

July 2014

**P**arks

**R**ecreation

**C**ulture

**MASTER PLAN**

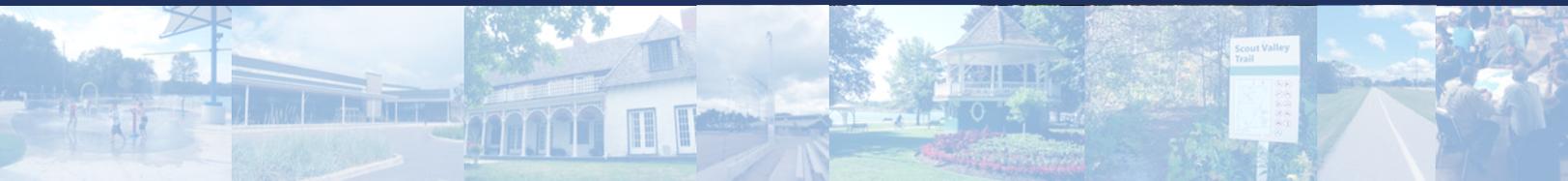
**APPENDIX**



prepared by: peter j. smith & company, inc.

# Grounds for Play

programs **SPORTS** *trails* *Culture* **EVENTS**  
*festivals* *health* **Recreation** *waterfront* **PARKS**





**P**arks

**R**ecreation

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# MASTER PLAN APPENDIX

July 2014

## Acknowledgements

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### City of Orillia

A special thanks to all those who  
participated in the public input  
program for the Parks, Recreation,  
Culture Master Plan.

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# About the Appendix

To develop the Parks, Recreation, Culture Master Plan a thorough analysis of the community was completed. This analysis includes demographic analysis, comparative review, trends analysis an overview of city programs and updated information regarding the 2005 Cultural Master Plan. In addition, the planning process for the Master Plan has included a vast amount of community involvement including a vision session, focus groups, community surveys and public meetings. All of this information that forms the foundation for the Parks, Recreation, Culture Master Plan is included in this Appendix to the document. The information is summarized in the following sections:

- » Detailed Demographics
- » Trends
- » Community Comparison
- » City Programs
- » Cultural Plan Update
- » Public Input



# DETAILED DEMOGRAPHICS

Demographics describe who the community is planning for and provide details relevant to determining the needs of the residents and visitors.

## Orillia's Residents

The populations of the City of Barrie and Simcoe County will grow faster than that of the City of Orillia, according to the Greater Golden Horseshoe Growth Forecasts to 2041 released in 2012. These projections, prepared in round numbers, anticipate three growth scenarios: reference – meaning maintenance of the status quo – low and high. These projections show that at its highest projected rate of growth, Orillia could reach a population of 52,000 by 2041; the low projections show the population growing to 43,000. While this represents a 43 percent increase in population, it is nothing like the rate that is predicted for Barrie. Barrie is projected to more than double in population even in its low scenario. The population of Simcoe County is also expected to increase more dramatically than that of Orillia. The table below summarizes the population projections for the county, Orillia and Barrie.

Using a logarithmic trendline analysis, the City of Orillia Development Services Department projects an even more conservative growth outlook. The department applied the analysis to actual census figures for 2001, 2006 and 2011 and projects a 2016 population of 30,837, just 251 more than at the 2011 census.

The Greater Golden Horseshoe analysis also broke down the population projections by age cohort. According to these projections, which reflect the reference growth scenario, Orillia's population in terms of the age of the residents, shows signs of stability. Age is an important factor in parks and recreation planning because young populations require different facilities and services than do older populations. Planning for populations in the midst of catalytic change in the age composition of their populations is more problematic than is planning for stability.

## Population

Reference Scenario	2001	2006	2011	2016	2021	2026	2031	2036	2041
Simcoe County	254,000	273,000	288,000	314,000	346,000	380,000	416,000	456,000	497,000
Orillia	30,000	31,000	32,000	34,000	36,000	38,000	41,000	44,000	46,000
Barrie	108,000	134,000	141,000	155,000	173,000	191,000	210,000	231,000	253,000
High Scenario	2001	2006	2011	2016	2021	2026	2031	2036	2041
Simcoe County	254,000	273,000	288,000	318,000	353,000	402,000	464,000	539,000	621,000
Orillia	30,000	31,000	32,000	34,000	37,000	40,000	43,000	47,000	52,000
Barrie	108,000	134,000	141,000	157,000	179,000	204,000	234,000	270,000	309,000
Low Scenario	2001	2006	2011	2016	2021	2026	2031	2036	2041
Simcoe County	254,000	273,000	288,000	309,000	333,000	358,000	383,000	411,000	438,000
Orillia	30,000	31,000	32,000	33,000	35,000	37,000	39,000	41,000	43,000
Barrie	108,000	134,000	141,000	153,000	166,000	179,000	192,000	207,000	221,000

Source: Greater Golden Horseshoe Growth Forecasts and peter j. smith & company, inc.

One important factor that calls this projection into question is Orillia’s continued attractiveness as a retirement destination and the condominium developments geared toward senior living. While these projections do not reflect an overall dramatic increase in the over 55 population this population is growing along with the rest of the population and it is concentrating in the downtown and waterfront areas of the community. This suggests that enhancements to an already age-friendly environment can only accommodate these seniors even better by providing safe and comfortable access to walking and exercise areas and opportunities.

The Orillia Growth Forecasts by Age Group table summarizes the proportion of population forecasted by age cohort for the City of Orillia using information from the Greater Golden Horseshoe Growth Forecasts.

Another factor impacting population growth is growth in employment. The Greater Golden Horseshoe Growth Forecasts also looked at the change in employment for the region. Like the population forecasts, the employment forecasts find lower growth in jobs anticipated for Orillia compared with the county as a whole and with Barrie. These employment projections could be

### Orillia Growth Forecasts by Age Group

	2011	2021	2031	2041
<b>Total</b>	<b>31,710</b>	<b>35,780</b>	<b>40,950</b>	<b>46,430</b>
0-14	15%	16%	17%	16%
15-19	6%	5%	6%	6%
20-24	7%	5%	5%	6%
25-34	12%	14%	12%	12%
35-44	11%	13%	14%	12%
45-54	15%	10%	12%	13%
55-64	13%	14%	10%	11%
65-74	9%	12%	12%	9%
75-84	7%	6%	8%	9%
85+	4%	3%	3%	5%

Source: Greater Golden Horseshoe Growth Forecasts and peter j. smith & company, inc.

impacted by the growth in higher education in Orillia. The City is targeting higher education as a priority in its Economic Growth Strategy, as well as cultivating the emerging creative sector. Other aspects of the strategic plan include emphasizing Orillia’s unique lifestyle advantages, effectively promoting itself and cultivating its entrepreneurial spirit. These initiatives, along with growth in tourism, are all complemented by first parks, recreation and culture offerings.

### Employment

Reference Scenario	2001	2006	2011	2016	2021	2026	2031	2036	2041
Simcoe County	86,000	97,000	105,000	113,000	120,000	126,000	132,000	141,000	152,000
Orillia	16,000	19,000	20,000	20,000	21,000	21,000	21,000	22,000	23,000
Barrie	53,000	65,000	70,000	79,000	87,000	94,000	101,000	114,000	129,000
High Scenario	2001	2006	2011	2016	2021	2026	2031	2036	2041
Simcoe County	86,000	97,000	105,000	114,000	122,000	132,000	145,000	165,000	190,000
Orillia	16,000	19,000	20,000	20,000	21,000	21,000	22,000	23,000	24,000
Barrie	53,000	65,000	70,000	80,000	90,000	101,000	112,000	132,000	157,000
Low Scenario	2001	2006	2011	2016	2021	2026	2031	2036	2041
Simcoe County	86,000	97,000	105,000	112,000	117,000	121,000	123,000	129,000	136,000
Orillia	16,000	19,000	20,000	20,000	20,000	21,000	21,000	21,000	22,000
Barrie	53,000	65,000	70,000	78,000	84,000	88,000	92,000	101,000	111,000

Source: Greater Golden Horseshoe Growth Forecasts and peter j. smith & company, inc.

The Employment table summarizes the projected change in employment to 2041 for Simcoe County, Barrie and Orillia. As with the population projections, the figure are rounded.

Orillia’s population has a lower income than do the populations of the surrounding communities and Simcoe County as a whole. Income includes all sources of compensation, including wages, pensions, interest and dividend income. While Orillia’s unemployment rate was a low six percent in 2005, the most recent year for which the income statistics are available, nearly 15 percent of the population was categorized by Statistics Canada as having a low pre-tax income. This is not a measure of poverty, but reflects a proportion of the population that is struggling to get by. This portion of the population spends 20 percent more of before-tax income on the necessities of food, shelter and clothing than do the rest of Canadians. With the worldwide

economic slowdown since the last release of these statistics by Statistics Canada it is likely this economic stress has intensified everywhere, Orillia included.

Income is important to parks, recreation and culture planning because affluence is always an indicator of access to programs and services. Therefore, special care must be paid to ensuring access to parks, recreation and culture programs and services for lower income populations. The Income table summarizes 2005 income statistics for Orillia and surrounding communities.

**Income 2005**

	Average Per Capita Income*	Median Per Capita Income*	Average Household Income	Median Household Income
Ontario	\$38,099	\$27,258	\$77,967	\$60,455
Simcoe County	\$35,857	\$27,838	\$73,624	\$62,328
Barrie	\$45,102	\$28,785	\$73,134	\$64,832
Orillia	\$30,212	\$23,952	\$57,333	\$46,722
Ramara	\$32,785	\$25,927	\$66,702	\$56,476

\* Population age 15 and over

Source: Statistics Canada

## Orillia's Visitors

According to an Orillia Visitor Analysis performed by Longwoods International for the Ontario RTO7 Strategic & Winter Leisure Travel Studies, Orillia's visitors are very much like the overall visitor to RTO7 as a whole<sup>1</sup>. Orillia visitors differ in the following ways: they tend to be a little older, less likely to have children at home and more affluent. This could be the influence of Casino Rama – among target audiences for casinos are affluent travelers who can afford to indulge themselves.

Among visitors to Orillia, the tourism region has an image as a sports and recreation destination – 51 percent of Orillia visitors have this image. Orillia's visitors find the tourism region easy to get to and easy to get around.

Visitors to Orillia most frequented attractions are heritage and outdoor attractions. With the exception of the casino – widely perceived to be located in Orillia – only one of these attractions is located here.

- Wasaga Beach Provincial Park
- The waterfront trails and beaches in Orillia
- Casino Rama
- Sainte Marie among the Hurons
- Collingwood's Heritage District
- Skiing at Mount St. Louis-Moonstone

The Collingwood Elvis Festival is the most recognized festival among Orillia visitors, 41 percent are aware of this festival, while 37 percent are aware of the Mariposa Folk Festival. Sainte-Marie among the Hurons is the most recognized heritage attraction with 49 percent awareness. The overwhelming majority of recognized attractions are outdoor destinations and activities. But in terms of actual participation in Orillia activities, the Longwoods Study found that Mariposa Folk Festival is attended by six percent of visitors; two percent visited a Simcoe County museum or theater. This compares with 28 percent who visited Orillia's beaches and trails.

Despite their actual behaviour on their trips to Orillia, Orillia's visitors are more interested in higher end experiences including culture and heritage events and attractions in addition to outdoor attractions. Among Orillia visitors, 46 percent are interested in a concert or live music, compared with 35 percent of RTO7 visitors and 40 percent of Orillia's visitors say they are interested in music festivals. Orillia's visitors are also somewhat more interested in museums, monuments, forts and historic homes.

<sup>1</sup> This section relies upon Longwoods International, Ontario RTO7 Strategic & Winter Leisure Travel Studies — Orillia Visitor Analysis, Final Report, April 2012

# TRENDS

Trends provide a glimpse into larger recreation and activity preferences and are an important component of identifying future needs for the City.

Canadians are busier than ever with work and household responsibilities. As a result, participation in organized sports has been declining in Canada since 1992. According to the General Social Survey Administered by Statistics Canada, regular sport participation among Canadians age 15 and older dropped by 17% in the 18 years between 1992 and the most recent survey, 2010. In 2010, the survey found that 26% of Canadians age 15 and older participated in sports, a total of 7.2 million people. In Ontario, sports participation dropped from 41 percent in 1992 to 27 percent in 2010, a 14 percent decline.

Reasons given for lack of participation included lack of time, cited by 32 percent of respondents; lack of interest, cited by 26 percent; and no particular reason, cited by 18 percent of respondents. Health, age, ability and disability, cost and facilities or program availability were all far down the list.

Canadians overall reported they have 5.8 hours of free time daily for civic and volunteer activities, socializing, reading, television viewing and other passive pursuits, and movies and entertainment. This leaves them 1.2 hours for active sports and active leisure. Ontarians do a little better. With the 6.8 hours they have left over after eating, sleeping, personal care, work, education, household tasks and child care, they devote 0.8 hours to civic and volunteer activity, 2.2 hours to television, reading and other leisure activities; movies and entertainment are another 1.8 hours. Ontarians devote 1.8 hours per day to engage in active sports and other active leisure.

## Sports Participation, Ages 15+

	1992	1998	2005	2010
Ontario	41%	32%	27%	27%
All Canadians, by age				
15-19	77%	68%	59%	54%
20-24	61%	51%	43%	37%
25-34	53%	39%	31%	29%
35-54	43%	31%	25%	23%
55 and over	25%	20%	17%	17%

Source: Canada Heritage Sport Participation in 2010 and peter j. smith & company, inc.

The steepest decline in sport participation was among the 20 to 24 age group, whose participation dropped from 61 percent to 37 percent; this age cohort was followed by the 15-19 age group with participation dropping from 77 percent to 54 percent. The age group with the smallest drop in sport participation was the 55 and over age group. Participation among these seniors fell eight percent over the period.

The Sports Participation table summarizes sport participation for Ontarians and for all Canadians by age cohort, ages 15 and above.

As part of the Statistics Canada's 2010 General Social Survey, parents were asked about their children's activities and sports participation. Using that research, the Canadian Fitness and Lifestyle research Institute published a paper outlining children's participation rates. Among its findings:

- 75 percent of children between the ages of five and 17 years participate in sports
- 94 percent of children whose parents were actively involved in sports administration and 90 percent of children whose parents were participants in sports were active themselves

## Most Practised Sports, adults age 15 and over

	Active Adults			Active Men			Active Women		
	1998	2005	2010	1998	2005	2010	1998	2005	2010
Golf	21.70%	20.30%	20.30%	25.80%	25.20%	22.70%	15.00%	12.20%	15.20%
Ice Hockey	18.00%	17.70%	17.10%	27.90%	25.90%	23.20%	2.10%	4.20%	4.40%
Soccer	8.90%	9.70%	13.60%	10.70%	8.80%	14.40%	6.00%	11.30%	11.70%
Basketball	9.50%	8.60%	7.10%	10.70%	9.70%	8.90%	7.50%	6.60%	3.20%
Baseball	16.10%	7.10%	8.00%	18.50%	7.70%	8.90%	12.20%	6.20%	6.20%
Volleyball	9.00%	7.00%	7.40%	7.70%	4.60%	6.40%	7.50%	11.10%	9.30%
Downhill skiing	7.90%	6.70%	6.10%	6.70%	5.80%	6.00%	9.90%	8.10%	6.40%
Cycling	7.30%	6.30%	5.50%	7.00%	6.20%	5.40%	7.90%	6.40%	5.60%
Swimming	13.50%	10.40%	5.30%	8.40%	5.50%	2.50%	21.70%	18.70%	11.10%
Badminton	4.90%	3.70%	4.30%	3.90%	3.70%	4.40%	6.40%	3.60%	4.10%

- When no parents were active in sports, children's participation rate fell to 66 percent
- Children from one-parent households were less likely to participate in sports compared with those from two-parent households, 68 percent of one-parent households participate
- Children from more affluent families are more likely to participate in sports, with 58 percent of children from households earning less than \$40,000 participating compared with 72 percent that come from families where the income is \$80,000 or more

Soccer is Canada's most popular sport for children aged 5 to 14 with 42 percent of active children participating. Ice hockey and swimming, each with less than 60 percent of soccer participation, round out the top three most popular sports. Participation in these sports fell somewhat over the 2005-2010 period. Gaining in participants are figure skating and gymnastics. The table below summarizes the top 10 most popular sports among active children age 5 to 14 in 2010 compared with 2005 and 1998.

Golf, ice hockey and soccer are the top three most participated in sports among Canadians age 15 and over. Woman and men participated in soccer in 2010 in greater numbers than they did in 2005. Men's soccer recovered in 2010 to 14.4 percent after falling from 10.7 percent in 1998 to 8.8 percent in 2005. Women's participation in soccer was steady between 2005 and 2010

## Children age 5 to 14

	Active Children		
	1998	2005	2010
Soccer	32.10%	44.10%	42.30%
Ice Hockey	23.40%	26.10%	22.00%
Swimming	22.90%	24.80%	24.10%
Basketball	13.80%	18.90%	16.30%
Baseball	22.10%	13.60%	13.70%
Volleyball	5.40%	10.50%	8.20%
Gymnastics	2.30%	6.00%	7.90%
Figure Skating	5.40%	3.80%	5.90%
Karate	5.40%	5.00%	5.60%
Downhill Skiing	6.70%	5.00%	4.60%

after almost doubling between 1998 and 2005. Men's and women's swimming and women's basketball all lost participants over the period.

Because they lack the time, many Canadians are turning to solitary activities for fitness. These leisure time fitness participants are categorized as non-participants because they do not participate in regular sports activities. However, they go jogging or walking, as did 12 percent of Canadians age 15 and older. This is up two percent from 2005. Exercise, such as weight lifting, yoga or aerobics attracted eight percent of Canadians, up from five percent in 2005. Participation in all activities was up to 26 percent from 22 percent in 1992 even though sports participation was down. Cycling for pleasure was up 0.1 percent and outdoors activities were up one percent.

## Park and Recreation Standards

To confirm the validity of these recommendations it is useful to perform a demand satisfaction analysis against level of service standards. There are two sets of standards, one developed in the 1970s by Ontario's Ministry of Culture and Recreation and the other developed in the 1960s by the American National Parks and Recreation Association (NRPA). These are useful for comparison but they cannot be used as a basis for the entire analysis because they are very broad brush and outdated. Primary reliance on the standards has been all but abandoned in favor of approaches that respond directly to communities as demonstrated above. As a benchmark or reference, the Ministry and NRPA standards are useful. These standards are also sometimes useful in a forensic sense: they can help explain how a community came to have an under- or over-supply of some facilities through a too-strict adherence to these artificial standards.

In the case of ice arenas, the NRPA standard is obviously wrong. In fact, a rule of thumb is an ice arena for every 15,000 people but communities with more interest in ice and rink sports – like Orillia – will require more ice sheets. There are no recommendations to remove facilities because of these standards. For example, Orillia would appear to be overbuilt for tennis, but in fact, there is a lively tennis community that uses the courts and some have been offline for repairs. The analysis will also show that Orillia is not particularly overbuilt for tennis courts when compared with peer communities.

In many of the cases, the standards are right on for Orillia: the public input program reflects a need for diamonds as do the standards. Once there is a gym to accommodate it, volleyball can be played indoors, but another four outdoor beach courts can easily be accommodated for this sport that is growing in participation and stature.

### Orillia Compared to NRPA & Ministry Standards

Facility	NRPA		Ministry of Culture & Recreation		Orillia	
	Facility per population	Need per 30,000	Facility per population	Need per 30,000	Actual	Additional Needed
Baseball Diamond	1 per 5,000	6	1 per 5,000	6	3	3
Softball Diamond	1 per 5,000	6	1 per 5,000	6	5	1
Soccer Field <sup>1</sup>	1 per 10,000	3	1 per 20,000	2	3	0
Soccer Field (Jr) <sup>2</sup>	1 per 10,000	3	1 per 5,000	6	3	3
Football <sup>3</sup>	1 per 20,000	2	1 per 20,000	2	2	0
Ice Arena (Hockey) <sup>4</sup>	1 per 100,000	1		1	3	0
Pool	1 per 20,000	2	1 per 20,000	2	0	2
Tennis	1 court/2,000	15	1 per 5,000	6	8	0
Volleyball	1 per 5,000	6	1 per 5,000	6	2	4
Trails	1 system per region	1	1 system per region	1	32.5 km	N/A
Basketball	1 per 5,000	6	1 per 5,000	6	4	2
Track	1 per 20,000	2	1 per 20,000	2	1(4)*	0
Boat Launch			1 per region	1	2	0
Ice Rink (Outdoor)			1 per 5,000	6	7	0
Skate Park <sup>5</sup>					1	0
Beach					2	N/A
Splash Pad			1 per 5,000	6	4	2

<sup>1</sup>Multi-use fields over 300 feet - not used for football.

<sup>2</sup>Multi-use fields between 200 feet and 300 feet. Mini fields were not counted.

<sup>3</sup>Multi use fields over 300 feet with goal posts.

<sup>4</sup>Analysis uses a local/regional standard of 1 ice pad per population of 15,000.

<sup>5</sup>While there was no standard used, the current skate park is well used in Orillia and there is a demand for a high quality facility.

\*There are 4 tracks in Orillia. Only the Twin Lakes Secondary School is shown on the inventory because the Parks, Recreation and Culture Department does programming there, however there are no programs for track use other than schools uses. It can be assumed that all tracks are available to the public for recreational running.

## Facility Comparative Analysis

Another analysis was performed to determine how Orillia compares with 18 other Ontario communities. The table below summarizes the findings of this comparison.

As a further step to render the data in the table truly comparable to Orillia, the provision of facilities was aggregated to amount of facilities per 10,000 people. From this a minimum and maximum provision of facilities was observed and an average provision established. Orillia's existing facilities were also shown as per 10,000 population. This helps compare Barrie's eight ice pads with Orillia's three given Barrie's population is nearly 4.7 that of Orillia.

This analysis is helpful because it equalizes information across vast population differences for communities that share broad regions and cultural and climate similarities. The table below shows the aggregated average, maximum and

minimum per 10,000 of population, as well as Orillia's sports facilities per 10,000 population.

The comparison shows that Orillia is quite close to the average comparison community provision of sports facilities. The city lags in provision of pools, sports fields and ball fields. It otherwise compares very favorably.

### Sports Facility Provision Per 10,000 Population for Comparison Communities & Orillia

Facility	Average	Minimum	Maximum	Orillia
Ice Pads	0.9	0.4	1.6	1.0
Outdoor Ice	2.0	0.3	8.8	2.3
Ball Fields	5.1	2.2	10.3	2.7
Sports Fields	4.3	0.9	7.6	2.7
Outdoor Pool	0.5	0.1	1.5	0.0
Indoor Pool	0.3	0.1	0.5	0.0
Splash Pad	0.4	0.1	0.8	1.3
Playgrounds	6.5	0.8	9.2	7.7
Tennis Courts	2.5	1.2	4.3	2.7
Basketball Courts	1.2	0.4	2.1	1.3
Skate Park	0.3	0.1	0.5	0.3

### Provision of Sports Facilities Among Comparison Communities

Municipality	Ice Pads	Outdoor Ice	Ball Fields	Sport Fields	Outdoor Pool	Indoor Pool	Splash Pad	Play sets	Tennis Courts	Basketball Courts	Skate Park
Orillia	3	7	8	8	0	0	4	23	8	4	1
Amherstburg	3.5	11	17	2	1	N/A	N/A	N/A	5	1	1
Aurora	5	4	20	40	0	2	2	35	11	10.5	2
Barrie	8	4	N/A	N/A	N/A	3	1	N/A	N/A	N/A	N/A
Brantford	5	27	50	21	2	1	2	62	11	20	N/A
Cobourg	3	1	19	14	1	1	1	12	6	2	1
Collingwood	2	1	N/A	N/A	N/A	1	N/A	N/A	N/A	N/A	N/A
Cornwall	6	10	11	4	7	1	2	38	14	7	1
Greater Sudbury	14	54	92	71	3	5	2	117	56	27	8
Kingston	8	19	45.5	63.5	1	2	5	95	25	12.5	1
Niagara Falls	5	7	N/A	N/A	N/A	N/A	5	27	N/A	6	2
North Bay	4	9	12	14	N/A	N/A	N/A	N/A	N/A	N/A	1
Oakville	13	9	75	101.5	5	6	15	115	78	8	4
Owen Sound	2	1	20	15	2	0	N/A	19	4	1.5	1
St. Thomas	3	N/A	18	23	1	1	1	3	9	5	1
Stratford	4	N/A	7	3	1	N/A	1	N/A	N/A	N/A	N/A
Thunder Bay	6	95	N/A	N/A	3	2	3	100	N/A	N/A	5
Welland	2	N/A	N/A	N/A	3	N/A	N/A	N/A	N/A	N/A	1
Woodstock	3	3	19	20	1	1	2	N/A	8	4	1

Note: Data relies on internet research, including municipal websites. N/A indicates no data was accessible.

# COMMUNITY COMPARISON

The Master Plan analysis assesses where the community is now and how it compares to other surrounding communities to provide a foundation for planning decisions.

To take stock of parks, recreation, culture and trails in Orillia, an initial Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis was completed. The results, as illustrated in the figure below illustrate a community with substantial opportunity that is in need of a plan to ensure that its strengths are not overlooked.

The analysis show that the City has many physical

strengths and partnership opportunities. When looking at the threats and weaknesses, in addition to more tangible threats like a lack of financial resources, many focus primarily on issues of coordination and perception. This provides an opportunity for the Master Plan to direct collaboration between various organizations and promote the City's existing assets.



## Performance Measures

To gain a clear perspective on the provision of parks, recreation programs and trails in Orillia, it is necessary to look at the City in the context of surrounding and comparable communities. Using data from the Ministry of Municipal Affairs and Housing’s municipal performance measures, Orillia’s parks, recreation programs and trails are compared to other communities in Ontario.

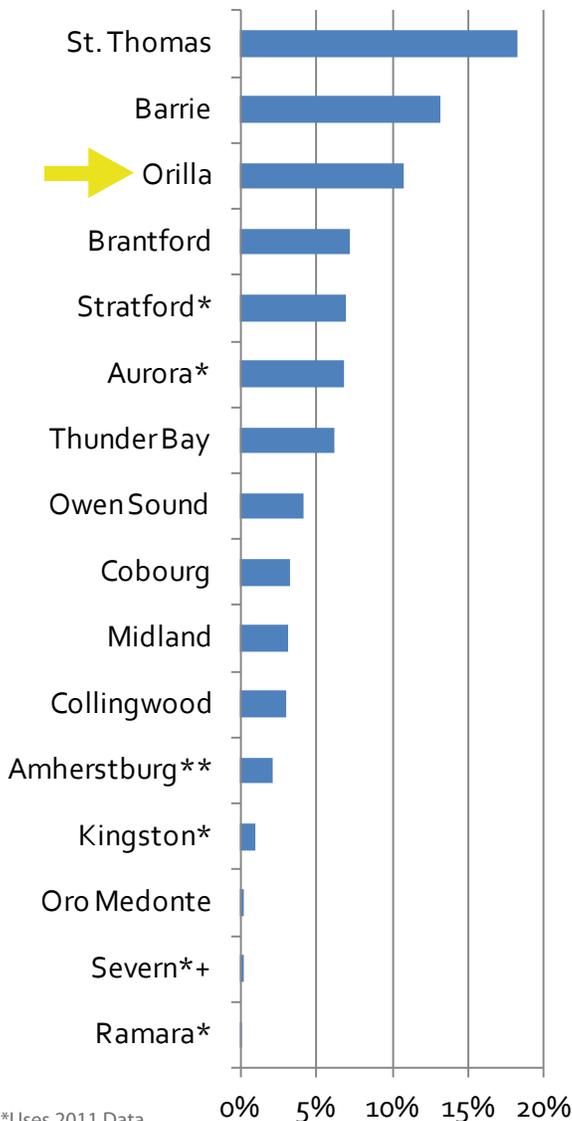
Unless otherwise noted, the analysis uses 2012 data.

## Open Space Comparative Analysis

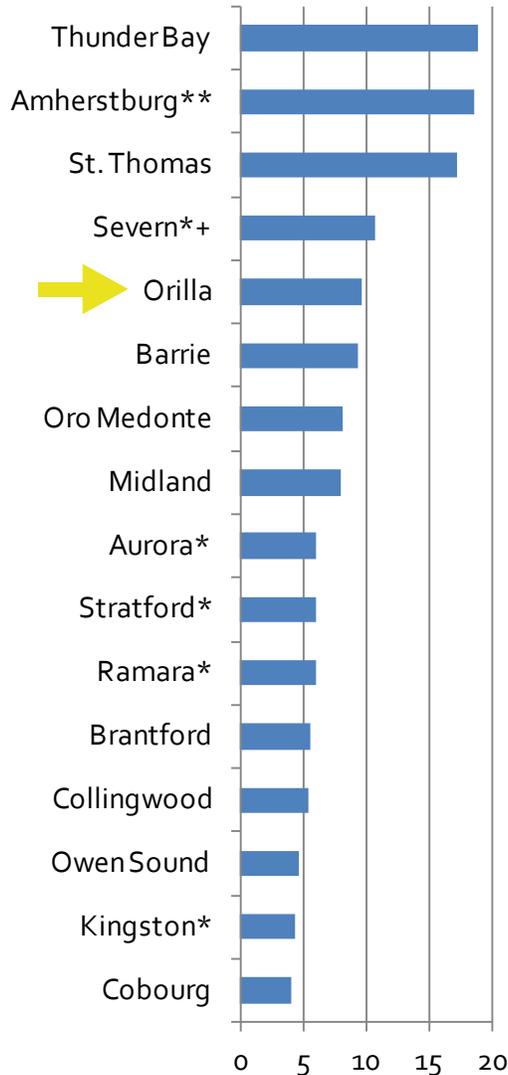
The open space analysis includes all municipally owned open space. For Orillia, this includes the large naturalized area of Scout Valley, which includes 93 hectares of the City’s total 293 hectares of open space.

Compared to other communities, hectares of open space per 1,000 population is above average in Orillia. Furthermore, when looking at the percentage of open space given the total hectares of the municipality, Orillia has the third highest percentage.

**Percentage of Open Space (Municipally Owned)**



**Hectares of Open Space Per 1,000 Persons (Municipally Owned)**



\*Uses 2011 Data  
 \*\*Uses 2010 Data  
 + Uses 2010 Data for Total Hectares

### Trails Comparative Analysis

With 31 kilometres of trails, Orillia is slightly below the average total kilometres of trails per 1,000 persons. Yet, as one of the smallest size communities in hectares, the City is able to easily connect to neighbouring community trail systems including Ramara which has the second highest total kilometres of trails per 1,000 persons.

### Facilities Comparative Analysis

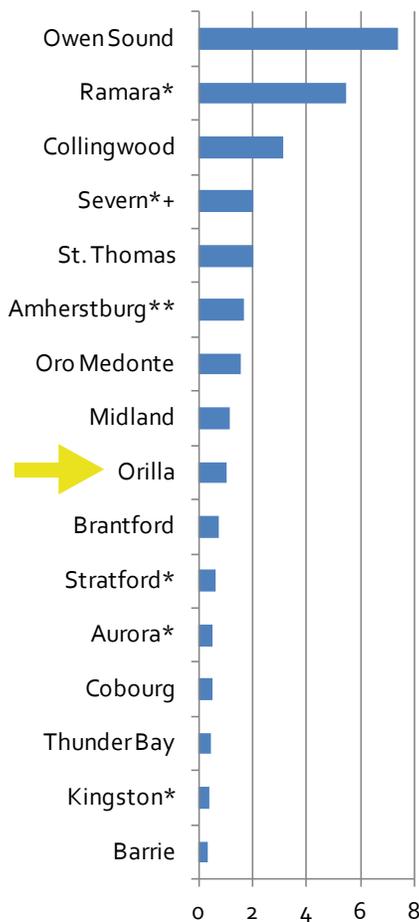
The municipal performance measures collect information regarding both indoor recreation facilities and outdoor recreation facility space. Outdoor recreation facility space usually involves some form of operating function (mechanical, electrical) and some form of controlled access,

e.g. entranceways.<sup>1</sup> An example of an outdoor recreation facility space might be an outdoor public pool facility.

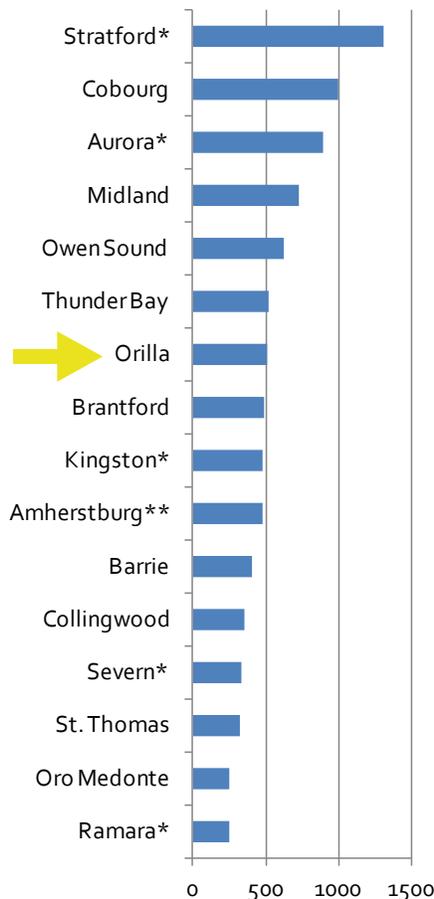
For Orillia, the provision of square metres of municipally owned indoor recreation facilities per 1,000 persons is generally average compared to the other Ontario communities. Of note though, Orillia provides more square metres of indoor recreation space per 1,000 persons than does Barrie. Orillia, as well as many other communities, does not have any facilities that match the criteria for outdoor recreation facility space.

<sup>1</sup> Ontario Municipal Performance Measurement Program - Summary of 2009 and 2010 Results. Ministry of Municipal Affairs and Housing. 187.

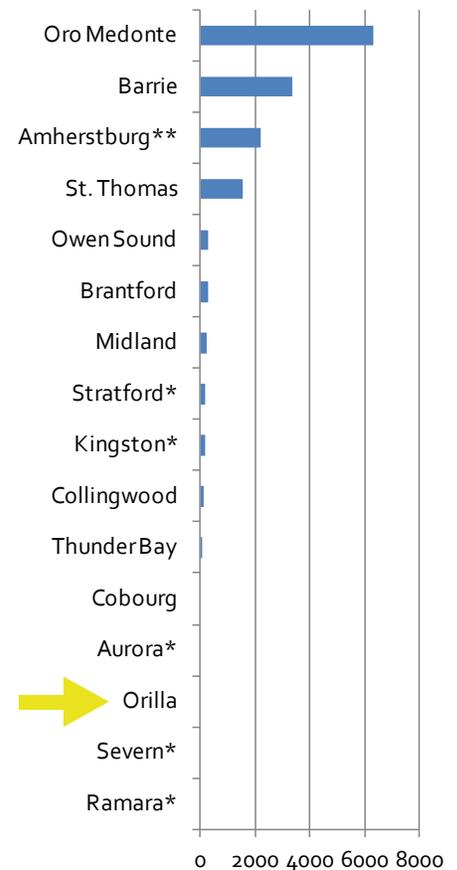
**Total Kilometres of Trails Per 1,000 Persons**



**Square Metres of Indoor Recreation Facilities Per 1,000 persons (Municipally Owned)**



**Square Metres of Outdoor Recreation Facility Space Per 1,000 Persons (Municipally Owned)**



\*Uses 2011 Data  
 \*\*Uses 2010 Data  
 + Uses 2010 Data for Total Hectares

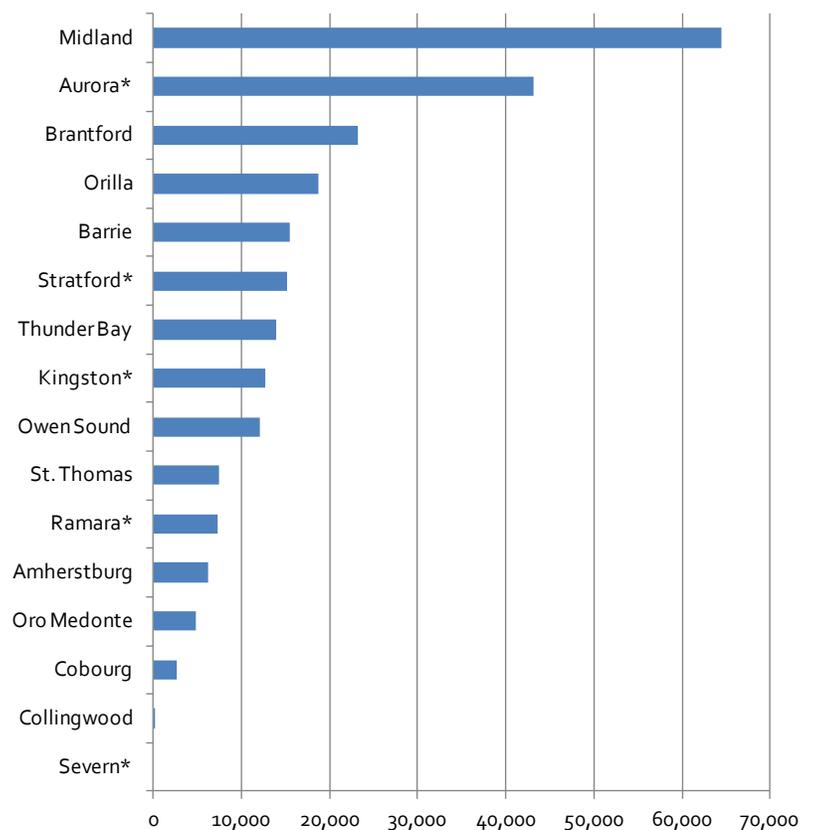
## Participation Comparative Analysis

With approximately 19,000 participation hours, Orillia is relatively strong in the total participation hours for recreation programs per 1,000 persons. Only Brantford, Aurora and Midland are ahead of Orillia in the total participant hours.

## Cost Comparative Analysis

While Orillia does not spend the most on parks, recreation programs or recreation facilities, it does spend above average on each of these community provisions. One area the city spends above average compared to the other communities is in the operating costs for recreation programs. This is likely because Orillia offers many more programs and some of these programs are more expensive. As a result, the average across all programming for Orillia will reflect a higher average. In fact, a number of neighbouring communities offer few programs of their own, instead relying upon Orillia's recreation programming.

Total Participant Hours for Recreation Programs Per 1,000 Persons



## Costs for Parks, Recreation Programs & Recreation Facilities

Municipality	Total Population	Operating Costs for Parks Per Person	Total Costs for Parks Per Person	Operating Costs for Recreation Programs	Total Costs for Recreation Programs Per Person	Operating Costs for Recreation Facilities Per Person	Total Costs for Recreation Facilities Per Person
Orillia	30,659	\$68.56	\$90.77	\$40.48	\$40.48	\$75.02	\$113.35
Oro Medonte	20,079	\$20.33	\$26.23	\$6.57	\$6.57	\$38.49	\$40.74
Ramara*	8,197	\$36.33	\$36.41	\$16.63	\$17.81	\$26.25	\$33.95
Severn*	11,251	\$11.49	\$11.49	N/A	N/A	\$39.86	\$50.90
Barrie	143,000	\$50.77	\$62.42	\$43.45	\$43.76	\$76.87	\$102.83
Kingston*	123,363	\$48.47	\$54.14	\$27.85	\$28.03	\$60.58	\$110.06
Thunder Bay	108,359	\$87.80	\$109.61	\$36.02	\$36.23	\$99.75	\$107.52
Brantford	94,586	\$65.50	\$76.41	\$40.98	\$40.98	\$64.56	\$87.74
Aurora*	53,203	\$78.97	\$97.12	\$66.01	\$66.01	\$84.63	\$114.24
St. Thomas	37,905	\$42.85	\$57.95	\$14.88	\$14.88	\$41.65	\$55.22
Stratford*	30,886	\$50.04	\$55.13	\$19.40	\$19.40	\$107.72	\$168.30
Owen Sound	21,688	\$67.75	\$83.07	\$23.88	\$23.88	\$75.07	\$118.25
Amherstburg	21,556	\$45.15	\$65.22	\$29.37	\$29.37	\$76.06	\$91.02
Collingwood	19,241	\$95.38	\$127.45	\$12.28	\$12.54	\$65.42	\$72.22
Cobourg	18,519	\$85.85	\$92.29	\$10.09	\$80.78	\$145.58	\$145.58
Midland	16,295	\$56.46	\$75.80	\$16.71	\$16.71	\$117.59	\$154.48
Average		\$56.98	\$70.09	\$26.97	\$31.83	\$74.69	\$97.90

\*Uses 2011 Data



# CITY PROGRAMS

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The City of Orillia offers an array of recreation programs to meet the interests and needs of city residents and non-residents.

Programs are offered in aquatics, sports, fitness and special interest. Culture programs are currently included in the recreation program guide as promotions for performances, festivals and other activities as opposed to lessons or participatory activities. Those are included in special interest programming under the subheading of dance, drama and culture.

A brief description of the City's recreation programming and participation summary follows.

## **Aquatics**

The aquatics program schedule heavily favors group lessons for children including preschoolers. The most popular aquatics programs are those for babies through age six. The second-most popular aquatics programs are those for ages seven through 14. Programs for beginners through more advanced swimmers are offered for children through 12 years of age. Private lessons for children and adults are also available. Adult and senior fitness programs include new swimmer and aquafit.

The cost for aquatics programs range from \$52 (resident) and \$65 (non-resident) for parent and tot and children and youth programs. More advanced programs, adult new swimmer, junior lifeguard and lessons for older children range from \$70/\$87.50 to \$70/\$95. Low ratio lessons have fewer class members and private lessons are \$100/\$125. Fitness programs are \$52/\$65 to \$70/\$87.50. Aquatics programs are held in the Best Western Mariposa Inn and Highwayman Inn pools and during the summer season, Lake

Couchiching. Most programs are 8 weeks in duration.

## **Arts and Crafts**

Arts and crafts programs are most popular among seven to 14 year olds, however these programs are lightly attended. In 2013, through November, 46 residents and 21 non-residents of all ages participated. Programs include classes for families, such as pumpkin carving in the fall and birdhouse and kite workshops in spring, arts and crafts for pre-schoolers through nine years and painting for ages six and up. Arts and crafts programs range in cost and may also require an additional fee to the instructor for supplies. In Spring 2014, several new and more expensive programs, debuted including a children's program in association with the Orillia Museum of Art and History, and classes in animation, life drawing and felting. These classes are of varying duration from one session to six weeks. The arts and crafts programs are held in various locations throughout the community and vary in duration.

## **Drama, Dance, Music**

Drama, dance and music programs offered by the City of Orillia include a wide variety of dance lessons for toddlers through adults, instrumental music lessons, and musical theatre. A free class for girls age 12 to 16 is featured and other programs begin in the \$40/\$50 range for a children's dance class to over \$200 for private lessons for children and adults. In 2013 through November 109 resident and 31 non-resident toddlers and youngsters to age six participated; matched by 99 resident and 41 non-resident

seniors aged 55 and over who participated.

### **Day Camps**

Day Camp programs are offered for children and youths up to age 19 with the vast majority of them, (685 residents and 209 non residents) for children and youth between the ages of seven and 14. There are a wide array of camps offered from summer day camps to golf and adventure, counselor training camps and during the year camps are offered during holidays. The camps come at a variety of price points. Camps are the best subscribed of all of the City's recreation programs. Participants up to age 14 were a total of 1,256 in 2013 through November. There were 17 participants between the ages of 15 and 19, these may include participants in some of the camps focused at older youth groups such as Sailing Camp (ages 8 to 16) or Leacock Summer Academy (ages 10 to 16) as well as youth involved in the Councilor in Training (CIT) program.

The City provides an inclusion program called Accessible Inclusive Recreation (AIR) that maintains that all summer camp programs offered by the City of Orillia provide an inclusive environment and welcomes participants of all abilities to enroll in the various camp programs provided.

### **Fitness**

The city's fitness programs appeal to adults more than to children and youth with the largest group of participants over age 55. Programs include yoga for individuals and families, Zumba, the dance fitness craze, martial arts-inspired programs, run/walk and senior fitness. These programs range for \$30/\$37.50 for run/walk to \$165/\$206.50 for two people to participate in six weeks of yoga.

### **Skating and Hockey**

Skating lessons for children beginning at three

and four years old all the way to adult are offered in programs that are generally eight weeks in duration. The City also offers drop-in skating times for pre- and home-schooled children, adults and seniors in addition to non-program open skate. Hockey programs are offered for children beginning at three and four years of age. Pick-up hockey programs that can be participated in on a per session or multi session basis are available for children and adults. The City also runs a three-division hockey league. The most-subscribed age division for skating programs in 2013 was toddlers through age 6 with 101 resident and 40 non-residents. Eight week programs are \$49/\$61.25 and \$50/\$62.50. Drop in programs are \$2.75 per skater with a family maximum of \$7. Hockey leagues have a team and individual fee structure. Private programs in hockey and figure skating may keep participation levels low as compared to other programs such as fitness or dance, drama and music.

### **Special Interest**

Special interest programming includes a wide range of practical instructional programming such as fundamentals of babysitting and home-alone safety to health, hobby and reading and writing programs. These programs appeal to children age seven to 14 most, 86 of them participated in 2013, 66 resident and 20 non-resident.

### **Sports**

Sports programs are well-subscribed among the youngest participants, 282 of them, 230 residents and 52 non-residents, participated in 2013. These programs include such activities as tennis, curling, soccer, rock climbing and gymnastics. Programs vary in duration from one day to eight weeks.

# CULTURAL PLAN UPDATE

In 2005 the City of Orillia completed a Cultural Plan to guide cultural development. Since then, many improvements and actions have been completed to further this effort. This update highlights the status of the 2005 Cultural Plan’s identified actions.

As part of the incorporation of the 2005 Cultural Plan into the Parks, Recreation, Culture Master Plan, the City’s Manager of Culture provided a status update to the strategies and actions set out for building community cultural capacity and

the initial strategic priorities as are identified within the Cultural Plan. The following tables repeat the tables from the 2005 Plan and add a status column to update the City’s progress.

## Building Community Cultural Capacity

Function	Issue	Identified Actions	Status
Planning and Policy	Community Advisory Body	<ul style="list-style-type: none"> <li>The City is currently reviewing its policy on advisory committees across all aspects of community planning and development.</li> <li>Until such time as this review is complete, the Department of Culture and Heritage will have two liaisons representatives from councillor assigned to it.</li> <li>The proposed Forums can also provide a source of community input, together with the proposed Cultural Roundtable and Cultural Summit</li> </ul>	Review options for Council Advisory Committee for Culture & Events
	Cultural Roundtable	<ul style="list-style-type: none"> <li>Establish a working group to develop terms of reference and recruit members for the first Roundtable.</li> </ul>	Action Completed Need further definition of the Roundtable & their mandate
		<ul style="list-style-type: none"> <li>Hold the first of annual Cultural Summits to launch the Municipal Cultural Plan (timing to be confirmed)</li> </ul>	Action Completed
		<ul style="list-style-type: none"> <li>Build on the success of the Orillia Commons to hold regular Cultural Forums to support conversations and capacity building in cultural development.</li> </ul>	Action Completed
	Work With Other Municipal Departments on Shared Objectives	<ul style="list-style-type: none"> <li>Ensure integration of cultural considerations in all planning and decision-making across City Departments. e.g.,                             <ul style="list-style-type: none"> <li>» In Economic Development – downtown renewal, heritage district and tax incentives, consistent marketing messaging</li> </ul> </li> </ul>	Action Completed
		<ul style="list-style-type: none"> <li>» In Planning and Development – input to development proposals, any proposed Official Plan Amendments and shared planning resources</li> </ul>	Action Completed
		<ul style="list-style-type: none"> <li>» In Parks and Recreation – enhancing use of parks for cultural events and development of joint programming initiatives</li> </ul>	Action Completed
		<ul style="list-style-type: none"> <li>» Public Works – implementing 1% for Culture Policy (see below)</li> </ul>	Cultural Plan Recommendation
	Orillia Heritage Committee	<ul style="list-style-type: none"> <li>Align the Committee with the Department of Culture and Heritage so that departmental staff are responsible for supporting the work of the Committee (attend meetings and take committee’s recommendations to Council)</li> </ul>	Action Completed

Function	Issue	Identified Actions	Status
Planning and Policy (Continued)	Develop and Implement New Cultural Development Policies	<ul style="list-style-type: none"> <li>Priorities raised through research and public consultations include:               <ul style="list-style-type: none"> <li>» Art in Public Places Policy</li> </ul> </li> </ul>	Action Completed
		<ul style="list-style-type: none"> <li>» Heritage Property Tax Incentives Policy</li> </ul>	Facade Improvement Program Heritage Grant Proposal to Council in 2014 - Deferred
		<ul style="list-style-type: none"> <li>» Heritage District Designation for Downtown</li> </ul>	Ongoing
		<ul style="list-style-type: none"> <li>» Policy Regarding Operating Support for Key Cultural Organizations</li> </ul>	Action Completed for Festivals Only
		<ul style="list-style-type: none"> <li>» Policy Concerning Grants to Non-Municipal Organizations and Activity</li> </ul>	Report Pending (Draft)
		<ul style="list-style-type: none"> <li>» A 1% for Culture Policy (see below)</li> </ul>	Cultural Plan Recommendation
		<ul style="list-style-type: none"> <li>Explore possibility of a fund to provide working loans to eligible arts and heritage organizations whose schedules result in predictable cash flow problems at specific times of the year.</li> </ul>	Not Addressed
Investment and Resource Development	Examine the Feasibility of a Working Capital Fund	<ul style="list-style-type: none"> <li>Explore possibility of a fund to provide working loans to eligible arts and heritage organizations whose schedules result in predictable cash flow problems at specific times of the year.</li> </ul>	Not Addressed
	1% for Culture	<ul style="list-style-type: none"> <li>Develop a rationale and policy proposals for:               <ul style="list-style-type: none"> <li>» Allocating 1% of budgets for all Municipal construction for the purchase and installation of works of art in those buildings</li> <li>» Allocating 1% of all development charges for culture and heritage facilities and infrastructure</li> <li>» Implementing a 1% surcharge for hotel/motel/B &amp; B rooms</li> </ul> </li> </ul>	Recommendation of the 2005 Cultural Plan
	Project Funding / Grant Program	<ul style="list-style-type: none"> <li>Establish an endowment fund to provide ongoing support for small start-up projects and activity (i.e., an incubation fund)</li> <li>Seed funding contributed by the City</li> <li>Additional contributions to be sought from other community, business and government sources</li> </ul>	Festivals and Events Funding Policy to be Adopted / Project Funding Pending
	Long-Term Capital Investments	<ul style="list-style-type: none"> <li>Cultural District - Examine the potential for an integrated capital plan and vision for a Cultural District linking proposed new Library, restoration needs for Opera House, re-utilization of Carnegie Library. Integration of cultural component in new construction</li> </ul>	<b>Actions Completed Include:</b> <ul style="list-style-type: none"> <li>» Development of Arts District</li> <li>» Development of Heritage District Ongoing</li> <li>» Opera House Restoration Plan Completed</li> <li>» Library Completed</li> </ul>
<ul style="list-style-type: none"> <li>Shared Collections Facility - Plan for a shared facility for storing and preserving collections for the Leacock Museum, OMAH, the Library, and/or other significant community collections</li> </ul>		Discussion Needed	

Function	Issue	Identified Actions	Status
Capacity Building	Partnerships and Collaboration	<ul style="list-style-type: none"> <li>Explore the potential to extend ODAC's mandate to provide support and networking for the full range of arts, heritage and cultural groups</li> </ul>	Still Needs to be Addressed
		<ul style="list-style-type: none"> <li>Work to get more cultural professionals on the boards of community and business groups (e.g. Library and OMAH representatives on Downtown Management Board; cultural representatives on Community Foundation and CDC boards)</li> </ul>	Ongoing
	Information Management	<ul style="list-style-type: none"> <li>Consolidate information dissemination and clearinghouse role in the culture and tourism area.</li> </ul>	Needs to be Revitalized - Ontario's Lake Country is Working on Tourism Aspect
		<ul style="list-style-type: none"> <li>Develop web pages to support the work of the Department of Culture and Heritage</li> </ul>	Action Completed
		<ul style="list-style-type: none"> <li>Establish a culture and tourism equivalent of the Coffee Time Network to support ongoing information sharing</li> </ul>	Cultural Roundtable
		<ul style="list-style-type: none"> <li>Facilitate the development of a consolidated cultural portal or clearinghouse for all cultural activities based on experience in other communities. The portal to support:               <ul style="list-style-type: none"> <li>» Self-posting of information by cultural and business groups;</li> <li>» Web-based tools for cultural-business groups – e.g., media releases, distribution lists, etc.</li> <li>» Scheduling of future events to avoid duplication and conflicts</li> </ul> </li> </ul>	Being Considered by ODAC
		<ul style="list-style-type: none"> <li>Continue inventorying cultural resources to establish a comprehensive mapping of resources and attractions.</li> </ul>	Ongoing
	<ul style="list-style-type: none"> <li>Undertake inventory of existing programs and activities as basis for:               <ul style="list-style-type: none"> <li>» Identifying gaps in programming;</li> <li>» Marketing and promotion;</li> <li>» Ensure inclusion of less visible ('underground') activity not reached through formal channels</li> </ul> </li> </ul>	Ongoing / Continuous	
	Professional Development	<ul style="list-style-type: none"> <li>Collaborate with other community and educational organizations in delivering workshops addressing professional development for those working in culture and tourism. Possible topics to include:               <ul style="list-style-type: none"> <li>» Running effective meetings</li> <li>» Proposal writing</li> <li>» Project management</li> <li>» Non-profit management and governance</li> <li>» Marketing and promotion</li> <li>» Fundraising and development</li> </ul> </li> <li>Promote and make use of on-line courses and resources provided by Georgian College in areas such as fundraising and development, or with future postsecondary institutions in the community</li> <li>Strengthen board governance for arts and heritage organizations – specifically work to improve succession planning to avoid the reinvention of the wheel when board members leave.</li> <li>Develop flexible policies governing the appointment process for municipal boards and committees</li> </ul>	Ongoing
	Marketing and Audience Development	<ul style="list-style-type: none"> <li>Develop collective marketing strategy for culture and cultural resources to support both audience development and community development. See Appendix C in the 2005 Cultural Plan for additional detail.</li> <li>Other potential actions:               <ul style="list-style-type: none"> <li>» Promote visual arts, heritage and other local cultural activities through all performing arts festivals</li> </ul> </li> </ul>	Ongoing (Made Great Strides) Tourism Co-op
<ul style="list-style-type: none"> <li>» Establish a Youth Advisory Group to advise on programs and strategies to engage youth, many of whom are disengaged from existing offerings and activity.</li> </ul>		Ongoing (Orillia Museum of Art and History (OMAH), Opera House, Youth Centre)	

Function	Issue	Identified Actions	Status
Facility Management	Optimum management and governance structure for municipally owned facilities	<ul style="list-style-type: none"> <li>Examine the potential for sharing management and curatorial staff and resources between the Orillia Opera House and the Leacock Museum and National Historic Site</li> <li>Explore the opportunity presented by establishing a shared board for the Leacock Museum and OMAH in order to make most efficient use of existing resources and facilities, facilitate and support collaboration and joint programming, strengthen visibility and marketing, strengthen the capacity to fundraise, etc.</li> <li>Examine the optimum board structure for municipally owned facilities to ensure accountability and maximum potential for fundraising and resource development. To include the establishment of a non-profit charitable trust to raise funds for municipally owned facilities.</li> </ul>	Re-examine and Relate to New Department Structure

### Initial Strategic Priorities

Strategic Theme	Issues	Identified Actions	Status
I. Shared Resources/ Shared Infrastructure	Improve access to spaces and facilities	<ul style="list-style-type: none"> <li>Prepare an inventory of space in municipally-owned buildings, and other public buildings (e.g., schools, libraries, churches) available at low cost for performances, exhibitions, meetings</li> </ul>	Ongoing with Marketing Plan / Report on Meeting Space Prescheduled in 2014 by Clerks
		<ul style="list-style-type: none"> <li>Explore opportunities to extend the Orillia and District Arts Council's current provision of shared administrative space to a wider range of both arts and heritage organizations</li> </ul>	Needs to be Revisited
	Examine shared infrastructure opportunities for festivals	<ul style="list-style-type: none"> <li>Examine the potential for shared functions and services including management, marketing, set design, storage, etc.</li> </ul>	Started with EDC & Ontario's Lake Country / Revive Orillia Festival Committee Concept
	Collaborate on volunteer recruitment	<ul style="list-style-type: none"> <li>Establish a clearinghouse for recruiting and orientating volunteers - both service and governance (board) volunteers</li> </ul>	Information Orillia

Strategic Theme	Issues	Identified Actions	Status
2. Growing Cultural Tourism	Strengthen collective marketing and promotion	<ul style="list-style-type: none"> <li>Working with Lake Country (and its partners), build the capacity of a Destination Marketing Organization (DMO) responsible and accountable for:               <ul style="list-style-type: none"> <li>» Packaging and promotion of all tourism segments represented in the region, along with accommodation, transportation, and dining experiences;</li> <li>» Development and implementation of a strategic plan specific to cultural tourism;</li> <li>» Promote Orillia in the context of quality of place – not only for the purpose of increasing person-visits to the area, but also to encourage business retention and expansion, business relocation and family relocation;</li> <li>» Strong focus on research and statistics – ongoing assessment of community needs and future trends, and the ability to intelligently direct scarce marketing resources to the appropriate marketing vehicles.</li> </ul> </li> <li>Consolidate and strengthen the “Culture Sector” committee of Lake Country; continue to integrate culture and heritage into Lake Country programs</li> <li>Pool cultural and business resources for more effective and sophisticated campaigns</li> </ul>	Action Completed / Ongoing
	Extend the season	<ul style="list-style-type: none"> <li>Develop a year-round schedule of ‘festivals’ celebrating Orillia history and culture</li> </ul>	Action Completed / Ongoing
	Strengthen tourism packaging	<ul style="list-style-type: none"> <li>Develop historical walks and tours</li> <li>Develop packages with local business (hotels, restaurants) that connect theatre and performing arts offerings to local history tours and activity, visits to museums, and outdoor recreation</li> </ul>	Action Completed / Ongoing (Historical Walking Tours, Opera House Programs, Open Doors)
	Ensure close collaboration between cultural and ecotourism	<ul style="list-style-type: none"> <li>Work to strengthen communication and collaboration with the Couchiching Conservancy and other environmental groups and associations</li> </ul>	Action Completed (With the Establishment of Regan House & Amalgamation of the Department)
3. Strengthening Communication and Cultural Exchange with First Nations	Strengthen First Nations visibility and presence in Orillia	<ul style="list-style-type: none"> <li>Make the work of First Nations artists and craftspeople more available in downtown stores</li> <li>Continue and expand collaboration with OMAH for exhibitions on First Nations themes</li> </ul>	Action Completed / Ongoing
	Increase First Nations representation on municipal boards and committees	<ul style="list-style-type: none"> <li>Work to increase the number of First Nations representatives on cultural, community and business boards and committees – e.g., cross-representation on the Orillia Culture and Heritage Development Committee and/or Orillia Cultural Roundtable, and the Mnjikaning Cultural Affairs Committee</li> </ul>	Atherley Narrows Bridge
	Strengthen First Nations Cultural Programming in Orillia	<ul style="list-style-type: none"> <li>Plan a festival celebrating Aboriginal arts, heritage and culture</li> <li>Plan and implement a Pow Wow in the downtown</li> <li>Explore opportunities for drumming and other programming in the parks, when opening new buildings, etc.</li> </ul>	Action Completed / Ongoing (Awakening of Totem Pole for Opening of Library, Mini Pow Wow for Doors Open)

Strategic Theme	Issues	Identified Actions	Status
4. Creating an Authentic, Culturally Vibrant Downtown	A Cultural Vision for the Downtown	<ul style="list-style-type: none"> <li>Advocate culture and heritage as central to a strong guiding vision for the downtown</li> </ul>	Ongoing / Highly Recognized by Planning Department
		<ul style="list-style-type: none"> <li>Incorporate a prominent public square in downtown revitalization plans</li> </ul>	Action Completed (Market Square)
		<ul style="list-style-type: none"> <li>Establish an art in public spaces policy and increase art in public spaces</li> </ul>	Adopted
	Develop a Cultural District	<ul style="list-style-type: none"> <li>Proposed elements:</li> </ul>	Ongoing
		<ul style="list-style-type: none"> <li>» District anchored by Opera House, Library (existing and new), Farmers Market, Carnegie Library (when new library built). Linked to Peter Street South concentration of cultural activity – Orillia Museum of Art and History, Spotlight, art galleries and businesses.</li> </ul>	Adopted in 2014 and Redefined as the Peter Street Arts District / Also Included is Culture Days
		<ul style="list-style-type: none"> <li>» Pedestrian friendly street design</li> </ul>	From Downtown to the Waterfront
		<ul style="list-style-type: none"> <li>» Working with the Downtown Management Board, encourage extended and consistent business hours</li> </ul>	Ongoing
	Downtown as a Heritage District	<ul style="list-style-type: none"> <li>» Animate downtown with outdoor cafes, buskers, visual arts, etc.</li> </ul>	Downtown Orillia Management Board (DOMB) Priority Part of Arts District Plan
		<ul style="list-style-type: none"> <li>Examine establishing and designating the downtown as a Heritage District under the Ontario Heritage Act</li> </ul>	Ongoing / Municipal Heritage Committee Priority and Planning Department Priority

For further details on the information included in the Building Community Cultural Capacity and Initial Strategic Priorities tables, the complete 2005 Cultural Plan is a separate appendix to the Parks, Recreation, Culture Master Plan.



# PUBLIC INPUT SUMMARY

An integral part of the development of the Parks, Recreation, Cultural Master Plan is the input received during the community involvement program. The input gathered during a vision session, focus groups, interviews, public meetings and community surveys provides a guide for planning in Orillia.

## Vision Session

To initiate the project, in July of 2013, a vision session was conducted with the project Steering Committee. The Steering Committee discussed their responses to five questions regarding parks, recreation, culture and trails in Orillia:

*1) Barring all constraints – physical, financial or otherwise – what is your ideal vision for the City's parks, recreation and culture system?*

- Accessible system for all – abilities and ages
- Affordably serve the passive recreation needs of the community
- All ages friendly (across the mixture of all parks)
- Attractive
- Attracts people to move and settle in Orillia (swimming pools)
- Balance between program and non-programmed space
- Bridge connections
- Connect all parks
- Connected
- Diverse with varied facilities/amenities
- Inclusive
- Interconnected by active transportation, especially bicycles
- Inviting
- Involves community partners
- Major focus in the City
- Major recreation centre (waterfront, aquatic centre)
- Parks and trails system that the community is proud of

- Part of the downtown Orillia experience (i.e. the Downtown Tomorrow vision of walkable/ bikeable connections to the waterfront)
- Passionate about recreation
- Recreation draw for tourism
- Sustainable (economically)
- System of parks that merges with the waterfront
- Well maintained

*2) What are the City's greatest recreational/leisure assets?*

- Beautiful waterfront parks (4 – all different)
- Bike/walking trails north/south all along waterfront
- Central Ontario location – accessibility
- Downtown Orillia Management Board (DOMB) “Main Street”
- Downtown – social interaction, gathering place, architecture
- Golf course in the middle of the City
- Infrastructure that is updated – playgrounds/ washroom buildings (completed on an ad-hoc basis and done a good job)
- Natural parks
- Opera House (underutilized asset to the community, issues maintaining building)
- Leacock House (5th waterfront park, national historic site, city-owned)
- Orillia Public Library as an anchor to the Downtown
- Parks/trail system
- Playgrounds – safety standards, accessible,

- becomes a real feature
- Proximity to Lakes
- Rail trail connections south to Oro-Medonte and south to Severn
- Rotary Place/West Orillia Sports Complex (tone of what the City could look like)
- Scout Valley
- Special events (community wide – Mariposa)
- Trails
- Two beaches right in town (Moose Beach/ Couchiching Beach Park)
- Variety within parks (and facilities, to a degree)
- Waterfront – part of culture
- Waterfront boating
- Wetlands (including Grant Wetland)

*3) What and where do improvements need to be made to parks, facilities, open space amenities to better suit the needs of the City? What recreation and cultural services or programming needs improvement?*

- A plan – short and long range
- Address major gaps – aquatics/gym/baseball diamonds
- Aging demographic – are we ready
- Aqua theatre (better utilized)
- Bridge connections
- Civil servants under gun from taxpayers
- Community garden area in a park – expanded for educational use and functionally operational mini-farm
- Conservatory (place that people could visit in the winter time)
- Facilities
- Gymnasiums
- Invasive Species
- Levels of service
- Marketing plan – let people know the great things we love
- Marketing systems of department
- Outdoor skating rink (potentially a facility in Couchiching Beach Park with snack bar and warm area, already has parking)

- Overall review of feasibility and current programming
- Park structure
- Pedestrian bridge – Narrows & Hwy 11
- People movement – active transportation
- Pool – in the works
- Promotion/Online info/apps, mobile websites
- Senior interests
- Skateboard park/facility (beyond Veterans Park facility)
- Swimming pool
- Tourism – sport direction
- Track & field – schools?
- Urban Street
- Washrooms at J.B. Tudhope Memorial Park
- Winter-time uses (year-round soccer – field house, year-round tennis – dome)
- Vision for how to set up the waterfront park (Couchiching Beach Park)

*4) What role do you see the trails playing in the future of Orillia, the overall parks, recreation and culture system and the downtown? What and where are trail improvements needed?*

- Accessible
- Bike policies
- Bridges
- Brochure & logo specific to trails
- Complete linkage – signage information available along trail
- Connection to Scout Valley
- Connectivity – accessibility
- Consistency
- Corridor between trails
- Education
- Flora/fauna
- Highway 11 crossing to west Orillia
- Interpretive signage highlights
- Linkages – clearly identify system to show rationale trail linkages that support the vision
- Manage the use of electronic assist bicycles/ motorized wheel-chairs
- Marketing/promo/signage

- Millennium Trail goes through the waterfront boat parking area – needs to be addressed
- Mountain bikes – designating a specific trail
- Need for an Orillia cycling map
- People dumping at property line – needs to be addressed, bylaw enforcement
- Playing up the linkage from out trails north to Severn and south to Oro-Medonte
- Scout Valley wayfinding signage
- Signage
- Snowmobile
- Trail connected/linked
- Transportation
- Wayfinding signage about how to follow the trail system (i.e. when you come to what seems to be a dead-end, how to keep going)

*5) What do you want this Plan to do for you? How can it be organized to make it the most useful for you?*

- Better marketing system
- Clarify branding/signage best practices for all committees to follow
- Concise
- Convince Council to move forward with bike/pedestrian connections
- Correspond with City's Active Transportation Plan
- Direction for maintenance levels
- Future trends
- Gauge the economy in Orillia to target different projects
- Graphical
- Prioritize established finances
- Provide clear direction for future Councils and future development
- Provide vision that is easily translated to the community
- Road map to planning our future – expenses, where to focus resources
- Simple
- Smart goals that are realistic

### *Focus Group Session*



## ***Focus Groups***

Focus groups were conducted in July, August, October and November of 2013 and provide qualitative data regarding parks, recreation, culture and trails in Orillia. The groups included many different stakeholders and representatives from parks, recreation, culture and trails as well as from local organizations and community groups. Questions that were asked during the focus group meetings targeted the following topics: needs, issues, vision, assets participants and partnerships.

The following highlights the key findings from the discussions:

### **Appreciation of Assets**

Participants described their appreciation of many of the different parks, recreation, culture and trail assets in Orillia. The following lists the highlighted assets:

- Aqua Theatre
- Arts and culture
- Beautiful parks
- Clubs and organizations
- Events (Mariposa Folk Festival, Ride for Sight (bring back), Canada Day, Sidewalk Sale, Beatles, etc.)
- Farmers' Market
- Gardens in Orillia
- Heritage focus (Street's Alive, etc.)
- Lakeside parks
- Library
- New playing fields
- Opera House
- Orillia Museum of Art and History
- Parades
- Peter Street Arts District
- Port of Orillia
- Regan House in Scout Valley (heritage incorporation)
- Residents of Orillia

- Rotary Place
- Scout Valley
- Skatepark
- Splashpads
- Sunday night band concerts
- Trails
- Waterfront
- Waterfront facilities
- Waterfront heritage features

### **Culture**

Many cultural stakeholders were represented during the focus group, integrating culture with the discussion of parks, recreation and trails. Cultural needs and issues discussed include:

- A variety of facilities for young artists and musicians to perform at minimal cost
- Affordable, accessible, inclusive communal space where diversity can be shared and celebrated
- Artist space / showcase artwork
- Concert hall (250-400 seats) possible development on the Central School as a cultural centre
- Concert space with capacity more than 700 people
- Consult cultural department on aesthetics of development
- Conversion of unused commercial/industrial space need to create live/work space for the arts
- Create a cultural advisory board
- Create a cultural grant fund for arts and culture
- Develop a Heritage Master Plan
- Development of heritage plaques (including commercial and industrial heritage)
- Development of cultural policies including heritage
- Encourage live/work artist space
- Ensure Orillia is communicating the stories that we want to tell to attract visitors from around the world
- Establish a clear identity as a cultural

- destination
- Focus on downtown as cultural core
- Hall of fame to honor achievements and volunteer spirit
- Heritage park
- Highlight cultural successes
- Historical emphasis
- Incorporate heritage into the Master Plan
- More communication between the City and the residents (shift of culture to parks and recreation without consultation)
- More cultural performance, rehearsal and practice space (accessible)
- More public art / interactive
- Partner with Lakehead/Georgian for creative arts centre
- Potential for a railroad museum (150 Front Street)
- Potential relocation of Harvie Barn to Scout Valley
- Separation between heritage artifacts and recreation facilities
- Support and funding for the Orillia & District Arts Council (to provide studio, meeting and performance space)

Also discussed was the city's role in culture and the need to understand the value of culture in the community.

### Demographic Needs

Many discussions during the focus groups identified needs for various groups of people such as seniors, youths and people with special needs. Issues discussed include:

- Accessible recreation opportunities for seniors
- Affordable access for everyone
- Community centre
- Greater emphasis on youth culture (concerts/sports)
- More facilities for the physically challenged
- More options for low income households and financially challenged individuals

- More places for seniors to exercise
- More seniors facilities
- Seniors centre
- Seniors may not participate in sports activities, but do walk
- Seniors park
- Serve artistically inclined youth (not just athletic youth)
- Services for marginalized, at risk youth
- Youth facilities
- Youth groups need a place

Affordability was an important topic that was raised repeatedly during the focus groups.

### Festivals & Events

Citywide cultural and recreation activities that utilize parks, trails and public spaces, festivals and events were a primary concern for many that participated in the focus groups. Participants discussed how festivals and events raise the public profile of the City and have a substantial tourism and economic impact as well as many other positive community building impacts. To facilitate festivals and events, the needs raised regarding festivals and events include:

- A central storage space/secure office space for festival organizers
- A distinctive culture "brand" to promote all festivals and events under
- Allow pro-active planning (not last minute)
- A permanent festival site with appropriate infrastructure (i.e. electrical, storage, stage, etc.) potentially at Tudhope Park
- Balance between special event park use and resident/taxpayer park use during summer weekends
- Checklist for organizers / how-to information kit
- City grants policy determined immediately
- Clear funding and support strategies (sponsorship, grants, staff time, equipment use, promotion, fundraising, etc.)
- Co-promotion opportunities, avoid conflicts and

- competition on dates
- Consistent support policies for all events
- Demonstrate that Orillia has a vibrant, active festival life (attract visitors and new residents)
- Framework for tourism-oriented vs. community-oriented events
- Identify and promote signature events vital to the City's cultural identity and economic prosperity
- Improved communication between festival organizers and the City
- One stop shopping for permits
- Point of contact / facilitator for grants
- Policy regarding the purpose and goals for festivals and events
- Portable stage for outdoor performances
- Potential to have a booth at each event showcasing what the City has to offer
- Potential to develop a comedy program
- Potential to use school green spaces for event campsites or events themselves
- Power in all parks and electrician to hook main feeders into electrical supply
- Provide activities that contribute to the culture of the city
- Recognize high value of festivals and events
- Simplify contracts
- Sustained multi-year grants
- Target youth / young adult audience (college and university students)
- Volunteer facilitator
- Well developed festival and event policies, bylaws and capacity to enforce (include funding, support, fees, clean up, waste removal and damages)

Also discussed was the need to recognize festivals and events as a positive economic driver for the city.

### **Huron Regional Centre (HRC) Property**

Several participants identified the potential to buy the HRC property, particularly for waterfront use, as a major recreation/activity area. Also

identified as an ideal location for a new facility for tradeshow, events and exhibitions or as an educational/research/creation/performance space with collaboration amongst institutions and disciplines.

### **Partnerships**

A topic of discussion during each of the focus groups were existing and potential partnerships in the development of parks, recreation, culture and trails. For sports organizations, while many groups already partner with each other, a comment was discussed regarding the competition for space. The new Sports Council was discussed as a potential coordinator of different sports interest. Other potentials raised was for the Sports Council to coordinate with the Recreational Advisory Committee and the Orillia & District Arts Council as well as for the Sports Council to act as a conduit for helping less fortunate children receive subsidized registration for sports leagues. For cultural organizations, the Cultural Roundtable and the Orillia & Arts District Council were discussed as partnership focused organizations. Other discussions focused on bringing together community organizations, clubs and churches to share facilities, assist in programming and improve communication. Ways to facilitate partnerships discussed include the potential to provide meeting room space, to develop a database of organizations and to facilitate volunteer opportunities. Additional partners identified include commercial partners, schools (including the School Board, Georgian College and Lakehead University), youth groups, the hospital and the Ontario Provincial Police (OPP). Focus group participants also raised the potential to further encourage discussion between the City and local organizations to identify ways to partner as well as continued input from the public including kids, teenagers, working people, young families, seniors, etc. Finally, participants

identified the need for a tourism roundtable and coordinated promotional efforts.

## Programs

Program needs identified during the focus groups include:

- Aqua fit
- Board games
- Computer programs
- Consider the Hall of Fame as a source for cultural stories
- Development of a variety of programs for all ages is easier when the facilities are available
- Education programs regarding user safety
- Expand recognition program
- Maintain qualified staff in the Parks, Recreation and Culture Department
- Need people to lead programs
- Periodically holding summits with sports stakeholders as the city grows and expands
- Programs for youth and seniors
- Programs to get people out in nature
- Provide coaching, refereeing, trainer and parents education programs, clinics and seminars
- Senior club swimming at a reasonable rate
- Social media programs

## Recreation Facilities

A primary issue in the City of Orillia is the need for an aquatics centre/gymnasium complex. This is a well-known need in the City and one that has been detailed in length during previous studies. While the City is moving forward with various efforts to develop a facility that will meet the needs of the community, because the facility has yet to be constructed this issue remains a central focus for residents and stakeholders. During the focus groups for the Parks, Recreation, Culture Master Plan, participants identified the following indoor recreation facility needs:

- Accommodate all recreation needs

- Cultural inclusion in recreation facilities
- Design/equip arena for non sporting events
- Diving boards
- Facility combining hockey (2 pad), baseball (4 diamonds) and gymnasium
- Gyms
- Host tournaments/large sporting events
- Hub for all events
- Indoor basketball facilities - affordable, rentable by group, NBA/FIBA size, accommodate youth basketball groups
- Meeting rooms
- More ice availability
- More space for indoor sports
- New centrally located lacrosse arena is need for the future
- Olympic size arena with “bowl” seating
- Parking
- Pool
- Space for new sporting activities such as pickleball
- Therapy pool
- Walking track (indoor)
- Winter facilities for football, soccer, lacrosse

Other comments discuss the need for the facility to be multi-use, multi-sport, and multi-age, have the capacity to expand and be centrally located and accessible by bus route.

*Note: Because this need has been established in the City, the discussion of the recreation facility was not a focus of the meeting and therefore comments are not comprehensive.*

## Specific Park & Facility Needs

During each of the focus groups participants expressed appreciation for the existing park and facilities, particularly the waterfront parks, playgrounds, splash pads and Rotary Place. Nonetheless, several specific existing park and facilities issues were raised during the focus groups, these include:

- Access to seating

- Aqua Theatre in need of repair
- All facilities need to meet AODA standards
- Better parking at Couchiching Beach Park
- Boathouse at Tudhope Park could use a more solid roof structure on external cage and there is difficulty keeping tarp on outside storage and maintaining the dock
- Brian Orser Arena is aging/cost of ice time becoming unaffordable for some
- Bus drop off at parks
- Butterfly garden
- Description of who the parks are named after
- Double booking of existing facilities
- Existing facilities lack proper electrical requirements, proper meeting room facilities, proper loading areas, proper sound system
- Fencing around artificial turf at West Orillia Sports Complex does not stop soccer balls
- Have to share high school gyms for youth basketball
- Kitchener Park is not a good choice for an off-leash dog park (located on the water and not secure in any season)
- Large holes and poor lines on natural fields at West Orillia Sports Complex
- More drinking fountains
- More handrails in parks
- Need easy access to Rotary Place and West Orillia Sports Complex (currently no bus service)
- Need for additional turf field (West St. S)
- ODCVI Grounds will be coming up, alternative to Hillcrest
- Opera House cost of use is an issue, need affordable access
- Outdoor pavilion for seating in parks (e.g. Kitchener Park, Tudhope Park)
- Potential for playground equipment in Scout Valley near Regan House
- Public gardens
- Screened shaded areas for Tudhope Park and Couchiching Beach Park
- Separate fully fenced large and small breed dog parks

- Shade and washrooms in parks
- South ward needs bigger parks
- Storage facility needed at Rotary Place
- Team room and trainers room at West Orillia Sports Complex needs improvement
- Tudhope Park should be enhanced for festivals
- Veterans' Memorial Park could use trees
- Ward 4 needs more parks
- Washroom at Tudhope Park
- Washrooms at rowing building at Tudhope Park are in poor condition
- West Ridge Park dog park too far from parking (dogs defecate before getting to the park area)
- YMCA is not large enough to accommodate all swimming clubs and parking is an issue

### Sports & Fitness

An important component of the Parks, Recreation, Culture Master Plan is planning for the future of sports and fitness opportunities in the City. The following identifies the various needs that were raised by stakeholders and representatives:

- Another disc golf course (potential to run tournaments)
- Baseball facilities are good, but need dugouts and need better set-up due to multi-functional use of fields
- Bouldering
- Champlain Sailing Club requires a permanent location (security fencing would be a requirement)
- Clubhouse needed for Rugby Club with washroom facilities and change rooms especially if the club grows to include juniors' and womens' programs
- Four volleyball courts in one location
- Horseshoes
- Importance of winter sports
- Jr. B Lacrosse needs storage at the arena and new arena in order to grow the program
- Launch for paddleboards
- More launch areas for canoes and kayaks and

- linkage to trails from launch areas
- More tennis courts needed - four courts together to help with lessons, team play and tournaments, need room for expansion
- Nordic walking
- Outdoor fitness apparatus (adult playground)
- Outdoor shuffleboard
- Outdoor skating trail
- Pickleball
- Seasonal cross country ski trails
- Slacklining
- Storage for bikes, paddleboards, etc. needed
- Youth skateboard park needed, current facilities are too small, poorly built, lacking proper design and rundown for the skateboard community (potential location - Victoria Park)

### Sports Tourism

The potential to expand sports tourism in Orillia was identified during the focus groups. Included in this discussion was the possibility of providing annual funding to support sports tourism and hosting as well as utilizing a tourism tax with a portion going to the Sports Council. In addition to tournaments, participants identified the potential for a snowmobile race or dog sled race in Orillia.

### Trails

Trails are highly recognized as an asset in the community. As such, they were repeatedly brought up and many identified potential improvements. These improvements include:

- Address Hwy 11 issues
- Benches and washrooms along trails
- Better connected trails
- Better connections with highways
- Better connections with neighbouring communities
- Better lighting
- Better publicized stressing their use for everyone (age, ability, fitness level, strata, etc.) promoting good health (consistent message)
- Better signage
- Bike lanes/trails linking all regions of the city
- Bike racks
- Bike rentals
- Citywide network or system of off-road trails that connect all parks, recreation areas and cultural places
- Connect bike links to Rotary Place and Scout Valley
- Continue trails through each park
- Cross city and downtown links
- Cycling and trail map/mobile app
- Educational component
- Employ Crime Prevention through Environmental Design (CPTED) performed (trails blocked by brush or isolated are a safety concern)
- Expand trails to Lakehead University and beyond
- Expansion of the trail on King Street to the lights and Front Street S.
- Free car parking areas (with information and maps)
- Handrails along trails
- Higher priority in new developments, each project an opportunity to connect the active transportation network
- Improve bike path connections with trails
- Link key facilities (schools, recreation sites, bike lockups, transportation hubs, grocery stores, etc.)
- Materials used on walkways need upgrading
- More user-friendly (more rest areas, interactive play areas, fitness challenges, outdoor art, etc.)
- Naming trails based on heritage themes (railroad)
- Off-road, paved trail near the Hwy 12 bypass (along the south end of the City), linking the existing trail system along the waterfront to Scout Valley and Rotary Place
- Off-road trail system given the same priority as roadways for vehicles
- Paved shoulders for cyclists

- Potential to number trails
- Radio, TV, newspaper ads emphasizing benefit and pride of trails for locals and visitors
- Snowmobile connections
- Snowmobile trails should not go through the city, but around it
- Stations on trails needed with fitness instruction
- Trails brushed and cleared on a regular basis

## Waterfront

The waterfront was one of the most appreciated assets discussed during the focus groups. Some of the discussion topics included:

- Develop the waterfront with passive recreation
- Development of the waterfront with controls (hotels, etc.).
- Employ Crime Prevention through Environmental Design (CPTED) performed (trails blocked by brush or isolated are a safety concern)
- Grant program needed for recreation
- Issues with docking / launching due to wind and waves
- Lower water levels on the lake not good for the sailing club
- No charge for parking at the beach
- Provide piers that are well built and accessible for fishing, photography, bird watching or sitting (3 piers)
- Waterfront access improvements needed for fisherman, hikers and photographers

## View of Parks, Recreation, Culture & Trails

Focus group participants expressed views on the direction of development for parks, recreation, culture and trails, the following highlights some of the key points:

- Accessible opportunity for fitness and activity for all
- Balance sites in each quadrant
- Connect with the downtown

- Consider future sports needs and potential for expansion
- Create a more active lifestyle and healthier community
- Develop a connected, well-maintained and well lit recreational system (i.e. parks connected by trails)
- Develop parks for passive recreation
- Don't invest in dysfunctional facilities
- Draw boaters uptown
- Economic impact of facilities should not be underestimated, viewed as an investment
- Facilities enhancing active lifestyles
- Facilities should be central and accessible to all (connected to transit and active transportation)
- Facilities should meet local needs as well as sports tourism potential
- Focus on existing facilities in Orillia
- Focus on resident needs
- Integrate facilities for different groups in one park
- Integrate parks, recreation and culture
- Maintain existing resources (trails, lake use, etc.) and build facilities that the City can afford and meet the needs of the people
- Multi-use outdoor spaces and facilities and flexible activity areas
- Need access to free parking
- Need affordability
- Need to plan for future needs
- Neighbourhood based facilities needed as well as centralized facilities
- No more parkettes
- Not all parks need to be large, smaller parks work just as well
- Parks and facilities should be family friendly and must feel safe
- Parks should stay open all weekend during the summer months (remain accessible to citizens)
- Promote access for all
- Promotion of incorporating healthy ways to accomplish everyday things
- Recognize value of culture and sports

- Year-round system

## Interviews

During the planning process, interviews were conducted with City officials, City staff and various community stakeholders. A series of questions were asked during each interview, the following summarizes the responses to each of these questions:

*Barring all constraints – physical, financial or otherwise – what is your ideal vision for the City’s parks, recreation and culture system?*

- A number of community hubs where the component parts of a larger recreation complex can be assembled - something at Market Square, something at West Ridge, etc. that acts as a satellite so that people aren’t traveling across town for any one thing
- Access to programs
- Accessible for all
- Address seniors’ needs
- Affordable
- All of our programs running
- Attitude of cooperation
- Balance between opportunities for locals and tourists
- Balance needs with financial ability
- Better connectivity
- Biggest request city receives is for a pool, then a multi-use facility or gym, trail system, artificial turf, new ice rink and splash pads
- Bring folks to Orillia
- Centralized hubs of activity
- Continue showing moves in the park and running Sunday night concert series
- Continuing waterfront development (e.g. Tudhope Memorial Park)
- Engaging young people
- Enhancing opportunities to things that are already going on
- Everyone should be equal
- Festivals
- Focus on events rather than spread thin

- Focus on passive use, less on sports
- For all ages - seniors and youth
- For residents and tourists
- Four season town
- Incorporating play into the waterfront should be a priority
- Infrastructure - more cohesive, multi-use, adept to programming
- Lack of pool is top of the list
- Life in parks
- Misconception there’s nothing for kids to do
- More tolerant of snowmobiles
- Need for gyms
- Need to stop building parks
- Neighbourhood culture hubs
- Offer more partnering, promoting other people’s things (city doesn’t always have to be the service provider but can still work together)
- Orillia as a sports town with opportunities year-round (pool complex, hockey, baseball diamonds, indoor soccer complex)
- Parks & Rec and Culture needs to be more equal; no one understands culture
- Parks and facilities used for cultural events as well as sporting events
- Part of the City vision
- Partnership opportunities
- Place for people to come because we know we have recreation facilities
- Potential for permanent outdoor ice pad, complete with refrigeration in Couchiching Beach Park
- Promote health
- Range of opportunities for all
- Reduce park footprints
- Seamless coordination between parks and recreation and culture
- Sensitive to cultural needs
- To become a hub for sporting events
- To have a pool and a gym to run programs out of
- Unity of the department (clear roles)
- Upgrading facilities (Brian Orser)

- Utilizing facilities better, engaging people with things to do in the parks
- Value in connectivity, in trails and cultural spaces - creates a more vibrant city
- What we build today works for us in the future
- Winter activities & available ice surfaces

*What are the City's greatest recreational/leisure assets?*

- Accessible waterfront
- Ball hockey
- Couchiching Beach Park
- Downtown close to waterfront
- Farmers Market
- Hall at Scout Valley
- Kitchener Park
- Lakes
- Lifestyle
- Location
- Mariposa Folk Fest
- Natural connections
- Parkettes
- Parks
- Programming
- Rotary Place
- Scout Valley
- Trails
- Tudhope Park
- Waterfront living
- Waterfront parks
- Well run recreation programs

*What role do you see the trails playing in the future of Orillia, the overall parks, recreation and culture system and the downtown?*

- Active transport
- Bike racks needed on buses to get over the highway to the trails
- Connect better
- Could grow and develop trails for an active community
- Excellent trails
- Expand, more trails

- Light better
- Link to downtown
- Need to protect sensitive areas of Scout Valley, it's a free-for-all now
- Not age exclusive
- Share with snowmobiles
- Trails are open in winter
- Trails to walk to work, home, etc. (opportunity to never have to drive)
- Use trail plan to establish viability of mountain biking loop in Scout Valley

*What recreation and cultural services or programming needs improvement?*

- Better connect people to programs
- Better fund access without using taxes
- Bubble for year round soccer
- Cost effective programming
- Discount for programs
- Ice time for women's hockey
- Need to better anticipate where there will be growth
- Need to know who we are serving

*What improvements need to be made to parks, facilities, open space amenities to better suit the needs of the City?*

- Amenities – open concession during tournaments in Kitchener
- Baseball field in Tudhope
- Centralize sports
- Change rooms
- Clean up graffiti tags
- Do not develop more parkettes; develop larger parks
- Double gym
- Leacock Home - crisis situation
- Light trails
- Need neighbourhood park in Ward 4
- Need to make parking at boat launch better, more fair (need to charge)
- No tennis in north east area of city
- Pool

- Public washrooms
- Seating areas
- Splash pad near low income housing on Highway 12
- Subdivisions lands dedication is inefficient, parcels are too small
- We should build the MURF, we have the environmental release

*How can the Master Plan be most useful to you?  
What tools do you see as potential effective in implementing the Master Plan?*

- Adding culture to park and recreation brochure and highlighting cultural facilities
- Administrative support for the Opera House
- Affordability
- Age trends (lack of programming from age 18 to 50 range)
- Based on trends
- Building on Culture Plan (review what has been accomplished)
- Clear focus and direct - where we need to go
- Clear measurable recommendations
- Concrete vision for the future
- Connect entire trail system
- Consider staffing needs
- Do have a priority booking policy - needs to be kept up-to-date
- Economies
- Facilities that target different events
- Financial tools
- Help be a facilitator of programs
- If passive recreation and culture were equally esteemed with active recreation and sport
- If the city had a pool and a sports complex, we could host events like the world series of fastball, which would benefit hotels and restaurants, etc.
- Integrate development plans
- Lack of facilities or programs - adults trying to have a healthy lifestyle
- Leading document for moving forward
- Leveraging

- Making sure we have the equipment that we're going to be replenishing overtime
- Missing facilities to realize sports tourism potential (fastball)
- Multiple access points to activities
- Needs to develop public art
- Opera House should be available to everyone, but has to balance cost
- Opera House should have its own management board
- Phasing
- Policy on culture
- Potential for lacrosse
- Priorities
- Prioritizing what we want to focus on in terms of programming
- Private art policy (if you own a private building, city has no policy/no application process)
- Quantify needs
- Realistic (slow growing municipality)
- Recognize the significance of the Opera House (a professional facility)
- Should have full recognition of the value of the cultural sector and the performance sector
- Sports tourism
- Strategic
- Substantiated - realistic to the community
- Syncopation (merging of departments) - rebranding, re-launching the department - around the new master plan
- Timeline and guide to Council
- Tourism aspect of sport (unified voice)
- Use the master plan to promote the city and for support when making requests to Council
- Who is paying for it and is it sustainable

*Are there any key elements should we be focusing on as we develop the plan?*

- Accessibility in finding information
- Accessible to the whole community
- Accommodate artists in new facilities
- Best practices
- Brian Orser replacement (somewhere in the

- urban area)
- Bus service to Rotary Place
- Centrally located facilities
- Connectivity of assets
- Financial assistance programs for low income families
- Focus on how we can make the cultural life specific to place (Leacock, Mariposa, downtown into a cultural stage)
- Focus on wintertime activities
- Funding
- Future of the city is in its cultural life
- Future planning (what we should be adding)
- Impact of our festivals and events
- Increased number of soccer fields
- Keep in mind what it takes to operate, recommendations for funding
- Lacking ice time
- Leadership in the plan
- Make sure that the recreation centre gets built
- Mechanism in which business and culture can be paired up
- Opera House is an important asset for classes, concerts, etc. and is a centrepiece in the city (while cost is an issue, we need to keep up the tradition and maintenance)
- Partnering with colleges and universities
- People move into a community to “play”
- Pool and gym space
- Potential for an Arts and Culture Advisory Committee
- Programming of rooms (not all programs appropriate for glass walled room)
- Promoting active transportation as one way to access cultural facilities
- Providing access to youth programming for all, whether through city or youth centre - complimentary pieces
- Shared resources
- Splash pads in the city are a successful improvement, very busy
- Sports tourism (In the sports community, everyone speaks highly of Orillia sports)

- Staff at locations throughout the city rather than just at City Hall
- Technologically friendly information
- User groups

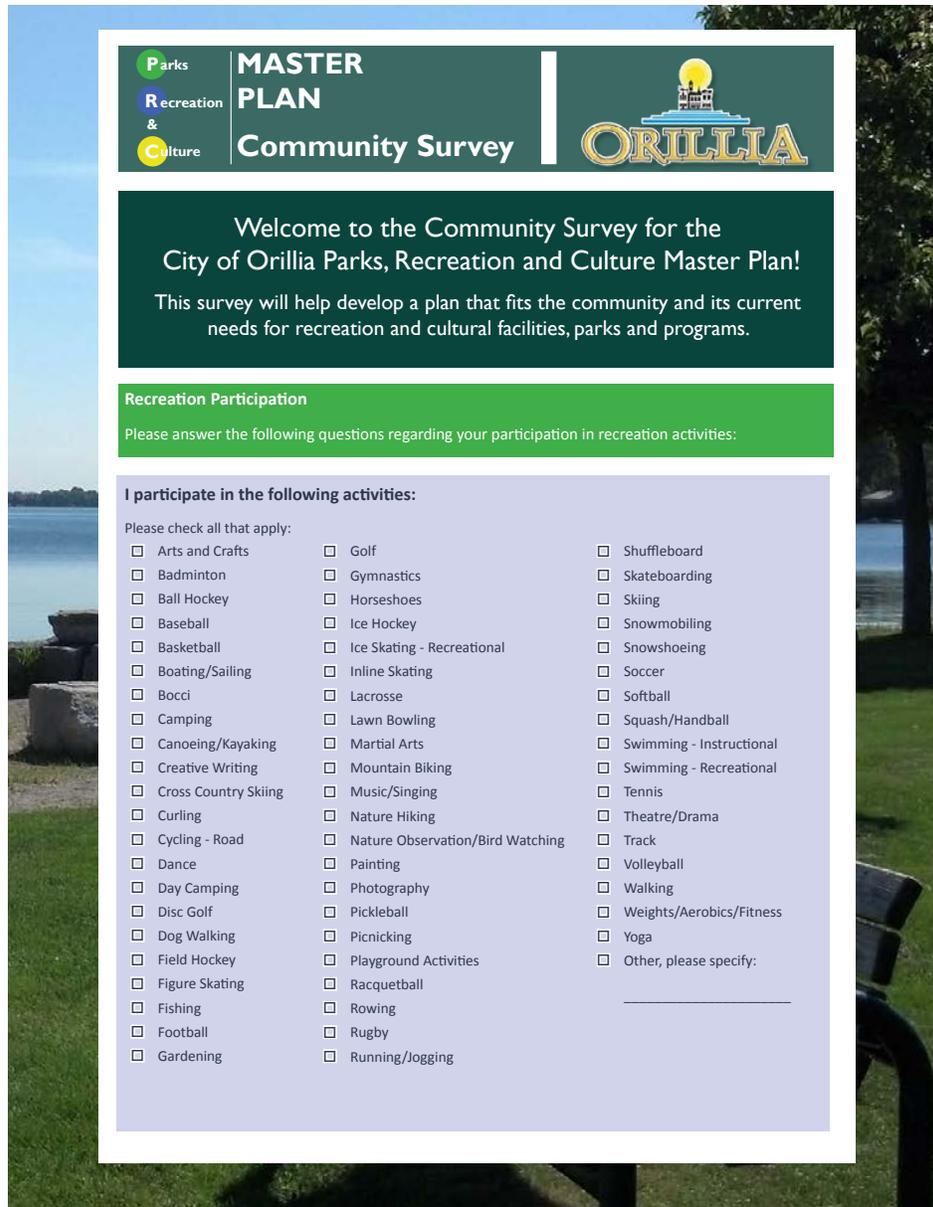
## Community Survey

As part of the Master Plan process, an online community survey was conducted regarding parks, recreation, culture and trails in Orillia.

### About the Respondents

The survey received 354 responses. The large majority of respondents (88%) live in Orillia and own their home (82%). Respondents represent

a range of income levels with the most common being between \$50,000 and \$74,999, which is consistent with the average household income in Orillia. The age composition of respondents was also fairly consistent with the age breakdown of Orillia's total population although the young adult and 80 and above population was slightly under represented. In general, the community survey was representative of the population of Orillia.



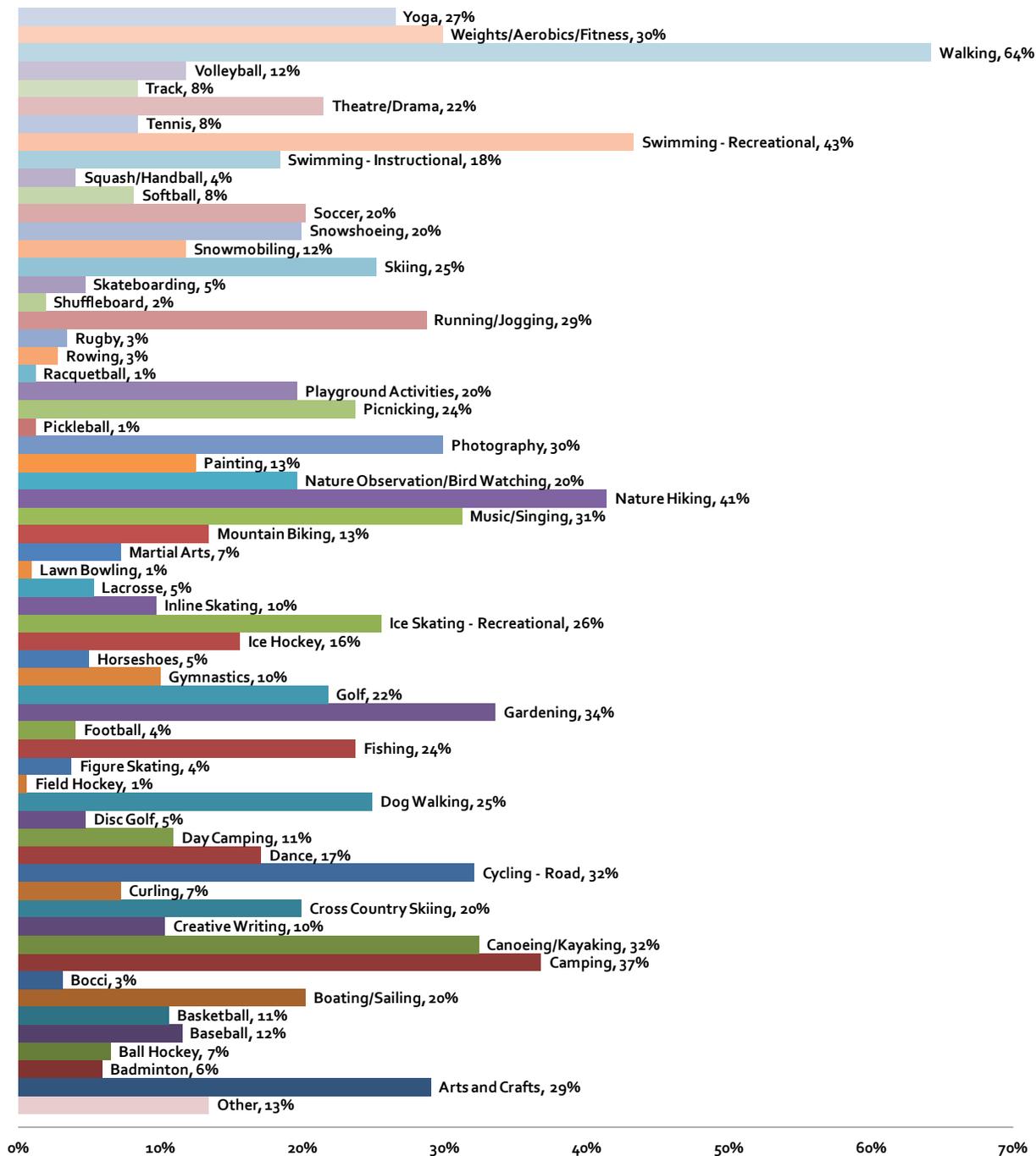
Sample Image of the Community Survey

## Survey Questions

Survey questions focused on recreation participation, city parks, trails and recreation and cultural facilities, accessibility and availability of parks and trails and recreation and cultural programs. The following charts and tables summarize the results of the survey.

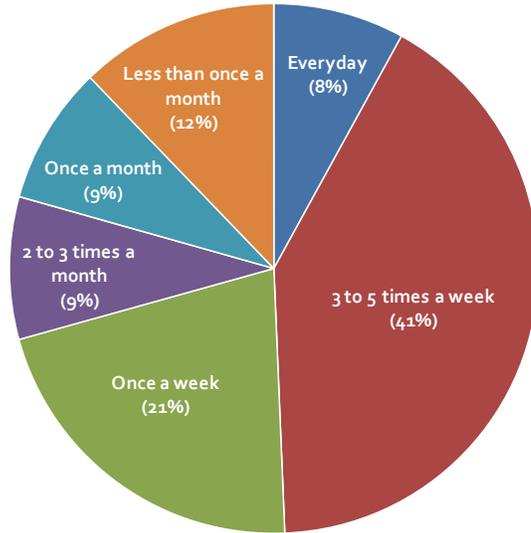
## Recreation Participation Questions

### I participate in the following activities:

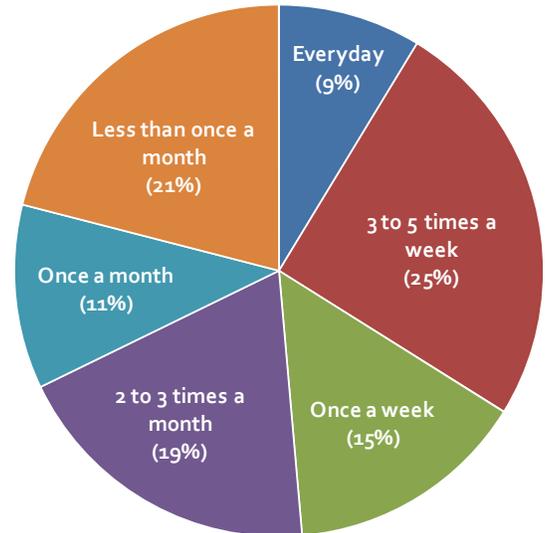


## Use of City Parks, Trails and Recreation and Culture Facilities

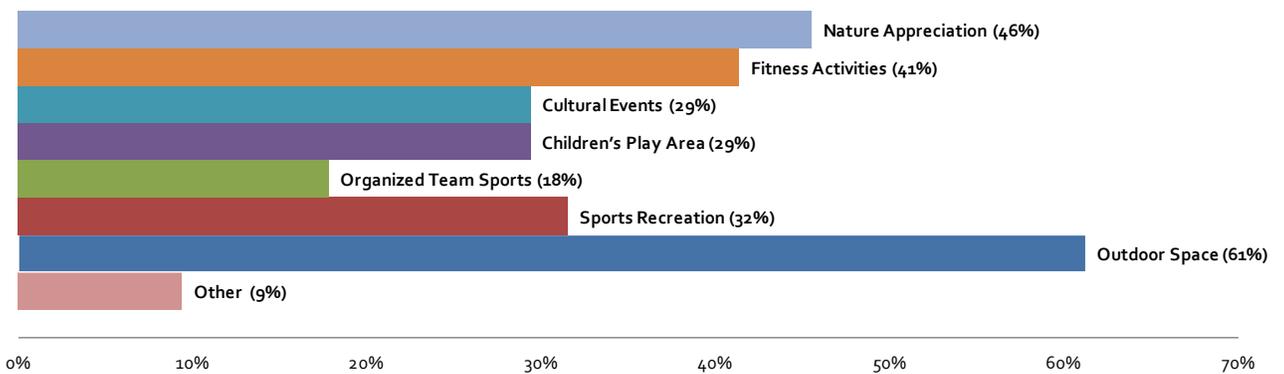
I go to City parks and recreation facilities:



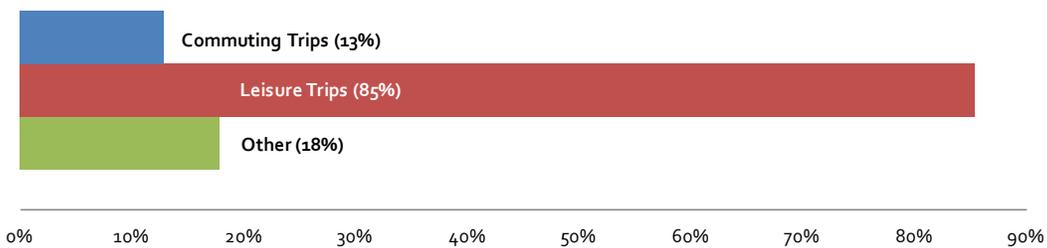
I use trails in Orillia:



I typically use parks and recreation facilities for:

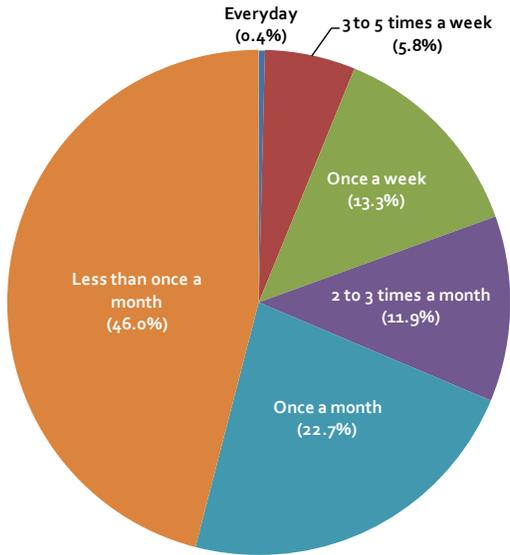


My reasons for using trails in Orillia include:

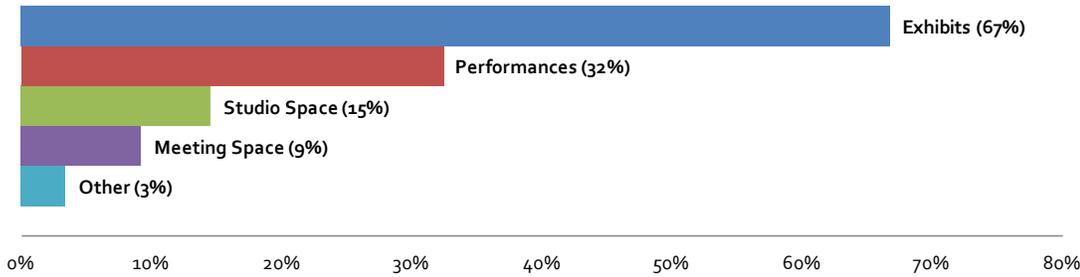


## Use of City Parks, Trails and Recreation and Culture Facilities (Continued)

### I go to City cultural facilities:

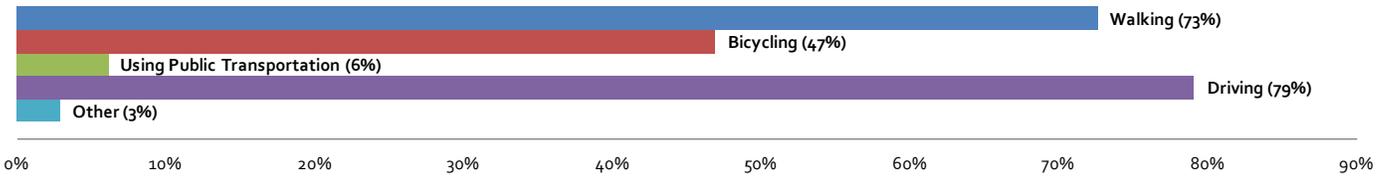


### I typically use cultural facilities for:

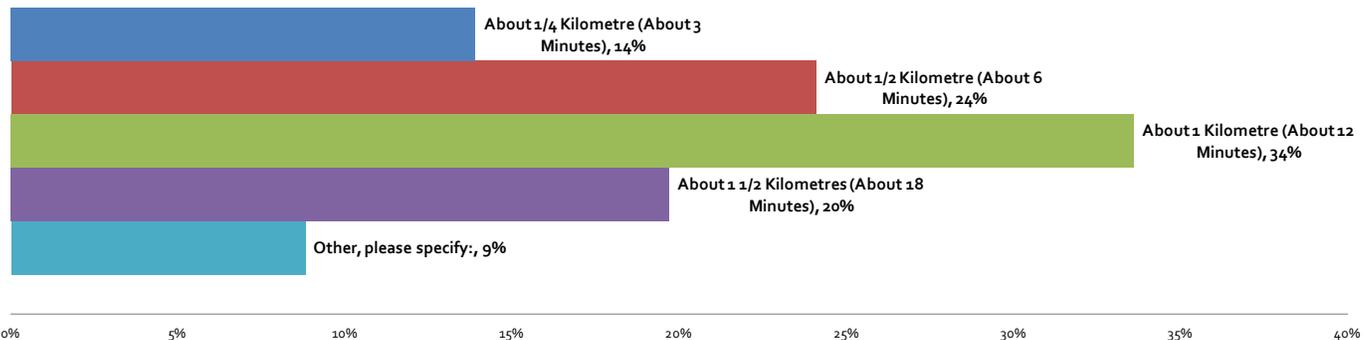


## Mode of Access and Walking Distance to Parks

### I access parks by...



### I would walk the following distance to access a park:

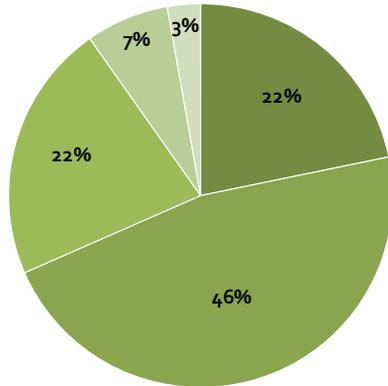


## Quality, Access and Expansion of Parks, Trails and Recreation and Cultural Facilities

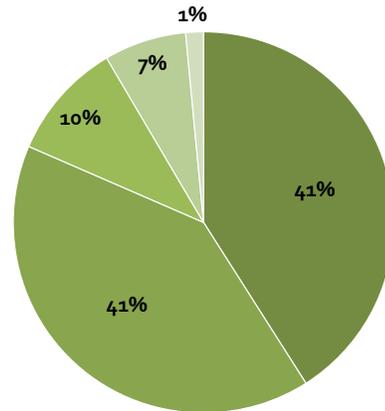
The following scale applies to each of the pie charts below:

**Scale:**  *Strongly Agree*  *Agree*  *Neutral*  *Disagree*  *Strongly Disagree*

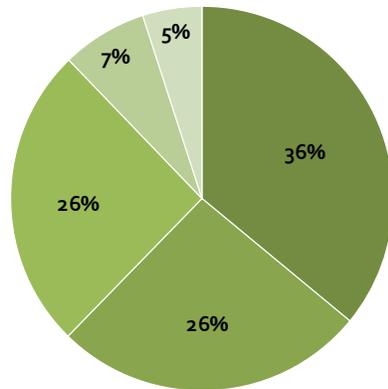
Overall, I believe that parks, trails and recreation and cultural facilities in Orillia are of high quality.



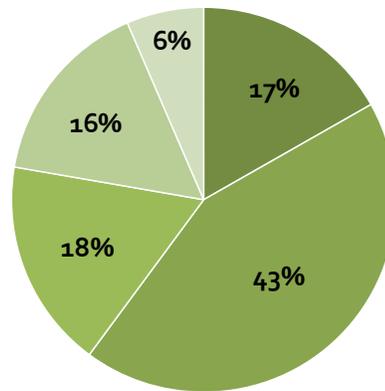
I am easily able to access parks from where I live in Orillia.



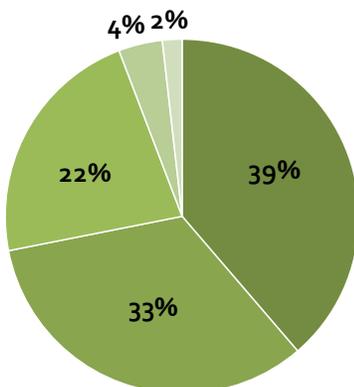
I believe the City of Orillia should acquire new park land to expand the park system.



I believe there is adequate access to the waterfront in Orillia.

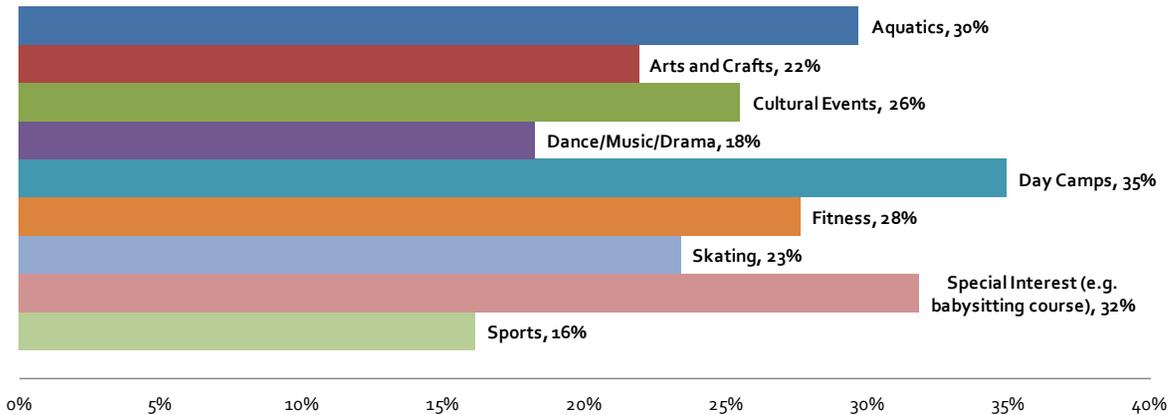


I believe the City of Orillia should expand the trail system.

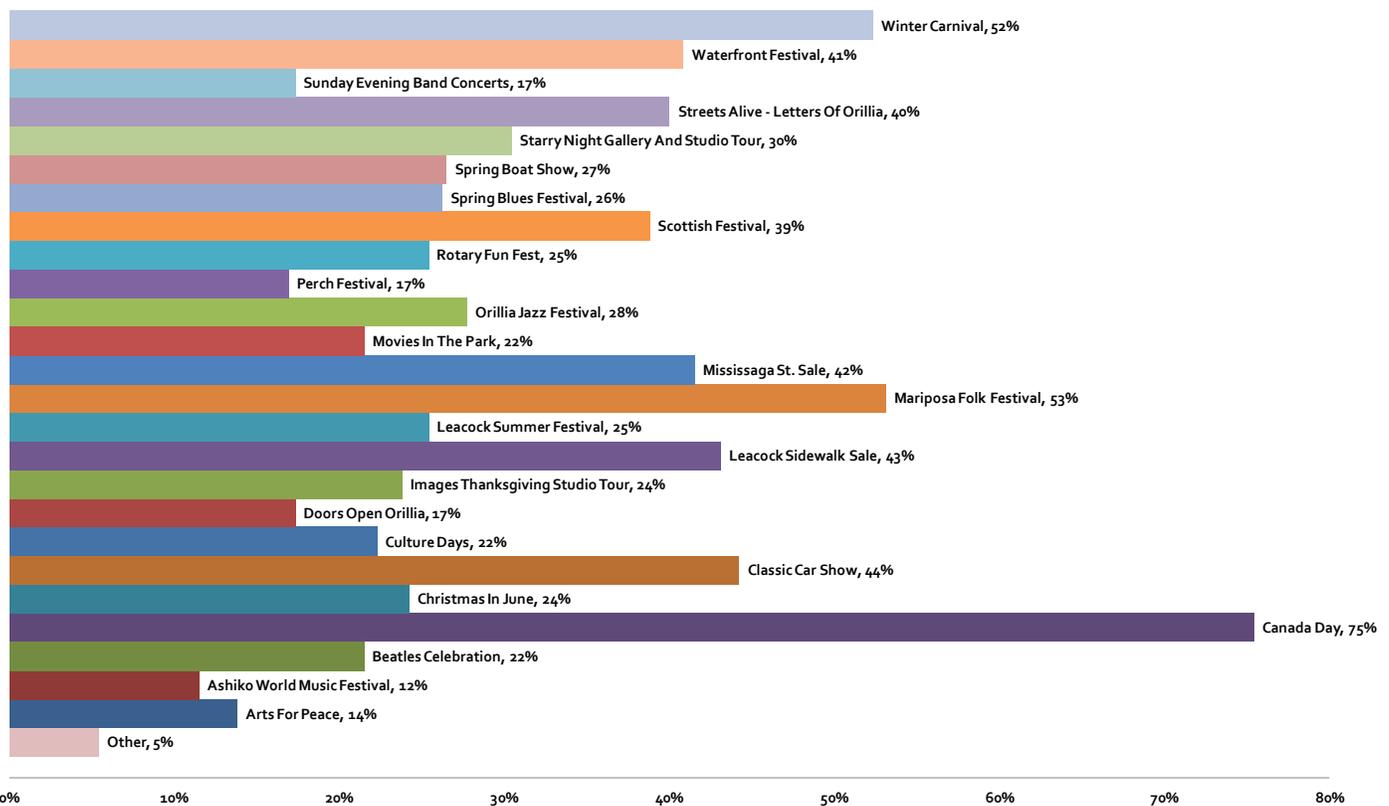


## Participation in City Recreation Programs

I participate in the following City recreation programs.



I participate in the following cultural events.

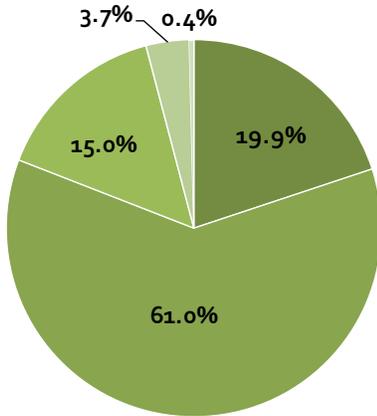


# Knowledge, Quality, Quantity, Affordability and Accessibility of Recreation and Culture Programs and Events

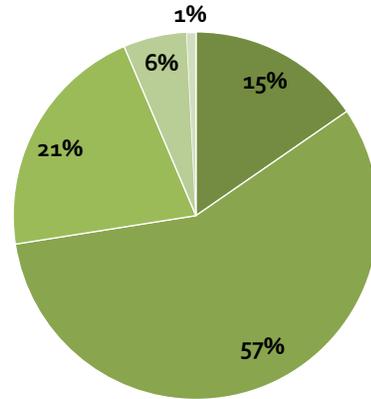
The following scale applies to each of the pie charts below:



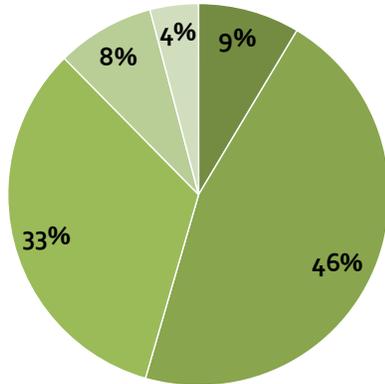
**I am aware of existing City recreation programs and events.**



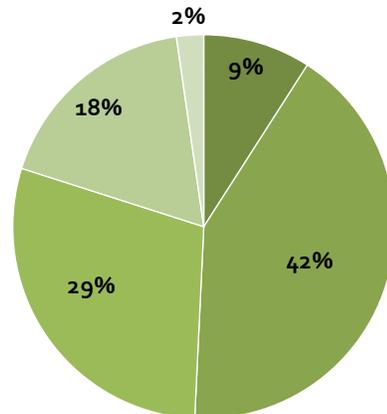
**I am aware of existing City cultural events and opportunities.**



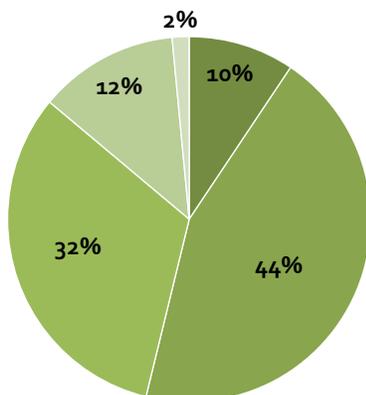
**I am satisfied with the quality of City recreation programs.**



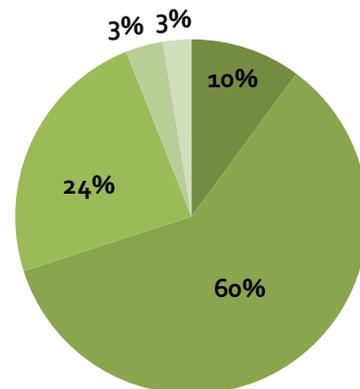
**I am satisfied with the quantity of City recreation programs.**



**I believe City recreation programs and events are affordable.**



**I believe City recreation programs and events are accessible.**



## Satisfaction with Recreation Facilities and Cultural Facilities by Age Group

Overall, I believe that recreation facilities in Orillia adequately serve different age groups.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Ages 12 and Under	53 (20.1%)	123 (46.6%)	42 (15.9%)	31 (11.7%)	15 (5.7%)
Ages 13-19	25 (9.7%)	94 (36.6%)	62 (24.1%)	54 (21.0%)	22 (8.6%)
Ages 20-64	27 (10.4%)	112 (43.2%)	61 (23.6%)	44 (17.0%)	15 (5.8%)
Ages 65-79	33 (12.8%)	92 (35.8%)	73 (28.4%)	38 (14.8%)	21 (8.2%)
Ages 80 and Above	24 (9.5%)	59 (23.3%)	90 (35.6%)	45 (17.8%)	35 (13.8%)

Overall, I believe that cultural facilities in Orillia adequately serve different age groups.

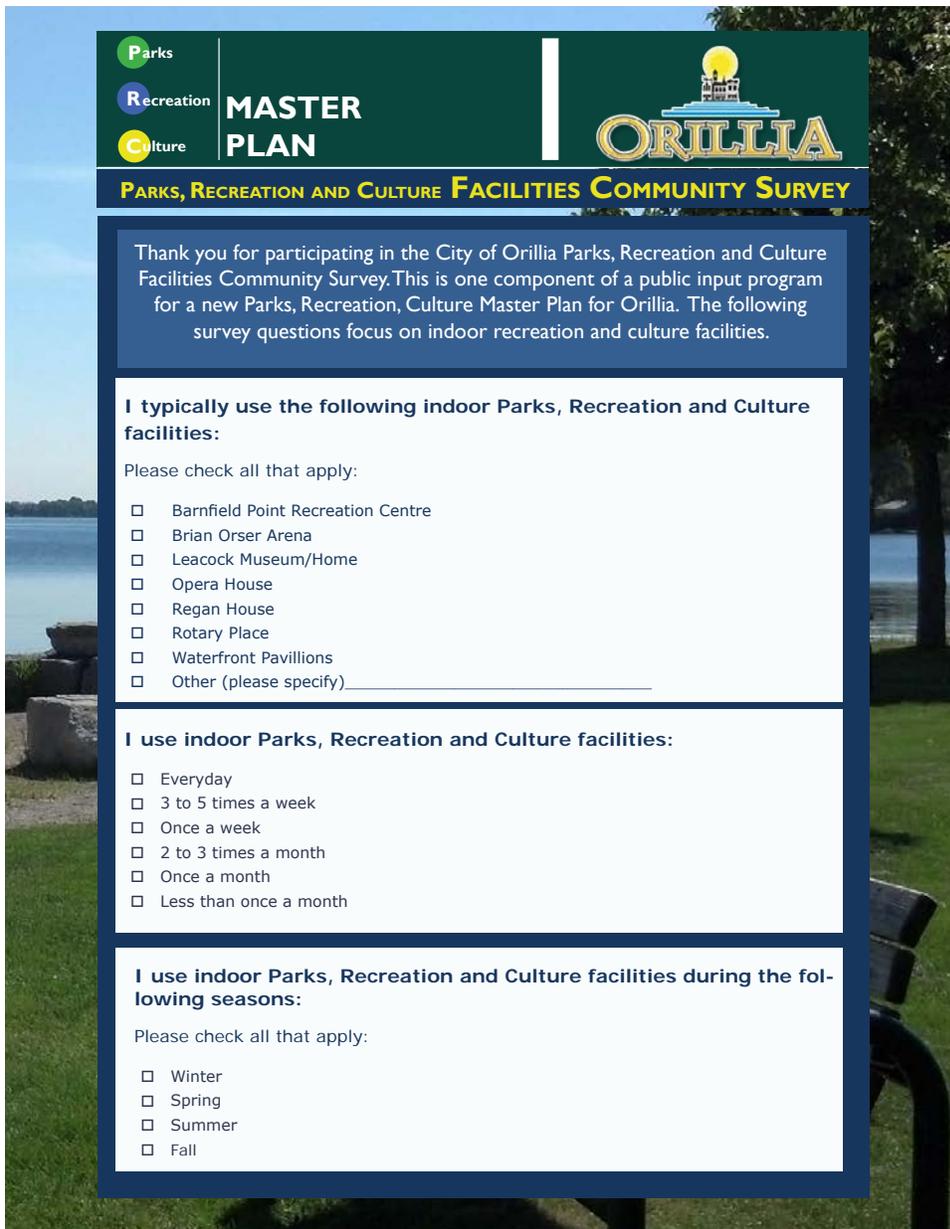
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Ages 12 and Under	22 (8.9%)	90 (36.3%)	93 (37.5%)	31 (12.5%)	12 (4.8%)
Ages 13-19	14 (5.5%)	70 (27.5%)	104 (40.8%)	54 (21.2%)	13 (5.1%)
Ages 20-64	21 (8.4%)	103 (41.2%)	86 (34.4%)	30 (12.0%)	10 (4.0%)
Ages 65-79	37 (14.9%)	103 (41.4%)	78 (31.3%)	22 (8.8%)	9 (3.6%)
Ages 80 and Above	26 (10.5%)	89 (35.9%)	96 (38.7%)	24 (9.7%)	13 (5.2%)

## Facilities Community Survey

To supplement the Community Survey for the Master Plan, a survey that targeted information regarding facilities was conducted. The survey received 126 responses. The respondents to the Facilities Survey was less representative of the overall population of Orillia, likely because many of the participants included out of town

facility users (33%) and because the respondents focused primarily on those who use indoor facilities.

Survey questions focused on indoor recreation and cultural facilities and the programs that are run within these facilities. The following charts and tables summarize the results of the survey.



**Parks**  
**Recreation**  
**Culture**

**MASTER PLAN**

**ORILLIA**

**PARKS, RECREATION AND CULTURE FACILITIES COMMUNITY SURVEY**

Thank you for participating in the City of Orillia Parks, Recreation and Culture Facilities Community Survey. This is one component of a public input program for a new Parks, Recreation, Culture Master Plan for Orillia. The following survey questions focus on indoor recreation and culture facilities.

**I typically use the following indoor Parks, Recreation and Culture facilities:**

Please check all that apply:

- Barnfield Point Recreation Centre
- Brian Orser Arena
- Leacock Museum/Home
- Opera House
- Regan House
- Rotary Place
- Waterfront Pavillions
- Other (please specify) \_\_\_\_\_

**I use indoor Parks, Recreation and Culture facilities:**

- Everyday
- 3 to 5 times a week
- Once a week
- 2 to 3 times a month
- Once a month
- Less than once a month

**I use indoor Parks, Recreation and Culture facilities during the following seasons:**

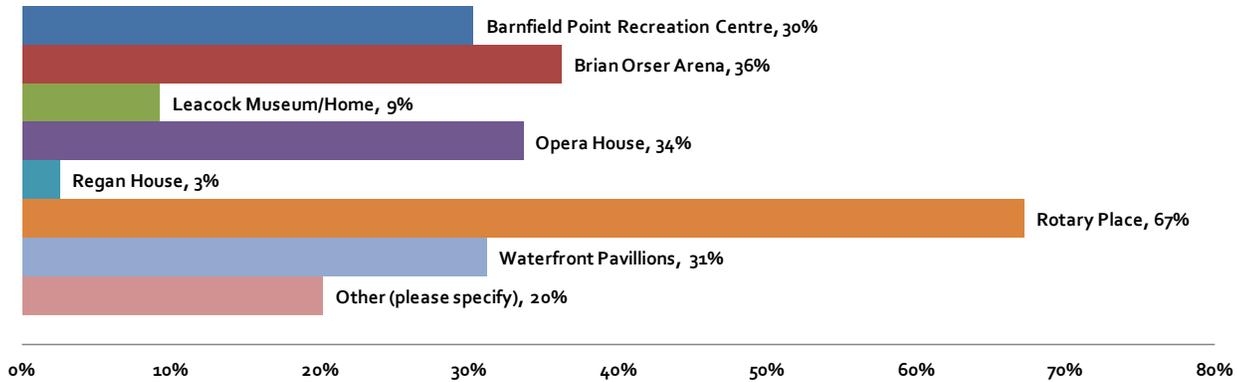
Please check all that apply:

- Winter
- Spring
- Summer
- Fall

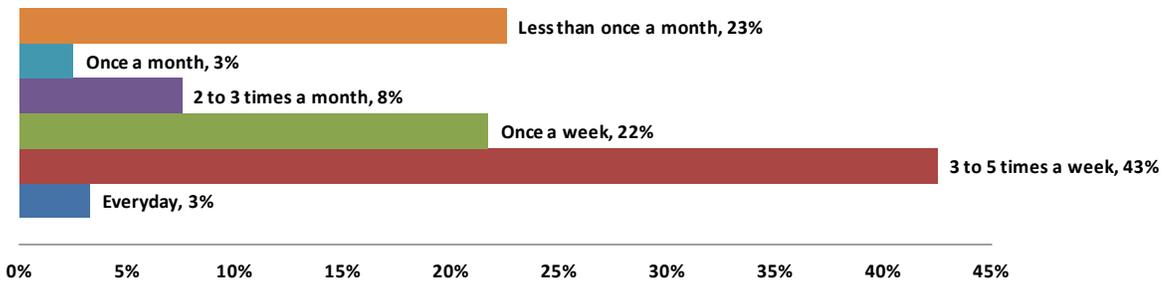
*Sample Image of the Facilities Community Survey*

## Use of Indoor Parks, Recreation and Culture Facilities

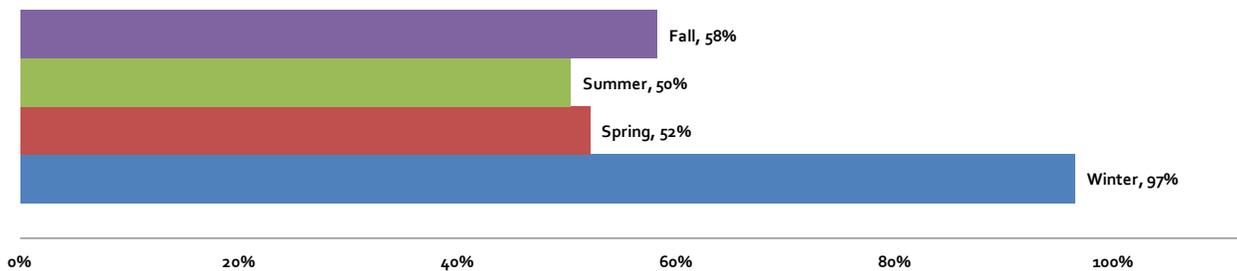
I typically use the following indoor Parks, Recreation and Culture facilities:



I use indoor Park, Recreation and Culture facilities:

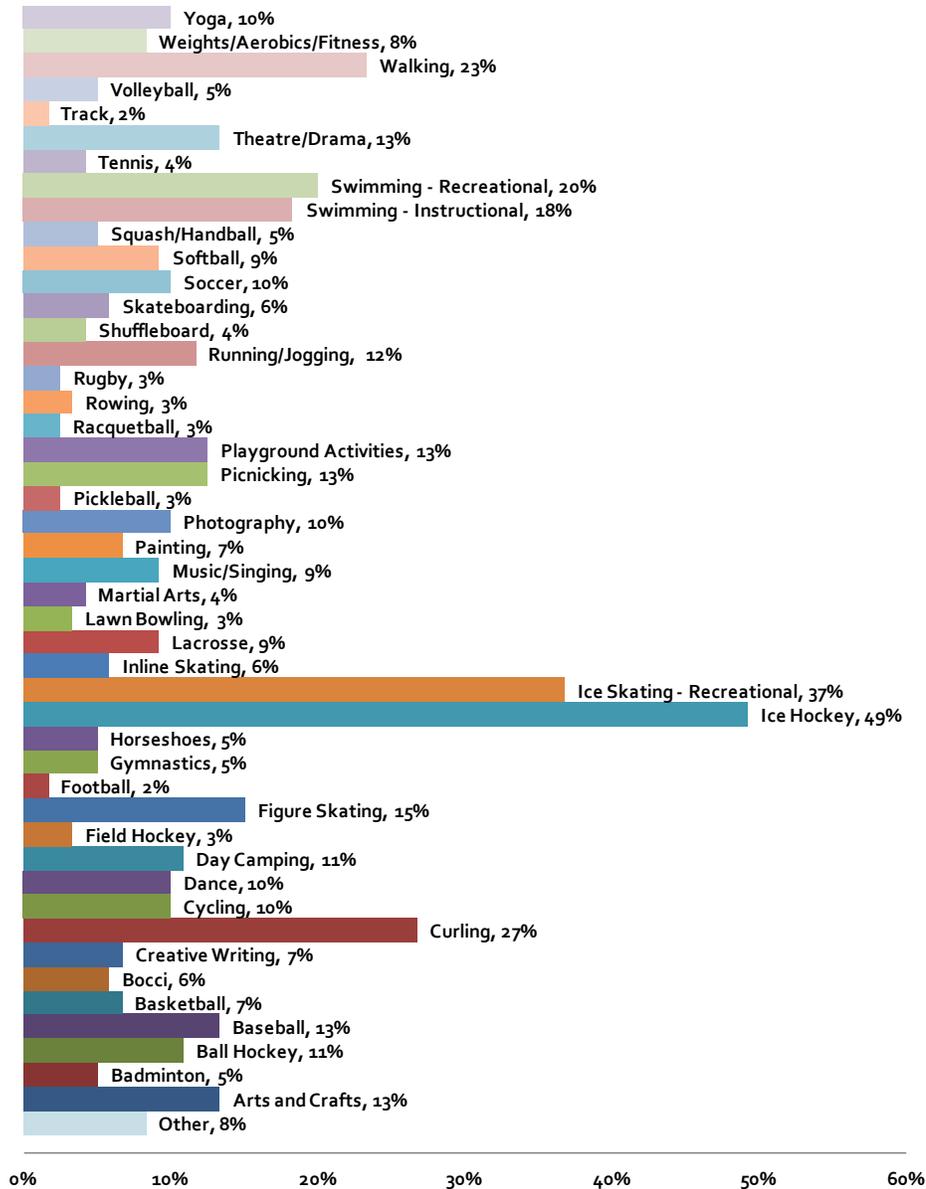


I use indoor Parks, Recreation and Culture facilities during the following seasons:



## Participation in Activities at Indoor Parks, Recreation and Culture Facilities

I participate in the following activities when I use indoor Parks, Recreation and Culture facilities:

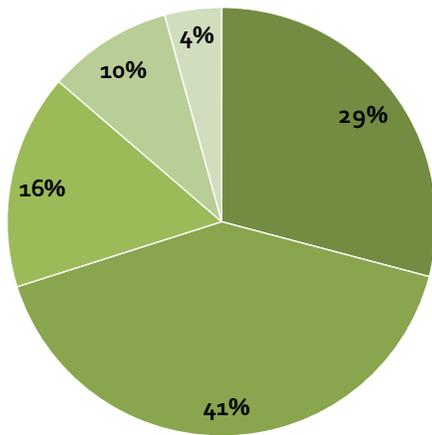


## Knowledge of Programs and Meeting Rooms at Indoor Parks, Recreation and Culture Facilities

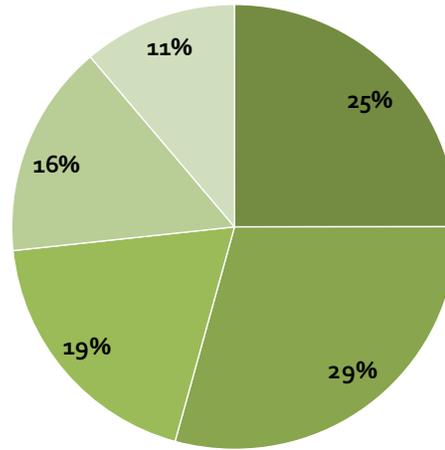
The following scale applies to each of the pie charts below:

Scale: **Strongly Agree** **Agree** **Neutral** **Disagree** **Strongly Disagree**

I am aware of existing City recreation/cultural programs and events offered in City of Orillia indoor Parks, Recreation and Culture facilities.

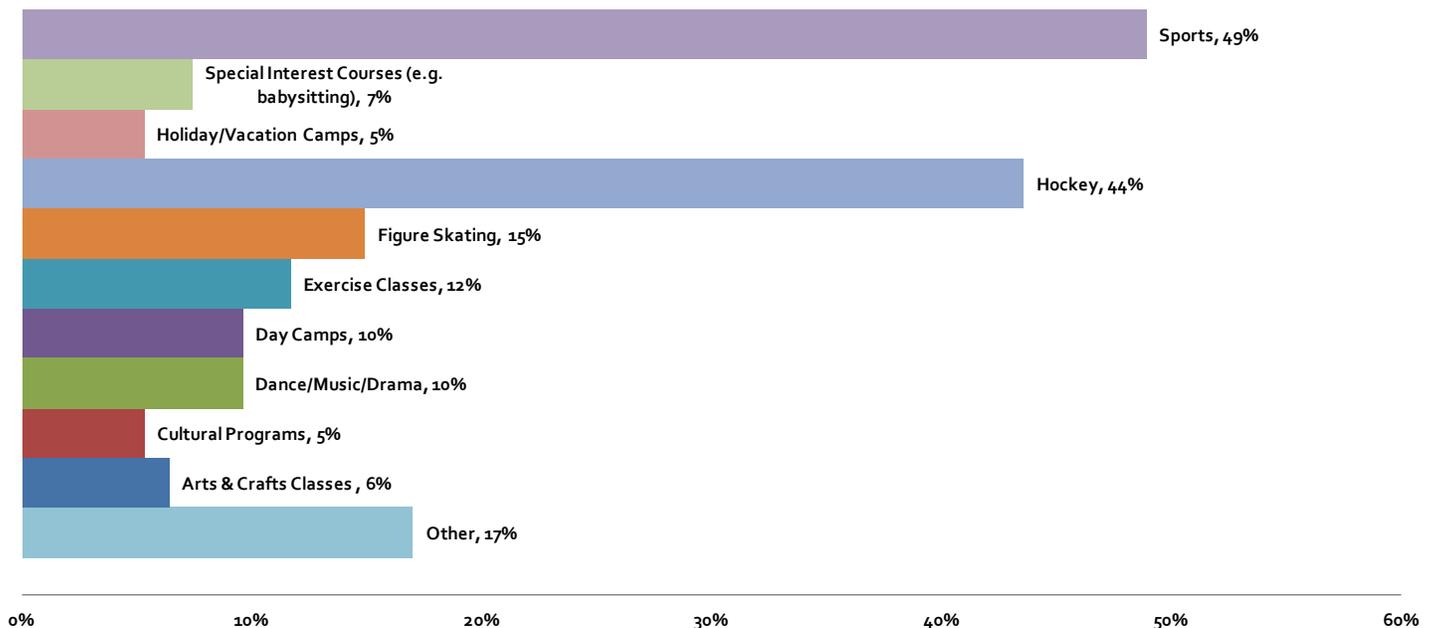


I am aware of existing meeting rooms available in City of Orillia indoor Parks, Recreation and Culture facilities.



## Participation in Programs at Indoor Parks, Recreation and Culture Facilities

I participate in the following programs at City of Orillia indoor Parks, Recreation and Culture facilities.

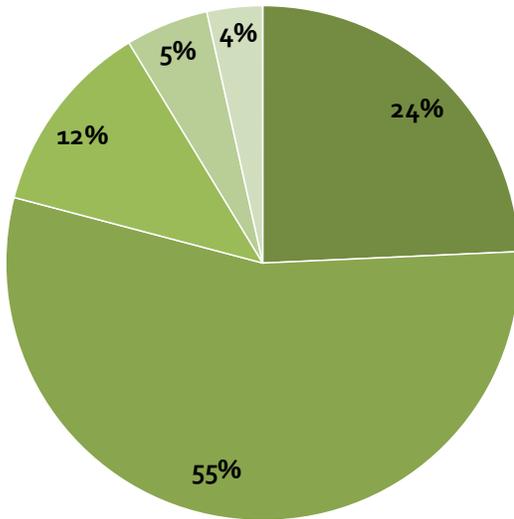


## Access and Quality of Indoor Parks, Recreation and Culture Facilities

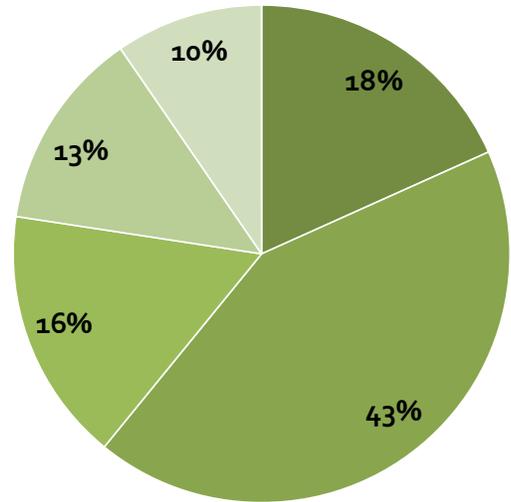
The following scale applies to each of the pie charts below:



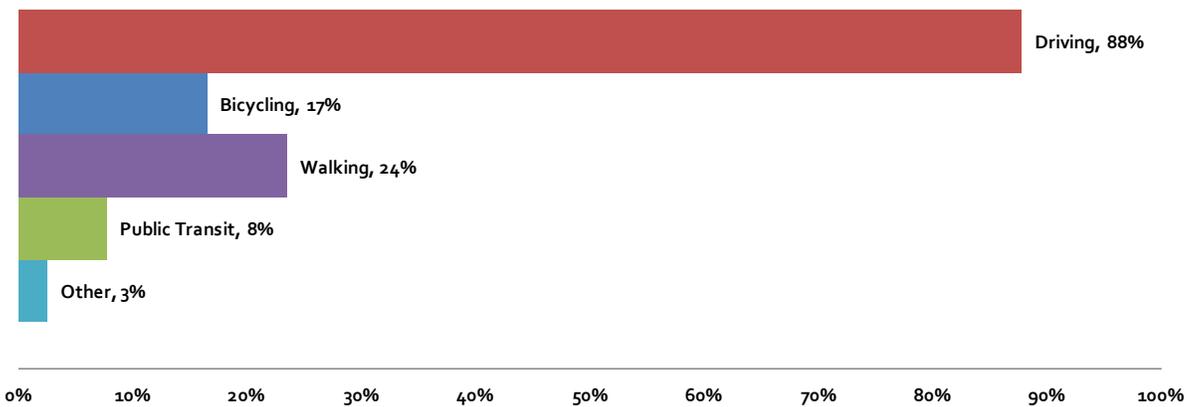
It is easy to access indoor Parks, Recreation and Culture facilities.



I am satisfied with the quality of indoor Parks, Recreation and Culture facilities.



I access indoor Parks, Recreation and Culture facilities by...



## Use of Meeting Rooms at Indoor Parks, Recreation and Culture Facilities

I use available meeting rooms in City of Orillia indoor recreation and culture facilities:

	Everyday	3 to 5 times a week	Once a week	2 to 3 times a month	Once a month	Less than once a month	Never
Don Shave Meeting Room at Barnfield Point Recreation Centre	2 (2.2%)	0 (0.0%)	3 (3.3%)	1 (1.1%)	5 (5.5%)	9 (9.9%)	71 (78.0%)
Meeting Room at McKinnell Square	0 (0.0%)	2 (2.6%)	0 (0.0%)	2 (2.6%)	0 (0.0%)	3 (3.8%)	71 (91.0%)
Dr. Tom Brandl Meeting Room at Brian Orser Arena	0 (0.0%)	0 (0.0%)	2 (2.5%)	1 (1.2%)	1 (1.2%)	6 (7.5%)	70 (87.5%)
Mr. Blair Ashmore Meeting Room at Brian Orser Arena	0 (0.0%)	0 (0.0%)	2 (2.5%)	2 (2.5%)	0 (0.0%)	6 (7.6%)	69 (87.3%)
Meeting Room at Rotary Place	0 (0.0%)	0 (0.0%)	3 (3.3%)	1 (1.1%)	16 (17.4%)	13 (14.1%)	59 (64.1%)
Orillia Room at Rotary Place	0 (0.0%)	2 (2.4%)	1 (1.2%)	1 (1.2%)	3 (3.6%)	12 (14.5%)	64 (77.1%)
Tournament Room at Rotary Place	0 (0.0%)	0 (0.0%)	2 (2.4%)	2 (2.4%)	9 (10.7%)	9 (10.7%)	62 (73.8%)
Regan House at Scout Valley	0 (0.0%)	2 (2.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4 (5.1%)	73 (92.4%)

## Public Meeting

In October 2013 a public meeting was conducted as part of the Parks, Recreation, Culture Master Plan process. The meeting introduced the master planning process to the community and gathered input regarding the vision for the future of Orillia. A part of the meeting, participants were guided through an interactive input session in which they completed an individual workbook exercise and a group mapping exercise.

## About the Results

With 19 participants that responded to the interactive input session, the small meeting size provided an introduction to the community's vision of parks, recreation and culture in Orillia. The majority of the participants were adults that live in Orillia; their responses are summarized in the following section:

### Individual Workbook Responses

*Participants responded to a series of yes / no questions regarding key planning topic areas.*

	Yes	No	No Response
<b>Park &amp; Culture Usage &amp; Circulation</b>			
I visit parks in Orillia.	18	0	1
I visit cultural destinations in Orillia.	15	0	4
I walk to parks and/or cultural destinations in Orillia.	14	1	4
I bike to parks and/or cultural destinations in Orillia.	7	9	3
I drive to parks and/or cultural destinations in Orillia.	17	1	1
I take public transportation to parks and/or cultural destinations in Orillia.	3	11	5
Pedestrian and bicycle access to the parks and/or cultural destinations in Orillia should be enhanced.	11	5	3
Vehicular access to the parks and/or cultural destinations in Orillia should be enhanced.	7	3	9
Connections to culture and recreation facilities within the City should be enhanced.	8	2	9
<b>Park Needs &amp; Maintenance</b>			
There should be additional park space within the City.	9	3	7
Parks in Orillia are well maintained.	14	0	5
Parks in Orillia have high quality facilities.	14	0	5
<b>Park &amp; Culture Amenities</b>			
Parks in Orillia should provide more unprogrammed park space.	7	6	6
Parks in Orillia should provide more typical park facilities (for example: benches, shelters, etc.).	10	3	6
Parks in Orillia should provide more naturalized areas and facilities for nature appreciation (for example: bird blinds, viewing platforms, etc.).	7	3	9
Orillia should provide more entertainment facilities (for example: band shell, amphitheatre, etc.).	12	1	6
There should be more heritage, arts and/or cultural destinations in Orillia (for example: sculpture park, interpretive park, etc.).	10	1	8
Parks in Orillia should have more outdoor sports facilities (for example: baseball diamond, tennis court, etc.).	7	2	10

## Additional Questions

Together with the yes/no questions, participants were asked to provide responses to several questions about parks, recreation and culture. These responses are listed below, where more than one person provided the same response, the number of times the response was given is listed.

### What attracts you to City parks?

- Accessibility
- Activities (2)
- Always see something new
- Beauty (2)
- Boats
- Children's Activities / Playground
- Community
- Events (3)
- Exercise (2)
- Functionality
- Green Space
- Heritage Features
- Leisure Activities
- Location
- Music Events
- Nature
- Open Space
- Place to Relax
- Place to See People
- Quiet
- Scenery
- Sporting Events
- Swimming
- The Lake
- Walk for Exercise
- X-Country Skiing

### What attracts you to City cultural destinations?

- Activities
- Art
- Celebration of Local History / Heritage
- Community Meeting Places
- Entertainment (2)

- Events
- Exhibitions
- Extra Interest Adds to an Outing
- Festivals
- Learning
- Mental Pleasure
- Music (3)
- Plays
- Support Arts & Culture
- Too Much to List
- Volunteer

### What are the major maintenance needs?

- Address Lighting
- Address Potholes
- Address Surfaces
- Cut the Grass
- Improve Sightlines
- Infrastructure for Events (Existing Roadways, Washrooms, Lighting)
- Sinkholes Filled In
- The North Street Playground Has Been Fenced Off All Summer (Why?)

### What park facilities need to be updated?

- All Upgrades are High Quality
- Event Infrastructure
- Internal Roadways
- Leveling Grass
- Lighting
- Sports Park

### What kinds of additional typical park facilities are needed?

- Adult Exercise
- Exercise at the Parks / Trails
- Lots More Garbage Cans
- Memorial Trees
- Outdoor Exercise Equipment on Trails / In Parks
- Skating Rink (Double as Hard Court in the Summer)
- Washrooms (Well Maintained)

### What kind of nature viewing facilities are needed?

- 255 West Street Should be a Nature View Facility
- Accessible Ramps
- Interpretation
- Natural Gardens
- Viewing Platforms

### What kinds of entertainment facilities are needed?

- 200-300 Seat Theatre
- A Black Box Studio Theatre with Space / Flexibility
- Amphitheatre (2)
- Band Shell (2)
- HRC Property as an Event Amphitheatre
- Landscaped Amphitheatre
- Moveable Amphitheatres (Can be Set Up for an Evening)
- Music
- Public Square

### What kinds of heritage, arts or cultural facilities or destinations are needed?

- Affordable Concert Venues
- Art in the Park
- Art Walks
- Children's Garden
- Enhance Leacock Museum
- Historic Architecture Walk Pamphlet
- Interpretation
- Interpretive Park with Signs
- Local Artists / Sculptors (2)
- More Sculptures
- Open Space for Events and Festivals
- Sensory Garden
- Streets Alive on a Broader Scale

### What kinds of outdoor sports facilities are needed?

- Baseball Diamonds (4)
- Goal Posts
- Groomed X-Country Trails

- Soccer (2)
- Tournament Quality
- Track (2)

### Group Mapping Exercise

As part of the input session, participants worked in groups to identify parks, recreation and culture issues and potentials on a map of the City. The Public Input Synthesis Map demonstrates the results from this activity. In addition, each group was asked to identify their priority improvements for the park system. Improvements identified included:

- 225 West Street as Naturalized / Sports Facility (3)
- HRC as a Park / Cultural Facility (3)
- Bike Routes (2)
- Trail Connecting Lakehead University / Scout Valley with City Trails

*Note: Where more than one group provided the same response, the number of times the response was given is listed.*

### Public Meeting Group Mapping Exercise





### Intercept Survey

In the summer and fall of 2013 an intercept survey was conducted as part of the public input process for the Parks, Recreation, Culture Master Plan. Those surveyed included people who were in City parks or along City trails and agreed to participate in a brief survey about parks and trails. The survey asked questions regarding the purpose of their trip, participation in activities and level of importance of various park and trail issues. The responses to each of the questions is summarized in the following tables:

What is the main purpose of today's visit?	Park	Trail
Athletic field	-	
Baseball	1	
Disc Golf	-	
Horseshoes	-	
Off leash dog park	-	
Picnic	3	
Playground	4	
Participate in City Rec activity (specify)	-	
Participate in other organized activity	-	
Shuffleboard	-	
Splash Pad	1	
Swimming Beach	3	
Tennis	-	
Dog walk	1	1
Enjoy outdoors	4	2
Exercise (specify)	-	4
Passing through	-	-
Socialize	5	1
Trail, Commute	-	-
Trail, Run/Jog	1	1
Trail, Walk	4	6

How often do you participate in these activities?	Daily	Several Times/ Week	Weekly	Several Times/ Month	Monthly	Less than Monthly
Athletic field	-	-	-	-	-	1
Baseball	-	1	1	-	-	1
Disc Golf	-	-	-	-	-	1
Horseshoes	-	-	-	-	-	1
Off leash dog park	-	-	-	-	-	1
Picnic	-	1	1	-	2	1
Playground	1	1	-	1	1	1
Participate in City Rec activity	-	-	-	-	-	1
Participate in other organized activity	-	-	-	-	1	-
Shuffleboard	-	-	-	-	-	-
Splash Pad	-	1	-	-	1	-
Swimming Beach	1	2	1	1	-	-
Tennis	-	-	1	1	-	-
Park/Trail Dog walk	1	1	-	1	-	-
Park/Trail Enjoy outdoors	-	4	1	1	-	-
Park/Trail Exercise	1	5	-	1	-	-
Park/Trail Passing through	-	-	-	1	-	-
Park/Trail Socialize	-	1	-	-	-	-
Trail, Commute	-	-	-	-	-	-
Trail, Run/Jog	-	1	-	1	-	-
Trail, Walk	5	3	-	2	-	-

How important are the following to you:	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Not At All Important
Clean beach	16	6	1	-	-
Clean public restrooms	16	5	1	-	-
Flowers/Landscaping	10	10	2	2	-
Litter-free park	12	10	1	-	-
Staff in Parks - Supervise/Ask Questions	6	10	5	2	-
Trail Maintenance	10	9	2	-	-
Trail Safety -- conflicts between uses	8	9	4	-	-
Trail Safety -- conflicts with vehicles	11	4	7	-	-
Trail Safety -- crime	10	4	3	-	1
Well-Maintained Fields	5	10	3	-	-
Well-Maintained Lawns	7	10	3	-	-
Well-Maintained Roads and Parking Areas	5	12	1	-	-



# Summary of Questionnaire Results

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Rate whether or not you agree with the priority to develop the trails network.	60%	24%	12%	4%	0%
Rate whether or not you agree with the priority to develop the proposed West Street South Park (255 West Street South) as a central outdoor park facility.	50%	21%	21%	8%	0%
Rate whether or not you agree with the priority to focus on waterfront celebration parks for water-based uses and feature locations for festivals and events.	64%	20%	16%	0%	0%
Rate whether or not you agree with the recommendation to acquire Huronia Regional Centre (HRC) for the development of a waterfront celebration park.	68%	18%	9%	5%	0%
Rate whether or not you agree that the Interpretive Plan will help to enhance the experience of the community and display the City's unique culture.	22%	52%	17%	4%	4%

# Open House Panels (Continued)



## Trails Master Plan: The Trails Master Plan is a companion document to the Parks, Recreation, Culture Master Plan. It furthers the concepts of the Systems Plan by identifying specific trail network recommendations.

**CITYWIDE TRAIL NETWORK**

To develop a citywide trail network, the Master Plan identifies the specific connectors and routes of Orillia's trails and identifies the priorities of trail development.

**Priority #1: Complete the Connections to the Existing Network of Trails**  
The current gaps in the trails should be addressed. These locations include:

- The downtown waterfront gap in the green trail (Lake Street to old railroad station area). This will require the design development to be completed for the three downtown waterfront parks.
- Recreation along the reconstructed Albany Road segment (From Front Street to Forest Avenue).
- A second beach connector from the beach to Lakeview Road.

**Priority #2: Complete the Main Loop Trail**  
By putting in place a main loop trail, the City may begin to market their trail system to visitors that want to stay in one place, get parks in a day system experience.

**Priority #3: Complete the Green Street Trail Network**  
The Colbourne Road, Highway 10 by pass and West Street trails will facilitate access through the downtown to the waterfront.

**Priority #4: Complete the Remaining Sections of the Trail Network**  
The remaining trail gaps and three street connections should be developed.

The adjacent maps illustrate the complete citywide trail network for Orillia.

**TRAIL IDENTITY**

An iconic symbol of Orillia, the trails should be visible and clearly identifiable. To assist in highlighting the trail network, identify and provide recommendations include:

- Develop an iconic symbol for Orillia's trails that is eye catching and recognizable, such as the adjacent purple logo.
- Trails should be designed with sustainable features. The following design guidelines illustrate what these features could look like.

**SCOUT VALLEY TRAILS**

The Trails Master Plan specifically addresses the trail system in Scout Valley. One of the primary recommendations for the trails is the development of an accessible scenic trail throughout the park. The map below demonstrates the future of trails in Scout Valley.



## Directions from Public Involvement:

Extensive public involvement was conducted as part of the Parks, Recreation, Culture Master Plan. Highlighted below are key directions from the input received.

**PUBLIC INVOLVEMENT SESSIONS**

Recognizing the community significance of this planning effort, a variety of involvement techniques were used to ensure that all voices were heard as part of the process. Sessions included:

- Committee Meetings:** The Parks, Recreation, Culture Master Plan is guided by a Steering Committee that is made up of City staff and community stakeholders.
- Vision Session:** A vision session was conducted with the Steering Committee to initiate discussion of the future of parks, recreation and culture in Orillia.
- Focus Groups:** A variety of stakeholders and interest groups were included in a series of focus groups to open discussions on parks, recreation, culture and trails.
- Stakeholder Interviews:** Numerous interviews were conducted throughout the planning process to ensure key parks, recreation and culture stakeholders were included in the plan development process.
- Public Meeting:** An initial public meeting was conducted to focus on physical proposals for the future of parks, recreation and culture in Orillia.
- Community Surveys:** Several different types of surveys were utilized as part of the involvement program including an online community survey, an intercept survey conducted in parks to gather information about park users and a facilities survey (focused on facility users).

**Highlights of the Input Sessions**

Community involvement demonstrated a strong appreciation for a variety of city resources including parks, the waterfront, trails, recreation and culture facilities, festivals and Scout Valley.

**Community Surveys**

- 70% of respondents go to City parks and recreation facilities once a week or more
- Majority of respondents utilize open space for outdoor space
- 70% of respondents agree or strongly agree that the City should expand the trail system and 64% of respondents agree or strongly agree that the City should acquire new parkland
- The majority of respondents are aware of cultural facilities and events as well as City recreation programs

**Public Meetings**

- Parks are well maintained and have high quality facilities
- Priority issues include:
  - Development of the Huronia Regional Centre (HRC) property as a park/cultural facility
  - Blue space and trail connections to Lakeshore Community Development

**Focus Groups & Interviews**

**Focus on:**

- Affordability & accessibility for all
- Trails with better connections
- Better coordination
- Continued waterfront enhancement
- Health & walkability

**Vision Session**

The new system should be:

- Attractive, accessible & affordable for all
- Highly connected, inclusive, inviting and offer a diversity of facilities & amenities
- A major focus in the City that is sustainable and well-maintained
- A balance between programmed & non-programmed space

**Community Survey Results & Findings**

With 300 responses received, the online community survey was the most comprehensive involvement technique for the Parks, Recreation, Culture Master Plan. The results of the survey provided important information to help guide the development of the plan. The following charts illustrate some of the key results.

**Recreation Participation:** Participants in the following activities:

**Use of City Parks Trails and Recreation and Culture Facilities:**

**Participation in Recreation Programs and Cultural Events:**

**My reason for using trails in Orillia include:**

**My reason for using cultural facilities in Orillia include:**

**Recreation use parks and recreation facilities primarily for:**

**Use of City of Orillia's cultural facilities:**

**Use of City of Orillia's waterfront system:**

**Use of City of Orillia's waterfront system:**

Walking is the most highly participate in activity.

Quality, Access and Expansion of Parks, Trails and Recreation and Cultural Facilities

The following are the top 10 most highly rated parks in Orillia:

**DESIGN** based  
**PLANNING**  
peter j. smith & company, inc.  
[www.pjsgo.com](http://www.pjsgo.com)  
United States Buffalo, New York • Canada Fort Erie, Ontario

