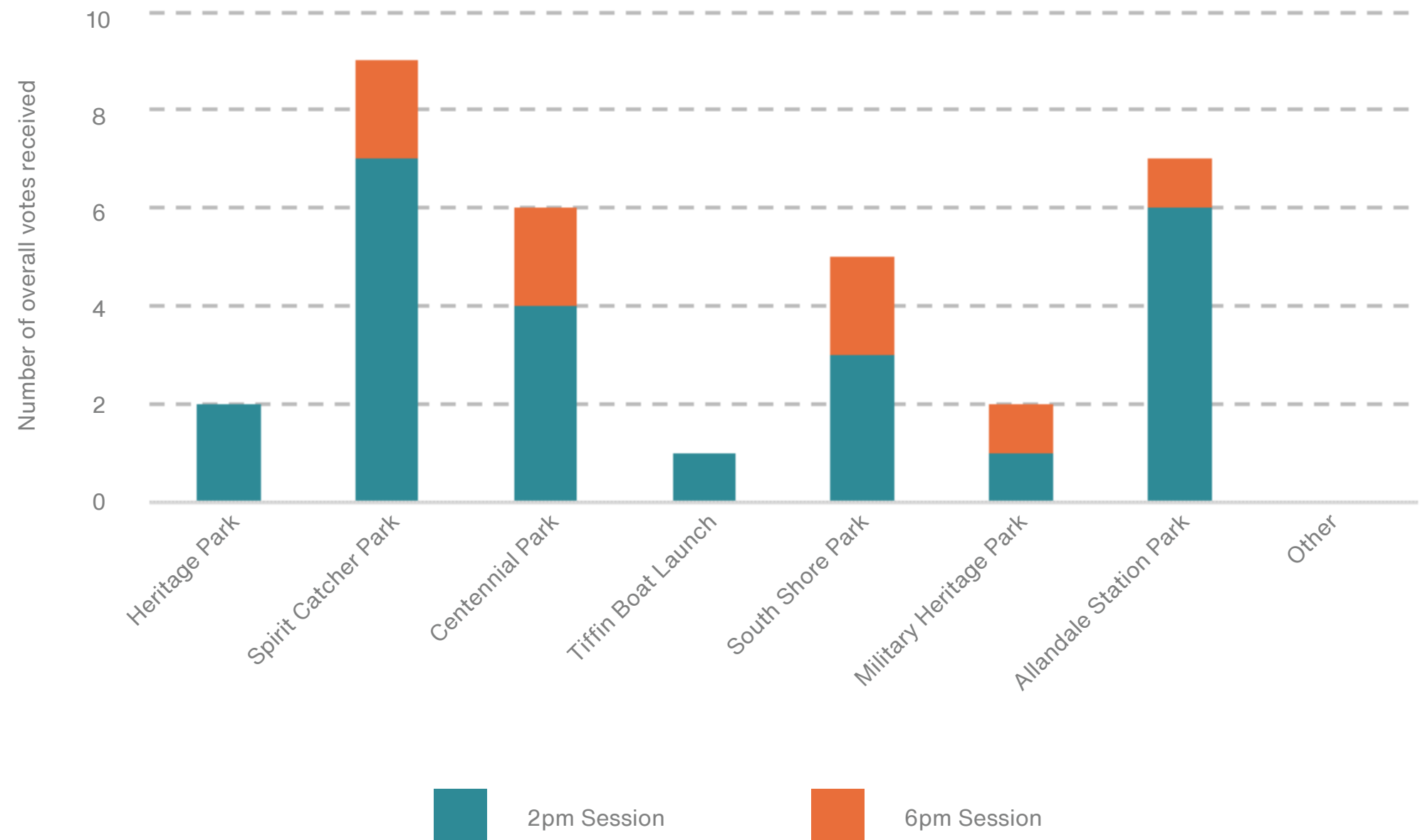
### 3 Waterfront Focus Areas

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Waterfront Focus Areas West Shore

A quarter of respondents reported Spirit Catcher Park is the most appropriate to prioritize for revitalization on the West Shore. Another 19% of responses indicated revitalization should be focused on Allandale Station Park. Additionally, 17% of respondents believe revitalizing Centennial Park should be the focus of the West Shore.

1. Spirit Catcher Park (25%)
2. Allandale Station Park (19%)
3. Centennial Park (17%)



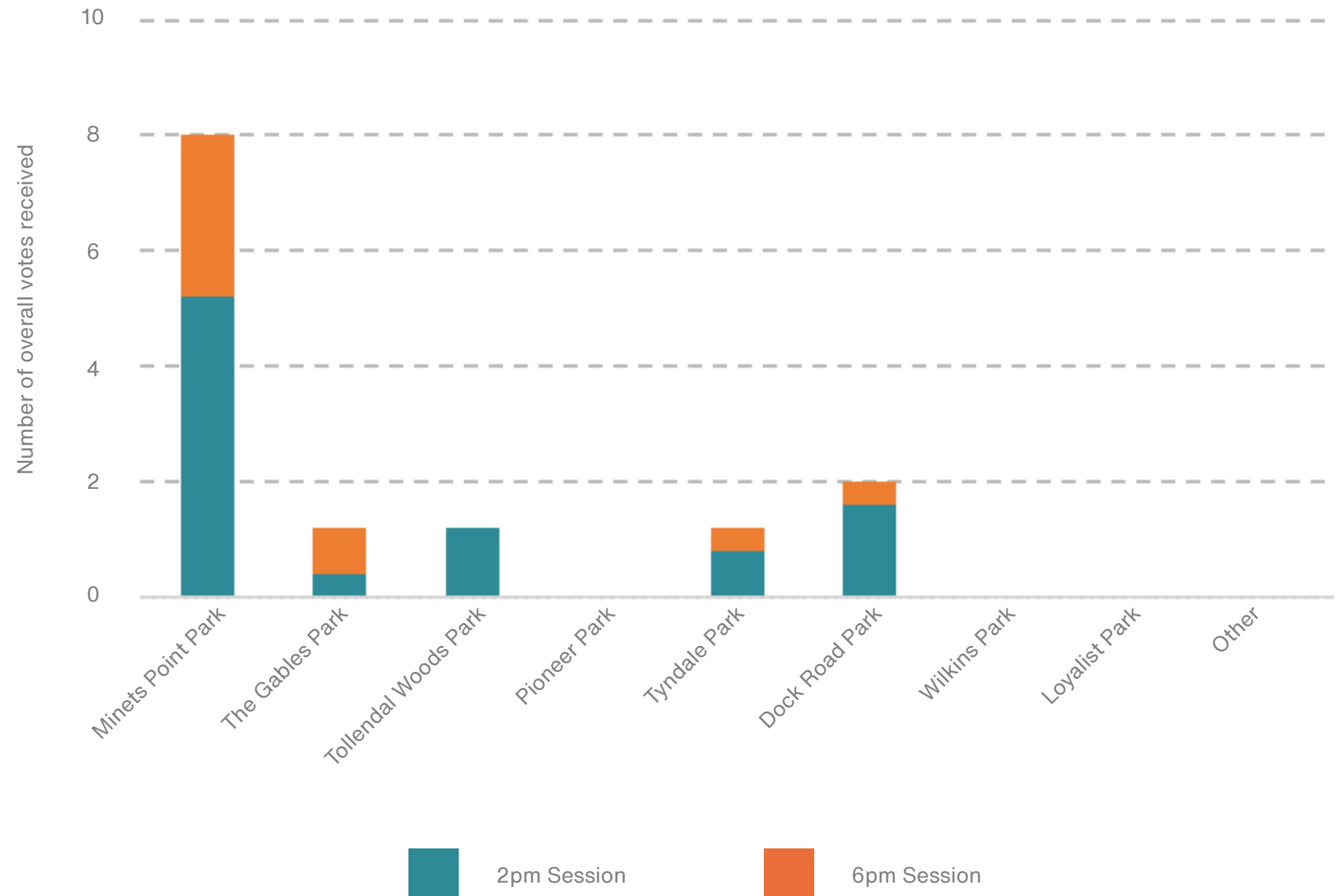
### 3 Waterfront Focus Areas

Barrie Waterfront Strategic Plan PIC #1 Engagement Summary

# Waterfront Focus Areas **South Shore**

The majority of respondents believe Minet's Point Park should be the focus area for the South Shore, while 15% of respondents reported aspiring for Dock Road Park to be the focus of revitalization. The Gables Park, Tollendal Woods Park and Tyndale Park all received the third greatest number of votes with 9% each.

1. Minet's Point Park (59%)
2. Dock Road Park (15%)
3. The Gables Park/Tollendale Woods Park/Tyndale Park (9%)



# 4 Ideas for the Waterfront

The final activity presented in the PIC sessions was an open comment period where participants could voice their ideas for the waterfront. Participants were asked to brainstorm ideas for changes of any scale to be implemented on the waterfront and a staff member recorded their responses.

# Ideas for the Waterfront

The below quotes capture some of the common themes expressed about what people would like to be implemented on the Barrie Waterfront.

*“Waterfront parks should be connected to the downtown, recreation, trails, and other parks.”*

*“New gathering areas with a variety of seating types for all visitors such as benches and picnic tables.”*

*“Greater access to the water and waterfront views with trails.”*

*“Alternative options to the car should be available to access the waterfront such as public transportation, shuttle buses, walking and biking.”*

*“Maintain the natural characteristics of the waterfront.”*

*“More recreational storage and rentals such as canoes and bikes.”*

*“Parking solutions are needed to direct visitors to desirable areas.”*

*“Create opportunities to showcase and engage with indigenous, rail and neighbourhood history along the waterfront.”*

*“There is an opportunity to revitalize Spirit Catcher Park.”*

*“Plant a diversity of trees.”*

*“A variety of winter activities that are inclusive for all users should be provided.”*

# 5 Next Steps

# Next Steps

## 1. Ongoing Online Engagement

The project team will continue to consult the community through ongoing online engagement on the City's online community engagement platform, Building Barrie, in the fall of 2022. The goal of this online engagement will be to inform the final plan and ensure that the plan is community-led, to reflect the values and direction of residents and local stakeholders.

## 2. Apply What We Heard

This Summary Engagement Report will be integrated as an Appendix into the Waterfront Strategic Plan. The direction, values, and preferences of the public will guide and shape the plan as our planning, design, and engineering teams advance the plan and technical components.



# 6 Online Survey - Winter 2023



# Engagement Recap: Winter 2023 Survey



January 20, 2023 - February 06, 2023



808 Visitors



421 Responses

A second public survey was conducted in winter 2023 to gather feedback on the Waterfront Strategic Plan's strategic priorities and park elements and improvements from three waterfront parks. Over eight hundred individuals visited the survey webpage, providing more than four hundred responses over two weeks.

The project team presented materials regarding:

- The 10 Strategic Priorities, and;
- The park elements and guiding principles for each focus area.

Additionally, comments and questions were obtained, providing a variety of unstructured feedback.

## Ranking the Strategic Priorities

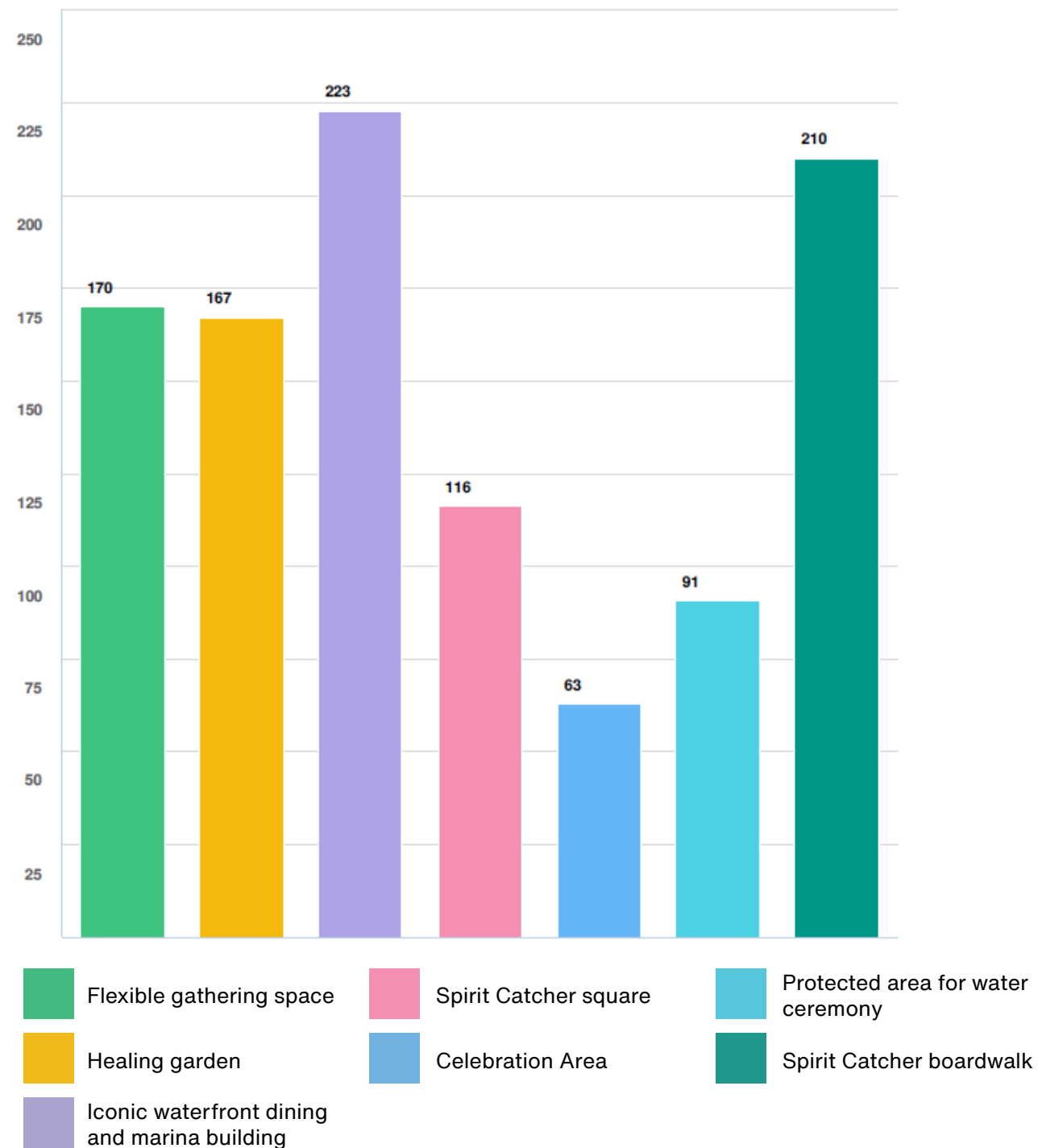
The Strategic Priorities were ranked by participants in order of most important (1 - focus on now) to least important (10 - this can wait).

Options	Average Ranking Out of 10
Help solve overcrowding and parking issues	3.69
Establish protected naturalized areas	3.80
Enhance access points to waterfront parks and trails	4.49
Better access in/onto the water	4.81
Revitalize popular waterfront areas/destinations	4.84
Add/improve inclusive facilities	5.25
Implement and support seasonal events/programs	5.35
Use the waterfront to achieve economic and tourism goals	6.38
Create plans to show each park's contribution to the waterfront	7.35
Introduce a waterfront brand	8.25

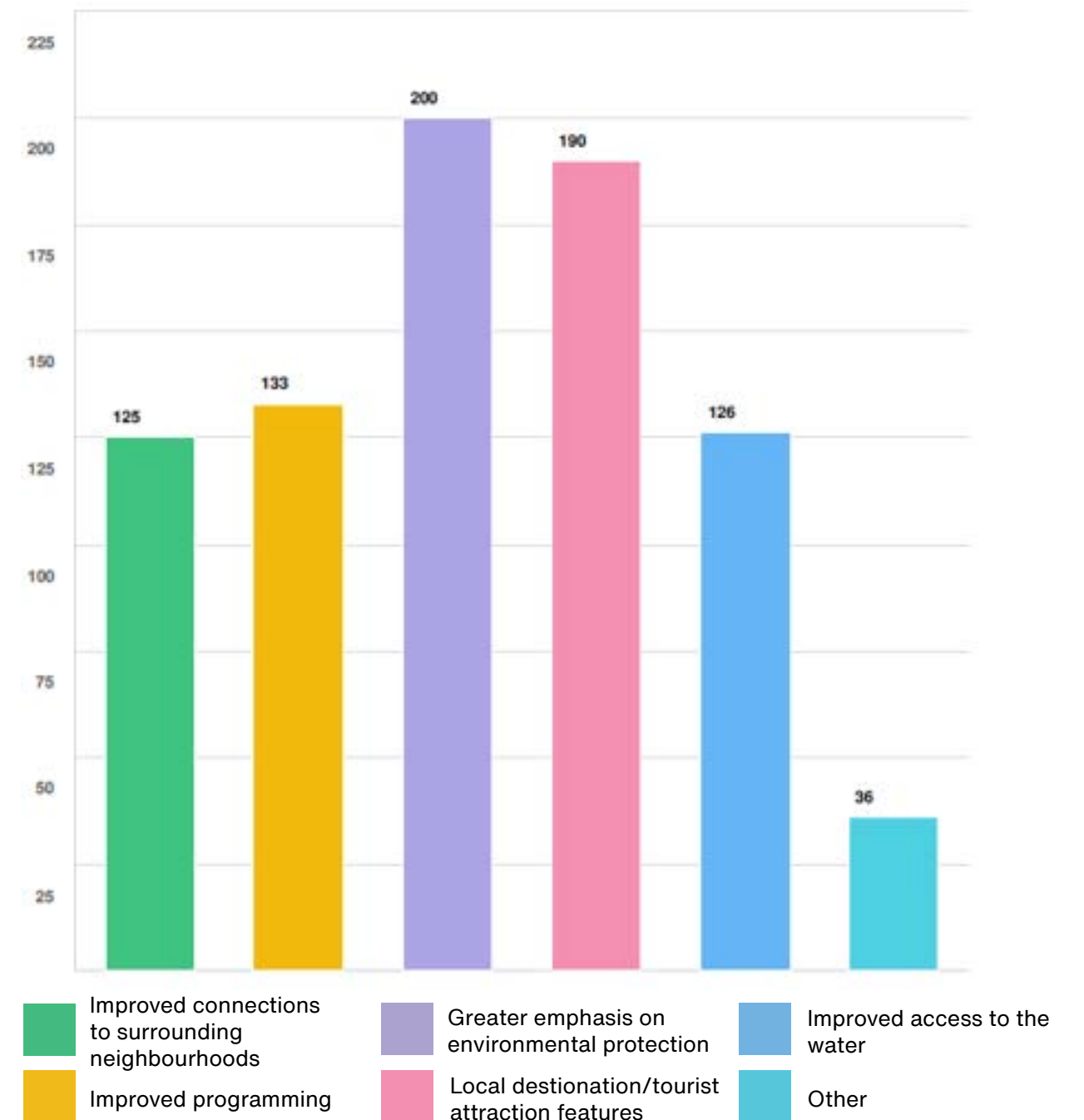
# Spirit Catcher Park

With a score of **1.77**, Spirit Catcher Park was ranked **first** among the three Focus Areas for the order to implement updates.

Participants voted on which park elements would best achieve the waterfront vision at Spirit Catcher Park:



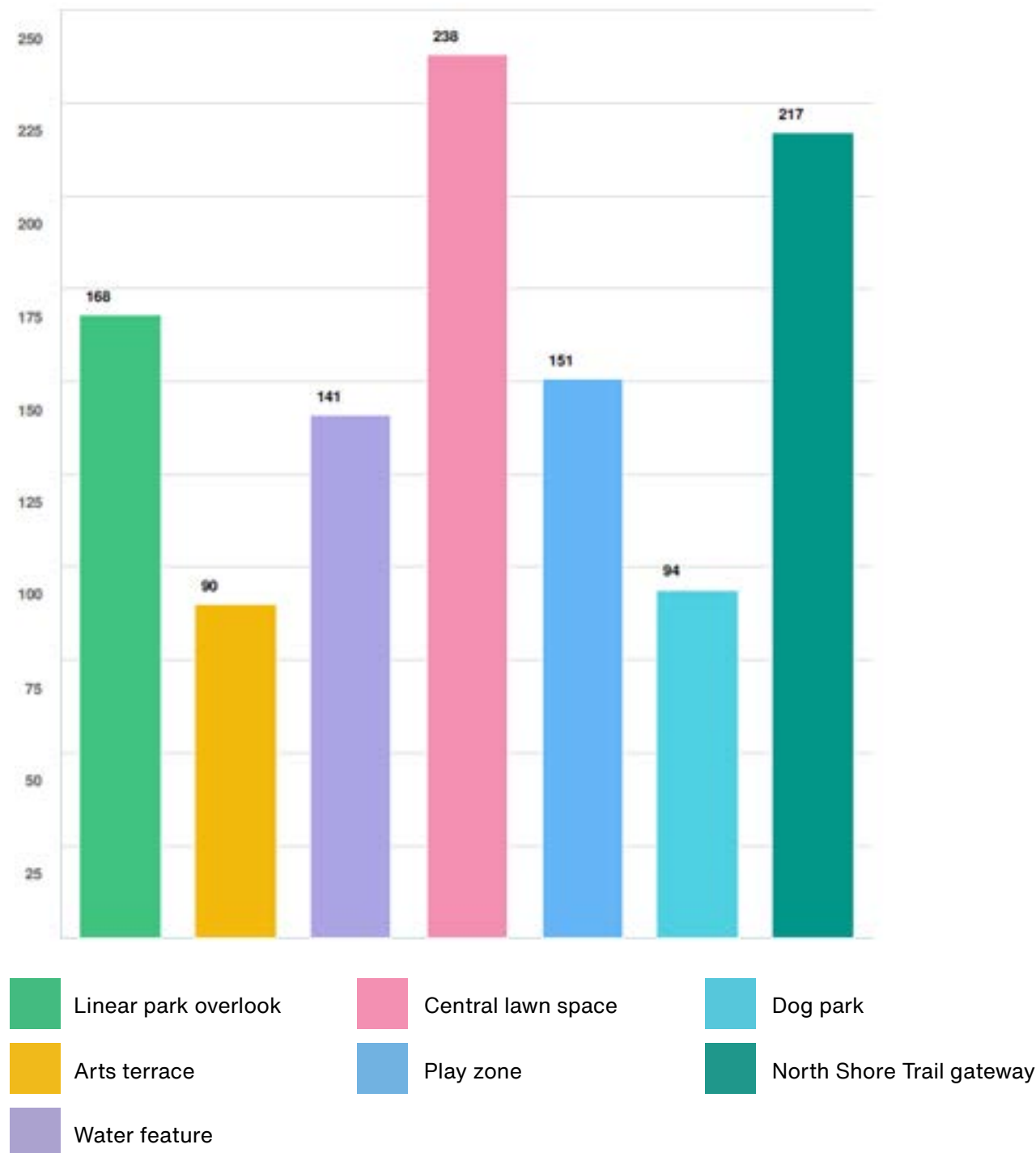
Participants voted on which guiding principles would most improve Minet's Point Park:



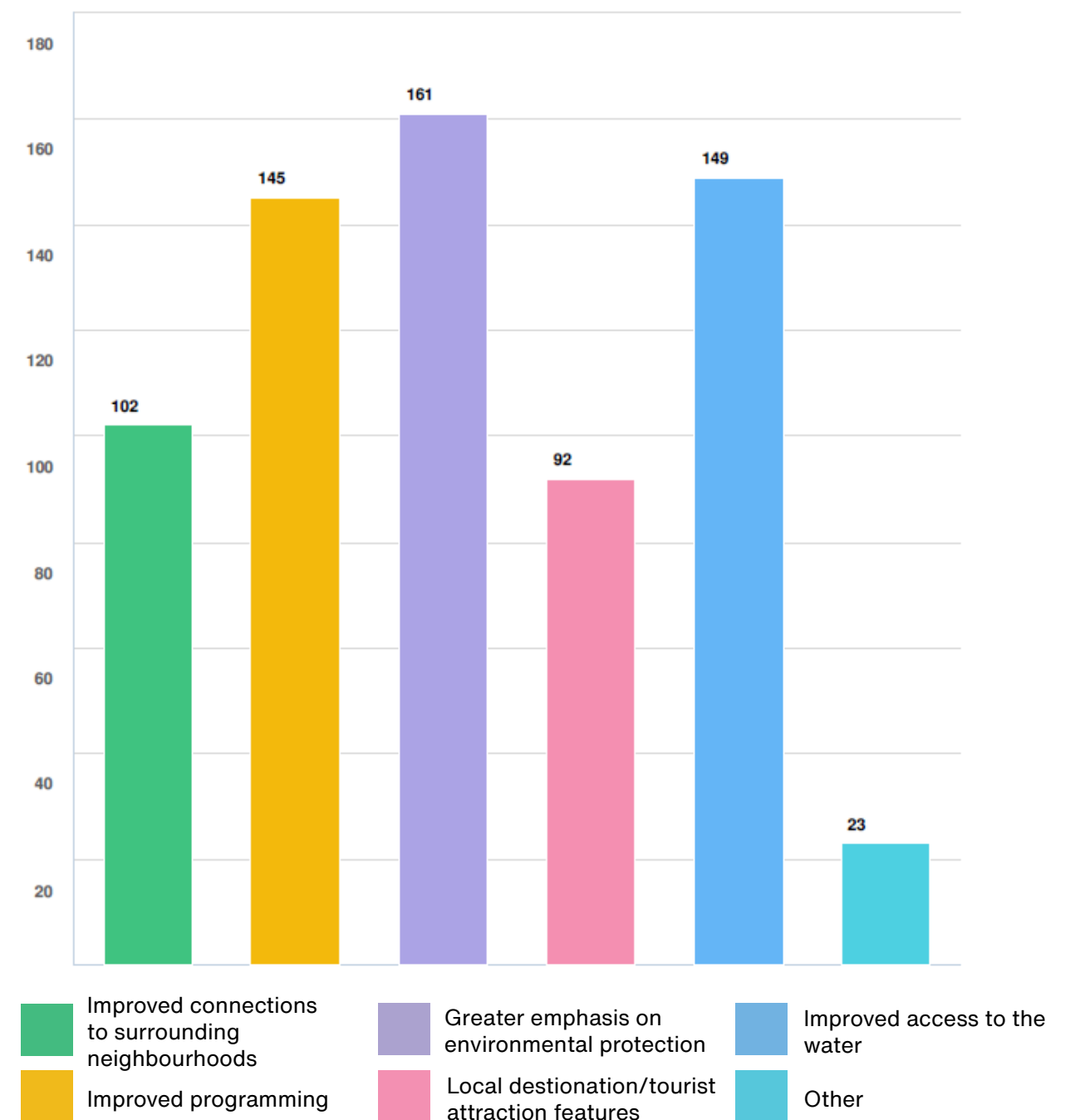
# Sam Cancilla Park

With a score of **1.98**, Sam Cancilla Park was ranked **second** among the three Focus Areas for the order to implement updates.

Participants voted on which park elements would best achieve the waterfront vision at Sam Cancilla Park:



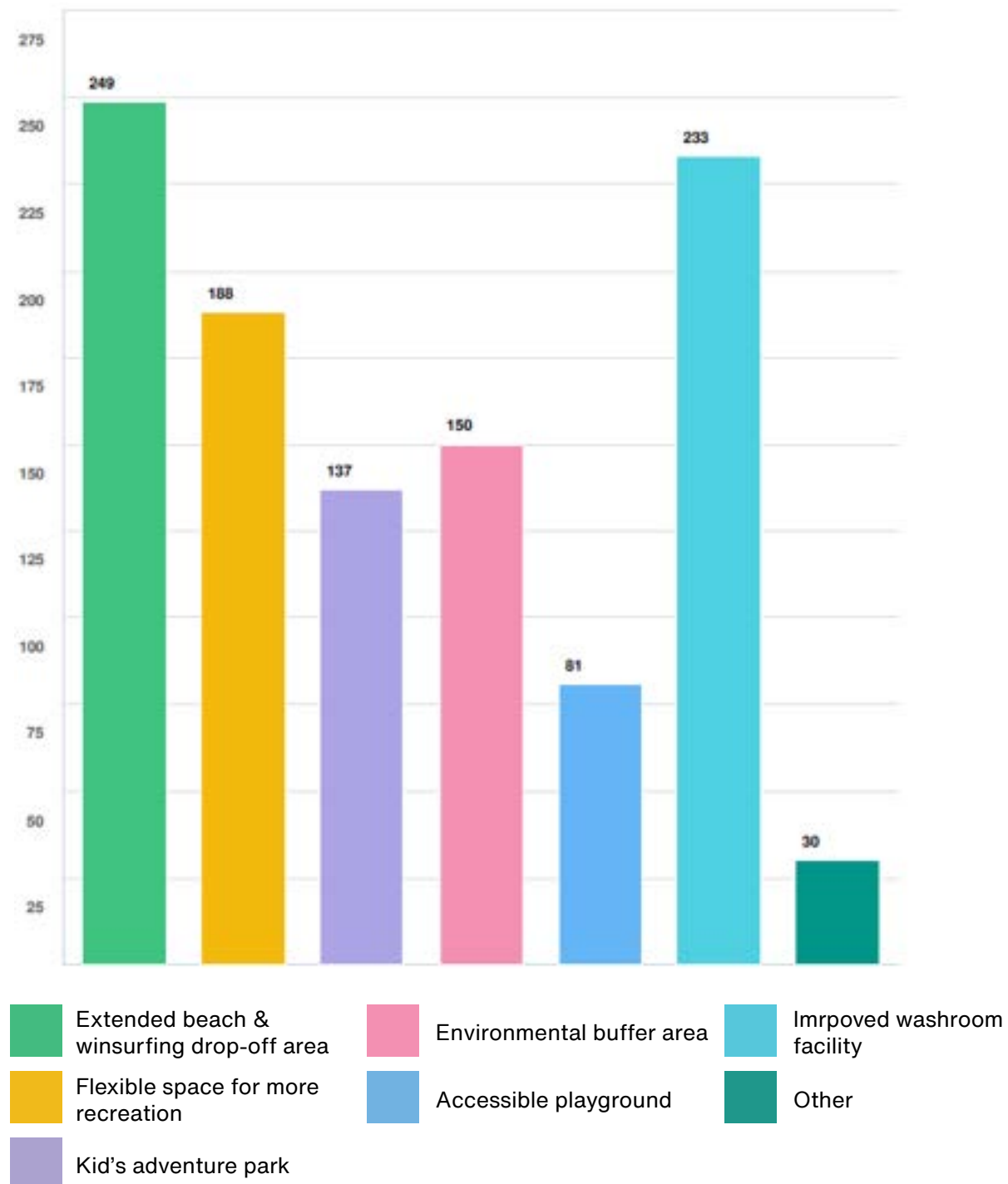
Participants voted on which guiding principles would most improve Sam Cancilla Park:



# Minet's Point Park

With a score of **2.23**, Minet's Point Park was ranked **third** among the three Focus Areas for the order to implement updates.

Participants voted on which park elements would best achieve the waterfront vision at Minet's Point Park:



Participants voted on which guiding principles would most improve Minet's Point Park:

