



Informing the Barrie CSWB Plan

Prepared For: City of Barrie Community Safety and Well-Being Plan Committee

February 25, 2025

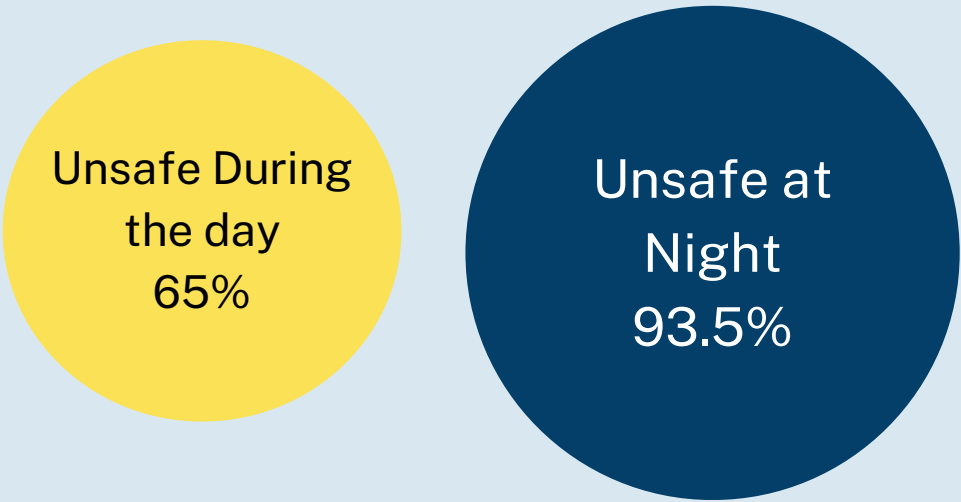
Overview

- Insights from the Data
- Resident Survey Results
- Provider Session Overview
 - Proposed strategies for consideration
- Key Considerations
- Next Steps

Insights From the Data Community Safety Survey



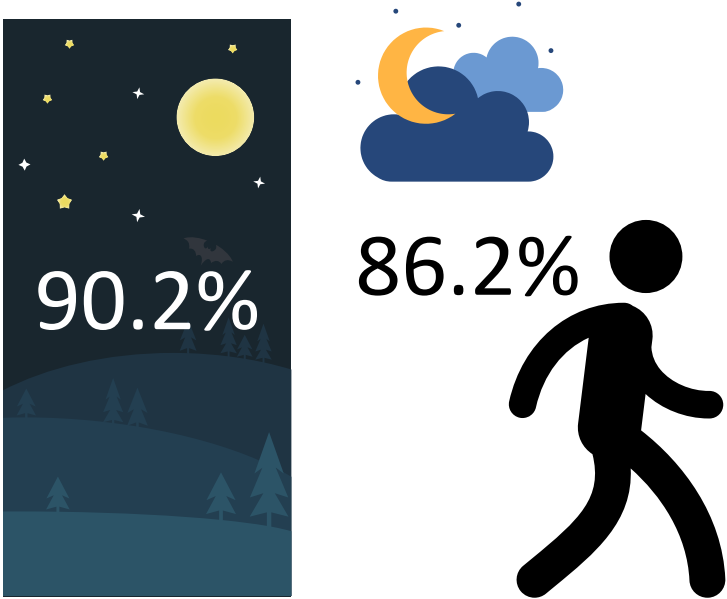
Perceptions of safety vary, with **downtown** perceived as the least safe



Downtown Barrie



Similar concerns extend to **parks** and **walking as a pedestrian at night**



Other Concerns Noted Across the City:

- Concerns of theft (personal property, vehicles)
- Encampments, unhoused individuals
- Traffic safety
- Human Trafficking

2024
Barrie Police
Community Safety
Survey

2,884
responses

Insights From the Data Barrie Police Data Portal



There have been **declines in some violent and drug-related crimes**, but rises in fraud and theft. Violent crime trends vary by offense type.

Attempted murder, homicide, and manslaughter incidents have declined for three consecutive years, with only one incident reported last year. Human trafficking cases also dropped from 10–11 in 2021 and 2022 to just 4 in both 2023 and 2024.

Sexual violations have remained stable from 2021 to 2024. Reported assault incidents increased from 2021 to 2023 before declining to 1,100 in 2024.

Property crime trends have fluctuated. **Break and enters, mischief, and motor vehicle thefts have remained relatively stable from 2021 to 2024.**

In contrast, **fraud and other thefts have risen each year**. In 2024, there were 844 fraud incidents and 3,200 reported thefts.

Drug crimes have been on a downward trend since 2021. In 2024, there were 239 possession offences, 1 production offence, and 109 trafficking offences.

Traffic crimes were fairly constant between 2022 and 2024.

2024
Barrie Police
Community Safety Data
Portal

Insights From the Data

School Board(s)

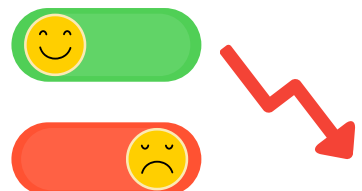
Simcoe County District School Board (SCDSB)

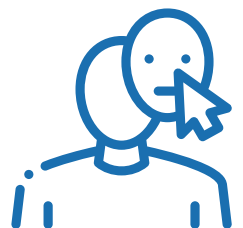


77% ELEMENTARY (gr. 4-8):
feel safe at school (always or often)

81% SECONDARY: (gr. 9-12):
feel safe at school (always or often)

While students reported strong peer relationships, positive self-concept, and diverse, inclusive environments, there are areas for concern, particularly emotional well-being, school engagement, and inclusion.

 **Decline in positive emotions** (happiness, joy, calm, hope) from 61% (2019) to 44% (2024)



Only 54% of SCDSB's secondary students said they could **"be themselves"** / 49% felt comfortable sharing emotions

Simcoe Muskoka Catholic District School Board (SMCDSB)



76.8% ELEMENTARY (gr. 4-8):
feel safe at school (always or often)

7.3% ELEMENTARY: (gr. 4-8):
feel safe at school (rarely or never)

72.4% SECONDARY: (gr. 9-12):
feel safe at school (always or often)

9.4% SECONDARY: (gr. 9-12):
feel safe at school (rarely or never)

Insights From the Data Previous CSWB Survey 2023

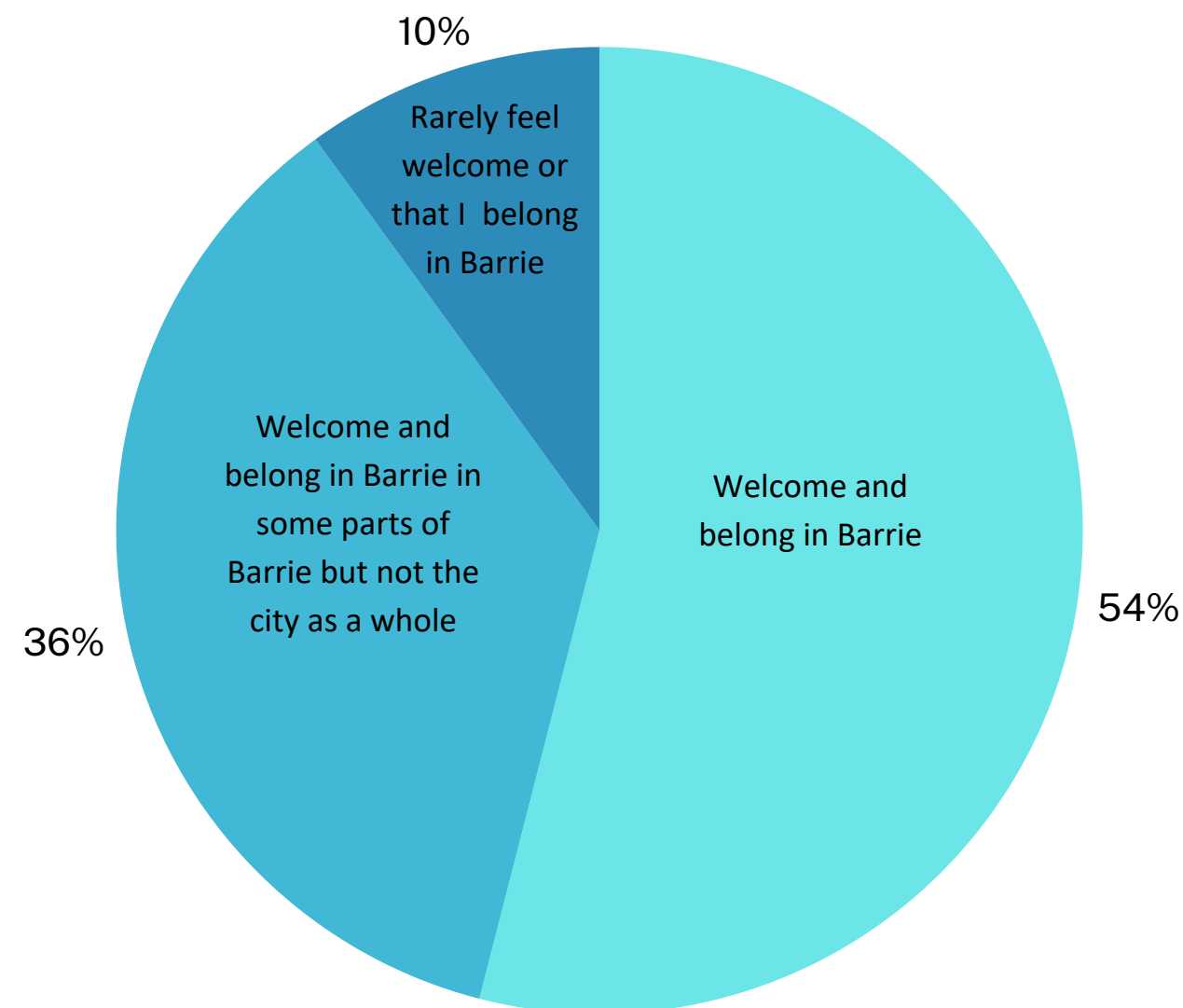


Demographics

54% female, 43% male, 1% non-binary, transgender or other

89% Caucasian, 4% racialized, 3% First Nation Métis or Inuit, 6% as Other

46% were 45-64 yrs old, 29% were 65 or older, 23% were 25-44 yrs old, < 2% were 18 or younger



- Downtown safety – 37 comments
- Positive comments about the community – 22 comments
- The number of homeless individuals – 22 comments
- The visible use of drugs/alcohol in the community – 16 comments
- Feeling unsafe (no specific area or reason) – 15 comments
- Amount of panhandling – 13 comments
- The need for additional police presence/action – 13 comments
- Loss of sense of community – 13 comments
- Concerns with the amount of growth/development – 10 comments
- General crime – 9 comments
- The need for additional health/social services/community resources and/or supports – 8 comments
- Not welcoming/welcoming for newcomers/small minded – 7 comments.

2023 CSWB
Resident Survey

431
responses

Insights From the Data Recent CSWB Survey 2025



Demographics

66.6% female, 26.8% male, 0.7% non-binary, transgender or other, 5.9% prefer not to answer

84% Caucasian, 11% racialized, 9% as prefer not to answer

85% were born in Canada, 14% were not, 1% prefer not to answer Prefer not to answer

63% did not have children in their household, 15.3% had one child, 17% had 2-3 children, 0.9 had 4 or more, 3.5% preferred not to answer

21.4% were 60-69 yrs old, 21.1% were 30-39 yrs old, 20.9 were 50-59 yrs old, 20.4 % were 40-49 yrs old, 9.1% were over70 yrs old, 4.7% were 18-29, 2.5% preferred not to say

31.3% had a household income over \$125,000, 24.6% preferred not to answer, 18.5% = \$80,000-124,999, 14.8% = \$50,000-79,000, **11% had a combined household income of \$50,000 or less/year**

2025 CSWB
Resident Survey

407
responses

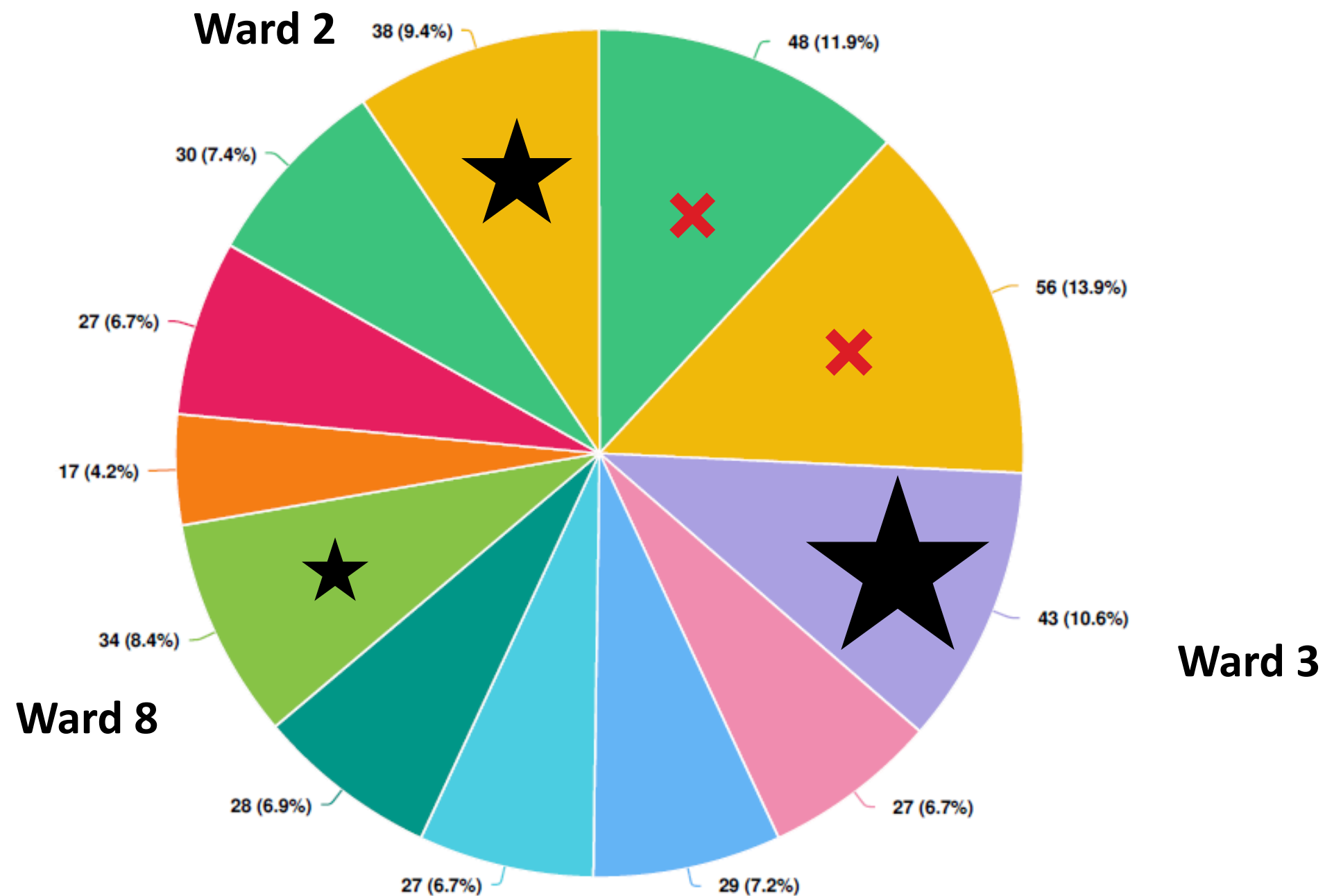


Insights From the Data csWB Survey 2025



What Ward do you live in?

● I do not know. The name of the street that I live on is: ● Prefer not to answer ● Ward 10 ● Ward 9 ● Ward 8
● Ward 7 ● Ward 6 ● Ward 5 ● Ward 4 ● Ward 3 ● Ward 2 ● Ward 1



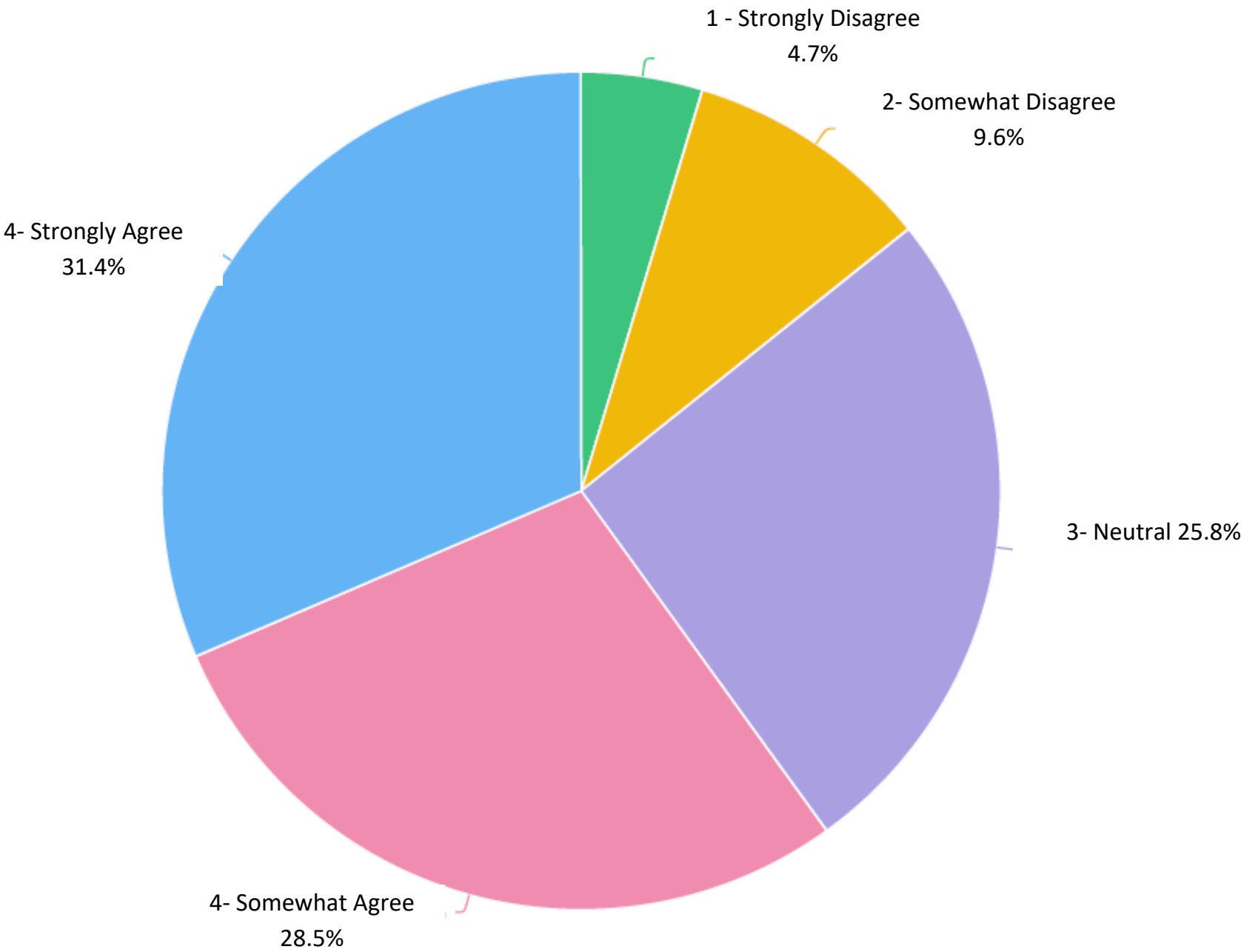
2025 CSWB
Resident Survey

407
responses

Insights From the Data CSWB Survey 2025



“I feel welcome and like I belong in Barrie”



The majority of residents feel a sense of welcome and belonging in Barrie, but experiences vary. **While around 60% feel welcome and like they belong in Barrie, 4.7% strongly disagreed and 9.6% disagreed that they feel welcome and like they belong.**

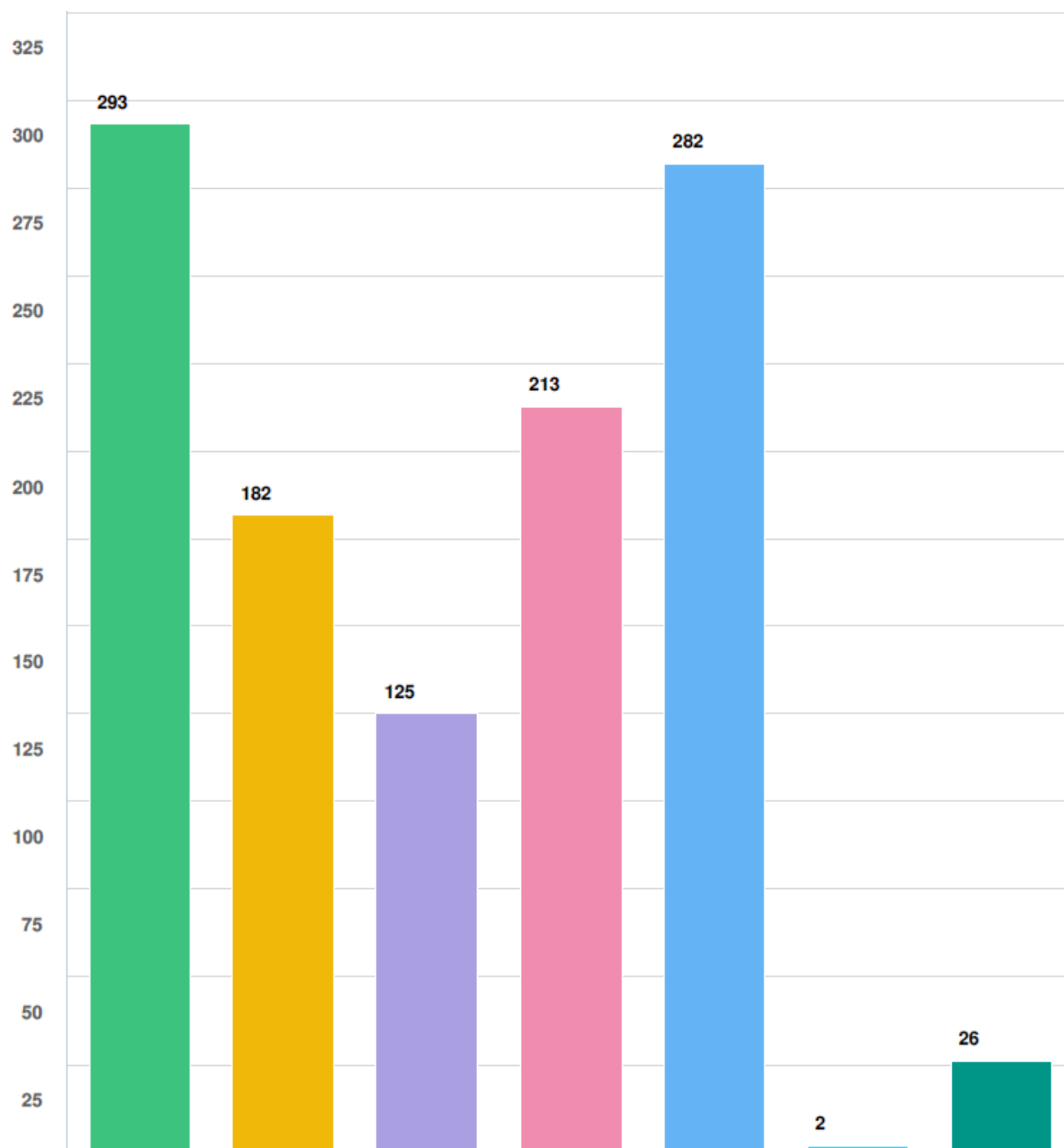
Transgender, non-binary individuals, and young adults (18-24) were more likely to report low levels of belonging, highlighting potential gaps in inclusivity.

2025 CSWB
Resident Survey

407
responses

Insights From the Data csWB Survey 2025

Where do you typically look for information



Question options

- Other (please specify)
- Newcomer Immigration Services
- Online search engines (e.g. Google, Bing)
- Word of mouth (e.g. friends, family, neighbours)
- Community organizations or nonprofit groups
- Local social media platforms (e.g. Facebook)
- Local government websites (e.g. City of Barrie website)

#1 = City of Barrie Website

#2 = Online Search Engine (e.g. Google)

#3 = Word of Mouth

#4 = Local Social Media

#5 = Community Organizations or Non-Profits

#6 = Other

#7 = Newcomer Immigration Services

2025 CSWB
Resident Survey

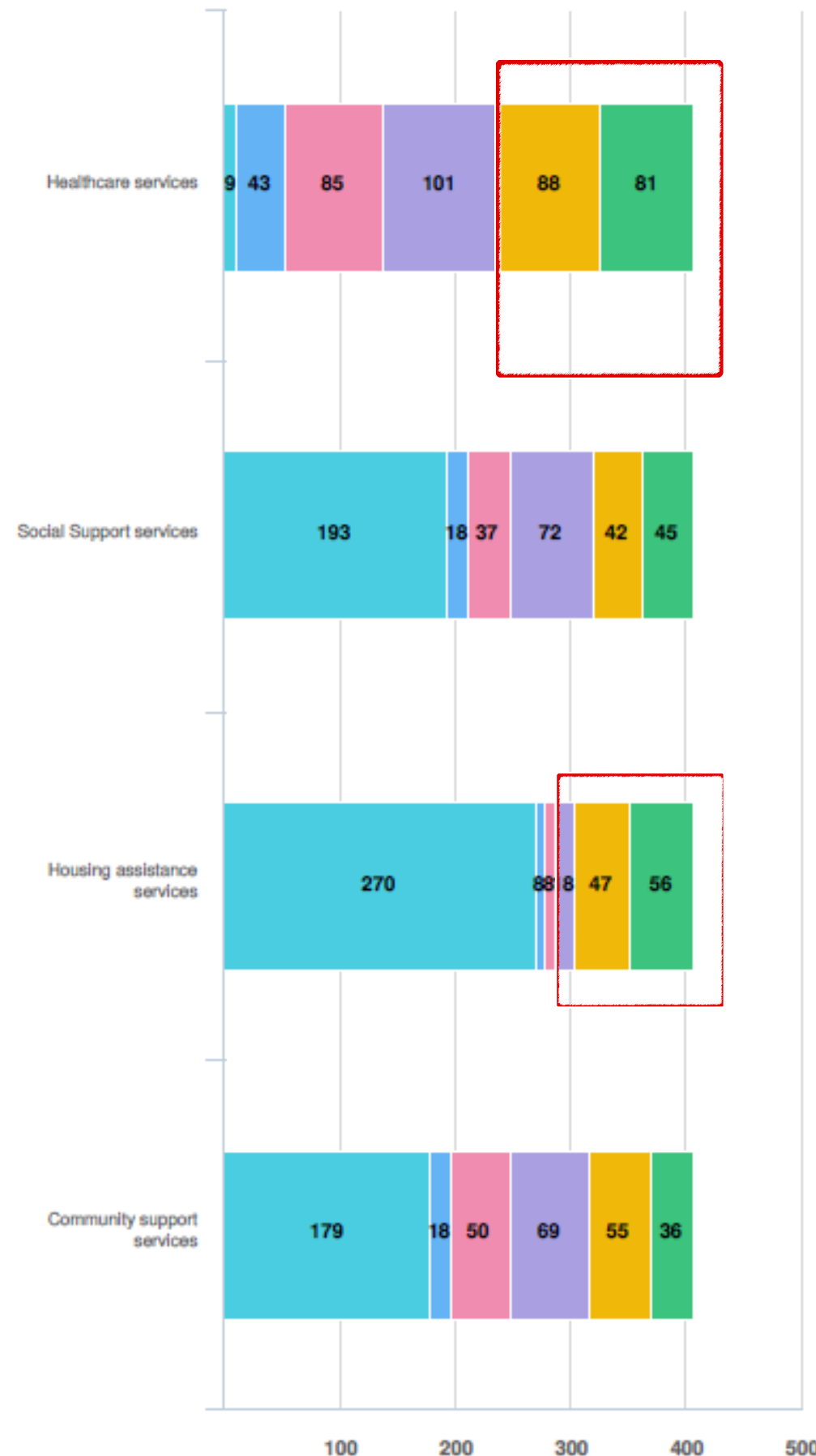
407
responses

Insights From the Data csWB Survey 2025



2025 CSWB
Resident Survey

407
responses



Green = "Very Difficult"
Yellow = "Somewhat Difficult"
Light Blue = "Not Applicable"



#1 = Healthcare Services
#2 = Housing Assistance Services

Comment Results:

Access to services remains a significant challenge, particularly for:

- housing assistance (75.2%)
- social support (40.6%)
- community support (40.0%)

For housing assistance, **long waitlists for social housing and unaffordability rental options** were the top concerns.

In healthcare, **residents struggled to find family doctors, and walk-in clinics, hospitals, and specialists had long wait times.**

All service areas faced navigation barriers, with residents struggling to find information or access services online.

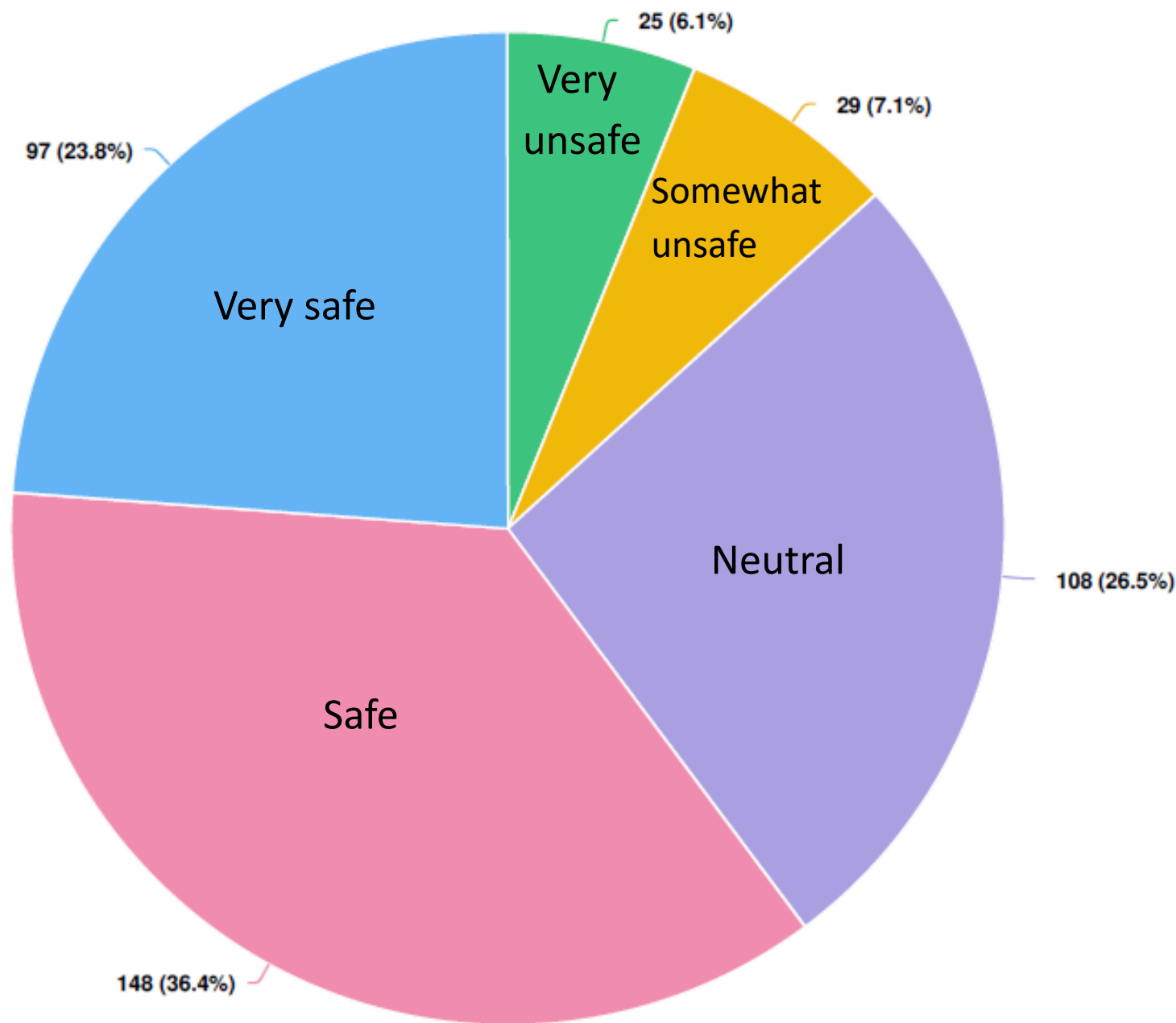
Insights From the Data csWB Survey 2025

How safe is your local neighbourhood?



2025 CSWB
Resident Survey

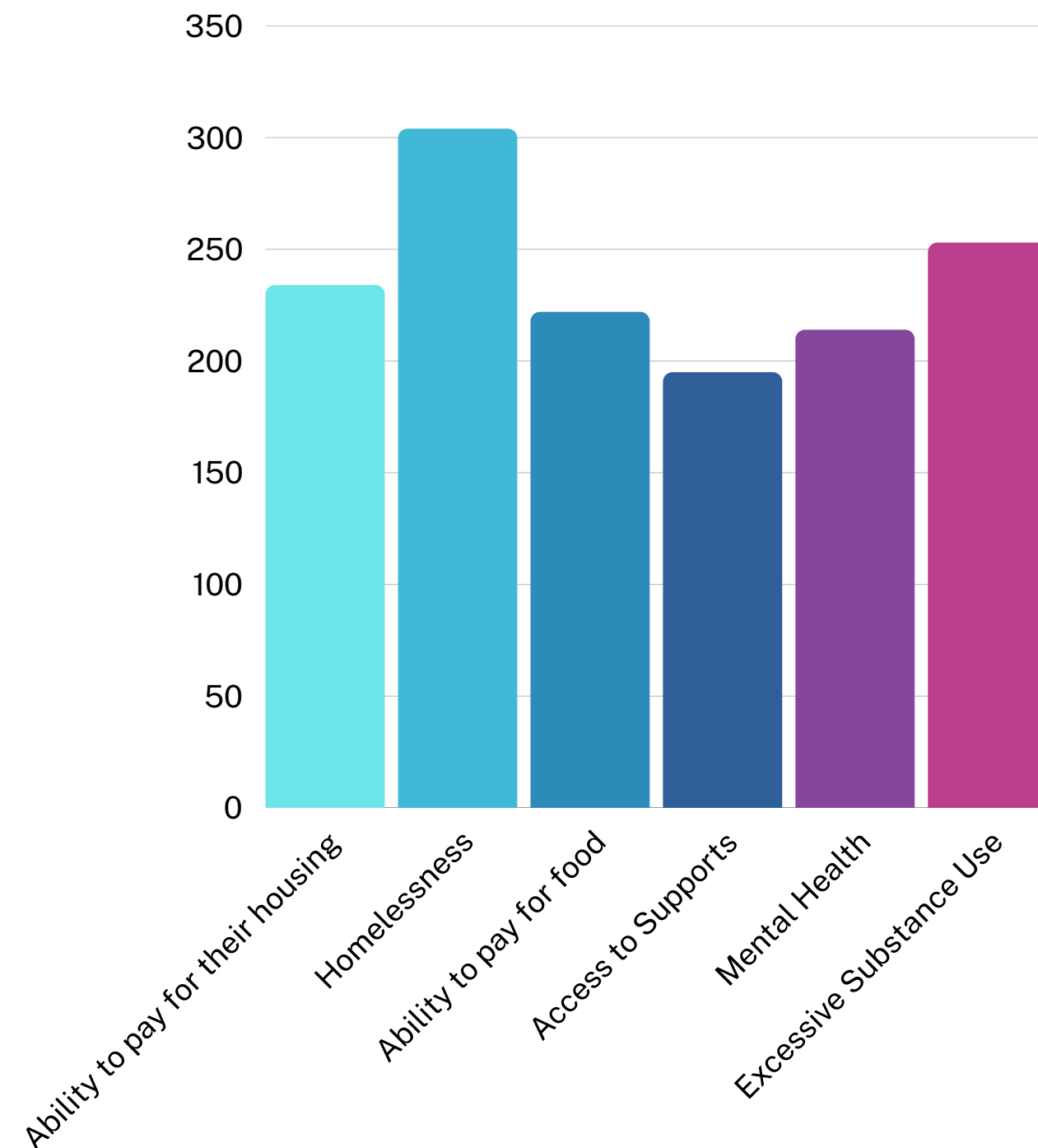
407
responses



Insights From the Data CSWB Survey 2025



Rate your level of concern...



What should be Barrie's top three priorities to improve community safety and well-being?

Free Text Comments = 407

The top three priorities were:

- Address the **homelessness / encampments / housing affordability crisis**
- Offer more **mental health and addiction** supports
- Clean up the **downtown core**

Honourable mentions:

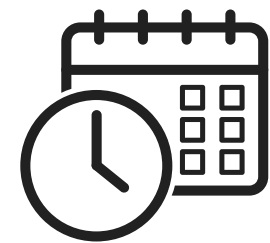
- Address the **doctor shortage**
- **More Police presence** vs re-allocate (some) funds to social services (fewer comments)

2025 CSWB
Resident Survey

407
responses

Provider Strategy Setting Session

Provider Session



Friday February 14, 2025 from 9am-1pm



24 participants

Sector Representation



Current strategies identified



Discussions as subject matter experts on emerging trends, patterns, root causes, gaps, barriers, and opportunities



Place-based strategy setting exercise



Prioritization of proposed strategies



Provider Session



All strategies need:

- A lead organization (partner) to be accountable for the strategy
- Adequate resources identified
- The ability to be measured and evaluated

Provider Session Proposed Strategies for Discussion (not yet approved)

Housing / Homelessness	Increase access and housing development across the spectrum of housing that meets the needs of lower-income earners	Map local housing strategies	Optimize the use of the Housing Accelerator Fund	Convene a collaborative table of housing partners	
	Address homelessness from a holistic perspective with wrap around support, services and navigation	Build a Campus of Care			
Mental Health & Addiction	Improve access to integrated inter-sectoral MHA treatment and recovery support for people with complex mental health and addiction needs	Create / build a HART Hub			
	Improve service network collaboration and integration of response across providers	Coordinate and integrate 'Outreach Services' that support vulnerable populations across Barrie	Form an integrated Youth Services Network – Creating a 'Circle of Care for Youth'	Enhance and expand the CARE Team	
Access and Navigation	Strengthening Service Navigation	Pilot the Community Information Exchange (CIE) with key partners	Expand Paramedicine Wellness Clinics	Create a BAOHT Navigation line for MHA	Expand place-based primary care (to support the unattached population)
	Enhancing Social Connectedness and Community Spaces	Re-imagine the use of public spaces	Increase volunteerism to support the social good		

Building Stability:
A Collaborative Response
to Housing and Homelessness

1.1 Increase development and access to housing across the spectrum of housing that meets the needs of those with minimal income and those who are lower-income earners (e.g. deeply affordable housing, transitional housing, supportive housing, rapid re-housing)

What We Will Do	Who is Involved	Lead Partner	Risk
Map local housing strategies using the relevant County of Simcoe and City of Barrie Plans/Strategies	City of Barrie County of Simcoe	City of Barrie	
Raise awareness and optimize the provisions within the City of Barrie’s ‘Housing Community Improvement Plan (CIP)’	City of Barrie	City of Barrie	
Convene a collaborative table of housing partners	City of Barrie County of Simcoe Barrie Builders Provincial reps Federal reps Developers Landlords CMHC Other relevant partners	City of Barrie (County of Simcoe to co-chair)	

1.2 Address homelessness from a holistic perspective with wrap-around support, services and navigation.

What We Will Do	Who is Involved	Lead Partner	Expected Impact		
Build a Campus of Care (to compliment the HART Hub)	Barrie Cares (Coalition of Partners), Community organizations	Barrie Cares			

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

2.1 Improve access to integrated inter-sectoral MHA treatment and recovery support for people with complex mental health and addiction needs

What We Will Do	Who is Involved	Lead Partner	Risk		
Create/build a HART Hub ³	Various partners and organizations (TBD)	County of Simcoe			

2.2 Improve service network collaboration and integration of response across providers

What We Will Do	Who is Involved	Lead Partner	Risk		
Support an overarching regional 'Integrated Outreach Services' strategy that supports vulnerable populations across Barrie	<ul style="list-style-type: none">Mental Health and Addiction Outreach teamsOther sector partners as appropriate	BAOHT			
Advance services for youth in Barrie in alignment with the newly formed regional Integrated Youth Services Network, thus creating a 'Circle of Care for Youth'	<ul style="list-style-type: none">Sectors and organizations with a mandate to serve Youth	CFS Counselling and Wellbeing			
Enhance the CARE Team ⁴	<ul style="list-style-type: none">County of Simcoe ParamedicsCMHABarrie Police	County of Simcoe Paramedics			

Simplifying Access: Strengthening Support and Building Community

3.1 Strengthening Service Navigation

What We Will Do	Who is Involved	Lead Partner	Risk		
Explore the Community Information Exchange (CIE) with key partners	<ul style="list-style-type: none"> Community Connection HART Hub 	Community Connection			
Expand Paramedicine Wellness Clinics	<ul style="list-style-type: none"> County of Simcoe (Paramedicine) Private Sector (Residential Buildings, Motels) 	County of Simcoe (Paramedicine)			
Create a BAOHT Navigation resource for MHA (e.g. navigation channels)	<ul style="list-style-type: none"> BAOHT Community Connection Mental Health 	BAOHT and MHA Working Group			
Expand place-based primary care (to support the unattached population)	<ul style="list-style-type: none"> BAOHT Primary care Community partners (as appropriate) 	BAOHT			

3.2 Enhancing Social Connectedness and Community Spaces

What We Will Do	Who is Involved	Lead Partner	Risk		
Re-imagine the use of public spaces	<ul style="list-style-type: none"> Community Organizations (TBD) Private Sector (TBD) City of Barrie Social Innovation partners 	TBD			
Increase volunteerism to support the social good	<ul style="list-style-type: none"> Community Connection 	City of Barrie (Library / Parks and Rec)			

Important Considerations (from 1:1 consultations)

- The Plan should address ‘safety and well-being for all’
- Private sector partners bring added value to developing and implementing strategies (agility, resources, skills, connections, front-line interaction with residents of Barrie)
- New partners to our community need formal integration into the network of partners
- Private sector and community partners need to know how to triage up or down depending on the situation (clear pathways)
- Additional services (e.g. transportation / transit) also play a role in CSWB planning
- In a competitive market (e.g housing), social capital works for you or against you. We need to help people build social credit/capital
- Adding a service or program does not guarantee equity or address stigma
- Need to factor for unintended consequences (e.g. navigating people to resources that are over capacity)
- Design of service and spaces should be thoughtful. Engage the right partners to help in the co-design/co-creation
- There is a need for a ‘pre-environment’ before someone will feel able to accept help (e.g. we are losing places to just exist / places to just ‘be’. We need safe and welcoming physical spaces in Barrie)
- It is important to acknowledge what didn’t make it into the plan (future possibilities!)

Next Steps

- Provider Survey (Feb 26 - March 21)
- Finalize details of strategies (with the various partners) that the City of Barrie wants to move forward with
- Simcoe County Provider Session (March 19th) * County-Wide Strategies
- Next Meeting: March 18th (County-wide strategies will not yet be determined. Is a date change possible?)