

APPENDICES

APPENDIX A: WHITE PAGES: WHAT'S
GOING ON IN COLLINGWOOD? WHAT
ARE OTHER COMMUNITIES DOING?

Reducing Our Urban Footprint



"Recognizing sustainable growth options through innovative practices to reduce our urban footprint"

What We Have Heard?

Throughout the consultation process this is what others in the Nottawasaga Region have identified as being important to them.

- Reduce urban sprawl
- Development of medium and higher density developments and mostly compact growth (residents and businesses)
- Support alternative transportation options (walking, cycling, transit)
- Protect agricultural and environmentally sensitive land
- Recognize finite capacity of growth on the Nottawasaga watershed

What We Are Currently Doing?

This is a list of some of the current initiatives being done in the Collingwood Area.

GHG emission reduction initiatives - Committed to reducing GHG emissions, established a emission reductions plan and created a GHG emissions inventory and forecast



Habitat Creation & Preservation Projects - Erosion control along Black Ash Creek and Collingwood Harbour Shoreline, Egret Nesting Project, Green Landscaping, Plant Health Care Policy



Pesticide By-Law - Reduce use of pesticides in the Town of Collingwood

Tree Protection By-law - Prohibit and regulate the injuring or destruction of certain trees in the Town of Collingwood

Trail Development - A large variety of trails have been developed and maintained to encourage walking, cycling and being active

Collingwood Downtown Farmers' Market - Throughout the growing season, local vendors feature a wide range of organic vegetables and fruit, baking, meats and cheeses, flowers and trees, jams and preserves and handcrafted items, encouraging buying locally.

Intensification Initiatives – Update of policy to implement Provincial intensification objectives and targets.

Growth Management – Assessing our growth and future growth to accommodate population.

Brownfield Redevelopment - Re-development on brownfield lands



Urban Infilling - Urban infilling or revitalization of inner municipal areas through new housing and mixed-use developments accomplishes the objective of making more efficient and continued use of investments in social and physical urban infrastructure such as schools, transit systems and sewers.

Are there any other initiatives that you know about?

Email us at NottawaSAGA@collingwood.ca

What is Being Done in Other Areas? *Can We do it Here?*



This section presents a brief summary of green initiatives being implemented in other small urban municipalities in Canada that encourage reducing the urban footprint.



Green Streets Canada - A program to encourage the innovative best management practices and policies in forest management
<http://www.treecanada.ca/programs/greestreeets/index.htm>.

walkON - A community partnership to promote walkable communities by raising awareness and educating the public around building walkable communities.
<http://www.walkon.ca>.

Green Housing Developments - Reducing the environmental impact or "footprint" of homes.

Green Housing developments have included:

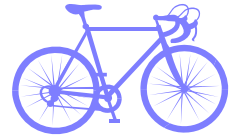
- Renewable solar energy, with a small high efficiency tankless gas boiler serving as the secondary heating source
- Super insulated, with added basement, wall, underslab and attic insulation.
- Heat recovery systems to reclaim heat from drain water and ventilation exhaust.
- Collection of rain water in an underground cistern and used to flush the ultra low flow toilets and irrigate the drought resistant landscaping.
- Maximize the use of daylight, and have either compact florescent lighting that is 75% more efficient or LED lights that are 95% more efficient than incandescent bulbs



Environmentally-Friendly Construction and Renovation Practices Policy - A policy that has been implemented by municipalities for new and existing municipal buildings. The policy will require that renovations to existing municipal buildings meet the 25 per cent energy efficiency requirement of the Ministry of Natural Resources Commercial Building Incentive Program (CBIP) standard. <http://oee.nrcan.gc.ca/commercial/newbuildings.cfm>.

Improving How We Get Around

"Encouraging a transportation network that is affordable, reliable, safe, accessible, green and efficient"



What We Have Heard?

Throughout the consultation process this is what others in the Nottawasaga Region have identified as being important to them.

- Reduce the number of cars on the road
- Encourage alternate forms of transportation (cycling, walking, transit)
- Strive towards creating and expanding a regional transit system
- Provide improved and affordable services to outlying towns
- Remove the need to expand the current road system
- Discourage vehicles in the downtown core
- Create safer bike lanes
- Develop a more walkable town

What We Are Currently Doing?

This is a list of some of the current initiatives being done in the Collingwood Area.

Active and Safe Routes to School - A program designed to assist school communities in encouraging safe and active travel to and from school

Traffic Calming Measures - Measures to improve safety for pedestrians and cyclists and to give pedestrians priority over cars (i.e. one-way streets, speed bumps).



Collingwood Public Transit "COLLTRANS" - Offers regular schedules and provides residents the ability to bring their bicycle with them on the bus using an easy to use bike rack available to bus riders at no extra charge.



Anti-Idling Initiatives - Anti-idling campaign encourages Collingwood residents to conserve energy, breath easier and save money by reducing unnecessary idling

Recreational Trails - A large (and recently upgraded) Trail System that connects the waterfront, boardwalks, parks and wide open spaces.

Collingwood Parking Study - Currently seeking public input to assist in the preparation of a long term strategy for parking in downtown Collingwood

Are there any other initiatives that you know about?

Email us at NottawaSAGA@collingwood.ca



What is Being Done in Other Areas? *Can We do it Here?*

This section presents a brief summary of initiatives being implemented or considered in other small urban municipalities in Canada that have encouraged green and active transit.



Green Fleet - Transition City/Town vehicles and equipment to lower impact alternatives such as biodiesel, natural gas and hybrid electric vehicles

SmartCommute - Partnership that helps local employers and commuters explore different commuter choices like carpooling, teleworking, transit, cycling, walking or flexible work hours. <http://www.smartcommute.ca>.

Regional Transit - Transit facilities and services that work together to make the flow of travel throughout the region easier

Active Transportation Policy and Infrastructure - Engaging communities in a process to evaluate and improve Active Transportation by examining the barriers that inhibit people from walking or bicycling in their communities for short trips to work, school and other utilitarian destinations (i.e. Bike Lanes, Signs and Parking Racks)

Transit Oriented Development through Community Planning - Adopt transit friendly land use plans that emphasize mixed-use development to facilitate active transportation (walking, cycling), and that make public transit accessible and convenient (built within a 5 minute walk of a transit node)

Traffic Calming - Measures to improve safety for pedestrians and cyclists, to give pedestrians priority over cars (speed bumps, all-day on-street parking, one-ways streets, car-free areas)

Dedicated Cycle-lanes - Development of dedicated cycle lanes and ample parking spots for bikes to encourage safe and efficient travel by bicycle.



Connected Greenways - Establishment of well connected trails/pathways to encourage active transportation (hiking, cycling and walking). Important to the establishment of greenways is the connectivity of the network to ensure they are going where people want to go.

Bicycle Sharing (i.e. Yellow Bike Program) - Pass holders can borrow a bike from participating bike hubs that are connected by an online database which allows Season's Pass holders to use any one of numerous destination or pick up points

Minimizing Resource Use

“Being a leader among communities in the generation and use of clean, renewable energy and sustainable use of our resources, including air, land and water and waste minimization”



What We Have Heard?

Throughout the consultation process this is what others in the Nottawasaga Region have identified as being important to them.

- Be a leader in the generation and use of clean, renewable energy that fulfills a major portion of the community’s energy needs
- Conserve energy through the implementation of best practice programs and promotion of alternative transportation options
- Maintain its carbon neutral status
- Water resources must be a dependable supply of clean, healthy water that exceeds quality requirements and meets the needs of residents and visitors
- Minimize waste and maximize recycling and reuse of materials
- Conserve resources by promotion of best practices

What We Are Currently Doing?

This is a list of some of the current initiatives being done in the Collingwood Area.

Bag Limits - Allowed one bag per week of garbage disposal.

LED Lights - Replacement of street light bulbs with more efficient LED lights



Waste Not Reduction Campaign - Implemented in 2004 to encourage active composting and recycling which led to a large decrease in the amount of waste deposited per household in the Town.

ecoENERGY Retrofit Program - A home energy assessment program developed by Natural Resources Canada to help property owners make retrofit choices that improve the comfort and energy efficiency of their home

The Great Refrigerator Round-up - Program designed to remove older, inefficient fridges and freezers from the electricity system. These older units typically use two to three times more electricity than new appliances (FYI - replacing a 20-year-old 18 cubic feet refrigerator with a new Energy Star™ refrigerator will result in an annual energy cost savings of about \$130).



Electricity Retrofit Incentive Program (ERIP) - Assisting Commercial, Industrial, and Institutional customers to conserve energy and shift their loads from periods of peak demand to lower cost times of the day. Includes leveraging energy conservation and load management opportunities by offering incentives for sustainable, measurable and verifiable energy retrofits that result in on-peak demand savings and/or annual energy savings

*Are there any other initiatives that you know about?
Email us at NottawaSAGA@collingwood.ca*



What is Being Done in Other Areas? *Can We do it Here?*

This section presents a brief summary of green initiatives being implemented in other small urban municipalities in Canada that encourage sustainable resource use.

Peaksaver Programs - Reduce the demands on electricity system by reducing use of energy at peak periods

Green Development Standards - Developing a standard that contains performance targets and guidelines that relate to site and building design to promote better environmental sustainability of development.

- Standards from private rating systems such as Leadership in Energy and Environmental Design (LEED) and Green Globes;
- Site orientation (south facing, use of trees for shade/wind breaks), technology readiness standards (so solar can be installed after construction);
- Offering Development Charge Discounts for new industrial and commercial development which incorporates green technologies or LEED certification

LEED Certified Development - Adopting LEED certification in policies, programming and operations

Water Conservation Program - A rebate incentive program for residents to replace old water guzzling toilets and shower heads with new water efficient fixtures.

Watering Bans - Municipal watering bans or set restrictions to reduce water use

Green Cleaning - Commitment to use 'green' cleaning products in all Town facilities.

Green Technologies Utilized in Some Municipalities:

- **Solar photovoltaic systems**- "parallel generated electricity"
- **Active solar hot water systems** - By absorbing the sun's radiant energy and converting it into heat energy
- **Transpired solar collectors** - Use of solar energy to preheat ventilation air and dramatically reduce energy use and expenditures.
- **Pervious pavement** - Permeable pavement can be used instead of standard asphalt and concrete for surfacing sidewalks, driveways, parking areas, and many types of road surfaces.

Purchasing Green Power - Purchasing up to 20 per cent of electricity for municipal operations from "green" power.



Strengthening Our Economy

“Encouraging self-reliance, entrepreneurial activity, sustainable industries and the generation of wealth”

What We Have Heard?

Throughout the consultation process this is what others in the Nottawasaga Region have identified as being important to them.

Ensure efficient means for directing tax dollars into infrastructure projects and municipal visioning

- Explore development incentives for harbourlands and waterfront (small scale commercial outlets, boutiques and restaurants)
- Service industry provides lower wages and less security than other employment options
- Need for affordable housing
- Need a strong economy structured around commercial, retail, manufacturing and year-round tourism
- Residents of all ages would have the capacity to find or create work opportunities and incomes to support sustainable lifestyles.

What We Are Currently Doing?

This is a list of some of the current initiatives being done in the Collingwood Area.



New Industrial/Business Plan - Being developed as part of the commercial policy review to attract and retain new businesses

Chamber of Commerce - Actively engaging local business partners and attracting new business to the Region

TRACKS and Store 54 - Youth Employment agency for youth seeking employment and related services. A program offering small business start up assistance with free retail space

Active Council Members - Councils Advocacy Role for Association for Municipalities of Ontario (AMO) and Federation of Canadian Municipalities to support and enhance a strong and effective municipal government.



Remediation of the Collingwood Harbour - Conversion from a shipbuilding community to a waterfront residential community including protection of the Nottawasaga Bay and improved public access to the water

Active Boards and Committees providing advice to Town Council:

- Affordable Housing Task Force
- Physician Retention and Attraction Committee
- Economic Stability & Development Services Board; Nottawasaga Municipal Service Board
- BIA Board of Management



What is Being Done in Other Areas? *Can We do it Here?*

This section presents a brief summary of initiatives being implemented in other small urban municipalities in Canada that have encouraged sustainable economic development.

Commercialization - Encouraging the development of local economy, to reduce the need for residents to drive. This involves elements such as:

- Zoning land for commercial or industrial uses;
- Encouraging home based businesses;
- Zoning for 'live-work' units (light industrial/commercial/limited retail, plus live above).

Affordable Housing Initiatives - Measures that would ensure housing options for all residents. Elements of the affordable housing could include:



- Secondary suites, granny suites, garage conversions, live-above garages.
 - Setting aside units for government affordable housing programs, or non-profit housing groups such as Habitat for Humanity.
 - Co-housing
 - Paying a Development Cost Charge to finance construction of affordable units elsewhere, or a 20% set-aside policy
- Blending the affordable units in with the community as a whole.

Sustainable Community-based Economic Development - A process by which the development of the community is pursued by the community itself (meaningful consultations with community stakeholders) by promoting economic development that provides opportunities for people of different incomes and skills, promoting a better quality of life, and protecting the environment.

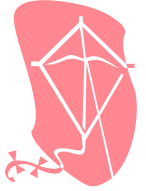
Examples of sustainable community economic development include:

- Planning and development of affordable housing;
- Creation of downtown development authorities to fund core area revitalization; and
- Creation of eco-industrial parks, where industries are linked by integrating byproducts as inputs

Development Charges - Municipalities can waive development charges to facilitate specific forms of development, such as core area revitalization or discounts on Development Charges for Green Development Initiatives.

Small Grant Programs - Small grant programs to support sustainable businesses are available through government initiatives.

Enhancing Our Cultural, Heritage and Recreational Opportunities



“Working with the existing partners to ensure a strong and sustainable cultural dimension for the Town of Collingwood”

What We Have Heard?

Throughout the consultation process this is what others in the Nottawasaga Region have identified as being important to them.

- Promote and support a healthy and active population
- A community that embraces a balance between work and play
- Unique destination for year round tourists
- Many diverse recreational opportunities and natural environment
- Extensive network of multi-use trails
- Many accessible and well-maintained recreational fields and facilities

What We Are Currently Doing?

This is a list of some of the current initiatives being done in the Collingwood Area.

Art and Culture Committee - Town Council committee providing advice and guidance to Council and the Town of Collingwood.

Re-design of Collingwood Library - Offers services for residents, local gallery for artists and promotes cultural programs, workshop space, policies and initiatives



Collingwood and District Historical Society - Provides information and a forum on the history of the region

Collingwood Museum - Regional history, marine heritage, archives, programs and research facilities

Theatre Collingwood - Offering musical and theatrical productions and vital to the cultural aspect for Collingwood

Hosting Heritage and Cultural Events - Elvis and Music Festivals, Farmers Market

Heritage Grant Program - Offering grants to heritage property owners

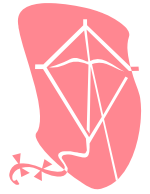
Leisure Services Master Plan - Developed that included lifestyle and social trends influencing leisure participation, sport and recreation activity. Sets a clear direction for the activities required by the Town.



ENVIROPARK - Situated in Sunset Point Park, this unique network of play structures was designed to instill in children an understanding of how everyday life has a direct impact on the environment

What is Being Done in Other Areas? *Can We do it Here?*

This section presents a brief summary of green initiatives being implemented in other small urban municipalities in Canada.



Designing a Walkable Community - Careful design is key to an active community. Communities designed for active living connect people with their environment and with each other, making them want to be active and involved, including:



- Stores, parks, playgrounds, recreation centres, schools, churches, and libraries are located near where people live.
- Safe, well lit sidewalks and good public transportation help people reach the places they need to go.
- Street crossings are designed with safety in mind.
- Networks of trails encourage people to walk or cycle for both business and pleasure, a safe distance from traffic.
- Streets and walkways are pleasing to stroll along, with activities along the way and interesting places to go

How walkable is your neighbourhood? <http://www.walkscore.com>.

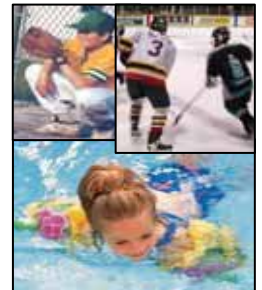
Recreation, Parks and Culture Master Plan - Development of a master plan to ensure sustainability of recreation, parks and culture within the municipality



Natural Play Spaces - The New-Style Playgrounds - Natural play spaces use a blend of natural areas, water and local plants to interest children in learning about the wonders and secrets of the natural world. Swings and slides may still be there, but Natural play spaces also allow children to be active and creative.

Community Gardens - Community gardens are on land that belongs to the community, or a church, municipality or school. Offering residents the option to tend to their own plots or share the work and the harvest by having a joint garden. People work in community gardens for a variety of reasons.

Multi-Use Recreational Facilities (MURF) - Growing in popularity is the development of multi-use recreational facilities, providing recreation and sports opportunities for residents, often including meeting rooms, walking tracks, pool, gymnasiums, seating and viewing, seniors centre, day care facilities and much more.



Reinforcing the Importance of our Community's Social Framework



"Building a sustainable community where residents want to live, work and play and having the services and supports to make this a reality"

What We Have Heard?

Throughout the consultation process this is what others in the Nottawasaga Region have identified as being important to them.

- A community that embraces a balance between work and play
- Unique destination for year round tourists
- Many diverse recreational opportunities and natural environment
- Many community groups and organizations
- Active and engaged volunteers

What We Are Currently Doing?

This is a list of some of the current initiatives being done in the Collingwood Area.

E3 Community Services - service to support both adults and children in getting full value as participating citizens in the community through programs and services meeting the needs of the residents (i.e. re-use centre, day-care centre)

Habitat for Humanity - Mobilizing volunteers and community partners in building affordable housing and promoting homeownership

The Georgian Good Food Box - An initiative of a number of community nonprofit agencies desiring to promote good nutrition offering food packages to anyone in the community.

Big Brothers Big Sisters of the Georgian Triangle - Provides mentoring relationships to children in the community

211 South Georgian Bay - Dial 211 for free and confidential information about community, social, health and government services.

United Way South Georgian Bay - A large funder of health and social services programs in the South Georgian Bay area



Georgian Triangle Tourist Association - Promotes and markets tourism services in the Georgian Triangle area. It provides information to the travelling public and the Georgian Triangle tourist industry, as well as offering a broad range of tourism development programs

Order Of Collingwood Recipients - An award presented to a Collingwood resident who has demonstrated superior community skills and contributed to the community well-being.

What is Being Done in Other Areas? *Can We do it Here?*



This section presents a brief summary of initiatives being implemented in other small urban municipalities in Canada.



Recognition of Volunteer and Citizen Achievements - Awards, appreciation days or scheduled events in recognition for time and commitment provided by local volunteers and residents of the community.

Environmentalist of the Year Award - An award that encourages environmental stewardship across the community and provides recognition for outstanding community efforts; given to an individual that has made a significant effort to protect, enhance or restore the natural

heritage.

Green Awards - Environmental awards of excellence to honour and celebrate the individuals, organizations and companies leading the way to a cleaner, greener and more liveable community; recognize and reward creative work that communicates the importance of Corporate Social Responsibility, sustainable development and ethical best practice in any sector and across any marketing discipline

'Eat Local' Initiatives - Development of a directory or local producers or encouraging and organizing initiatives (workshops, social gatherings) to promote a sustainable food system in the community.



Green Drinks - An open-format, no-agenda monthly event for those interested in the environment and their community to get together to meet with friends or meet new people or learn something new.



Social Development Plan and Social Planning Team - Planning for seniors housing, facilitating public involvement, providing funding to community based organizations and ensuring adequate park space are examples of social development activities delivered by local government. The plan builds upon the current contributions and provides for long term planning to address quality of life issues for the community.

Health and Safety Committees - Residents, industry representatives and Town Council and Staff members meeting to discuss emergency preparedness and safety issues around the community.

Community Link - Providing volunteer, housing, transportation and information services through an informative database of resources that link residents of the community with the services or resources required.
www.communitylink.ca



Reducing the Use of Plastic Bags - There are many initiatives to reduce the use of plastic bags. These initiatives have included banning the use of traditional plastic grocery bags and encouraging the use of reusable bags.

APPENDIX B: COUNCIL'S SUSTAINABILITY PRINCIPLES

Collingwood Principles

Principle 1

Provide a framework for Sustainability in Collingwood.

Elaboration:

Sustainability is related to the quality of life in a community—whether the economic, social, environmental and cultural system that makes up the community are providing a healthy, productive, meaningful life for all community residents, present & future...

Principle 2

Achieve long-term economic and social viability.

Elaboration:

Long-term economic, social, environmental and cultural viability are prerequisites for beneficial change and are dependent upon environmentally sound, sustainable development.

Principle 3

Recognize the intrinsic values of biodiversity and natural ecosystems, and protect and re-store them.

Elaboration:

Nature is more than a commodity for the benefit of humans. We share the Earth with many other life forms that have their own intrinsic value. They warrant our respect whether or not they are of immediate benefit to us.

Collingwood Principles

Principle 4

Encourage appropriate sustainable use of resources and technologies to minimize environmental negative effects.

Elaboration:

Like any living system, a community consumes material, water and energy which are processed into useable forms. This process generates waste and may give rise to unsustainable trends which need to be identified, substantially curbed and environmentally reversed.

Principle 5

Recognize and build on the distinctive characteristics of Collingwood including our human and cultural values, history and natural systems.

Elaboration:

Building on Collingwood's existing distinctive characteristics helps motivate and mobilize the human and physical resources to achieve sustainable development and regeneration. Collingwood respects, maintains, strengthens and promotes its cherished and unique heritage. Our waterfront is the soul of the community and is its single most important asset. It is visible, accessible, and clean and all development on or near to it respects the Town of Collingwood's core values and its vision.

Principle 6

Expand and encourage regional cooperation to work toward a common, sustainable future.

Elaboration:

Sustainability does not recognize political boundaries strengthening existing relationships and establishing new cooperative relationships.

Collingwood Principles

Principle 7

Foster public awareness and participation to work toward a common, sustainable future.

Elaboration:

The journey towards sustainability requires broadly based support. Empowering people mobilizes local knowledge and resources and enlists the support and active participation of all who need to be involved in all stages, from long term planning to implementation of sustainable solutions. People have the right to be involved in the decisions that affect them. Attention needs to be given to empowering those whose voices are not always heard.

Principle 8

Advance the understanding of Municipal Government on the need for accountability, transparency and promotion of sustainable core values and principles.

Elaboration:

Good governance requires robust processes directed towards achieving the transformation of Municipalities to sustainability through continual improvement. While in some areas gains will be incremental there are also opportunities to make substantial improvements through innovative strategies, programs and technologies. Transparency and openness to scrutiny are part of good governance.

Principle 9

Establish performance indicators and bench marks to be able to measure the community's progress towards sustainability.

Elaboration:

Growth and change are consistently monitored, evaluated and understood with new and creative solutions continually being sought and applied in a fiscally responsible manner that capitalizes on opportunities and manages challenges.

APPENDIX C: PROCESS TO DEVELOP THE SUSTAINABLE COMMUNITY PLAN

Appendix C: Process to Develop the Sustainable Community Plan

Sustainability Committee

In an effort to ensure that the Town of Collingwood meets the needs of the present without compromising the ability of future generations to meet their own needs, Council formed the Sustainability Committee in 2005, with the mission statement:

“To preserve and enhance our unique quality of life in a changing global environment through innovative and responsive government”

Council initiated the process to strike the Sustainability Committee and to develop a SCP to bring together previous and ongoing work, and propose a cohesive framework for sustainable decision-making. The Sustainability Committee has been the driving force behind the development of the SCP.

In 2006, Envision Sustainability Tools was retained as consultant to help the Town develop a scenario-building, education and public engagement tool called NottawasagaQuest. In addition, in 2007, DPRA was retained by the Town of Collingwood to work with the staff and the Sustainability Committee to consult with residents and stakeholders and develop a SCP that articulates the Town’s preferred sustainable future and defines a framework to begin moving towards it.

By way of summary, the process to develop the SCP has included:

- Development of NottawasagaQuest
- Background Document Review
- Stakeholder Interviews
- NottawasagaQuest Workshops
- Communication Program
- Action Planning Workshops
- Synthesis of Results

The consultation activities included discussions around key issues and trends affecting a Sustainable Collingwood and the benefits and trade-offs of growth and development options and their impact on the region over time. The key themes that emerged from the consultation activities influenced the development of the goals and actions for the plan (Appendix D).

Development of NottawasagaQuest

Envision Sustainability Tools was retained as consultant to help the Town develop a scenario-building and education tool called MetroQuest. Much work and effort was put into the customization of MetroQuest by staff, consultants and partners in other communities to ensure that it met the needs of the Committee and the Sustainable Community Plan process. In late 2007, staff and consultants at Envision Sustainability Tools launched a customized version of MetroQuest called NottawasagaQuest as a tool to help residents and stakeholders visualize changes in land use patterns over a forty year time horizon based on a series of present-day choices.

As part of the education process, staff, consultants and Council were taught about the functionality of the tool, including attendance at an intensive two-day training course in Fall 2007.

Background Document Review

The project team has received numerous documents, reports, articles and plans from the Town of Collingwood and the Sustainability Committee. These have been reviewed to understand the current and historical context of Town's programs, initiatives and policies. Documents reviewed include:

- Town of Collingwood Leisure Services Master Plan - Environmental Scan Report
- Town of Collingwood Leisure Services Master Plan - Needs Assessment Report
- Blueprint Collingwood: A People's Vision for the Town of Tomorrow
- Directions Report - Developing a Growth Management Strategy for Simcoe County Area. Working Document for Review by the Growth Management Steering Committee
- A Focused Investment Strategy for the Town of Collingwood 2006/2010
- Ten Year Financial Plan
- Intergovernmental Action Plan (IGAP)
- Places to Grow

Town Staff and Stakeholder Interviews

To better understand the attitudes and interests of Town staff and stakeholders, DPRA conducted interviews with Mayor and Council, Sustainability Committee members, staff members and other stakeholders. The interviews were conducted in early to mid-September, 2007. Some of the interviews were conducted with small groups of individuals with similar interests or roles. Seventeen interviews were conducted; a complete list of interviewees is included in Appendix D.

NottawasagaQuest Workshops



*NottawasagaQuest Workshop,
Stayner Collegiate, December 2007*

During the fall of 2007 and early 2008, a number of interactive workshops using NottawasagaQuest were held with residents, staff, Council, partners and students.

The intent of these workshops was to use NottawasagaQuest to illustrate how choices we make in the region now will impact future land use. The workshops included discussions around nine key questions with proposed options that the Town may consider for the development of a sustainable community. The participants were asked to discuss tradeoffs and benefits of each option and then as a group decide on the preferred option.

The feedback to the workshops was, overall, quite positive. Journalists and a film crew from CBC's The National were present at a workshop on December 11th at Pretty River Academy to see what all of the buzz was about.

A listing of the NottawasagaQuest workshops is included on the following page:

NottawasagaQuest Workshops		
Date	Location	Attendees and Participant Estimates
Wednesday, November 14 th , 2007	Town of Collingwood	Staff Workshop #1 (25)
Thursday, November 15 th , 2007	Town of Collingwood	Public Workshop #1 (15)
Tuesday, November 27 th , 2007	Pretty River Academy	Students of Pretty River Academy (50)
Tuesday, December 11 th , 2007	Stayner Collegiate	Students of Stayner Collegiate Institute (80)
Tuesday, December 11 th , 2007	Pretty River Academy	Public Workshop #2 (15)
Thursday, January 17 th , 2008	Collingwood Collegiate	Students of Collingwood Collegiate Institute (50)
Thursday, January 17 th , 2008	Town of Wasaga Beach	Staff, Council and Committee Members (20)

The consultation activities included discussions around key issues and trends affecting a Sustainable Collingwood and the benefits and trade-offs of growth and development options and their impact on the region over time. At the NottawasagaQuest workshops, participants discussed their preferences related to questions about:

- Housing Density
- Housing Location
- Job Density
- Job Location
- Agricultural Land
- Roads verses Transit
- Transportation Policy
- Energy and Air Quality
- Water and Waste

During the interviews and workshops, staff, residents and stakeholders identified many issues, challenges and opportunities related to sustainability that are facing the Nottawasaga Region and the Town of Collingwood, in particular. Participants at the workshops were provided the opportunity, through the use of NottawasagaQuest, to evaluate the impact of certain development choices and their impact over 40 years on the region's sustainability. A result of the NottawasagaQuest workshops was the development of a preferred scenario for the Region (Section 2.1). A summary of the results from all of the NottawasagaQuest workshops is included in Appendix E.

Consultation and Communication

An interactive and informative website was developed and launched at www.NottawasagaEpic.com. The website includes background to the project, introduction of NottawasagaQuest and provides an opportunity to complete an on-line survey.

On-line, there is a modified version of the NottawasagaQuest software for public engagement. As well, the on-line survey allows participants to look at trade-offs and choices for community sustainability.

All of the public workshops have been advertised in local papers and invitations to stakeholders were distributed by the Town of Collingwood.

Regular updates to staff on the process and a series of newspaper advertisements with www.NottawasagaEpic.com prominently displayed were also part of the process. Copies of the ads are included in Appendix G.

The Sustainability Committee has sent regular updates to staff and stakeholders to keep them posted on event dates and opportunities for engagement. They have been encouraged through the process to attend workshops, visit the website and complete the on-line survey.

Action Planning Workshops

Through a set of action planning workshops, key ideas were discussed and participants provided comments and suggestions on actions that could be made in the Nottawasaga Region to move towards sustainability (and achieving the preferred scenario) around the following key themes:

- Reducing our Urban Footprint (Land Use)
- Improving How We Get Around
- Minimizing Resource Use (Energy, Water and Waste)
- Strengthening Our Economy
- Enhancing our Arts, Cultural, Heritage and Recreation Opportunities
- Reinforcing the Importance of our Community's Social Framework

A listing of the action planning workshops:

NottawasagaQuest Workshops		
Date	Location	Attendees and Participant Estimates
Wednesday, February 12 th , 2008	Town of Collingwood	Blue Mountain Watershed Trust (15)
Tuesday, April 22 nd , 2008	Town of Collingwood	Staff (8)
Tuesday, April 22 nd , 2008	Town of Collingwood	Council (8)
Wednesday, May 7 th , 2008	Town of Collingwood	Committee Members (10)
Wednesday, May 7 th , 2008	Town of Collingwood	Public (13)
Friday, May 16 th , 2008	Town of Collingwood	Sustainability Committee (5)

Synthesis of Results

To develop the draft SCP, the consulting team consolidated all of the input from the process and circulated it for review. The draft SCP will be reviewed by:

- Sustainability Committee
- Staff
- Council
- Interviewees and workshop attendees
- Public-at-large

APPENDIX D: LIST OF INTERVIEWEES

Appendix D: List of Interviewees

Mayor and Council

- Mayor Chris Carrier
- Councillor Dave Labelle
- Councillor Ian Chadwick
- Councillor Kathy Jeffery
- Councillor Mike Edwards
- Councillor Norm Sandberg
- Councillor Sonny Foley

Town of Collingwood Staff

- Catherine Durrant
- Ed Houghton
- Gord Norris
- Kandas Bondarchuk
- Kerri Robinson
- Larry Irwin
- Marcus Firman
- Marjory Leonard
- Nancy Farrer
- Nathan Wukash
- Peter Dunbar

Sustainability Committee Members

- John Brooks
- Lindsay Ayers
- Michele Rich
- Murray Kierans

Community-Based Representatives

(Economic, Social, Environmental and Cultural Representatives)

- Barb Weider
- Catherine Campbell
- Chuck Gardiner
- Colin Travis
- Dr. Don Paul
- Ericka Haney
- Jeff Shearer
- John Pretty
- Jory Pitchard Kerr
- Ken Ferguson, Mayor of Clearview
- Linda Davis
- Marg Scheben-Edy
- Tara Parsons
- Terry Dunlop
- Tilley MacDonald
- Tina Holroyd

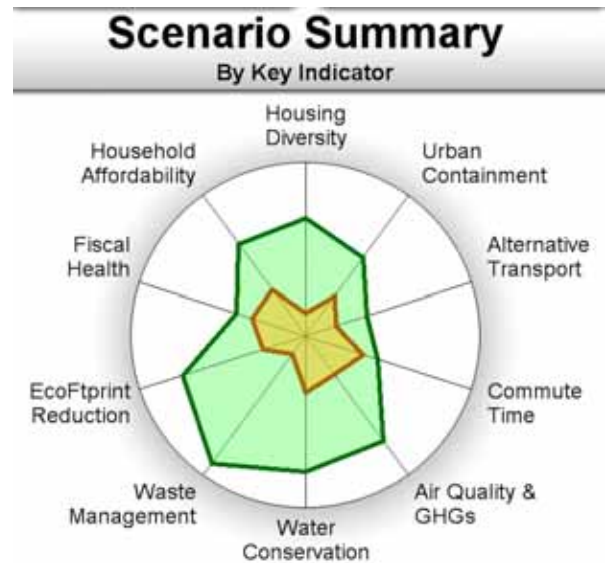
Collingwood Utilities Service Board

- Dean Muncaster
- Doug Garbutt
- Joan Pajunen
- R.B. Waind

APPENDIX E: NOTTAWASAGAQUEST WORKSHOP RESULTS

Staff and Council - November 14, 2007

Housing Density <ul style="list-style-type: none"> Favour homes with yards Maintain current mix * More compact growth Mostly compact growth 	Roads vs. Transit <ul style="list-style-type: none"> Regional road network * Split investment evenly Town transit network Regional transit network
Housing Location <ul style="list-style-type: none"> Town focused development Multi-nodal development 	Transportation Policy <ul style="list-style-type: none"> Favour drivers Maintain current mix * Support alternatives Strongly favour alternatives
Job Density <ul style="list-style-type: none"> Favour business parks Maintain current mix * Mostly compact growth 	Energy & Air Quality <ul style="list-style-type: none"> Spend less on programs Maintain programs * Spend more on programs Achieve best practices
Job Location <ul style="list-style-type: none"> Town focused development Multi-nodal development 	Water & Waste <ul style="list-style-type: none"> Spend less on programs Maintain programs * Spend more on programs Achieve best practices
Agricultural Land <ul style="list-style-type: none"> Protect agricultural land Develop agricultural land * 	



Public Workshop - November 15, 2007

Housing Density <ul style="list-style-type: none"> Favour homes with yards Maintain current mix * More compact growth Mostly compact growth 	Roads vs. Transit <ul style="list-style-type: none"> Regional road network * Split investment evenly Town transit network Regional transit network
Housing Location <ul style="list-style-type: none"> Town focused development Multi-nodal development 	Transportation Policy <ul style="list-style-type: none"> Favour drivers Maintain current mix * Support alternatives Strongly favour alternatives
Job Density <ul style="list-style-type: none"> Favour business parks Maintain current mix * Mostly compact growth 	Energy & Air Quality <ul style="list-style-type: none"> Spend less on programs Maintain programs * Spend more on programs Achieve best practices
Job Location <ul style="list-style-type: none"> Town focused development Multi-nodal development 	Water & Waste <ul style="list-style-type: none"> Spend less on programs Maintain programs * Spend more on programs Achieve best practices
Agricultural Land <ul style="list-style-type: none"> Protect agricultural land Develop agricultural land * 	



Pretty River Academy Students - November 27, 2007

Housing Density	Roads vs. Transit
<ul style="list-style-type: none"> <input type="checkbox"/> Favour homes with yards <input checked="" type="checkbox"/> Maintain current mix * <input type="checkbox"/> More compact growth <input checked="" type="checkbox"/> Mostly compact growth 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Regional road network * <input type="checkbox"/> Split investment evenly <input type="checkbox"/> Town transit network <input checked="" type="checkbox"/> Regional transit network
Housing Location	Transportation Policy
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Town focused development <input type="checkbox"/> Multi-nodal development 	<ul style="list-style-type: none"> <input type="checkbox"/> Favour drivers <input checked="" type="checkbox"/> Maintain current mix * <input type="checkbox"/> Support alternatives <input checked="" type="checkbox"/> Strongly favour alternatives
Job Density	Energy & Air Quality
<ul style="list-style-type: none"> <input type="checkbox"/> Favour business parks <input checked="" type="checkbox"/> Maintain current mix * <input checked="" type="checkbox"/> Mostly compact growth 	<ul style="list-style-type: none"> <input type="checkbox"/> Spend less on programs <input checked="" type="checkbox"/> Maintain programs * <input type="checkbox"/> Spend more on programs <input checked="" type="checkbox"/> Achieve best practices
Job Location	Water & Waste
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Town focused development <input type="checkbox"/> Multi-nodal development 	<ul style="list-style-type: none"> <input type="checkbox"/> Spend less on programs <input checked="" type="checkbox"/> Maintain programs * <input type="checkbox"/> Spend more on programs <input checked="" type="checkbox"/> Achieve best practices
Agricultural Land	
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Protect agricultural land <input checked="" type="checkbox"/> Develop agricultural land * 	



Stayner Collegiate Students - December 11, 2007

Housing Density	Roads vs. Transit
<ul style="list-style-type: none"> <input type="checkbox"/> Favour homes with yards <input checked="" type="checkbox"/> Maintain current mix * <input type="checkbox"/> More compact growth <input type="checkbox"/> Mostly compact growth 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Regional road network * <input checked="" type="checkbox"/> Split investment evenly <input type="checkbox"/> Town transit network <input type="checkbox"/> Regional transit network
Housing Location	Transportation Policy
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Town focused development <input type="checkbox"/> Multi-nodal development 	<ul style="list-style-type: none"> <input type="checkbox"/> Favour drivers <input checked="" type="checkbox"/> Maintain current mix * <input checked="" type="checkbox"/> Support alternatives <input type="checkbox"/> Strongly favour alternatives
Job Density	Energy & Air Quality
<ul style="list-style-type: none"> <input type="checkbox"/> Favour business parks <input checked="" type="checkbox"/> Maintain current mix * <input type="checkbox"/> Mostly compact growth 	<ul style="list-style-type: none"> <input type="checkbox"/> Spend less on programs <input checked="" type="checkbox"/> Maintain programs * <input type="checkbox"/> Spend more on programs <input checked="" type="checkbox"/> Achieve best practices
Job Location	Water & Waste
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Town focused development <input checked="" type="checkbox"/> Multi-nodal development 	<ul style="list-style-type: none"> <input type="checkbox"/> Spend less on programs <input checked="" type="checkbox"/> Maintain programs * <input type="checkbox"/> Spend more on programs <input checked="" type="checkbox"/> Achieve best practices
Agricultural Land	
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Protect agricultural land <input checked="" type="checkbox"/> Develop agricultural land 	



Public Workshop - December 11, 2007

Housing Density <ul style="list-style-type: none"> ☐ Favour homes with yards 🟡 Maintain current mix * 🟢 More compact growth ☐ Mostly compact growth 	Roads vs. Transit <ul style="list-style-type: none"> 🟡 Regional road network * ☐ Split investment evenly ☐ Town transit network 🟢 Regional transit network
Housing Location <ul style="list-style-type: none"> 🟡 Town focused development ☐ Multi-nodal development 	Transportation Policy <ul style="list-style-type: none"> ☐ Favour drivers 🟡 Maintain current mix * ☐ Support alternatives 🟢 Strongly favour alternatives
Job Density <ul style="list-style-type: none"> ☐ Favour business parks 🟡 Maintain current mix * ☐ Mostly compact growth 	Energy & Air Quality <ul style="list-style-type: none"> ☐ Spend less on programs 🟡 Maintain programs * ☐ Spend more on programs 🟢 Achieve best practices
Job Location <ul style="list-style-type: none"> 🟡 Town focused development ☐ Multi-nodal development 	Water & Waste <ul style="list-style-type: none"> ☐ Spend less on programs 🟡 Maintain programs * ☐ Spend more on programs 🟢 Achieve best practices
Agricultural Land <ul style="list-style-type: none"> 🟢 Protect agricultural land 🟡 Develop agricultural land * 	



Collingwood Collegiate Students - January 17th, 2008

Housing Density <ul style="list-style-type: none"> 🟢 Favour homes with yards 🟡 Maintain current mix * ☐ More compact growth ☐ Mostly compact growth 	Roads vs. Transit <ul style="list-style-type: none"> 🟡 Regional road network * ☐ Split investment evenly 🟢 Town transit network ☐ Regional transit network
Housing Location <ul style="list-style-type: none"> 🟡 Town focused development 🟢 Multi-nodal development 	Transportation Policy <ul style="list-style-type: none"> ☐ Favour drivers 🟡 Maintain current mix * 🟢 Support alternatives ☐ Strongly favour alternatives
Job Density <ul style="list-style-type: none"> ☐ Favour business parks 🟡 Maintain current mix * ☐ Mostly compact growth 	Energy & Air Quality <ul style="list-style-type: none"> ☐ Spend less on programs 🟡 Maintain programs * ☐ Spend more on programs 🟢 Achieve best practices
Job Location <ul style="list-style-type: none"> 🟡 Town focused development 🟢 Multi-nodal development 	Water & Waste <ul style="list-style-type: none"> ☐ Spend less on programs 🟡 Maintain programs * ☐ Spend more on programs 🟢 Achieve best practices
Agricultural Land <ul style="list-style-type: none"> 🟢 Protect agricultural land 🟡 Develop agricultural land * 	



Town of Wasaga Beach - January 17th, 2008

Housing Density <input type="checkbox"/> Favour homes with yards <input checked="" type="checkbox"/> Maintain current mix * <input checked="" type="checkbox"/> More compact growth <input type="checkbox"/> Mostly compact growth	Roads vs. Transit <input checked="" type="checkbox"/> Regional road network * <input checked="" type="checkbox"/> Split investment evenly <input type="checkbox"/> Town transit network <input type="checkbox"/> Regional transit network
Housing Location <input checked="" type="checkbox"/> Town focused development <input type="checkbox"/> Multi-nodal development	Transportation Policy <input type="checkbox"/> Favour drivers <input checked="" type="checkbox"/> Maintain current mix * <input checked="" type="checkbox"/> Support alternatives <input type="checkbox"/> Strongly favour alternatives
Job Density <input type="checkbox"/> Favour business parks <input checked="" type="checkbox"/> Maintain current mix * <input checked="" type="checkbox"/> Mostly compact growth	Energy & Air Quality <input type="checkbox"/> Spend less on programs <input checked="" type="checkbox"/> Maintain programs * <input type="checkbox"/> Spend more on programs <input checked="" type="checkbox"/> Achieve best practices
Job Location <input checked="" type="checkbox"/> Town focused development <input type="checkbox"/> Multi-nodal development	Water & Waste <input type="checkbox"/> Spend less on programs <input checked="" type="checkbox"/> Maintain programs * <input type="checkbox"/> Spend more on programs <input checked="" type="checkbox"/> Achieve best practices
Agricultural Land <input checked="" type="checkbox"/> Protect agricultural land <input checked="" type="checkbox"/> Develop agricultural land *	



APPENDIX F: SUMMARY OF ACTION PLANNING WORKSHOPS

What Does Sustainability Mean to You?

BMWT	Staff	Council	Committees	Public	Sustainability Committee
<ul style="list-style-type: none"> • Demand for healthcare • No more loss of natural areas • Less traffic, urban sprawl • Recreational playgrounds and opportunities • Tourism • Higher density housing • Less focus on development • Reclaim shoreline • Slower growth • More farmland/less subdivisions • More housing options • Walking options • Need for complete community • Balance • Local employment • Surrounded by nature • Diversified economy • Better transportation opportunities 	<ul style="list-style-type: none"> • Positive Partnerships • Rail network from Collingwood to Barrie • Small business enterprise • Broader consumer spending options (i.e. Costco) • Good employment opportunities • Controlled growth • Opportunity to interact with nature/recreation/tourism • Walkability • Multicultural – building on this strength • Concerns over water levels – harbour plans in place • Health care to sustain population base • Accessibility (aging population) • Growth Management Plan (population allocations, intensification) • Education levels/provincial average • Affordable housing – what does that mean? Is demand there? 	<ul style="list-style-type: none"> • Quality of life • Partnerships/shared services and revenue sharing • Mixed community – housing stock • Affordable/accessibility of housing – scale • Mixed community for all ages/incomes (youth, seniors) • Sustainable population levels • Access to healthcare • Arts and Culture • Neighbourhood feel • Airport/railway • Access to linked greenspace (town owned) • Economic development – diversified and supportive of small business – and adaptive • Post secondary education facility for training, post-medical studies 	<ul style="list-style-type: none"> • Jobs for people • Limit on untrammelled sprawl • Adequate tax base • Public services that support the community • Adequate and excellent education • Solid infrastructure • Solid arts, culture, heritage policies and funds • Expanded railway link • Blended community; Affordable housing • Cohesive community with a vision and goals • Sense of identity • Walkable with trails • Protected wetlands • Vibrant downtown core • Developed 	<ul style="list-style-type: none"> • Planning for neighbourhoods (holistic, sense of community, village squares in Europe) • A “joined” community – able to get around without a car, able to stay in Collingwood/togetherness, care for neighbours • Paradigm shift around value of natural resources, behavioural change, protection of natural features/wetlands/parks/water • Emphasis on youth • Use RAP as focus – rebuild hope • Start with small issues • Clean power • Business with real jobs, self sufficiency • Local foods • Health and well being of people • Keeping recreation/connected trails • Active partnerships with municipalities (knowledge sharing, action on political level, leadership, good governance) 	<ul style="list-style-type: none"> • Walkability – active residents • Smart Government – decision making, economics/financial, Leading by example, sustainable planning rules • Active involved community – both physically and mentally • Accessibility – housing, transportation – getting to jobs • Shared prosperity – across the community • Inclusive – youth and child friendly, seniors, • Safe • Creative, arts and Culture • Connected Collingwood – Transportation, getting to jobs and services, people connected to services • Local

What Does Sustainability Mean to You?

BMWT	Staff	Council	Committees	Public	Sustainability Committee
			<p>concept of a supportive community</p> <ul style="list-style-type: none"> • Regional understanding of a common philosophy • Expanded recreational opportunities • Greater fiscal responsibility • Expanded health care (hospital and social services) • Successful farmers • Strong protection for geographic built heritage and natural resources • Opportunities for continuing education and life-long learning • New perception of transportation – goods and people • Youth focused activities 		<p>employment – balanced levels, variety of options, diversified</p> <ul style="list-style-type: none"> • Clean air • Waterfront • Vibrant downtown • Greenscape, landscape • Energy efficiency • Affordable housing • Local businesses, unique • Promotion of healthy residents

Reducing our Urban Footprint (Land Use)

*What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability?
(priorities are identified with an (*) asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
<p>*Controlling population growth</p> <p>*Preserving natural areas</p> <p>*Residential / commercial mix on transportation corridors</p> <ul style="list-style-type: none"> • Planting more trees • Intensifying accommodation • No enhancement in natural areas • Mixed use • Reduce lot sizes • Permeable surfaces • Natural trails • Intensify commercial areas • Transit opportunities • Live/work/shop learn in the same community/area • Reduce road allowance width • More 'rural' elements to development • Reduce urban lighting • Development in brownfields • Infill development 	<ul style="list-style-type: none"> • Minimum density targets • Encouraged mixed density • Industrial land development (higher percentage of landuse) • More connected greenspace • Trees –preservation of trees (i.e. private tree bylaw) – recognition of trees on public and private lands) • Protect trails – from motorized vehicle use 	<p>* Pedestrian-first planning</p> <p>* Downtown Pedestrian Mall (between 2nd and 3rd)</p> <p>* Mix of housing stock</p> <p>* Public Space/outdoor area</p> <ul style="list-style-type: none"> • Neighbourhood parks – linkages and accessibility and connectivity • Shorter street blocks/walkable small town feel • Long-term regional planning for specialty healthcare and education • Amenities close to where people live • Sustainable retail space (sq. ft/person) • Pilot Sustainable building standards (Energy Star, LEED) – offer incentives – linked to decreased prices and affordability) • Long term planning for parkland/open space 	<p>* more complete communities (shopping, homes, education, work, play, culture)</p> <ul style="list-style-type: none"> • Limit future low density development through minimum density requirements and Official Plan • Mandate affordable housing and/or provide “carrots” to developed e.g. reduced fees • Make engineering provisions compatible 	<p>*Inventory of what we have (natural resources)</p> <ul style="list-style-type: none"> • Develop protection plans – implement • Denser retail development, minimize strip malls and big box • Review Official Plan with natural features of Collingwood Neighbours 	<p>*Develop strategies for all themes (economic, transportation, energy, air, etc)</p> <p>* Performance Review – for sustainable community planning, training staff and council</p> <p>* Vision for sustainability – core principles to follow</p> <ul style="list-style-type: none"> • Process for setting priorities • Minimum residential requirements • Infrastructure planning for higher density • Protection of greenspace • Provide awareness and answers to new development – Why? To understand consequences (education) • Official Plan review – allow for severances to properties • Considerations for climatic situations (walking, travelling by foot and bike) • Planning structure

Reducing our Urban Footprint (Land Use)

*What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability?
(priorities are identified with an (*) asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
<ul style="list-style-type: none"> • Focus on more sustainable recreational activities (less golf courses, more compact uses) • Promote walking trails • Accessible waterfront • Increased parkland requirements • Intensification • Change attitudes • Encourage commercial activity/options 		<ul style="list-style-type: none"> • Mechanisms such as land transfer tax, private ownership, public space/outdoor area 			<ul style="list-style-type: none"> • Sustainable rules and guidelines for planning • Checklist for following sustainable planning and development • Make it socially unacceptable – increase positive attitudes • Design characteristics – overall design <p>Complete streets</p>



Improving How We Get Around (Transportation and Transit)

*What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability?
(priorities are identified with an (*) asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
<p>*Provide services where needed (walkable community)</p> <ul style="list-style-type: none"> • Highway by-pass • Schedule at each bus stop locations, available at high schools • Bus passes for students and large employers • Include transit in planning process for other residential centres • Expand transit system: <ul style="list-style-type: none"> ○ Get municipalities involved ○ Perform survey ○ Eliminate belief "loosercruise" ○ Publicize route And locations of bus stops ○ public pressure 	<p>*Railway – good/people transportation</p> <ul style="list-style-type: none"> • Safety and accessibility for bike – active transportation plan – bike lanes, bike lock ups • Bringing services closer to people • Regional transit – getting people in and out • Collingwood Airport (partnership collaboration) • Trails – regional networks • Road network – travelling through Collingwood • Improved Regional Partnerships 	<ul style="list-style-type: none"> • Marketing campaign (i.e. Bike racks on bus) • Airport – upgrade, expansion, opening up air as a travel option • Train – investments in the infrastructure, partnered to purchase the rail line not it should be utilized, more people and products • Bus passes (kids ride free promotion), transit week to encourage use of transit • Traffic Calming (speed bumps, roundabouts) to slow traffic down • Get people here without cars • Development Standards • Alternative fuels – as fleet is upgraded 	<p>*Walkability infrastructure – lighting, road surface, sidewalks</p> <ul style="list-style-type: none"> * Be a biking community, connected trails, systems that work, Bike – lanes, bike borrowing *Downtown use – create a model that works - parking, biking, walking, limited car use • Seasonal options/flexibility of use – and for local events • Regional transit to get around and out of Collingwood • Upgrade roads • Collingwood by-pass • Improve traffic flow to the mountain • Regional road plan – municipal partnerships • Trails – dual purpose – corridors of transport • Electric Cycles – permitted areas • Marketing and education – on trail use, transit, for new 	<p>Regional Transportation Option – bus across and through the region – flexible</p> <p>*Accessibility around the region – facilities, roads, loading pads for buses</p> <p>*Healthy People through active transportation</p> <p>*Bikable Town – lanes, parking, lock-ups, pedestrian friendly downtown</p> <ul style="list-style-type: none"> • Alternative fuel options (i.e bio-fuel) • Explore efficiency of cars (tax structure, gas options, be more aware of lifestyles and impacts) • Accessible transport options – volunteer drivers • Car pooling board • Bike sharing • Bike Sharing 	<ul style="list-style-type: none"> • Planning for downtown – parking options not required, encourage biking, walking, transit • Hwy 26 – commuter parking • Greater parking for alternatives (bike racks) • Designated lanes for transportation, biking • Passenger rail – go train – • Don't by-pass Collingwood, bring people through Collingwood • Regional transit • Airport – develop a Port of Entry (Customs regulated Depot) – increase businesses to the area, getting to region safely) • Youth friendly – getting around safely and conveniently (student passes,



Improving How We Get Around (Transportation and Transit)

*What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability?
(priorities are identified with an (*) asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
		<ul style="list-style-type: none"> • Natural gas, hydro cell – alternative options, investment and research • Moving traffic through Collingwood and Moving traffic around Collingwood 	<p>residents, communal bikes</p>		<ul style="list-style-type: none"> • encouraging use of transit – not school buses) • Educate people on impacts from driving • Continue to advocate through AMO, FCM – getting engaged, not operating as a silo • Transit for all – accessibly, educating on use of transit • Getting people around and through town

Minimizing Resource Use

*What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability?
(priorities are identified with an (*) asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
<p>*Alternative business encourage recycled products – alternative energy options - solar panels on south facing roofs</p> <p>*Target 0% landfill impact</p> <ul style="list-style-type: none"> • Setting targets to reduce energy and water use at commercial and industrial buildings • Alternative building techniques – business low • Give incentives – Assist in advocating for regional positive packaging • Be careful about business case around this cost of alternative energy distribution (solar, wind, natural gas) • Decreased use of carbon based energy sources leaving our watershed (bottled water) 	<ul style="list-style-type: none"> • Education youth, industrial users (water and waste) • Awareness of programs • Prohibiting drive-thru banks and restaurants • Limiting plastic bags • Encourage/educate on why we are doing it • Cost efficiency (LED Lights) • Wind generation (top of elevator, other options?) 	<p>*Active transportation (through bike lanes, sidewalks. Attractive routes, safety, connectivity between municipalities to move people out of cars)</p> <ul style="list-style-type: none"> • Roundabouts, urban design standards • 'Dark Sky' approach • Use water as a revenue generator (with conservation) • Grey water • Alternative energy – e.g. wind • Continued upgrade of services (water) • Stormwater management ponds – use of ponds • Green Roof – sewage treatment plant • Agriculture – protection of the land or use of the land for further development • Environmental features – tap into the available resources 	<p>*Develop an energy strategy</p> <p>*Develop water and waste strategies</p> <ul style="list-style-type: none"> • Explore methods for discouraging bottled water from aquifers • Explore new initiatives for new development e.g. district energy • Infrastructure replacement • Consider incineration (biomass) • Consider increasing composting • Explore other waste management technologies 	<p>*Pay full price for what we use for businesses and individuals</p> <ul style="list-style-type: none"> • Develop an energy strategy • Water needs to stay in watershed • Implement source water management plan (MOE to fund) • Procurement policies, reduce toxic products, buildings, non escarpment aggregates. Favour companies that are environmentally responsible • Increase amount of recycling • Legislate reduction of waste • Take leadership in reducing toxics and carcinogens • Ban plastic bags • Set specific targets 	<ul style="list-style-type: none"> • Strategy on energy and water • Municipal buildings – waste, water, energy audits, retro-fitting • Waste – working with the County, composting available free in TBM- should be in Collingwood as well. • Procurement policies – for waste in buildings, also suppliers to the Town • Packaging of the products – FCM Strategy • Design standards – higher standards for municipal design (ie. Gold not anything less) • Pesticide By-law – more superior than provincial proposed legislation
<ul style="list-style-type: none"> • Partnerships • Clean filtered grey water • Tougher recycling guidelines • True use of recycled products 					



Strengthening Our Economy

What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability? (priorities are identified with an () asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
<p>*Expand system (buses) to TBN/WB</p> <p>*Encourage education facility</p> <p>*Infill current industrial lands with soft industry</p> <ul style="list-style-type: none"> • Provide service industries (property maintenance, cleaning, small jobs) • Employ retirees – knowledge base users • Keep retired people in the county verses driving to Toronto • Hi-speed internet everywhere (affordable) 	<ul style="list-style-type: none"> • Transportation route (improved road network) • Diversified economy (manufacturing, services) • Raising level of education (increase labour force) • Partnership with employees/employers (attract and retain) • Programs and services for youth employment, education and training. 	<p>* Tax incentives for downtown development</p> <p>* Theatre, arts and culture, conference centre</p> <ul style="list-style-type: none"> • Replacement and retention of industry – many leaving because of inefficiencies in global market • Sustainable retail • Waterfront development • In-law suites – more options and infrastructure considerations (do we have the infrastructure for increased population?) • Empty spaces – fill them up! – business and residents • Workforce • More walkable 	<p>*Attract high paying employment to Collingwood (IT, serviced based)</p> <p>*Keep downtown vibrant (incentives, populate downtown)</p> <ul style="list-style-type: none"> • Need for regional cooperation on economic/social/culture issues • Develop community based celebrations • Develop an educational institution to focus on specific areas (Georgian College, Lakehead in Orillia) • Continue to promote tourism and recreational/enhance value of seasonal/recreational jobs 	<p>*Establishing a post-secondary institution</p> <p>*Alternative forms of transportation – in and out of Collingwood (railway), strengthening transportation linkages to rest of Ontario, people want to be connected and goods need to be transported</p> <ul style="list-style-type: none"> • Think of how to establish links with the global economy • Sustain a vibrant downtown • Space for community events and attractive to youth 	<ul style="list-style-type: none"> • Promotion and attraction of green businesses • University in the area • Having local residents support local business (low carbon footprint) – within 100 km • Recognizing arts and culture as an economic generator • Affordable housing • Increase tax base commercially • Vibrant waterfront – fate of the terminals • P2 (public/provate) partnerships for the terminals – protecting the heritage • Safety and vibrance of the downtown core – continue to improve, bakery,



Strengthening Our Economy

*What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability?
(priorities are identified with an (*) asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
		<ul style="list-style-type: none"> • Fibre – optic “Get Linked” – for free • Regional Employment Centre – grow, maintain and be recognized • Good wages / standard of living • Strategic investments • Getting and keeping the workforce here • Post-secondary, training, research 	<ul style="list-style-type: none"> • Improve transportation options (i.e. by-pass) • Promote local food and farmers’ market and/or farmers cooperative • Coordination between BIA/Chamber of commerce/town – common leadership • Ensure affordable housing options for elderly and young families – changing requirements for nanny flats 		<p>longer hours, more vibrant at night, pedestrian mall at night – walking with shops and services, patios, culture (parking and driving during the day/walking pedestrian mall at night)</p> <ul style="list-style-type: none"> • Sources of revenue for the municipality – not increasing taxes



Enhancing Our Arts, Cultural, Heritage and Recreational Opportunities

*What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability?
(priorities are identified with an (*) asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
<p>*Complete accessibility to recreation for all income brackets (and age groups)</p> <ul style="list-style-type: none"> • Limit golf courses (expensive use of large tracks of land) • Look at environmental impacts of our choices • No user fees for public facilities (museum, libraries, arenas) • Focus on positive heritage/skyline/think scale) • More public support for children's arts/culture/programs and awareness • More visual art in public spaces/facilities – regional sharing? • Tradition – use brick – is that a good thing? • Connect recreation facilities with trails 	<ul style="list-style-type: none"> • More creative/cultural activity (performing arts) • Good recreation / tourism • Outdoor splash pad (children) • Improved pool • Master Plan (2031-Actions) • Need for a major attraction (theatre, recreation, mall, splash pad) • Festival, events (Elvis) – what else can we do? • Training and education • Establish a performing arts centre to bring people together • Farmers market – not great – more of a flea market – no market for it anymore – no supporting industry (local farmers) 	<p>* Multi-use, high performance recreational centre</p> <ul style="list-style-type: none"> • Centre for the arts/theatre • Library (cultural component) • Institutes and festivals, centre of excellence, seminars (i.e. Banff Institute, - Aspen) <p>- Attractions - Music</p> <ul style="list-style-type: none"> • Continued leadership in recreation activities • Need to harness assets in Collingwood <p>- Interests - Facilities - Athletes - Artists - Performers</p>	<p>* Facilities required to make these available (Arts Centre and/or recreation facility)</p> <p>* Develop a policy for arts, culture and heritage – to make things happen – more robust department within the Town.</p> <p>*To be an economic generator</p> <p>* Arts, Culture and heritage should be recognized as being “as important as recreation”</p> <p>*Public awareness, create arts and culture identity, clear definition of arts and culture</p> <p>*Promotion of arts, culture and heritage to attract people</p> <p>* Utilize arts, culture and heritage to enhance downtown core</p> <p>* Maintaining built heritage</p> <p>How to develop new buildings, integrating new infrastructure into current to foster heritage?</p> <ul style="list-style-type: none"> • Be recognized as a strong provider of 	<p>*Increase parkspace/greenspace and use as venues for activities (i.e. music in park, outdoor events)</p> <ul style="list-style-type: none"> • Have the services and amenities to keep people here and get people here, including attracting industry to increase economy • Access to water, paths and trails to get there • Keep improving trails • Washroom facilities on the trails • Performing arts centre (Regional) • Cultural heritage festivals, recognize and celebrate who we are • Community Garden Space (need people that are interested and willing to get involved) • Education and Mentoring on the importance of Arts, Culture, Heritage 	<ul style="list-style-type: none"> • Capitalize on community designs (i.e. patios) to people together • Public art – parks and trails • Trails – seating and art • Performance Arts building • Integrate culture, heritage into social curriculum – private and public • Youth programming – arts and music • Recreational facility/community centre • Waterfront – use for recreation, parks, opening it up and connecting it by trails, boardwalk opportunity – in front of Sobeys and Courthouse



Enhancing Our Arts, Cultural, Heritage and Recreational Opportunities

*What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability?
(priorities are identified with an (*) asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
			arts, culture and heritage activities <ul style="list-style-type: none"> • Political advocacy for arts, culture and heritage • Design of new buildings “fit in with current look” in the heritage district; complement heritage • Trails – art on trails, integrating recreation with arts and culture • Accessible and affordable programs for youth • Outdoor recreational facilities 	and Recreation (basics of life, mind-sets) <ul style="list-style-type: none"> • Community involvement with youth and seniors 	



Social

*What are Some Actions you would like to see made in the Nottawasaga region to move towards sustainability?
(priorities are identified with an (*) asterisk)*

BMWT	Staff	Council	Committee Members	Public	Sustainability Committee
		<ul style="list-style-type: none"> * Seniors housing * Advocacy and partnerships * Youth <ul style="list-style-type: none"> • Recognition • Strong relationships • Events • Youth programming * Housing Design Standards (porches) <ul style="list-style-type: none"> • Reduce crime • Connectivity • Builds a neighbourhood • Accessibility (transport, shuttles for seniors, accessible public transit, accessible public facilities) • Hospital/healthcare providers • Paralympics • Explore option of lowering voting age • Arts and culture committee • Theatre, conference facilities • Improved culture for youth 	<ul style="list-style-type: none"> • Promoting an understanding of the social determinants of health • Reversing the downloading of services to municipalities • Community response network to coordinate responses • Town to support hierarchy of needs – life and death first then social cohesions • Education, guidance on giving, donations, etc • Sense of community and sense of identity • Focus on youth, male shelters • Create an understanding of what affordable housing means, linked to intensification, reduce NIMBY-ism • Volunteerism – benefits, opportunities, links to identity • Youth Centre partnerships 	<ul style="list-style-type: none"> * Bridge the Gap between the old and the new in Collingwood * Retain youth and diversify the economy * Facilitation for youth activities <ul style="list-style-type: none"> • Strong Volunteer base • Centrally located affordable housing • Space for young entrepreneurs • Affordable Accessible housing 	<ul style="list-style-type: none"> • Having something in Collingwood to attract people here • Youth friendly – safe community • Creating and active and involved community • Making ‘new residents’ feel welcome – integrating long-term residents with new residents • Educating and awareness on Collingwood as ‘it is’ • Develop a ‘how to live here document’ – Social Strategy on lifestyles in Collingwood • Corporate policies that encourages getting it • Healthy lifestyles, affordable housing – social economic development • Social determinants of healthy community - i.e. vital signs – CIWB • Connection with health and social services – mental health

APPENDIX G: COPIES OF COMMUNICATION MATERIALS

A lot can happen in forty years...



What do you want the Nottawasaga region to be like in forty years?



Join fellow residents at an interactive session to develop a sustainable future for our region.

Date:	Tuesday, December 11, 2007
Time:	7:00 to 9:00 p.m.
Location:	Pretty River Academy, 11521 Hwy 26 W., Collingwood
Host:	Town of Collingwood

For more information, or to pre-register:
NottawaSAGA@collingwood.ca • 705.446.0551 or 705.445.1030, ext.3297•
www.nottawasagaepic.com



URL Advertisement (placed in local papers to advertise website and on-line survey)

www.NottawasagaEpic.com

A lot can happen in 40 Years...What do you want the Nottawasaga Region to be like?

Bookmark (distributed to participants and community residents)

**nottawaSAGA:
A Sustainability
Epic**

**Learn about how we can
become sustainable and
create a viable future for
the next generation**

What Can You Do?

- Attend a Workshop**


Watch local papers for an advertisement!

- Complete an
on-line Survey**

www.nottawasagaepic.com

- Contact us for
more information**

Ph: 705-446-0551 or
705.445.1030 ext. 3297
email:
nottawasaga@collingwood.ca



Front

www.nottawasagaepic.com

Back

What do you want the Nottawasaga Region to be like in 40 years?

*Join us at a workshop to translate ideas about land use, resources,
our culture, heritage and economy into action*

Date: Wednesday, May 7th, 2008
Time: 7:00 to 9:00 p.m.
Location: Council Chambers, 97 Hurontario Street, Collingwood

Your input can change the future of our community!



Registration appreciated. For more information and to receive your agenda and participant package, please contact us:
Email: NottawaSAGA@collingwood.ca
Phone: 705.446.0551