

# Quality of Life

Health, Safety, Recreation

## Outcomes from Strategic Plan Surveys (Business, Random and Open)

“Just One Thing” write in comments, in no particular order

- Open Survey
  - More police presence and patrols
  - More recreation activities for kids (+support for child care and Early Years)
  - New arena
  - Support families and individuals during pandemic and recovery
  - More parks
  - Trail / sidewalk upkeep
  - Welcome newcomers
- Random Survey
  - More enforcement – traffic, property standards
  - “Walkability” – trail maintenance, sidewalks, intersections
  - Pandemic-related support – mental health, recreation opportunities, support health care workers
  - More recreation facilities: start planning now; facilities for seniors (walking track, pool, pickle ball)

## Key findings from surveys

- Business Survey
  - Commercial property improvements for accessibility for customers
  - Child care services to attract and retain workforce
  - Sports tournaments to enhance tourism opportunities
- Open and Random Survey’s
  - If a new arena is constructed, residents would like to see the following additional facilities included: (1) indoor walking track, (2) second ice surface, and (3) indoor pool, in order of importance.
  - Suggestions to start fundraising program
  - Recreation / activity programs for seniors, kids, families among most important services needed in hamlets
  - Access to mental health / additions / substance services is the most important concern for community wellness
    - Followed in order by child development / healthy youth activity, homelessness / substandard housing, poverty / inadequate income, access to medical services
  - More medical and other professional services is the #1 hope from growth

- Overburdening of health services is the #1 fear about growth
- Infrastructure
  - Importance (in order): roads and streets, fire equipment, parks/trails, indoor recreation facilities
  - Least satisfaction (reverse order): indoor recreation facilities, rural bridges, parks / trails / green spaces
  - Willingness to spend (in order): roads and streets, fire equipment, indoor recreation facilities, parks/trails, rural bridges
- Services
  - Importance (in order): road maintenance, fire service, physician recruitment, police service, rural internet advocacy, child care, youth programs,
  - Least satisfaction (reverse order): rural internet advocacy, seniors programming, youth programming
  - Willingness to spend (in order): health services/physician recruit, fire services, road maintenance, police services, emergency preparedness, internet advocacy, child care, youth programming

#### Council Suggestions for Additional Governance Pillar which relates to Quality of Life

- Support recreation programs in hamlets
- Welcome new residents / diversity
- Examine inter-municipal service-sharing for police services
- Plan for additional open space and connectivity of parks and trails in future development areas
- Plan for the additional capacity in recreation and sport facilities required for the anticipated population
- Develop amenities in the hamlets that will improve their appeal for new development
- Support implementation of the Community Safety and Wellbeing Plan Priorities

# Environment and Planning

## Key Outcomes from Strategic Plan Surveys (Business, Open and Random)

- Business Survey
  - Priorities for business growth on hamlets
    - Improve streetscapes and facades
    - Incentives to upgrade commercial and heritage properties
    - Opportunity for new residential lots
  - Effective to spur more affordably priced housing and rental units
    - Planning policies that require a certain percentage of new units in a subdivision to be semi-detached and row houses
    - Incentives to encourage rental units in/behind commercial bldgs.
    - Planning policies that allow “granny flats, granny cottages” in/behind existing homes
  - Tourism opportunities – the river, downtown Walkerton
  - Farm income opportunities – zoning that permits a variety of business activities provided that it doesn’t interfere with agriculture operations
  - Expanding community improvement area and CIP incentives
- Open Survey
  - Major concern about lack of satisfactory rental or affordably-priced housing
  - Need housing options for seniors
  - Concern about cost of providing infrastructure for new development
  - Low level of satisfaction about affordable housing initiatives
  - Waste management
  - Frequency of recycle pick-up
  - Clear bag requirement
  - Bag tag requirement
  - Need for compost pick-up
  - Ensure parks/trails/open spaces provided with new development
  - Need more rural residential lots, provided not interfering with agriculture operations
- Random Survey
  - Incentives for green housing
  - Incentives for new purpose-built rental units
  - Relatively low levels of satisfaction with affordable housing initiatives, property standards enforcement, and planning and development
  - Waste management
  - More hazardous waste days
  - Central compost area
  - More recyclable items

- Litter pickup
- Oppose nuclear waste disposal
- Good design in new development areas
- Publicize the plan for next 10 or 25 years; let people know where we're headed

# Culture and Heritage

## Key Outcomes from Strategic Plan Surveys (Business, Random and Open)

- Open Survey
  - Support for community events and homecomings important ways to support hamlets
  - Welcome newcomers / diversity
- Random Survey
  - Fairly low level of satisfaction for “preserving / rehabilitating heritage properties”
  - More social opportunities for seniors
- Business Survey
  - Marketing local products and crafts seen as valuable way to encourage business in hamlets
  - Important ways to attract tourism
  - Charming Walkerton downtown
  - Festivals / concerts / special events
  - Farmers markets / farm tours / farm-gate sales
  - Renovation / repurposing heritage properties for tourism, rental housing, or commercial purposes seen as good reason to provide CIP incentives

## Council Suggestions for Additional Governance Pillar which relates to Culture and Heritage

- Promote community activities and heritage in hamlets
- Welcome newcomers / diversity
- Promote / educate on history of Brockton
- Support local associations to recruit new volunteers from newcomers
- Revive volunteer appreciation event, maybe expand to service clubs etc.
- Regularly convene service clubs etc. to swap notes on plans and projects
- Use municipal media to inform newcomers about volunteers orgs, events

# Economic Development

## Outcomes from Strategic Plan Surveys (Business)

“Just One Thing” write in comments, in no particular order

- Business Survey
  - More affordable housing
  - Roads and Infrastructure
  - Attract new businesses & jobs
  - Downtown Walkerton Improvements
  - Welcome Newcomers
  - Inclusion of hamlets
  - Rural residential lots
  - Rural Internet

## Key Outcomes from Strategic Plan Surveys (Primarily Business)

- Expand CIP for a broader range of purposes throughout the municipality, including:
  - Incentives to renovate or repurpose vacant or underutilized buildings for commercial purposes or housing
  - Incentives to renovate or repurpose heritage buildings for commercial purposes, tourism or housing
  - Incentives to make buildings more energy efficient
  - Incentives to improve accessibility for commercial properties to assist customers
  - Incentives to improve appearance of commercial and heritage buildings
  - Incentives for rental units above or behind commercial buildings
- Streetscape improvements for hamlets
- Improved signage to attractions and sites
- Increase supply of attainable housing through:
  - Planning policies that encourage rentals within existing homes
  - Planning that requires a percentage of new units to be semis or townhomes
  - Lease or sell vacant municipal land on favourable terms for rental units or small footprint homes
  - Partner with Bruce County or other organizations to create affordable housing
  - CIP incentives, listed above, to create more rental units
- Service and market new lots in East Ridge Business Park
- Expand and retain labour pool
  - Promote child care as a key asset
  - Promote diversity, attract new Canadians
  - Increase high skills specialist programs in local schools
  - Attract more college-level courses to area
  - Create more affordable rental housing

- Continue and expand on partnerships with neighboring municipalities for broader approach to regional economic development
- Pre-zoning to allow new small businesses and industries
- Tourism growth: downtown Walkerton, trails, recreation on the river, festivals and events considered top attractions
- Market local produce and crafts

## Economic Development Committee Suggestions for Additional Governance Pillar which relates to Economic Development

- Promote community activities and heritage in hamlets
- Keep strategic priorities in mind when considering specific actions
- Create more attainable housing, both for rent and purchase
- Business retention & expansion focus (assist existing businesses, especially through pandemic and recovery)
- Take advantage of current assets – Saugeen River, Saugeen Municipal Airport, Walkerton Clean Water Centre. (Explore more commercial development at airport)
- Maintain focus on roads, water, infrastructure to pave way for growth
- Outdoor recreation, amenities and community centre important for growth, attracting new residents. Recreation a facet of economic development
- Diversity/newcomer attraction to grow labour pool and community/tax base
- Bruce Power a key force in the area to continue to support nuclear
- Look ahead to prepare roads for self-driving vehicles – GIS mapping
- Youth retention through post-secondary education opportunities, skills training close to home
- Implement progressive planning policies - a strong planning framework that sets clear priorities for growth/development and streamlines the process
  - Flexible zoning by-law that allows businesses to operate as-of-right. For example, home-based businesses in accessory structures. The definition of home occupation should be flexible enough to allow for a variety of activities that are not disruptive to residential neighbourhoods.
  - Available, pre-zoned industrial lands – continue servicing East Ridge Business Park.
  - Review Official Plan to ensure it pushes developers to design affordable units (e.g. townhomes, 3 story townhomes, apartments, quads, etc.). We are the gate keepers of development; our role in affordable housing is to guide the developers to build what the community needs.
  - Review how we enable infilling. There are a lot of small players who can renovate existing housing into more units, but the planning process can scare them off. We need to make it easy for people to take on these projects.

- Resident attraction: focus on jobs, attainable housing, amenities such as parks, trails and sidewalks... tangible improvements rather than marketing
- Implement business attraction strategy
- More funding for downtown beautification (eg. street lamp bases)
- Refine CIP to drive business growth and improvement
- More promotion of agriculture and farm diversification (century farm appreciation day? plaques? tours?)
- Saugeen Municipal Airport – encourage efforts to be self-sustaining
- Saugeen River – make better use of asset. Asset mapping? Water-themed festival or event? Attract outfitter or fly fishing operator?
- Brand Brockton as a “centre of excellence” for safety programs (water safety, nuclear safety, farm safety)
- Address hollowing out of hamlets and farms (smaller, even mid-sized farms no longer profitable)
- Consider economic effects of more shared services with neighbouring Municipalities (landfill, water, fire services etc.)
- Address homelessness concerns
- Allow one-acre farm severances to create more housing and support hamlets
- Support smaller farms that serve consumers directly and are more labour intensive



# Previous Studies Action Items for Reference

**Bold Actions are actions that have been repeated in the 2021-2025 Action Plan Survey results.**

## Quality of Life – Previous Economic Development Studies

- **Promote our child care as an asset for families**
- Place aluminum fish benches along the riverfront
- Construct a shelter and improve green space at east end downtown
- Install public washroom facilities in downtown areas.
- Consider installing traffic calming mechanisms to slow traffic in downtown areas.
- Enhance the entranceways to downtown areas with signage and landscaping.
- **Collaborate with local sporting organizations and events / tournaments to promote local businesses and retail opportunities to visitors**
- Exploring the possibility of additional access points on the Saugeen River, as well as increased signage.
- Promoting 'catch-and-release' as part of any sport fishing-driven tourist initiatives.
- Educating those who use the river(s) for fishing on different fish and fish life cycles in an effort to create a culture of stewardship.
- **Promoting the use of local trails for hiking, biking, cross country skiing, etc.**
- Promoting the use of the South Bruce Snowmobile trail in Brockton.
- Promoting the Brant Tract Trail to mountain bike enthusiasts.
- **Working with the Conservation Authority to improve the tourism potential of the Greenock Swamp by increasing the walking trails, interpretive signage, etc.**
- **Invest in the Saugeen River Trail to connect rural and urban areas.**
- Actively promoting existing sports tournaments (e.g., Dirt Pigs) to potential participants and visitors.
- **Providing municipal staff support to assist volunteer organizations in promoting and delivering sports tourism events, tournaments, etc.**

## Environment and Planning - Previous Economic development studies

- Local planning process approval factsheets
- Developer and real estate forum
- Construct a shelter and improve green space at east end downtown
- Fundraise for downtown open space
- **Liaise with businesses (e.g., ethanol producers) that may be able to add value to agricultural products locally**
- **Promote the Alternative Land Use Services (ALUS) program as a means of on-farm income-generation**

- **Working with the Conservation Authority to improve the tourism potential of the Greenock Swamp by increasing the walking trails, interpretive signage, etc.**
- **Exploring the possibility of additional access points on the Saugeen River, as well as increased signage**
- Promoting 'catch-and-release' as part of any sport fishing-driven tourist initiatives
- Educating those who fish in the river(s) on different fish and fish life cycles.
- Support fish restocking programs

#### **Environment and Planning - Sustainable Brockton 2013**

- Keeping the Municipality's Sewer Use By-Law up-to-date
- work with community groups and local youth to keep riverbanks clean through the organization of clean-up days and events
- Leave drainage systems within new developments in their natural state
- Implementing a tree replacement and planting program
- Protect lands with important scenic vistas and natural features from development
- Reconnect fragmented habitat through tree planting and restoration programs
- Correct past instances of environmental degradation
- Pursue National Park designation for the Greenock Swamp
- Promote the income tax benefits associated with land conservation program
- Educate people on invasive species and practices to reduce proliferation
- Enforce tree standards (e.g., # of native species per acre) for new developments
- Ensure the provision of land within residential areas for small-scale commercial
- Consider allowing naturalization to occur in designated areas of parks
- Consider developing a dog park
- **Partner with service groups and schools to keep parks and trails litter-free**
- **Increase the presence of recycling bins in public places**
- **Expand materials that can be collected to include yard waste**
- Offer an exchange or reuse centre at the landfills for serviceable items
- Consider the possibility of using construction waste as aggregate material
- **Establish a permanent depot for Hazardous and Special Waste collection**
- Consider developing an incentive program to reward water conservation

#### **Culture and Heritage - Previous Economic Development Studies**

- Multi-use room for community orgs
- **Convene newcomer group**
- **New resident welcome package**
- **Heritage signage and plaques**
- Promote and improve the strengths of downtown Walkerton, such as the variety of boutique shops, trees and flowers, the Victoria Jubilee Hall, and the Saugeen River

- Explore the possibility of an event celebrating local food and agriculture.
- Integrate special events and festivals with retail stakeholders
- Working with the Conservation Authority to improve the tourism potential of the Greenock Swamp by increasing the walking trails, interpretive signage
- Develop uniform signage to identify points of interest for tourists
- Providing municipal staff support to assist volunteer organizations in promoting and delivering sports tourism events, tournaments, etc.
- Work with community partners to explore the possibility of tourism bundles (e.g., a show at the Victoria Jubilee Hall packaged with a dinner at a local restaurant and overnight accommodation) [Bruce County Collaborative Marketing Grant currently in place]

### **Culture and Heritage - Sustainable Brockton 2013**

- **Support existing community events, while encouraging the addition of new ones.**
- Cooperative approach to the use of community facilities
- Provide cultural spaces and opportunities for residents
- **Encouraging new development to adhere to the existing heritage aesthetic and character of existing development through the use of design guidelines**
- **Promoting heritage buildings through events such as Doors Open**
- **Continually updating and promoting driving and walking tours designed to showcase heritage buildings and properties**
- **Identifying and inventorying heritage buildings and properties.**
- **Designating and protecting cultural heritage resources through by-laws**
- **Pursue finding a location to permanently store artifacts in Brockton**
- **Undertake a community asset mapping exercise**
- **Assist in the continuance and enhancement of the Victoria Jubilee Hall**
- **Continue to offer free musical performances in public spaces such as Music in the Park.**
- **Continue to recognize and enhance public spaces, parks and community centres for the hosting of local and regional visual and performing arts venues**
- **Provide opportunities to display art in public locations such as the Library, Municipal Office, lamp-posts in high traffic areas**
- **Continue to work with community partners to build and organize events such as Buskers Festival**
- **Consider an “Art in the Park” event**

### **Economic Development - Previous Economic Development Studies**

- **CIP area expansion**
- **Incentivize apartments above downtown businesses**
- **Incentives to fill vacant buildings**

- **New resident welcome package**
- **Large employer workforce strategy meeting**
- **Newcomer group**
- Local planning process approval factsheets
- Developer and real estate forum
- Multi-use room for community
- **Promote childcare as asset for families**
- **Housing development policies and programs review**
- **Attainable housing**
- Build recreation centre
- **Recruit an outfitter or a fly-fishing retailer**
- **Recruit specific new retail or service providers absent from downtown**
- Place aluminum fish benches along the riverfront
- **Collaborative marketing campaign for downtown businesses**

## **Economic Development - Sustainable Brockton 2013**

- **CIP area expansion**
- **Leverage the Walkerton Clean Water Centre to attract complementary businesses**
- **Work with partners (e.g., the Economic Development Committee, the Walkerton & District Chamber of Commerce/BIA, Municipal Departments, etc.) to promote Brockton to potential investors.**
- **Promote Brockton's strengths to investors, new residents, and immigrants.**
- **Work with partners in historic downtown areas while still promoting other forms of commercial development such as highway commercial.**
- **Establish an ambassador program with local business people to meet with interested investors and sell Brockton as a place to do business**
- Establish a mentorship program for new business owners [already being done thru county]
- Provide opportunities for members in the business community to network and share best practices.
- Encourage uniform business hours in downtown areas. Work with BIA to encourage evening shopping certain days of the week.
- **Keep streets and sidewalks clean by enforcing by-laws and installing waste bins.**
- Install public washroom facilities in downtown areas.
- Consider installing traffic calming mechanisms to slow traffic in downtown areas.
- **Further integrate community events with retail locations (e.g., Christmas Market of 2020)**
- Collaborate with local sporting organizations and events/tournaments to promote local businesses and retail opportunities to visitors
- Increase signage to direct people to the commercial areas off high-traffic streets.

- Promote the availability of serviced land in the East Ridge Business Park
- **Promote the availability of Ontario's Feed-in-Tariff program as a means of on-farm income-generation**
- **Promote the Alternative Land Use Services (ALUS) program as a means of on-farm income-generation**
- Promote the availability of programs such as Farm Start to assist with start-up costs for young farmers.
- **Partner with post-secondary research institutions to explore local opportunities in agriculture**
- **Expand existing farmers' markets.**
- **Maximize the use of local food products in community events and promote as such**
- **Explore the possibility of an event celebrating local food and agriculture.**
- Consider the possibility of a "Community Kitchen" in Brockton where people could be exposed to local food and learn about cooking, food storage, healthy eating, and more
- **Collaborate on Saugeen River initiatives re signage, safety, etc. with interested parties such as Bruce County, SVCA, sports fisherman, etc"**
- Promote the use of the South Bruce Snowmobile trail in Brockton.
- Promote the Brant Tract Trail to mountain bike enthusiasts.
- **Pursue package options for recreational tourists to get them into commercial areas and local accommodations for overnight stays**
- **Invest in the Saugeen River Trail to connect rural and urban areas.**
- **Develop uniform signage to identify points of interest for tourists.**
- Support fish restocking programs.
- **Consider facilitating a local fishing derby**
- **Actively promote existing sports tournaments (e.g., Dirt Pigs) to potential participants and visitors.**
- **Provide municipal staff support to assist volunteer organizations in promoting and delivering sports tourism events, tournaments, etc.**
- **Work with community partners to explore the possibility of tourism bundles (e.g., a show at the Victoria Jubilee Hall packaged with a dinner at a local restaurant and overnight accommodation)**
- **Work with local partners (e.g., RTO7, Explore the Bruce, Walkerton BIA, etc.) and farmers to explore opportunities associated with agri-tourism.**
- Collaborate and promote the economic benefits of year-round sports tourism opportunities with local business associations, committees, and service groups