



**COMMUNITY AND CORPORATE
SERVICES
MEMORANDUM**

Page: 1
File: S03
Pending #:

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: D. MCALPINE, GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES

WARD: ALL

NOTED: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: COMMUNITY SAFETY AND WELL-BEING PLAN - PUBLIC SURVEY RESULTS

DATE: APRIL 5, 2023

The purpose of this Memorandum is to provide members of Council with the results of the public survey to obtain the community's feedback on the City's Community Safety and Well-Being Plan.

In 2021, Council adopted [Barrie's 2021-2024 Community Safety and Well-Being Plan: Our Shared Plan for a Safer Barrie](#). The Plan was developed by a committee, with input from a public survey, focus group meetings and community partners. MASS LBP was engaged by Barrie Police Services through a grant it received, to conduct a community needs assessment for the development of the Community Safety and Well-Being Plan and to assist in developing key performance indicators for the Plan.

Together, 15 partner organizations committed to help implement a shared plan for a safer Barrie. The plan has four areas of focus, as follows:

- A Safer Barrie by Working Together
- Connected Communities are Safe Communities
- Safety is for Everyone
- Prepared and Protected

15 action items were identified in the Plan with partner organizations either leading or supporting the implementation of the Plan.

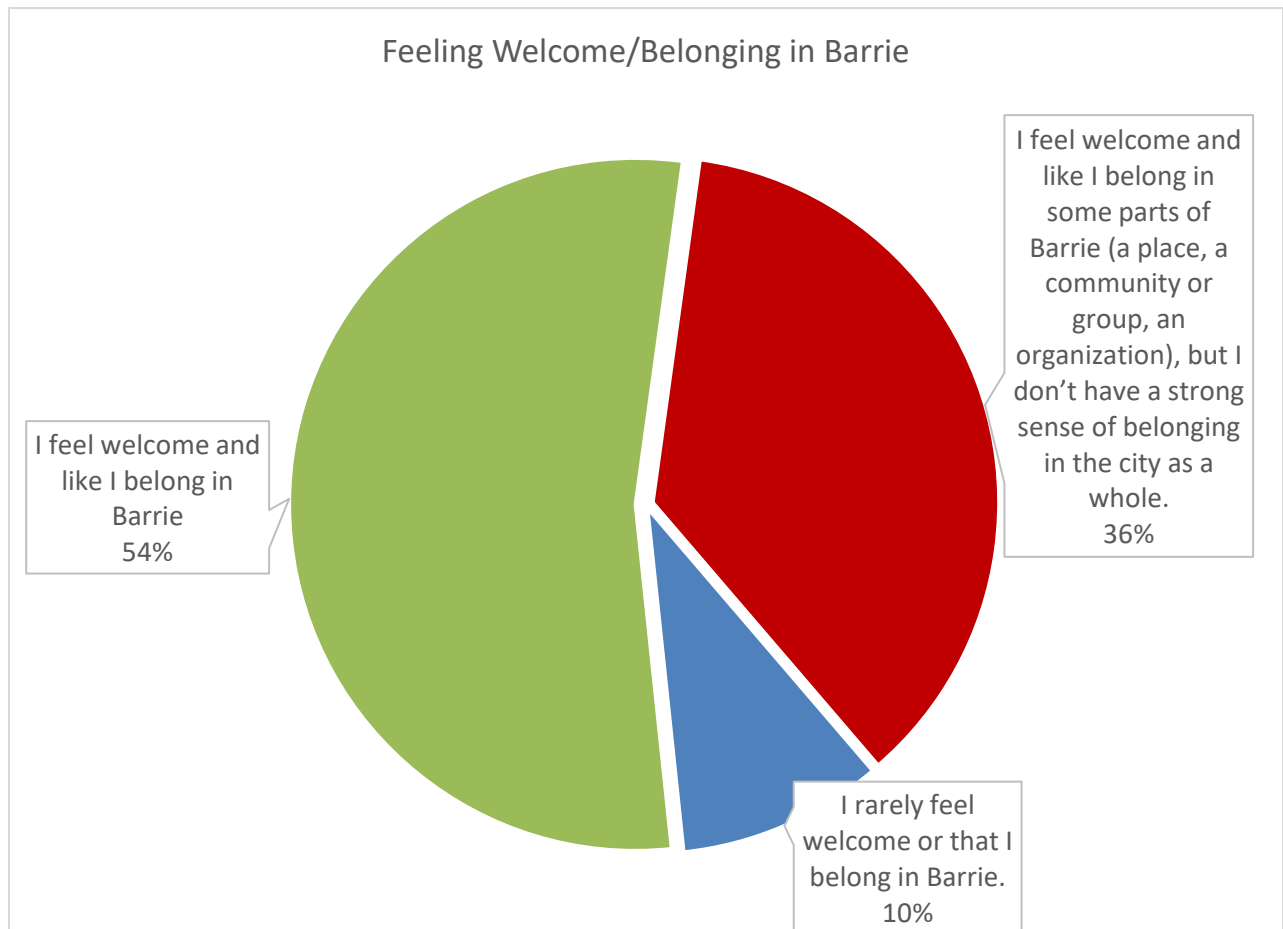
A community survey was developed by MASS LBP in consultation with the 15 organizations directly involved in implementing the Plan. The survey was launched in December 2022. Support from Access Barrie allowed for the survey to be advertised through This Week in Barrie (TWIB), social media and the City's website. Partner organizations were also encouraged to promote the survey using their communications tools. The survey aligned with Council's Strategic Priority of Community Safety and the goal to work with our partners to implement the Community Safety and Well-Being Plan.

431 responses were received in response to the community survey. The following points summarize the demographics of the survey respondents:

- 54% of respondents identified as a Woman, 43% as a Man, and 1% each identified as Non-binary, Other or Transgender.
- 89% of respondents identified themselves as Caucasian, 4% as Racialized, 3% as First Nations, Métis or Inuit and 6% as Other.
- 91% of respondents indicated that they lived in Barrie, and of the 9% who indicated that they did not live in Barrie, the vast majority (80% worked in Barrie) and/or commuted to the city for other purposes on a regular basis (39 %)

- Respondent age ranges were as follows:
 - Under 18 – less than .5%
 - 18-24 – 1.40%
 - 25-44 – 22.84%
 - 45-64 – 45.92%
 - 65 or older – 29.37%

In terms of the responses to the specific community safety and well-being questions, respondents were asked to indicate the statement that best applied to their feeling of being welcome or belonging to the community. The following chart illustrates the breakdown of the 416 responses received:

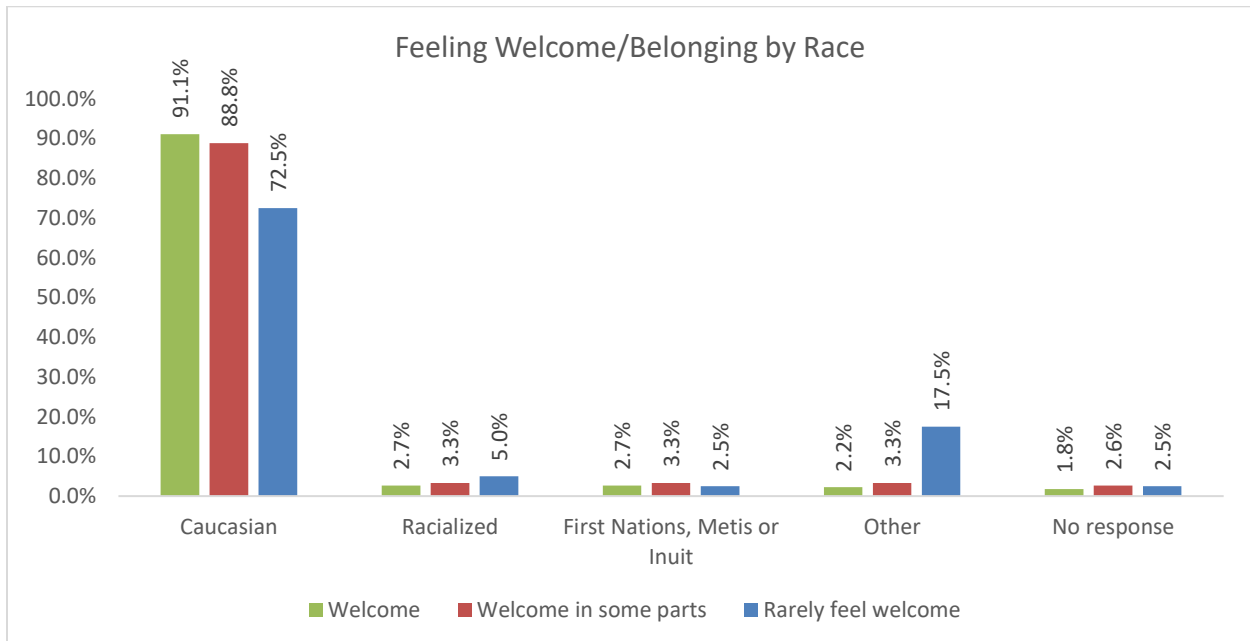
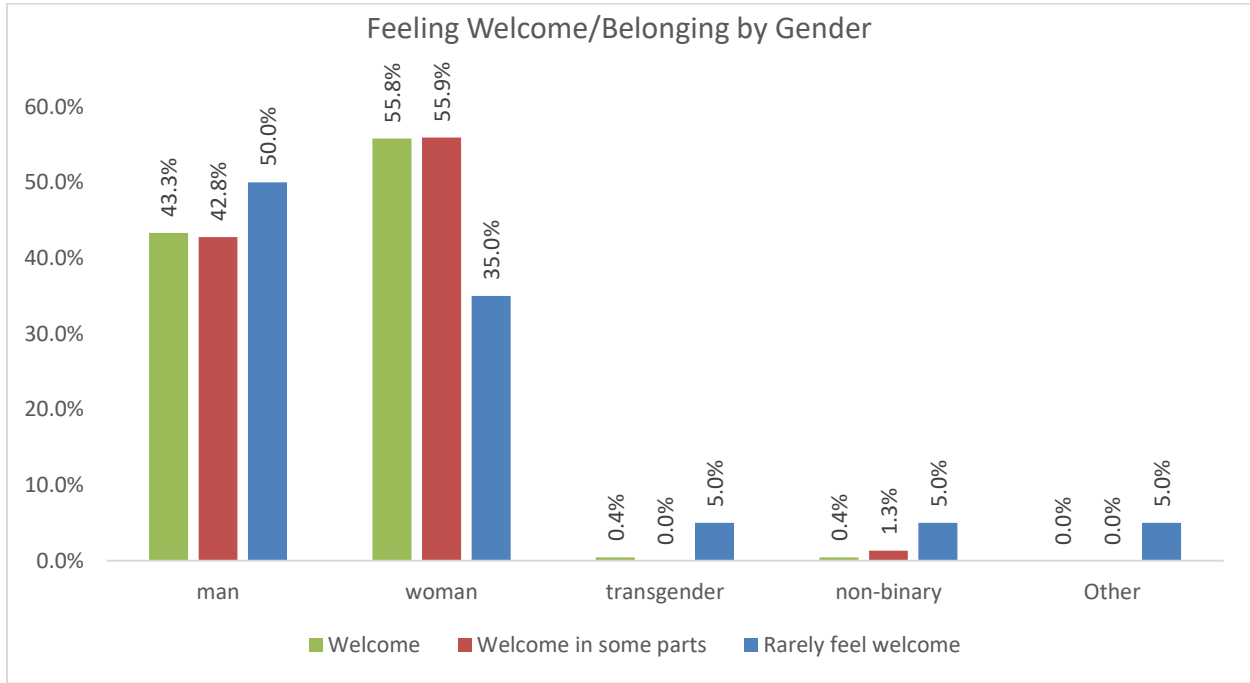




COMMUNITY AND CORPORATE SERVICES MEMORANDUM

Page: 3
File: S03
Pending #:

A comparison of the demographic information associated with each response is below:

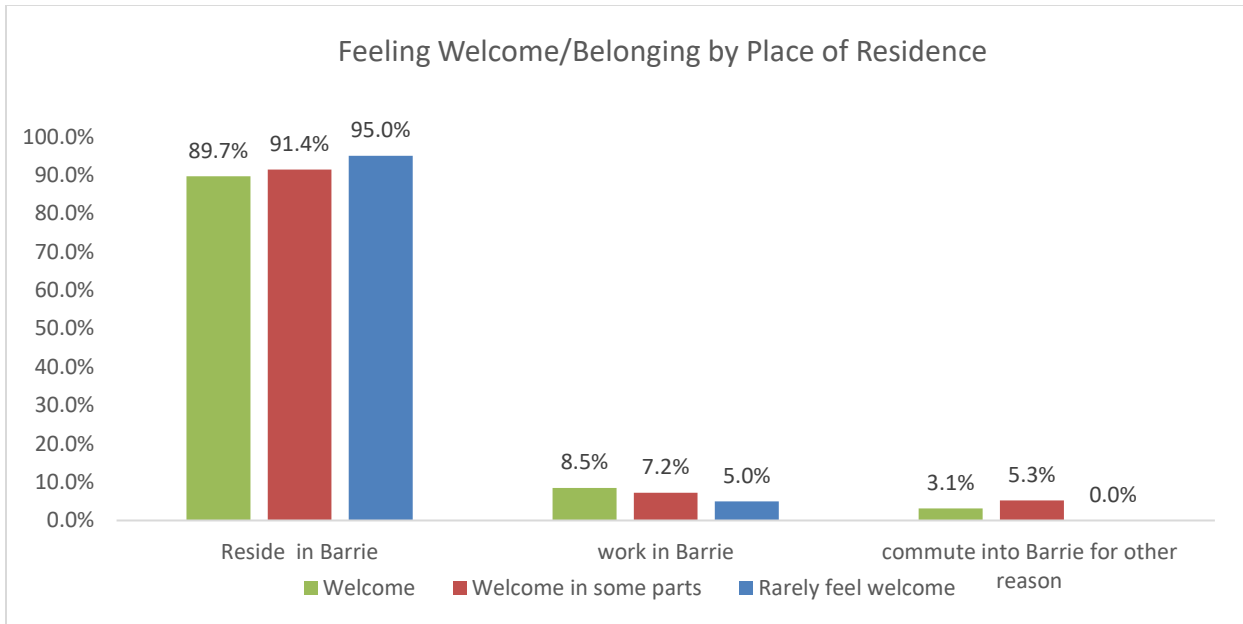


- Some individuals identified more than one category

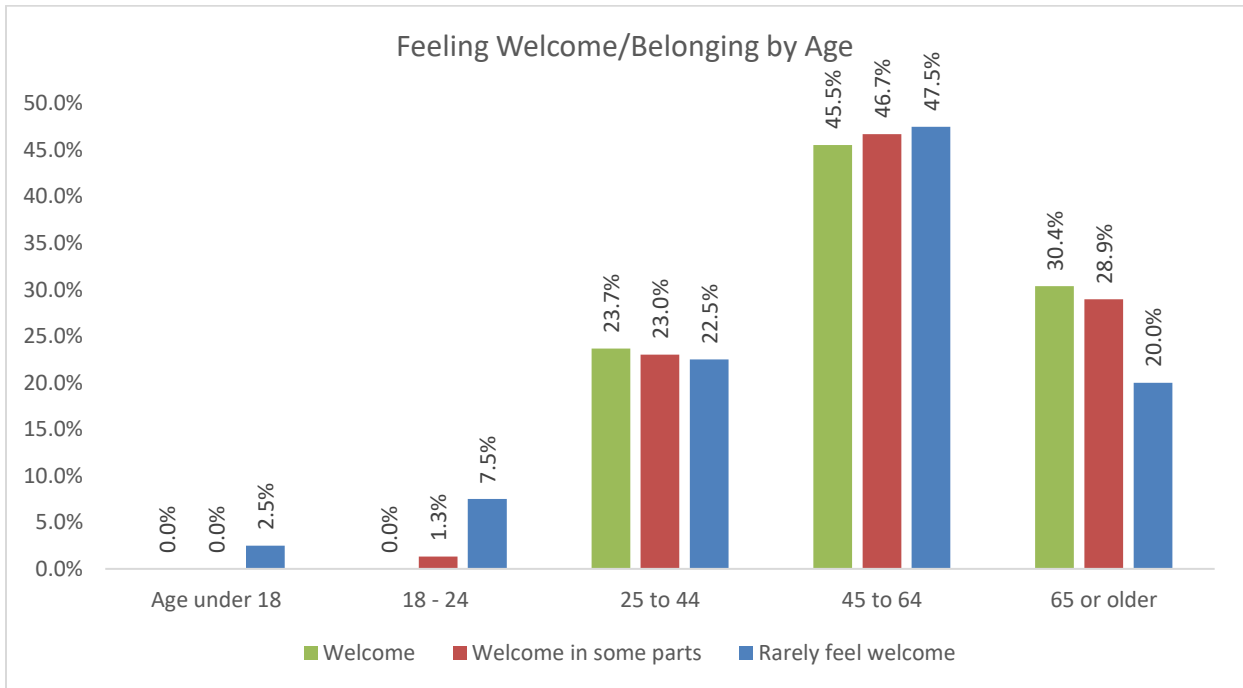


COMMUNITY AND CORPORATE SERVICES MEMORANDUM

Page: 4
File: S03
Pending #:



- Some individuals identified that they both worked in Barrie and commuted into Barrie for another reason





COMMUNITY AND CORPORATE SERVICES MEMORANDUM

Page: 5
File: S03
Pending #:

144 of the respondents provided an open-ended response related to how they felt about Barrie. Many of these respondents identified several matters and a number identified both positive and negative aspects about how they felt about Barrie. The most prevalent themes in the responses to the question about how respondents felt about Barrie (from all responses) related to the following:

- 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 – downtown and at entrances to the City – 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.

Survey participants were asked whether they had attended public event related to the Community Safety and Well-being Plan. 88 respondents (or 20.42%) indicated that they had attended an event, with the following examples:

- 27.27% identifying they had attended a consultation event related to a proposed Consumption and Treatment Services (CTS) site at 11 Innisfil Street
- 19.32% indicating they had attended the Opioids in our Community: Crisis within a Pandemic Educational Forum hosted by the Simcoe Muskoka District Health Unit, the Simcoe Muskoka Opioid Strategy and City of Barrie
- 19.32% identifying they had attended the Barrie Wellness Fair held during Mental Health Week hosted by Barrie Police Service and the Barrie Public Library
- 11.36% indicated they had attended a Trauma Level I: Trauma and the Impact on Our Lives hosted by the Women and Children's Shelter of Barrie session
- 6.82% identified they had attended Preventing Harmful Substance Use: Understanding the Neuroscience of Resilience hosted by Georgian College, the Simcoe Muskoka District Health Unit, the Simcoe Muskoka Opioid Strategy and City of Barrie
- 5.68% indicated they had attended a Trauma Level II: Trauma, Impacts on behaviour and De-escalation Techniques hosted by the Women and Children's Shelter of Barrie session
- 5.68% indicated they had attended a Trauma Level III: Trauma, Impacts on behaviour and De-escalation Techniques hosted by the Women and Children's Shelter of Barrie session



COMMUNITY AND CORPORATE SERVICES MEMORANDUM

Page: 6
File: S03
Pending #:

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- 10.27% identified that they attended other public events such as events held at their workplace, Public Meetings for Planning Act applications or other Open Houses/Meetings related to City Council decisions, Bright Spot Training, Barrie Native Friendship Centre events, etc.
 - 42% indicated that they attended another event but either did not specify the event or subsequently indicated not applicable.

A separate survey was sent to each of the organizations that had committed to leading or helping to implement one or more of the 15 Action Items in the Plan. The intent of this survey was to determine each organization's view of progress on the Action Items they were leading or helping to implement.

As several of the partner representatives have changed since the Plan was developed, the data from the partner survey is in the process of being analyzed and details confirmed. This information will be combined with the community survey responses to generate a scorecard for the Community Safety and Well-being Plan: Our Shared Plan for a Safer Barrie. Once all of the information has been compiled, the first scorecard for the Plan will be published. A further memorandum will be provided at that time.