

— Township of —

SEVERN

Recreation Master Plan

Interim Report

November 2021



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Severn



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Introduction

This report documents the findings of the community consultation program for the Township of Severn Recreation Master Plan. The consultation program was administered during the summer of 2021 and comprised a random sample telephone and online survey of resident households, focus groups with recreation organizations and residents, interviews with municipal representatives and community organizations, and an interactive project webpage on the Have Your Say page of the Township site.

The consultation process and findings are presented under three main headings:

- Online resident survey results
- User group and organizations engagement
- Focus groups

Appendices to the report contain detailed results on individual components of the consultation. It is important to note this report presents findings as they were received. It does not include critical evaluation of the findings to date against background research, and additional inquiries that might be required to clarify/expand on relevant information. As such, the material presented here comprises participants' opinions only, including contradictory views, possible misconceptions, claims that require further investigation, and issues that may be beyond the scope of the Master Plan. The primary purpose of this report is to faithfully reproduce the input gathered through the various consultation activities.

While this report comprises a stand-alone document, the information presented here will be reproduced and summarized in the Master Plan document, as appropriate, to provide the information base for the analyses and recommendations.

1.0 Consultation Methods

Resident Engagement

The resident engagement results in this report comprise the random resident telephone survey results, online resident survey results, and the 'Have Your Say webpage'. The Have Your Say page was launched in June, and will remain available to the public for the duration of the study. The telephone and online resident surveys were designed by the consulting team and reviewed by the Township for approval. The random household telephone survey was conducted by Oraclepoll Research Ltd. in June 2021, and the results are contained in a report prepared by Oraclepoll in Appendix A. A link to the online survey was posted on the Have Your Say webpage, and advertised by the Township on social media, and the Township website. If requested, residents were able to complete and submit paper copies at Township locations (library and community centre). The online survey was available from June to the end of September, 2021.

User Group Engagement

This survey was conducted in July 2021, and issued to all organized volunteer program providers that use Township indoor and outdoor recreation and culture facilities and parks, trails and open space. A full list of groups requested to participate is available in Appendix B. The groups received an emailed letter of introduction about the Master Plan and the purpose of the survey from the Township, along with the link to access the questionnaire (see Appendix C). In order to optimize response, email reminders were issued and the Township telephoned the group representatives up to three times to encourage their participation. The survey was made available for eight

weeks. It requested information on the profile of the groups, their programs, and who they serve; information on current use of facilities and park space, and anticipated future need for access to available or new facilities; suggested improvements to facilities/spaces used; indicators of support needed to maintain/develop their programs; and willingness to pay for service development/use.

Council and Staff Interviews

One-on-one or small group interviews of Township representatives were conducted in June 2021 to help direct the development of the Master Plan. These sessions included the Mayor, Councilors, the CAO, Township staff from relevant areas of service (Programs, Activities and Events; Recreation and Culture Facilities; Parks, Trails and Open Space), Director of Public Works, Director of Planning and Development, and Director of Finance / Treasurer (see Appendix E for the full list of interviewees). The aim of these interviews was to assist in understanding the history and current context of the community, and to inform subsequent investigations/conversations with all stakeholders on opportunities and challenges that are specific to the municipality.

Focus Groups

Five focus groups were conducted in June 2021, on the following topics:

- Arts, culture, & heritage
- Environment
- Service clubs
- Sports & recreation services
- Tourism

A list of focus group participants is available in Appendix F. The focus groups investigated the potential to improve recreation services, given the current position/programs/activities of providers, their aspirations for future development, and the potential for greater collaboration with each other and with the Township in meeting service needs.

2.0 Online Resident Survey Results

Introduction

This section presents the results of self-selected participation in the online survey of Township residents. The purpose of the survey was to gather residents' opinions and comments on service needs and interests of their households to be addressed in the Recreation Master Plan.

The survey was made available via a link that was posted in the project section of the Have Your Say webpage on the Township's website and promoted through municipal social media channels. It was available from the week of July 12 to September 30, 2021 for a total of 12 weeks. Paper copies were provided to those who requested them.

A total of 210 respondents accessed the survey. The survey was designed so that it did not require answers to any of the questions, since people are more likely to exit a survey that tries to force responses than one that allows the flexibility to choose. As a result, however, the total number of respondents varies by question.

The survey findings are discussed under the following themes:

- current use of municipal recreation facilities, parks and trails
- recreation program/activity, facility and park needs
- lakes, rivers and boating facilities
- community profile
- additional comments

Current Use of Municipal Recreation Facilities, Parks & Trails

1. Do you or other members of your household use municipal recreation facilities, parks or trails in the Township of Severn, either as part of organized activities (e.g., baseball, hockey, pickleball, special events, etc.) and / or for unstructured activities (e.g., playgrounds, hiking, observing nature, swimming, snowmobiling, etc.)?

Of the 210 respondents to this question, a large majority (92% or 194) use municipal recreation facilities, parks or trails in Severn Township.

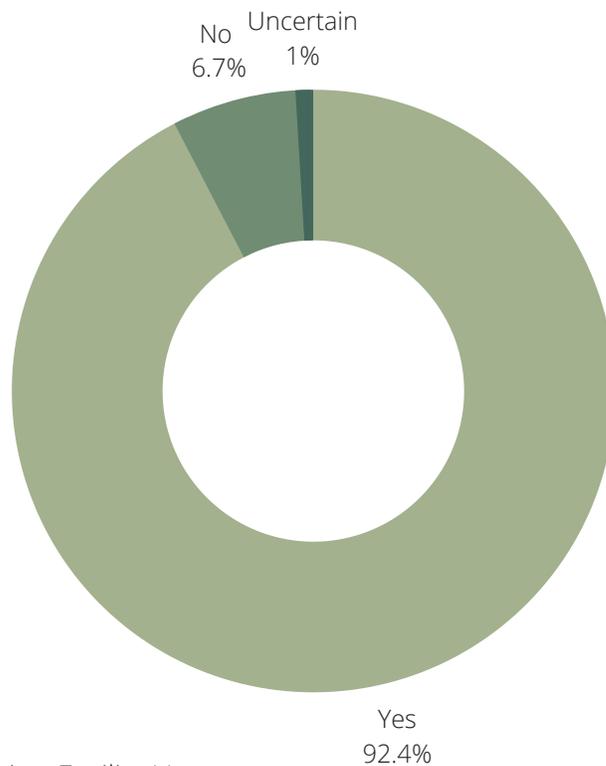


Figure 1: Municipal Recreation Facility Use

2. At which community centres, parks or trails in Severn Township do you or members of your household participate in programs, events and/or unstructured recreation activities? (Please select all that apply).

A total of 188 respondents reported using the following community centres, parks or trails most frequently: Coldwater District Community Centre and Fairgrounds (59% or 110 respondents); Uthhoff Trail (45% or 85); Washago Centennial Park (36% or 67 respondents).

Answer Choices	Responses	Total
Washago Community Centre	26.06%	49
Washago Centennial Park	35.64%	67
Coldwater and District Community Centre or Fairgrounds	58.51%	110
Lake St. George Community Centre	11.17%	21
Matchedash Heritage Community Centre	7.98%	15
Severn Township Library	21.81	41
Bass Lake Woodlands Park	19.68%	37
Ian Crichton Memorial Park	2.66%	5
Marchmont Community Park	12.30%	25
Shoreview Park	3.19%	6
Timberline Park	7.98%	15
Uthhoff Trail	45.21%	85

Table 1: Community Centres Used

3. The following lists program examples that have been/are offered in Severn Township for various age groups. Please indicate whether or not you or a member of your household has participated in each category in the past.

The 199 respondents who provided information on past participation in programs offered in Severn Township, most often reported they have not done so. In each case over half (52% to 82%) reported not participating in Township programs. In terms of participation levels, adult/senior wellness, youth sport, and children’s programs have been the most frequently used.

Answer Choices	Yes	No	Uncertain	Total
pre-school: karate, tumbling, kindermusic	17.95% 28	82.05% 128	0.00% 0	156
children’s: soccer, T-ball, pottery, painting, Turtles for Kids	36.90% 62	62.50% 105	0.60% 1	168
youth sport: ball hockey, basketball, hockey, pickleball	38.65% 63	59.51% 97	1.84% 3	163
youth general: cartooning, dance, babysitter’s course, gym, karate, cooking	24.03% 37	74.68% 115	1.30% 2	154
adult sport: ball hockey, basketball, pickleball	30.32% 47	69.03% 107	0.65% 1	155
adult/senior wellness: fitness, yoga, Zumba, bone fitness	46.33% 82	51.98% 92	1.69% 3	177

Table 2: Past Participation in Programs

4. Do you or members of your household participate in recreation programs or activities in communities outside the Township of Severn?

Over half (65% or 131) of the 201 respondents to this question indicated participation in recreation programs or activities outside Severn.

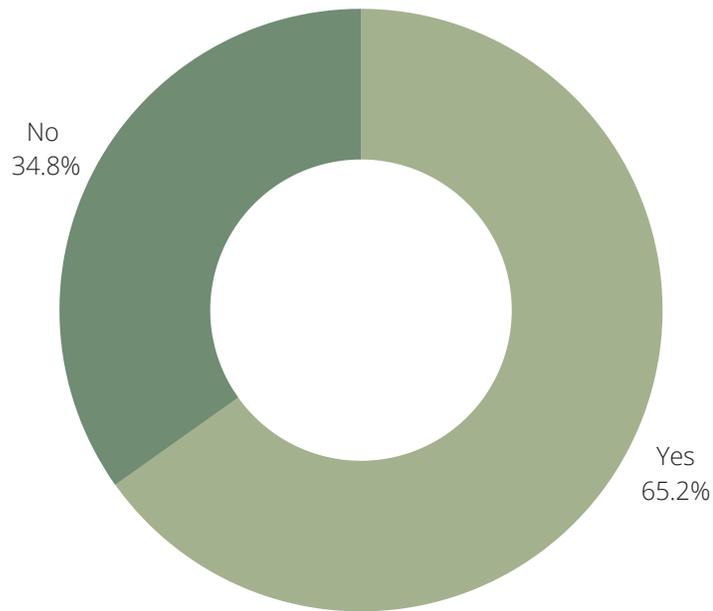


Figure 2: Participation in Recreation Outside Severn Township

5. In which of the following communities do you or the members of your household participate in programs or activities outside Severn? (Please select all that apply).

The City of Orillia is, by far, the most frequent location for participation in recreation outside the Township. Over three quarters (77% or 101/131 respondents) indicated travel to Orillia for this purpose.

Answer Choices	Responses	Total
City of Orillia	77.10%	101
Town of Midland	18.32%	24
Town of Gravenhurst	13.74%	18
Township of Ramara	10.69%	14
Township of Oro-Medonte	29.77%	39
City of Barrie	15.27%	20
Other	19.08%	25

Table 3: Participation in Recreation Outside Severn Township

6. Why do you use recreation service in these communities? (Please select all that apply).

'Using services that are not available in Severn Township' was the dominant reason for travel outside the municipality, by 72% (93 of 129 respondents). Reasons offered by 25% or more of respondents included: facilities/programs are better (29%); leagues are based outside the Township (28%); they are closer to home (25%).

Answer Choices	Responses	Total
I/we use services that are not available in Severn Township	72.09%	93
facilities/programs are better	28.68%	37
leagues are based outside the Township	27.91%	36
hours are more convenient	20.16%	26
family members can participate at the same time	6.98%	9
they are closer to home	24.81%	32
they are closer to work	9.30%	12
they are more affordable	6.20%	8
services are AODA accessible	0.00%	0
I/we use them in conjunction with trips to shop, etc.	12.40%	16
I/we don't know what's available in Severn	16.28%	21
Other	11.63%	15

Table 4: Reasons for Travel Outside Severn for Recreation

Of the 15 other responses, two answers were provided by two or more members of the community noted: limited choice in programs available in Severn and that they often get cancelled (3), and other areas offer more competitive programs/facilities (2).

Recreation Program/Activity, Facility and Parks Needs

7. Are there additional recreation programs and activities needed in Severn that you or the members of your household would use?

Over half (60% of 118) of 198 respondents think that more recreation programs and activities are needed for their household member to use.

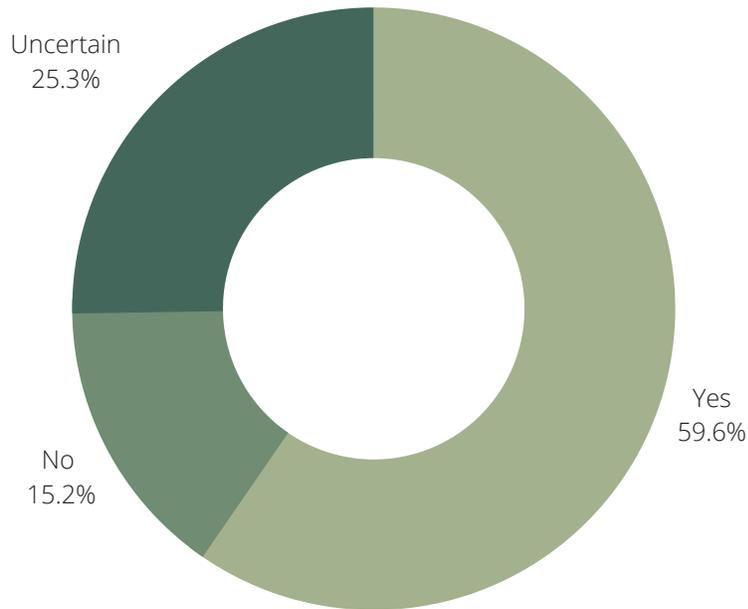


Figure 3: Need for Additional Programs and Activities

8. What types of new/expanded active sport/fitness programming or opportunities would members of your household used if provided in Severn? (Please select all that apply).

Sport/fitness options selected by half or more of the 118 respondents were: water-based activities such as canoe, kayak, swimming (63% or 74 respondents); group fitness classes such as aerobics, Zumba (60% or 71 respondents) and gym sports such as badminton, volleyball, pickleball and basketball (50% or 59 respondents).

Answer Choices	Responses	Total
gymnasium sports (e.g., badminton, volleyball, pickleball, basketball)	50.00%	59
Court sports (e.g., tennis, pickleball)	33.05%	39
field sports (e.g. soccer, lacrosse, ball)	34.75%	41
arena ice activities (e.g., hockey, icestock, sledge hockey, skating, curling)	43.22%	51
arena non-ice activities (e.g., floor hockey, box lacrosse)	16.95%	20
outdoor ice activities (e.g., learn to skate, shinny, etc.)	42.37%	50
martial arts (e.g., karate, tae kwon do, jiu jitsu)	22.88%	27
group fitness classes (e.g., aerobics, Zumba)	60.17%	71
water-based activities (e.g., canoe, kayak, swimming)	62.71%	74
wheel sports (e.g., BMX, skateboard)	24.58%	29
Other	23.73%	28

Table 5: Sport/Fitness Activities of Interest

9. What types of new/expanded non-sport programming or recreation opportunities would members of your household use if provided in Severn? (Please select all that apply).

Only wellness programs such as yoga, tai chi, and mental health were selected by more than half (70% or 77/110 respondents). The most frequently selected options after wellness programs were: social/club activities such as youth drop-ins, seniors, new moms (48% or 53 respondents); visual arts such as painting, photography, digital media (47% or 52 respondents); one-day or weekend special events (45% or 50 respondents); day or summer break camps (44% or 49 respondents).

Answer Choices	Responses	Total
wellness programs (e.g., yoga, tai chi, mental health)	70.00%	77
performing arts (e.g., drama, choral)	22.73%	25
visual arts (e.g., painting, photography, digital media)	47.27%	52
artisanal (e.g., quilting, handmade food, sculpting)	29.09%	32
learning / self-improvement / interest (e.g., local heritage, nutrition,	35.45%	39
social / club activities (e.g., youth drop-in, seniors, new moms)	48.18%	53
environmental (e.g., pollinator gardens, xeriscape gardening)	26.36%	29
camps (e.g., day, summer break)	44.55%	49
play programs for preschoolers	10.91%	12
before and after school programs	25.45%	28
seniors' programs	35.45%	39
one-day or weekend special events	45.45%	50
Other	6.36%	7

Table 6: Non-sport Activities of Interest

10. Which of the following age groups in your household would be interested in participating in active sport/fitness, non-sport recreation or both types of programs/activities in Severn? (Please select all that apply).

Of the 114 respondents to this question, the largest proportions indicated that both active sport/fitness and non-sport recreation would be of interest to every age group listed. In all cases, over half of those responding for each age group reported interest in both types of recreation. In order of relative frequency the top three were: adults 35 to 54 years old (84% or 53 respondents); elementary school aged children (78% or 43 respondents); adult 55 to 64 years of age (77% or 17 respondents).

Answer Choices	Active Sports/ Fitness	Non-Sport Recreation	Both	Total
preschoolers 0 - 4 years	27.78% 5	11.11% 2	61.11% 11	18
elementary school age 5 - 12 years	18.18% 10	3.64% 2	78.18% 43	55
high school age 13 - 19 years	26.32% 10	2.63% 1	71.05% 27	38
young adults 20 - 34 years	26.67% 4	13.33% 2	60.00% 9	15
adults 35 - 54 years	11.11% 7	4.76% 3	84.13% 53	63
adults 55 - 64 years	13.64% 3	9.09% 2	77.27% 1	22
seniors 65 - 74 years	19.35% 6	16.13% 5	64.52% 20	31
seniors 75 years and older	30.77% 4	15.38% 2	53.85% 7	13

Table 7: Age Groups Interested in Participating in Programs/Activities in Severn

11. Do you think new/expanded indoor and/or outdoor recreation facilities are needed in the Township of Severn to provide the programs/activities that you or the members of your household would use, as indicated in the previous questions?

Seventy-two percent (137) of 191 respondents to this question indicated that new facilities are needed in the Township to provide the programs/activities their household members would use.

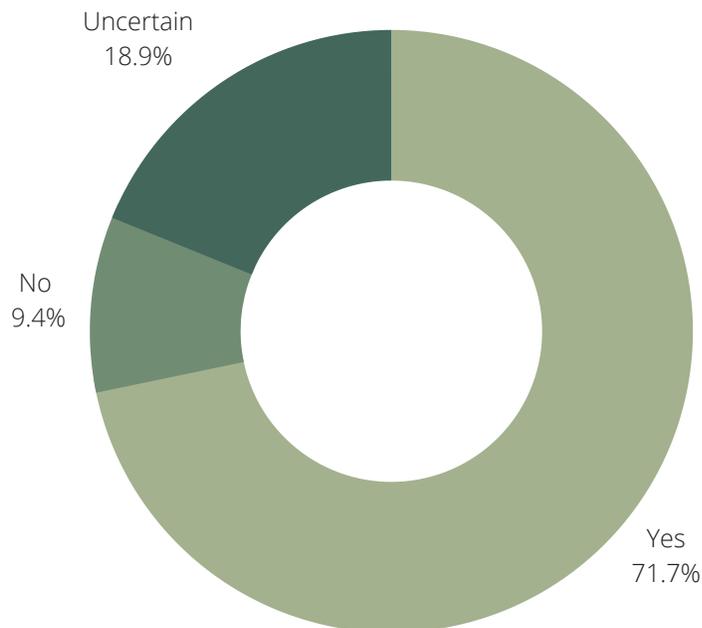


Figure 4: Need for New/expanded Recreation Facilities in Severn

12. Why do you not think new/expanded recreation facilities are needed? (Please select all that apply).

Among 16 respondents who did not think new or expanded recreation facilities are needed, the most frequent reason reported by 69% (11) was 'there are already enough recreation facilities in the area.

Answer Choices	Responses	Total
there are already enough recreation facilities in the area	68.75%	11
more facilities would be too expensive to build and/or operate	31.25%	5
the Township needs to focus on other spending priorities	37.50%	6
it might cause property taxes to increase	25.00%	4
other	6.25%	1

Table 8: Reasons New/expanded Recreation Facilities Not Needed

13. Do you think Severn Township parks and/or the Uthoff Trail require improvements?

Although the largest proportion (44% or 84) of 191 respondents to this question indicated that parks and/or Uthoff Trail require improvements, a noticeable proportion indicated they are uncertain in this regard (37% or 71). This latter group likely includes those who do not use them.

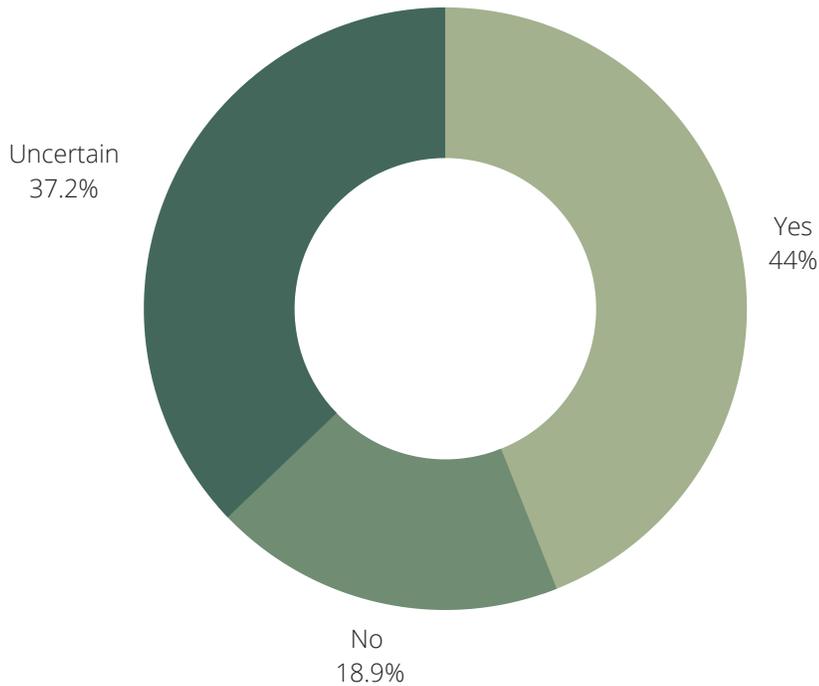


Figure 4: Need for Improvements to Parks and/or Uthoff Trail

14. What types of improvements do you think are needed to Severn Township parks and/or the Uthoff Trail? (Please select all that apply).

All those indicating needed improvements to parks and the trails in the previous question provided a response to the types of improvements required. The six most frequently reported improvement needs were: washrooms and water fountains (61% or 51 respondents); more shade, seating, lighting, etc. (49% or 41 respondents); water play features (46% or 39 respondents); covered areas for markets, picnics, etc. (45% or 38 respondents); multi-purpose sports fields (43% or 36 respondents); and paved trails (43% or 36 respondents)

Answer Choices	Responses	Total
multi-purpose sports fields	42.86%	36
water play features	46.43%	39
more walking paths	38.10%	32
paved trails	42.86%	36
multi-purpose play courts	27.38%	23
new/improved play equipment	28.57%	24
more shade, seating, lighting, etc.	48.81%	41
washrooms and water fountains	60.71%	51
Increased maintenance	38.10%	32
beautification	32.14%	27
gym/fitness stations	29.76%	25
concrete pads for wheel sports	16.67%	14
food/wildlife gardens	19.05%	16
covered areas for markets, picnics, etc.	45.24%	38
bicycle repair stations	15.48%	13
AODA accessibility improvements	14.29%	12
other	20.24%	17

Table 9: Needed Improvements to Parks and/or Uthoff Trail

Lakes, Rivers and Boating Facilities

15. Do you or members of your household use lakes, rivers, canoe routes and/or boating facilities in Severn?

Among the 190 respondents to this question, the majority (72% or 136) reported using these assets in Severn.

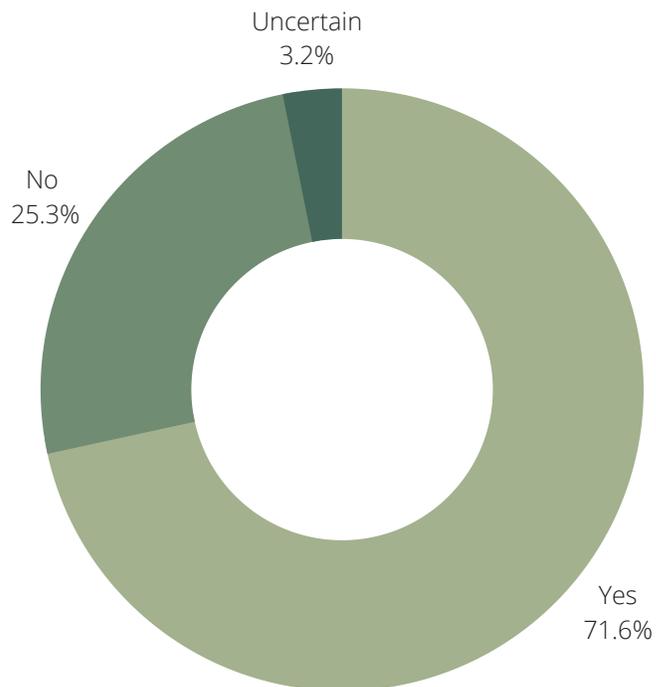


Figure 6: Use of Lakes, Rivers and Boating Facilities

16. Are there needed improvements to lakes, rivers, canoe routes and/or boating facilities in the Township?

Almost half (48% or 65) of 135 respondents indicated the need for improvements to Severn's lakes, rivers, canoe routes and/or boating facilities, while over one quarter (27% or 37 respondents) were uncertain in this regard.

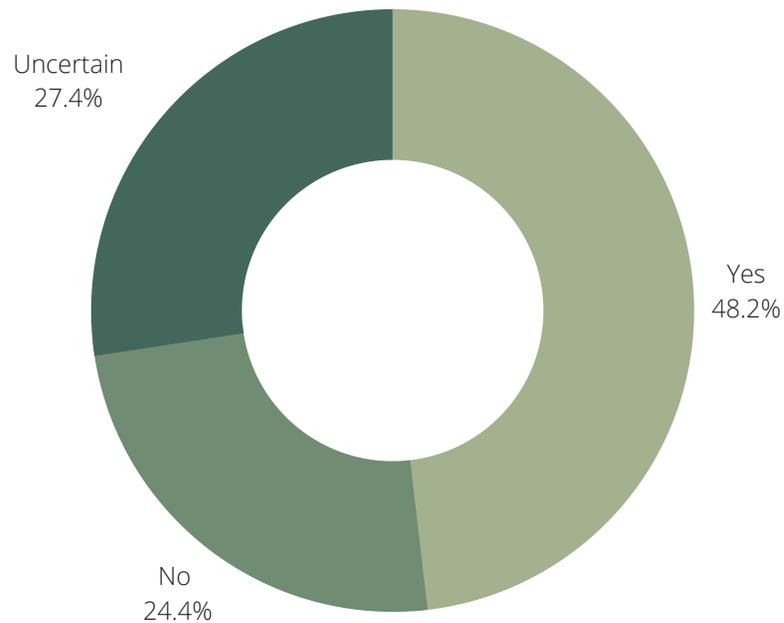


Figure 7: Need for Improvements to Lakes, Rivers, Canoe Routes and/or Boating Facilities

17. What types of improvements do you think are needed? (Please select all that apply).

Over half of the 65 respondents who indicated the need for improvements noted dock/boat launch improvements (71% or 46 respondents), followed by place to swim/beach (55% or 36 respondents), washrooms (52% or 34 respondents), and more parking (51% or 33 respondents).

Answer Choices	Responses	Total
place to swim/beach	55.38%	36
more parking	50.77%	33
dock/boat launch improvements	70.77%	46
better mapping of canoe routes	16.92%	11
camp sites along canoe routes	18.46%	12
signage	27.69%	18
washrooms	52.31%	34
more patrols/monitoring	29.23%	19
educational/stewardship initiatives	21.54%	14
water/shore clean-up programs	41.54%	27
waste receptacles	44.62%	29
other	18.46%	12

Table 10: Needed Improvements to Water-Oriented Assets

Community Profile

18. Are you a permanent or seasonal resident of the Township of Severn or a resident of a community outside the Township?

Over two-thirds (68% or 127) of the 188 respondents to this question are permanent Township residents, 25% (48 respondents) live outside Severn, and 7% (13 respondents) are seasonal residents of the Township.

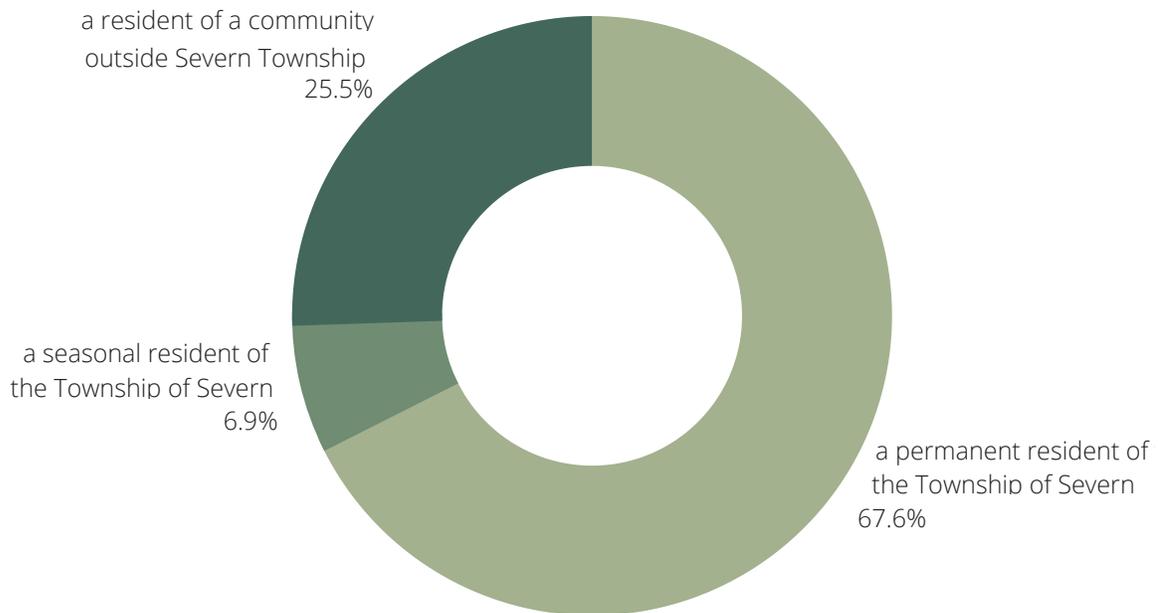


Figure 8: Type of Residency

19. How long have you had a residence in the Township of Severn?

The largest proportion (31% or 43) of 141 respondents reported having a residence in the Township for over 20 years. The second longest residency reported was 6 to 10 years (21% or 29 respondents), followed by 1 to 5 years (18% or 26 respondents).

Answer Choices	Responses	Total
Permanent	0.00%	0
I / we have always lived in Severn Township	6.38%	9
< 1 year	2.13%	3
1 to 5 years	18.44%	26
6 to 10 years	20.57%	29
11 to 15 years	14.89%	21
15 to 20 years	7.09%	10
>20 years	30.50%	43

Table 11: Length of Residency in Severn Township

20. If you have moved permanently to the Township of Severn within the last five years, or plan to within the next five years, please indicate the reasons. (Please select all that apply).

Among 75 respondents who had moved to the Township permanently within the last five years, or anticipate doing so within the next five years, the two most frequent reasons indicated were 'desire for a non-urban lifestyle' (51% or 38 respondents), and 'good place to raise a family' (41% or 31 respondents).

Answer Choices	Responses	Total
desire for non-urban lifestyle	50.67%	38
reasons related to COVID-19	1.33%	1
retirement	22.67%	17
ability to work remotely regardless of location	13.33%	10
lower property taxes	12.00%	9
proximity to urban areas	17.33%	13
affordable residential real estate	18.67%	14
cottage conversion to permanent dwelling	10.67%	8
good place to raise a family	41.33%	31
other	18.67%	14

Table 12: Reasons for Moving to Severn Township

21. Where do you live in Severn Township?

The largest proportion (30% or 41) of the 138 respondents who answered this question live in Coldwater, followed by Washago (21% or 29 respondents), rural Severn Township (15% or 21 respondents), and Westshore (14% or 19 respondents).

Answer Choices	Responses	Total
Coldwater	29.71%	41
Washago	21.01%	29
Westshore (includes Ardtrea, Cumberland Beach)	13.77%	19
Port Severn	6.52%	9
Bass Lake/Marchmont	6.52%	9
Fesserton	2.17%	7
Severn Falls	5.07%	3
Rural Severn Township	15.22%	21

Table 13: Location of Residence in Severn Township

22. Please indicate if your household would contribute to the development of recreation facilities, parks and trails through each of the following methods. (Please select all that apply).

Almost half (48% or 55) of 114 respondents indicated they would pay more fees to use recreation services. Approximately one-third (37% or 42 respondents) would organize or assist with local fundraising events, while 28% or 32 respondents would volunteer to help run programs or activities. Less than one quarter (24% or 27 respondents) would accept an increase in property taxes.

Answer Choices	Responses	Total
paying more fees to use services	48.25%	55
accepting an increase in property taxes	23.68%	27
donating money to a capital campaign	17.54%	20
organizing/assisting with local fundraising events	36.84%	42
donating an amenity for a park (e.g., bench, tree, picnic table)	21.93%	25
volunteering to work to source private sector grants/donors/sponsors	14.91%	17
volunteering to help run programs/activities	28.07%	32
other	10.53%	12

Table 14: Types of Contributions to Recreation Service Development

23. How do you learn about recreation services that are available in Severn Township? (Please select all that apply).

Roughly equal proportions of 134 respondents to this question learn about recreation services through the Township website/activity guides (49% or 66 respondents) and word of mouth (47% or 63 respondents). The Township tax bill newsletter was reported as an information source by 40% or 53 respondents.

Answer Choices	Responses	Total
Township website/activity guide	49.25%	66
Township newsletter with tax bill	39.55%	53
social media (Twitter, Facebook)	23.13%	31
Washago Villager	27.61%	37
word of mouth	47.01%	63
Simcoe County website	3.73%	5
local radio/TV	5.97%	8
other	7.46%	10

Table 15: Sources of Information About Recreation Services

24. In which of the following communities do you live?

Of the survey respondents who do not live in Severn, half or 25 non-residents who participated in the survey live in the Township of Oro-Medonte. The 18% or 9 non-residents who reported 'other' locations were singly mentioned locations with the exception of Tay Township (3) and Georgian Bay Township (2).

Answer Choices	Responses	Total
City of Orillia	8.00%	4
Town of Midland	2.00%	1
Town of Gravenhurst	10.00%	5
Township of Ramara	10.00%	5
Township of Oro-Medonte	50.00%	25
City of Barrie	2.00%	1
other	18.00%	9

Table 16: Non-residents' Communities

25. Which of the following best describes your household?

One hundred and eighty-seven (187) respondents answered this question. Most households comprise either couples with dependent children (46% or 86 households) or couples without dependents children (29% or 55 households).

Answer Choices	Responses	Total
one adult	8.02%	15
couple without dependent child(ren)	29.41%	55
couple with dependent child(ren)	45.99%	86
one parent with dependent child(ren)	1.07%	2
one parent with dependent child(ren) and one or more adults	2.14%	4
more than one adult sharing a residence	8.56%	16
extended family (3+ generations)	4.81%	9

Table 17: Household Composition

26. If there are any additional comments you would like to make for consideration in the Recreation Master Plan, please provide them below. Sixty-five respondents provided additional comments, all of which are listed below. Please note that the comments below are provided as written and have not been edited.

Please note, the responses listed below are presented as received by respondents, and have not been altered. Therefore they may contain spelling errors or inaccuracies. Accuracy of claims will be confirmed with Township staff during the assessment phase.

Responses
We need to rid the lake of invasive weeds or there will be no recreation involving the lake therefore no tourism
Offer programs during the day - i.e. yoga classes
Would like easier access to looking at a map of Severn Developments.
Limit the use of PWCs on our lakes.
It would be very popular but perhaps impractical- to have a bike/pedestrian route from Nicholson's Road connecting to Lone Pine Road. A few foot bridges may be necessary, but it would be a trail many could use and be safe from vehicles.
Keep taxes low and let people entertain themselves at their homes. One of the allures you moving away from the city is the need to find and plan your own things. Don't change the uniqueness of this area by making it like the city.
Severn has great facilities and parks already. Updating and providing new opportunities for the future especially for youth.
1. Improvements to Henry's Landing on McLean Lake are well done, especially the info board. 2. Coldwater Rec Centre/Arena is underused - need to advertise!
1) you like to see a procedure for booking parks and other facilities 2) Develop a tree, vegetation and wildlife management plan for the parks and trails.
We live in ardtrea, I want to sign up for activities for the children in our community, but I don't want to drive all the way to Coldwater
No additional comments
No comment
There are many parks close to us but limited use as we are literally across the highway from westshore. This makes it unwelcome, although we have multiple children going to school at Severn Shores. This should be open to all Severn residences, especially those within 2 minutes from the parks, being Timberline, and Greyshtot. Having them gated is rediculous for local people. I do understand the covid worries but it has been like this for as long as I can remember. The severn parking pass is all that should be required for proof of 'I live close' not just limited to people on the street. There are functions etc that happen and it is discrimitory to others locally. Additionally the school is not big enough for the projected growth along Turnbull and in behind Webers and the field area of Menoke Beach. Also can the sewers handle all of that as it is smelly by Bayou and Cumberland intersection? Consider using the Washago community center more, years ago there was more offered there but it has depleted. I have read of teens who are being being disrespectful to our neighborhood (Cumberland Beach and Washago) , providing a place for them may eliminate this behavior. A drop in to engage them together constructively.

Responses
A splash pad in coldwater would be amazing!
Even though I live at Clearwater Lake (a Gravenhurst community) I am so much closer to Washago, that I don't really use the Gravenhurst facilities. I concentrate on what is available in Washago area.
Need flexibility for signing up for activities at WCC as not everyone can go to the office during office hours. A sign up time in the evening or weekend has proven beneficial in the past. Need more information and times for activities/classes at washago community centre.
The trail needs cleaned up and the grass cut more often. The dog dropping is overwhelming
In the past it has been a bit difficult to sign up for activities. On online booking system with online payment would be helpful.
We would love to see the Washago Sr. Group taken over by the township as most of our membership is approaching 80, and even older, so that younger Sr, those just retiring and moving permanently to Severn find a social group in the Township programming that would run interesting activities for them.
Create more water access points - even if small for canoe, kayak, swimming, etc. to allow better utilization of our water system.
More young families are living here now more than ever and it's something that needs accommodated as families need somewhere to go close to home to involve their children. Currently driving a minimum of 30 to do any sport is not ideal for a full time working family. So something closer would be greatly appreciated
Please do not limit snowmobile use along the existing trails that run through the township.
I was quite upset when I read under youth activities that figure skating was not listed. It has been a club in coldwater for many generations and still goes strong.
It would be great if Severn invested in a better website for registration. Even local gyms and centres have decent websites. Also would be great to get emails with updates about new programming or changes made within Severn. Better quality programming and more of it.
Recreation staff, especially those in charge of the arena need to change their attitude towards activity in general. Instead of the all mighty buck maybe think about the wellness of those who use your facilities. And not everything has to do with the coldwater minor hockey club. Other clubs need fair division of ice time. Washroom facilities at the fairgrounds are horrible. Uthoff trail needs more maintenance and more safe areas to stop and take a break.
I would like to see an improved arena in Coldwater. An indoor pool somewhere would also be a great asset.
No comment
I would like to see the arena address the problem of dressing rooms being too small and not enough of them. They need to pile the user groups and look at expanding the dressing rooms or adding more for events. Figure skating and minor hockey have a hard time holding tournaments and competitions. The lobby is extremely small. The existing rooms could be bigger with removal of false walls and toilets. It would leave more bench space. Also you could take out some seating in the rink and add dressing rooms down one side. Or expand out the side dressing rooms down the length of the building and or in the rear of the building to accommodate extra dressing rooms. There are many examples on the internet of dressing room expansion. I believe they also need outdoor soccer/ lacrosse fields and outdoor covered area for an outdoor rink and or skating pad for public use.

Responses
<p>There is a need for enhancing the co-operation and communication between existing community groups and Severn Township's recreation services efforts. Especially in the case of Washago Community Centre, an awareness that there is a lingering negative attitude towards the assumption of the WCC's operations by the Township among certain community members and group organizers is deepened by an impression of disinterest in changing that dynamic on the part of both parties. The advisory committee agreed upon at the time of the handover seemingly has been abandoned without any notice or consultation. This gives the impression of disrespect and lack of interest in the input and needs of the community groups and individuals who might enrich the ways that WCC and the community can creatively work together to serve the Washago area. There should be an attempt made to engage the villagers in a genuine dialogue to that end by the establishment of a joint group to liaise with staff and provide support for the provision of services at the Centre. It may turn out that such a group will not be able to break the negative bubble that has been left by the dissolution of the WCC Corp. but it is incumbent upon the Township to make an effort in that regard. The responsibility of the villagers is to signal a willingness to reengage in that conversation.</p>
No
<p>Would like to see Severn Township put more effort into Looking for programs and opportunities to keep the youth attending school in the area busy and engaged and healthy and productive manners. Would also like to see the township recognize the importance of physical activity for use both emotionally and physically and take steps to accommodate more opportunities.</p>
<p>Adjacent communities are Installing pavilions, to accommodate outdoor ice rinks and winter and fall hockey and summer... Feel like this would be a great investment to see in Coldwater.</p>
New arena needed in coldwater, it is the worst arena in the whole hockey league
<p>focus on providing facilities for youth. youth will grow and have their own children and will continue with activities. Adult activities will develop on their own</p>
Please open the Washago Centennial park back up for camping.
There needs to be more to do in the Westshore area. Thank you!
Consider First Nations in all projects and plans re: impact, inclusion
N/C
<p>Please take the ugly barricades down in the Washago Park. Cars should be slowed to drive around the loop for access by all and safety for women. Since the blocks have gone up I haven't used the loop. I used to park at the water side of the loop. It made that side more accessible and I felt safer. That side of the park should be accessible by all.</p>
<p>Severn offers a good number and variety of programs. There is a booklet available to help with what is available.</p>
<p>We just moved to Cumberland Beach and with COVID-19, I'm unsure of what is typically offered in terms of programming, events and fitness. However I'm looking forward to participating in a variety of programs both drop-in style and registered programs. I really enjoy fitness programs such as yoga, Piyo and pilates. I also love kayaking! Thank you for the opportunity to provide feedback.</p>
I think a splash paddle are centennial park would be good for when the beach is under a swim advisory
There is very little information available about facilities and services.

Responses
<p>Would love to see a recreation centre in the west shore/ Cumberland beach area. Also more programs as it seems like the only programming I hear of is through the church not the township. We came from Innisfil which has a high variety of centres and programming. Right now we are constantly utilizing the services in Orillia for Hockey, baseball, camps, soccer, and swimming (after this week)</p>
<p>Pickleball is exploding in popularity both in Severn and throughout North America. All the surrounding townships have multiple outdoor courts that are available to players. Severn needs to resurface and develop the courts in Washago so that residents have a local facility. We need at least four good courts as well as available washroom facilities.</p>
<p>Not really optimistic about any exercise and/or art related activities in Coldwater or Matchedash. There is a growing need however, as more people are interested in building or renovating all-year residences where cottages used to be the norm.</p>
<p>We would LOVE if there were a few playground parks around. We have to drive to Orillia for a park for the kids. Also would LOVE a few more beaches. Although the lake is only five minutes away, we have to drive over 20 minutes to our closest Severn beach (Washago). We go to the beach at least 5x per week in summer - cool off after daily farm chores. Thanks for working on a master plan! We look forward to hearing the results and seeing the new Master Plan!</p>
<p>Emphasize the existing recreational activities the township has to offer, trails, parks, community centres, organizations and events to name a few and build on these.</p>
<p>No comment</p>
<p>A splash pad and possibly a public pool would be amazing! Also, a paved walking, biking trail and tennis or badminton courts for public use. Those are my top picks. I have young adults who drive to Orillia Rotary centre to access tennis courts on a regular basis.</p>
<p>Severn Falls is lacking in municipal facilities. A place (Community Centre/Park) where the community can gather would be an asset.</p>
<p>Please build the recreation center in Westshore! We need youth programs now!</p>
<p>No comment.</p>
<p>No</p>
<p>The Washago Community Centre needs to be more accessible to all local residents. Covid restrictions can be in place while using the centre.</p>
<p>Would be nice to have a large public area in Washago for a playground and other activities in the main village</p>
<p>I would love to see 2 ball diamonds in Coldwater</p>
<p>I would like to see a pool facility where I as a senior with arthritis could exercise which would be very beneficial.</p>
<p>More facilities in or around Severn Falls area.</p>
<p>Would like to see the new plan reflect inclusion of the entire community, not just hockey rinks for a few or activities for the "cliques" in the community.</p>

Responses
<p>I believe the Township is set up well with basic recreational amenities but the Township is very large and not all activities are offered everywhere in the Township. We aren't going to drive to Coldwater when we can drive to Orillia to do the same activity. I also believe some of the organized activities are very basic in nature and to have better competition or learning experience, we participate in other leagues in Orillia or Oro-Medonte.</p>
<p>The more recreation opportunities the better for all of us! Thanks for asking</p>
<p>Would like to see the new plan reflect inclusion of the entire community, not just hockey rinks for a few or activities for the "cliques" in the community.</p>
<p>More facilities in or around Severn Falls area.</p>
<p>Coldwater needs more for kids to keep them out of trouble. After school planned activities that are also feasible for low income families. Our kids have no place to stay cool in the summer time and the playground really needs an update. An outdoor pool with monitoring would also be nice for this little town.</p>
<p>The more recreation opportunities the better for all of us! Thanks for asking</p>
<p>I said my kids haven't accessed a Severn program, but we have tried but things have been cancelled due to COVID. My oldest child was finally old enough to join activities and was registered.</p>
<p>new park programs for washago centennial: 1. weekly summer swim lessons, 2. naturalist guided walks for adult, teen, kids, 3. washago welcome wagon for newbies - friendly visit to new residents w information pamphlets, Villager, and goody basket e.g. cookies, jams, coffee, bug spray , sun lotion, etc. comment for Q11: large modern washago CC should be open for everyone to enjoy - other communities have opened their centres, when will this one open??? this centre could host many programs, yoga, art, teen programs, movies, educational etc.</p>

3.0 User Groups and Organizations Survey Results

Introduction

The Township developed comprehensive lists (contact name; agency or organization, if applicable; email or mailing address; phone number) of the groups and organizations to be invited to complete the survey.

Twenty-nine volunteer groups that regularly use municipal facilities to offer sports and recreation programs and/or events received an emailed letter of introduction about the Master Plan and the purpose of the survey from the Township, along with the link to access the questionnaire. The letter was sent the week of July 12, 2021. In order to optimize response, reminders were issued and the Township telephoned the group representatives to encourage their participation. The survey was made available for 8 weeks and closed on September 8, 2021.

The results of the survey are presented under the following main headings:

- current programs, events, activities and participant profile
- current municipal facility and park user
- use of other community facilities
- future growth and facility requirements
- organizational and financial support
- additional comments

1. Please provide the full name of your organization, and related information with a phone number and email address for follow-up, if required.

Twenty-six (26) groups on the original list of 29 completed the survey. Two groups did not provide names and did not complete the survey. These were deleted. One group answered only the first few questions. Since respondents were not forced to any questions, not all groups responded to all questions. The groups and their home base are noted below:

Organization Name	Program/Event (if not contained in name)	Home Base
Coldwater BIA		Coldwater
Cycle Simcoe		County of Simcoe
Coldwater Thursday Night Men's Hockey		Coldwater
Coldwater Figure Skating Club		Coldwater Arena
Coldwater Shuffleboard Club		Coldwater
Coldwater Canadiana Heritage Museum		Coldwater
The Village Players of Coldwater	theatre productions	Coldwater
Coldwater Oldtimers Recreation Hockey League (CORHL)		Coldwater Arena
Simcoe County Steampunk Society	Coldwater Steampunk Festival	Coldwater
Lake St. George Community Center		-
Coldwater Curling Club		Coldwater
Washago and Area Seniors		Washago Community Centre
Washago Art Club		Washago
Marchmont Ratepayers' Association		Marchmont
Washago District Lions Club		Washago

Table 19: Organization Name and Home Base

Organization Name	Program/Event (if not contained in name)	Home Base
Coldwater Mill Heritage Foundation (CMHF)		Coldwater
Uthoff Fastball	baseball	Coldwater Fairgrounds
Washago Pickleball		Washago
Coldwater Minor Hockey		Coldwater
Matchedash Community Heritage Association		Matchedash (North River Drive)
North River Riders Horse Club	horse related events	Orillia
Coldwater Adult Slo Pitch		Coldwater
Orillia District Snowmobile Club		-
Coldwater Lions Club		Coldwater
Sandcastle Estates (Couchiching Shores Ratepayers Association)		Washago
South Simcoe Rebel Rollers		South Simcoe
Coldwater Mill Heritage Foundation (CMHF)		Coldwater

Table 19: Organization Name and Home Base

2. Does your group provide programs/activities seasonally/throughout theyear (e.g., pickleball, hockey, soccer) or annual or periodic special events (e.g., Witches Walk, Steampunk Festival, Severn Winterfest)?

Among all 26 groups, approximately three quarters (69% or 18 groups) provide seasonal or ongoing programs and the balance (31% or 8 groups) deliver annual or periodic special events.

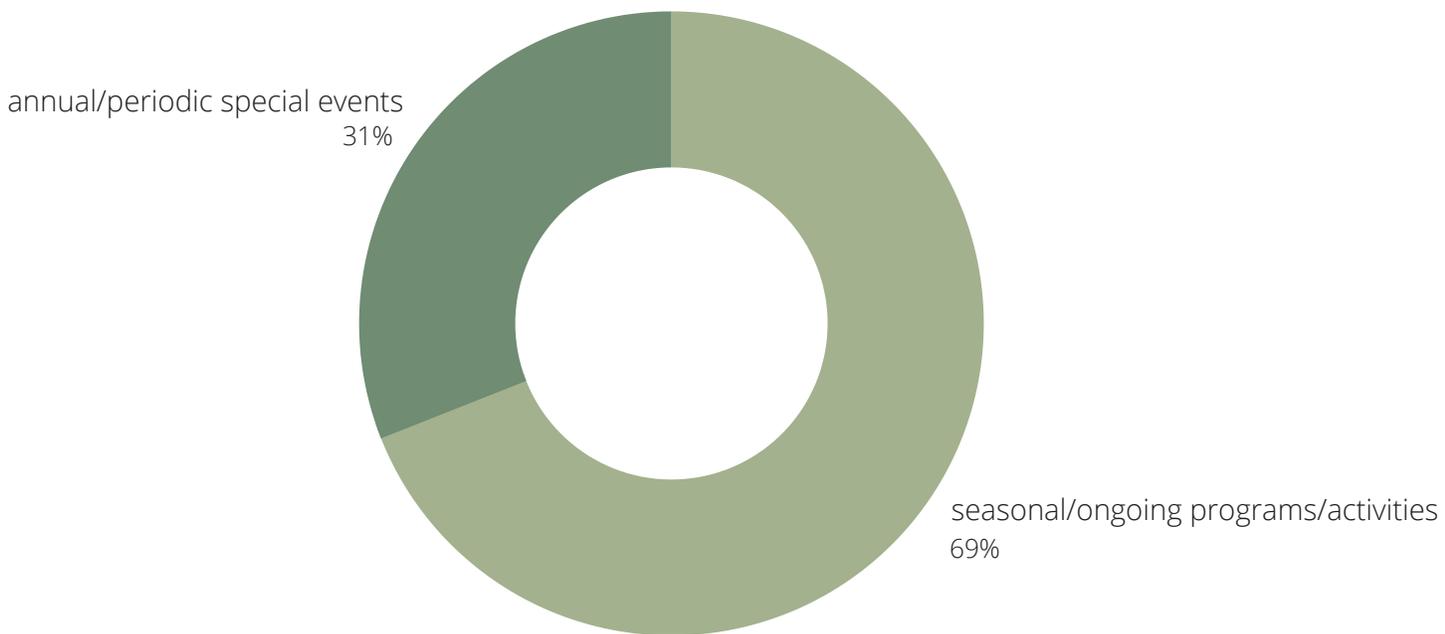


Figure 9: Does your group provide programs/activities seasonally/throughout the year (e.g., pickleball, hockey, soccer) or annual or periodic special events (e.g., Witches Walk, Steampunk Festival, Severn Winterfest)?

3. Please indicate which of the following general types of programs/activities you provide in the Township of Severn. (please select all areas of interest that your programs cover)

Eighteen (18) groups responded to this question. Collectively, many areas of interest are covered by their programs and activities. The most frequently reported types of programs/activities were club/social (44% or 8 groups) and arena ice/floor (39% or 7 groups).

Answer Choices	% Responses	# Groups
outdoor fields sports	11.11%	2
outdoor court sports	11.11%	2
arena ice/floor	38.89%	7
heritage programs	11.11%	2
gym sports/recreation	0.00%	0
children’s play programs	11.11%	2
arts/artisan programs	16.67%	3
fitness/wellness	11.11%	2
club/social	44.44%	8
outdoor nature-based	11.11%	2
track and field	0.00%	0
drop-in activities	22.22%	4
learning programs	27.78%	5
social support	5.56%	1
other	38.89%	7

Table 20: Types of Programs/Activities Provided

4. Please provide the name(s) and description(s) of the event(s) your

The following information was provided on events held in the Township:

- Witches Walk - An evening for women to dress up as witches, shop, dance. eat and have fun. There is a costume contest and lots to do.
- Giant Garage Sale - Coldwater residents have garage sales in their yards and the whole town becomes a giant garage sale.
- Easter - The children get to break open the pinatas for candies, make Easter hats on the main street. An egg hunt at the Canadiana Museum.
- Shuffleboard Tournament
- Twice yearly theater productions
- Coldwater Steampunk Festival
- Transfigured Friday (Harry Potter Inspired) Night
- Skating rink
- Fall BBQ and corn roast
- Seniors Luncheons, Christmas Craft Vendors Fair
- Canada Day Party - bike parade and BBQ with fireworks at night
- Coldwater Duck Race - one day event, ducks race in the river, kids activities, parade, artisans and other activities
- Community BBQ
- Wedding, Baby Showers
- Various fundraisers like euchre tournaments, curling tournament
- Community Santa clause Parade
- Santa Claus Parade - downtown Coldwater

5. Which of the following age groups do your programs/events PRIMARILY serve? (Please select all that apply. If your programs serve all age groups or families: e.g., an event for the entire community - please check only the first box).

The responses of the 26 groups indicate that 50% (13 groups) primarily serve all age groups/families. On balance, age the cohorts between 35 and 74 years old appear to be better served than children, teens, young adults and those 75+ years of age.

Answer Choices	% Responses	# Groups
All age groups/families or	50.00%	13
Children 0-4 years	3.85%	1
Children 5-12 years	23.08%	6
Teens 13-19 years	19.23%	5
Young adults 20-34 years	26.92%	7
Adults 35-44 years	38.46%	10
Adults 45-54 years	34.62%	9
Adults 55-64 years	34.62%	9
Adults 65-74 years	38.46%	10
Adults 75 years and older	19.23%	5

Table 21: Age Groups Served

6. In your last full year of operation (i.e., pre-COVID) approximately how many people participated in your organization's programs/activities or events? (if documented figures are not available, please estimate)

Twenty-five (25) groups responded to this question. Membership/participation in the organizations providing ongoing/seasonal programs ranged from 30 to 8,000. Special events attracted from 40 to 8,000 people.

Group	Membership/Participation Last Full Operating Year
Coldwater BIA	3,000 - 4,000 (special events)
Cycle Simcoe	3,000
Coldwater Thursday Night Men's Hockey	100
Coldwater Figure Skating Club	30 - 40
Coldwater Shuffleboard Club	80 (special event)
Coldwater Canadiana Heritage Museum	250
The Village Players of Coldwater	1,200 (special events)
Coldwater Oldtimers Recreation Hockey League (CORHL)	128
Simcoe County Steampunk Society	8,000 (special event)
Lake St. George Community Center	100
Coldwater Curling Club	275
Washago and Area Seniors	55 out a membership of 115
Washago Art Club	35
Marchmont Ratepayers' Association	125 (special event)
Washago District Lions Club	500
Matchedash Community Heritage Association	estimate 8 -10 (special event)
North River Riders Horse Club	100
Coldwater Adult Slo Pitch	144 approximately
Orillia District Snowmobile Club	8,000
Coldwater Lions Club	4,000 - 5,000 (special events)
Sandcastle Estates*	40 (special event)
South Simcoe Rebel Rollers	200
Coldwater Mill Heritage Foundation (CMHF)	-
Uthoff Fastball	30
Washago Pickleball	65

Table 22: Membership/Participation in Last Full Year of Operation

7. What percentage of your participants/members or event attendees lives in each of the following areas? (Total should add to 100%. If you do not have documented figures, please estimate).

Twenty-five (25) groups provided information on the areas in which their participants live. Most participants, members or event attendees are drawn from Coldwater, Washago, rural Severn Township and outside the municipality.

Participants' Residence	Number of Groups with % Membership by Category									
	0-9%	10-19%	20-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-89%	90-
Coldwater	1	1	3	4	1	6	-	-	1	-
Washago	7	2	1		2	1	-	-	-	2
Westshore	5	-	-	1	1	-	-	-	-	-
Port Severn	9	3	2	-	-	-	-	-	-	-
Ardtree	6	-	-	-	-	-	-	-	-	-
Bass Lake/ Marchmont	9	3	-	-	-	-	-	-	-	1
Fesserton	10	-	-	-	-	-	-	-	-	-
Severn Falls	8	-	-	-	-	-	-	-	-	-
rural Severn Township	3	3	9	2	-	-	-	-	1	-
outside Severn Township	2	3	8	2	3	3	-	-	-	1

Table 23: Distribution of Membership by Community

The numbers of groups drawing membership/participants/attendees from each of the locations noted above:

- 22 draw from outside Severn Township, with four groups reporting 50% or more of their participants are from other communities
- 18 draw from rural Severn Township, with nine groups indicating between 20% and 29% of participants live in the rural area
- 17 draw various proportions of their participants from Coldwater
- 14 draw less than 30% of their participants from Port Severn

- 13 draw from Bass Lake/Marchmont, 12 groups with less than 20% of their participants living in this area
- 10 and 8 groups draw less than 10% of their participants from Fesserton and Severn Falls, respectively
- 7 draw from Westshore, with most reporting less than 10% of participants live here
- 6 draw from Ardtrea, all reporting up to 9% of participants from this area

Current Municipal Facility and Park Use

8. In which month(s) of the year do you operate your programs/activities or host your event(s)?

The 25 groups' responses to this question indicate that, with the exception of June, regular season programming for most of the group occurs in the fall and winter.

Month	% (#) of Groups
January	48.00% (12)
February	52.00% (13)
March	44.00% (11)
April	40.00% (10)
May	44.00% (11)
June	60.00% (15)
July	48.00% (12)
August	40.00% (10)
September	56.00% (14)
October	56.00% (14)
November	52.00% (13)
December	64.00% (16)

Table 24: Months of Operation

9. Does your group use Township indoor facilities to run its programs/activities or events?

Among all 26 groups, approximately three quarters (69% or 18 groups) provide seasonal or ongoing programs and the balance (31% or 8 groups) deliver annual or periodic special events.

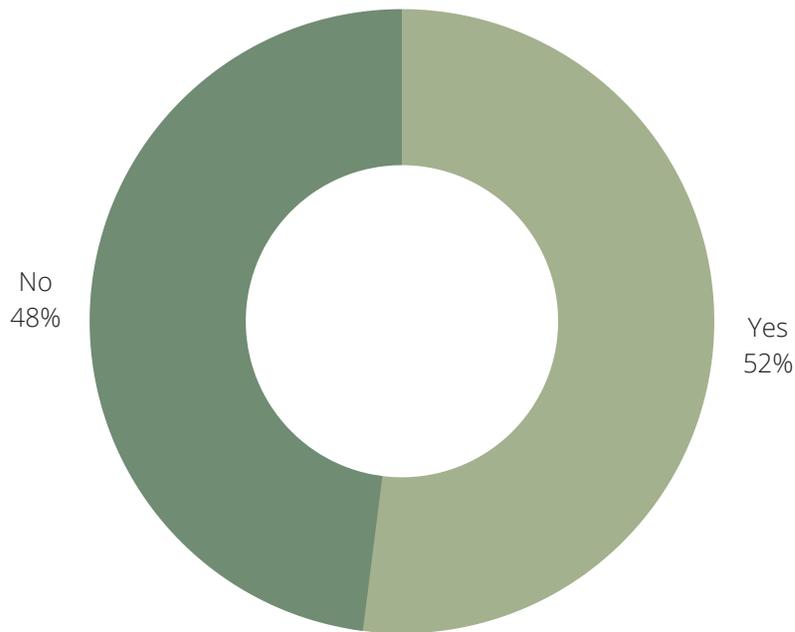


Figure 10 : Use of Township Indoor Facilities

10. Which of the following indoor facilities does your group use for its programs/activities or events at the Township centres listed? (please select all that apply)

Thirteen (13) groups responded to this question. Coldwater District Community Centre is the most frequently use facility for program/hall and meeting space.

	Arena Ice	Arena Floor	Curling Ice	Program Space/Hall	Meeting Room	Kitchen	Total
Coldwater District Community Centre	66.67% 6	22.22% 2	0.00% -	33.33% 3	33.33% 3	33.33% 3	9
Washago Community Centre	0.00% -	0.00% -	0.00% -	100.00% 2	100.00% 2	100.00% 2	2
Lake St. George Community Centre	0.00% -	0.00% -	0.00% -	100.00% 1	100.00% 1	100.00% 1	1
Matchedash Heritage Community Centre	0.00% -	0.00% -	0.00% -	100.00% 1	100.00% 1	100.00% 1	1
Severn Township Library	0.00% -	0.00% -	0.00% -	0.00% -	0.00% -	0.00% -	0

Table 25: Use of Indoor Facilities by Community Centre

11. Are these indoor facilities well suited to your group's program/activity

Among the 12 groups responding, all but one (92%) indicated that facilities are well suited to their requirements. The remaining group was uncertain in this regard.

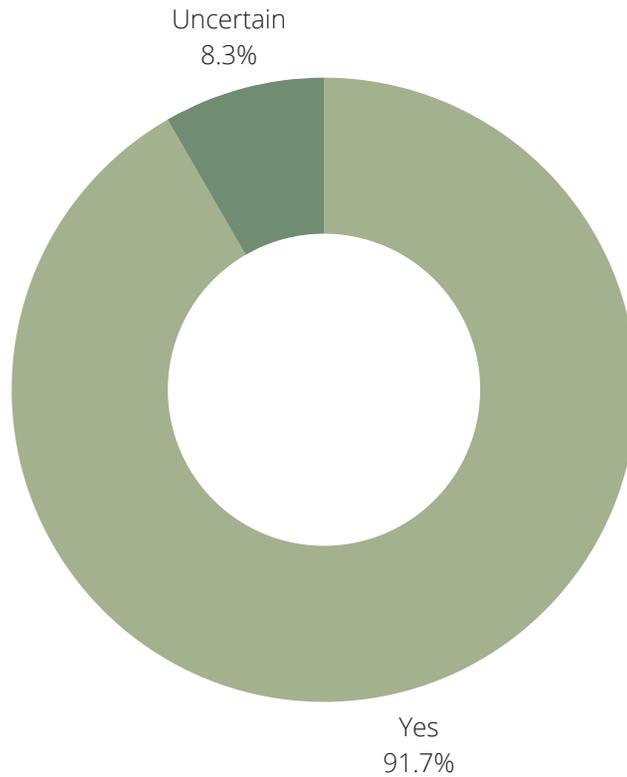


Figure 11 : Suitability of Indoor Facilities

12. Please indicate which of the following describes why the indoor facilities you use are not well suited to your group's requirements? (please select all that apply).

Only one group reported poor acoustics as a deficiency.

13. If your group uses either the Uhthoff Trail or paddling routes to run its programs/activities or events and you think improvements to these facilities/amenities are required please identify the location and nature of needed upgrades.

Two groups provided the following comments:

- Use of the trail is very much appreciated, and well used!
- Continued investment in the Simcoe County Loop Trail, such as wayfinding signage and surface improvements when required; bike sharrows or on-road connection through Coldwater; green parking space for cyclists out front of Em's Cafe (similar to Creemore Bakery); continued investment in crushed, hard-packed lime stone screening along the Uhthoff trail; signage in Coldwater directing cyclists downtown to shop/eat.

14. Does your group use other Township outdoor facilities to run its programs/activities or events?

Of the 24 groups responding to this question, 15 (6%) indicated they do not use other outdoor Township facilities. Eight groups (33%) responded affirmatively and one group (4%) was uncertain in this regard.

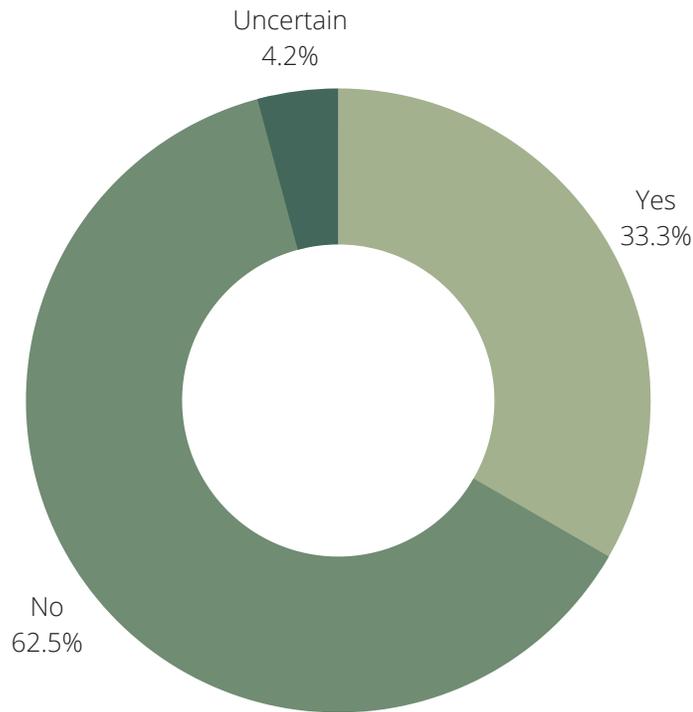


Figure 12: Use of Township Outdoor Facilities

15. Which of the following outdoor facilities does your group use for its programs/activities or events at the Township parks listed? (please select all that apply)

None of the seven (7) groups responding to this question use Timberline Creek, Ardrea, Bass Lake Woodlands or Ian Critchton Memorial Parks. Outdoor facilities at other locations are used by one or two groups, as follows:

	Ball Field	Soccer Fields	Playgrounds	Outdoor Rinks	Pavilions	Multi-Sport Court	Walking Track
Coldwater Fairground	40.00% 2	-	-	20.00% 1	40.00% 2	-	-
Washago Centennial Park	-	-	-	-	100.00% 1	-	-
Marchmont Community Park	100.00% 1	100.00% 1	100.00% 1	100.00% 1	100.00% 1	-	-

	Fitness Stations	Skate Park	Beach	Open Green Space
Coldwater Fairground	1	20.00% 1	-	20.00% 1
Washago Centennial Park	-	-	-	-
Marchmont Community Park	-	-	-	-

Use of Outdoor Facilities by Park

16. Are these outdoor facilities well suited to your group's program/activity or event requirements?

Of the nine groups that responded to this question, almost all (89% or 8 groups) indicated these facilities are well suited to their needs. Only one noted lack of facility suitability.

17. Please indicate which of the following describes why the outdoor facilities you use are not well suited to your group's requirements? (please select all that apply).

The group indicating that facilities used are not well suited to needs provided the following reasons: space is too small/not regulation size; lacks support facilities / amenities; inadequate storage; aging/out of date infrastructure.

Use of Other Community Facilities

18. Does your group use indoor or outdoor school facilities in Severn to run its programs/activities or events?

Only one of the 25 groups responding use school facilities.

19. At which schools does your group use the following facilities for its programs/activities or events?

No responses were provided.

20. Which, if any, of the following church facilities in Severn Township does your group use to run its programs/activities or events? (please select all that apply)

Of the 23 groups responding to this question, the majority (74% or 17 groups) do not use church facilities. Three groups use halls and/or meeting rooms, and two use kitchens.

21. Does your group use indoor or outdoor facilities in neighbouring municipalities to run its programs/activities or events?

The majority of the 25 groups responding (80% or 20) do not use facilities in neighboring municipalities. The balance (20% or 5 groups) responded affirmatively.

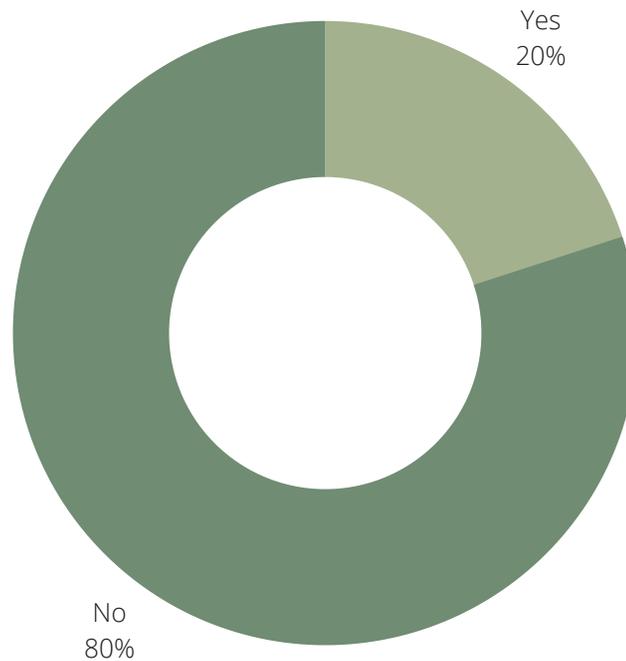


Figure 13: Use of Facilities in Neighbouring Municipalities

22. Please indicate which of the following describes why you use facilities in neighbouring communities? (please select all that apply)

Three groups responded to this question, with two indicating that 'Severn Township facilities are not available when we need them' and one noting 'they can accommodate tournaments.'

Other reasons provided were:

- Two ball diamonds in Coldwater would be ideal.
- We need to use ice in Midland, Oro or Orillia in September to start our program as Coldwater does not have ice in. We need to start in September in order to be ready for the season.

Future Growth and Facility Requirements

23. Which one of the following categories represents anticipated growth levels in your group's program participation or event attendance in the next five to ten years (post-COVID)?

Twenty-four (24) groups responded to this question. The largest proportion (25% or 6 groups) anticipate growth in the range of 5% to 10%, followed by five groups (21%) expecting either up to a 5% increase or between 10% and 15% growth.

Anticipated Growth	% (#) of Groups
0% to 5%	20.83% (5)
5.1% to 10%	25.00% (6)
10.1% to 15%	20.83% (5)
15.1% to 20%	12.50% (3)
20.1% to 25%	12.50% (3)
over 25%	8.33% (2)

Table 27: Anticipated Growth in Participation/Attendance

24. Please identify the factors that you think will contribute to stable or changing participant/ attendance levels over the next five years. (please select all that apply)

Twenty-five (25) groups responded to this question. The three most frequently reported factors driving expected stable or changing levels of participation were: overall population growth in the area; interest in the program/event focus; and population changes in the age groups served.

Factor	% (#) of Groups
population changes in the age groups we serve	52.00% (13)
generally aging community	28.00% (7)
overall population growth in the area	60.00% (15)
interest in our program/event focus	56.00% (14)
cost to participate	48.00% (12)
availability of facility time	36.00% (9)
design/capacity of facilities	28.00% (7)
competition from other service providers	12.00% (3)
increasing focus on healthy, active living	28.00% (7)
easy to participate/limited time commitment	24.00% (6)
socially engaging/fun	48.00% (12)
need for more inclusive services	4.00% (1)
plans to expand new programs/events	36.00% (9)
other	8.00% (8)

Table 28: Factors Contributing to Participation Levels

25. Will anticipated growth in your group's program participation/event attendance require the provision of new facilities in the next five to ten years?

Twenty-five (25) groups responded to this question. The largest proportion (44% or 11 groups) indicated that they will not need new facilities, and 24% (6 groups) responded affirmatively. The remaining groups (8 or 32%) were uncertain in this regard.

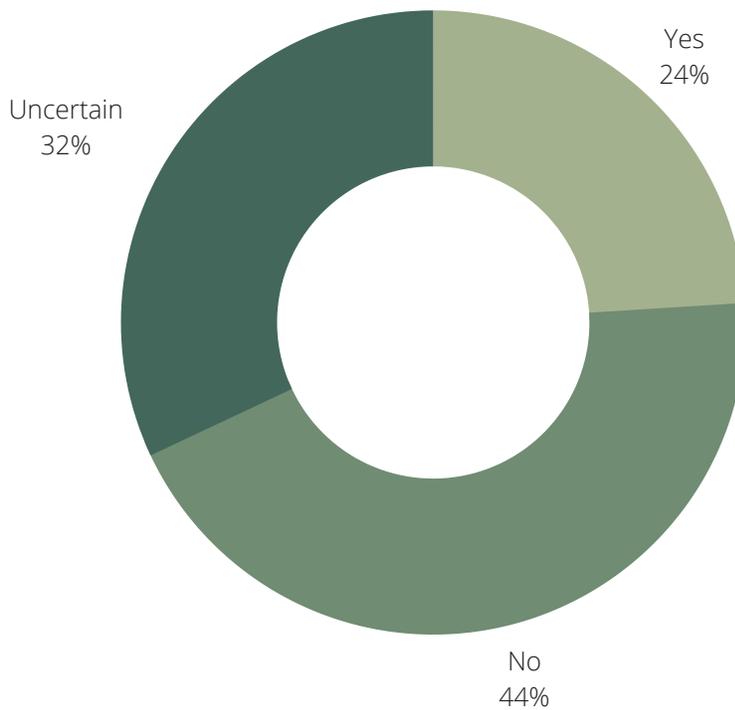


Figure 14: Future Need for New Facilities

26. Please indicate the types of facilities/spaces you think your group will need. (please select all that apply)

Among the six (6) groups that responded, and selected among the facilities listed, the most frequently indicated needs were: ball diamonds, auditorium and a large multi-purpose area, (each noted by 2 groups).

Facility/Space	% (#) of Groups
rectangular playing fields	0.00%
ball diamonds	33.33%
outdoor courts	16.67%
arena ice	16.67%
arena floor	16.67%
auditorium	33.33%
gymnasium	16.67%
arts/artisan studio	0.00%
meeting space	16.67%
storage	16.67%
kitchen facilities	16.67%
large multi-purpose area	33.33%
office space	0.00%
other	0.00%

Table 29: Types of Facilities/Spaces Needed

27. Could the Township of Seven better assist your organization in developing and providing its programs, activities or special events?

Of the 25 groups that responded to this question, the largest proportion (48% or 12 groups) expressed interest in additional assistance from the Township. Twenty-four percent (6 groups) indicated 'no' and 28% (7 groups) were uncertain in this regard.

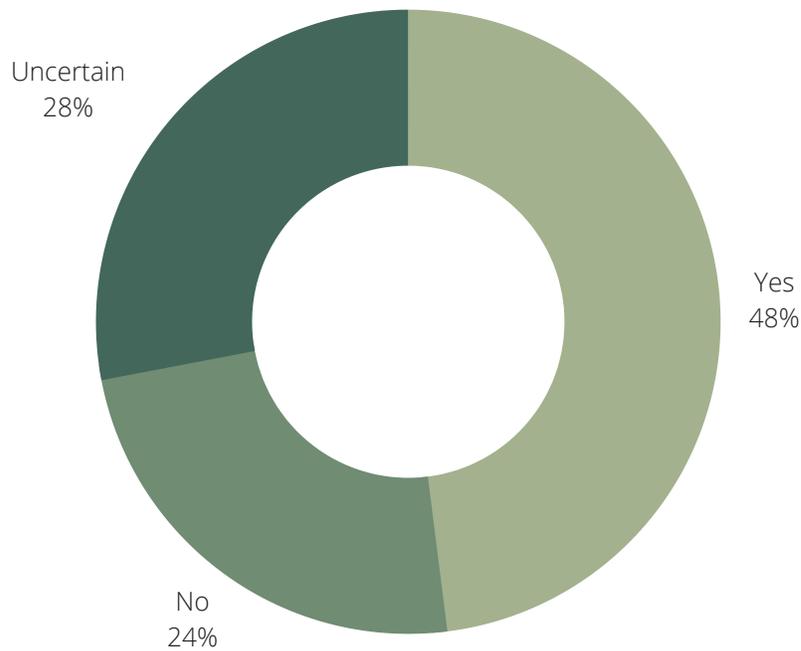


Figure 15: Interest in Township Assistance

28. In which of the following areas could the Township better assist you? (please select all that apply)

Twelve groups responded to this question. The most frequently reported needs for assistance among the options listed were: communicating with the municipality (67% or 8 groups), marketing and promotion (58% or 7 groups), and help with insurance (50% or 6 groups).

Answer Choices	% (#) of Groups
insurance (securing, cost, etc.)	50.00%
volunteer recruitment	41.67%
volunteer training	8.33%
volunteer recognition	16.67%
fundraising	41.67%
assistance with funding applications	25.00%
accessing school facilities	0.00%
better facility scheduling	25.00%
marketing and promotion	58.33%
communicating with the municipality	66.67%
facilitating partnerships among service providers	41.67%
other	33.33%

Table 30: Types of Assistance Needed

29. Does your organization currently pay fees for the facilities it uses?

Over half (55.5% of 13) of the 23 responding groups pay fees for facility use, and 43.5% (10) do not.

If no, and you contribute in other ways in lieu of fees, please describe this support:

- The Coldwater Museum activities are primarily limited to our 'private non-shared property which we pay taxes for.
- We don't use any Township facilities because of the high costs involved.
- Not typically.

30. We are interested in your organization’s views concerning financial support for recreation services development. Please indicate whether you agree or disagree with the following statements.

Among the 25 groups responding, the largest proportions were uncertain about each option.

	Agree	Disagree	Uncertain	Total
Our organization would start paying/ would pay higher user fees to improve the quality of facilities we use	12.5% 3 groups	25.0% 6 groups	62.5% 15 groups	24
Our organization would contribute to the capital costs of developing new facilities for our use	16.7% 4 groups	37.5% 9 groups	45.8% 11 groups	24
Our organization would help with fundraising activities for facility development	40.0% 10 groups	12.0% 3 groups	48.0% 12 groups	25

Table 31: Opinions on Options for Financing Recreation Service Development

Additional Comments

31. Thank you for your help preparing the Recreation Master Plan by completing the survey. If there are any additional comments you would like to make regarding needs specific to your organization or more generally about planning for parks, recreation programs/events and facilities in the

Four respondents provided the following additional comments:

- BIA has Christmas market evenings in December. we offer Coldwater coins as gifts or prizes, we do random contests throughout the year to help market our businesses.
- Severn has made several trail improvements over the past couple of years, resulting in a more positive experience for riders on the Simcoe County Loop Trail. Tourism signage directing cyclists downtown to shop/spend money would be beneficial, as well as green parking for cyclists out front of Em's Cafe. Please leverage RTO7 signage standards as funding is available for Simcoe County municipalities. Thanks.
- Our Museum has also become interested in continuing annual events (as well as the activities answered above) for Heritage Day (July) and Heritage Craft Day (August). Both of these main annual events hope to involve other local groups/businesses collaboration.
- Shade cover has become a real problem. It would be nice to see some permanent gazebo's for shade cover in existing parks. I feel that the Townships facilities are underused. Many groups have left and found alternatives that do not involve high costs thus making programs affordable or accessible to the people they serve. This is unfortunate. It would be nice if this was the other way around. Many people are doing the job of community work in this town and could use more Township support. Thank you.



4.0 Overview of Focus Group Comments

The following is a summary of the feedback received from the focus groups during the consultation process. The summary is organized under the focus group topic headings.

Arts, Culture and Heritage Focus Group

The participants suggested priorities that the Plan should address, which included: outreach strategies with communities and isolated seniors to identify and close gaps; support for the inclusion of rural communities; implementing a communication vehicle, for instance a Township website, to link all groups; financial support; relationship building; internet connection and access across the Township/County that is reliable and accessible to everyone; and an emergency evacuation centre and a new recreation centre (need to cover the whole Township in the event of an emergency).

Municipal support and assistance in service provision could include incorporating more signage and guidance on where signs can be posted. Some groups created websites, assisted through grant funding by the Township, which has been generally very generous and supportive in helping these groups manage their operations. Some are interested in self-guided lake tours (e.g., Port Stanton would be included in tour), to help them increase their profile as well as sharing the history of the lake.

Potential areas for arts, culture and heritage programming that were discussed include: sharing information about the local history of the military; Indigenous history and involving the First Nations community in heritage events; waterways and canal

system history; highlighting the natural heritage such as native flora and fauna; highlighting the history of Sparrow Lake and its early development as a tourist area due to its link via railroad; and genealogy.

Environmental Focus Group

Further commitment from the Township is needed to reach the environmental targets it adopted. Some mentioned that the Township should consider building maintenance, and opportunities for retrofits to demonstrate a commitment to reducing greenhouse gas emissions. An idea was presented to implement pollinator species programs using native species, which would also help beautify immediate areas around facilities and parks. People come to Severn for the nature and beauty and there are strong links between the environment and tourism. However, there is a concern that tourism related activities are causing a loss of the natural spaces that support ecosystem. The spread of invasive species through recreational trail use is also a concern.

The Conservancy would be interested in collaboration with Township to make improvements and maintenance on adjacent lands. The Conservancy is willing to provide professional advice to the Township and help to produce a 5-year plan to manage their fallow properties. The groups are looking to expand engagement and outreach, and acquire more properties (for the Conservancy), but would need more staff. There is also interest in expanding on programs and events, however this also depends on staff availability.

Environmental priorities that were outlined

for Severn include: protecting habitat; working on establishing a municipal working group and identifying priorities; assessing infrastructure through a climate lens (e.g., planning infrastructure around an EV-based society, green infrastructure's role in mitigating heat); enhancement of environmental advocacy projects; engagement in citizen science; and focusing on water quality including inland lakes, rivers, streams and ground water.

Service Clubs Focus Groups

Clubs indicated that the Coldwater Community Centre parking lot is in bad condition, gets very muddy in wet weather, and needs to be addressed. The washrooms and dressing rooms needs upgrading (e.g., the showers and hot water are unreliable) and additional accessibility improvements. The groups mentioned that additional funding towards accessibility (e.g., wheelchair accessible washrooms) would help as there are limited funds from their own revenue. Some say that the arena needs to advertise and communicate that it is open for public use, as many people believe it is only for club use. Some mentioned the need for a hard surface court for sports.

A common point mentioned was keeping facility rental costs down, in turn making it affordable for volunteer clubs who would like to utilize those spaces. Some mentioned the need for more community and public spaces. Washago Community Centre would be a good place to host more outdoor events as it has more open space on the grounds. Some groups reported that recruiting new members, particularly younger members, is an issue (e.g., the Legion, Women's Institute) as people now are busy and have less time to dedicate to volunteering. Groups have had some success using Facebook and word of mouth to recruit new members and volunteers.

Sports and Recreation Organization Focus Group

Facilities improvements were mentioned often, specifically the ballfields, arena, and the ice rink. Some of the sports clubs mentioned the need for a bigger ball field for minor ball, and a plan to reorient the field away from the sun. The size of the rink is a concern as participation in hockey has increased annually, so greater accommodations are needed for multiple teams at the same time. Dressing room sizes and configurations should be improved to accommodate the number of people participating. A primary concern is that washrooms and dressing rooms in the arena should be made more accessible.

To accommodate future growth and stimulate interest in recreation from the population, the Township needs to enhance access to washrooms, both in terms of accessibility and inclusivity features as well as additional space. The washrooms in the dressing rooms in the Coldwater arena are not useful as they do not have doors. Relocation of the washrooms outside of the dressing rooms would provide more space for people. Additionally, some would like to see help from the Township in providing greater equipment access (e.g., nets) for participants as currently participants must use their own. Challenges to overcome for some sports and recreation groups include more maintenance and attention from the Township (repaint and repair) for playing surfaces (e.g., playing surface in Washago). The Township could help sports organizations and groups through sharing more information and building more facilities which will attract people. In addition, the Township could offer discounts or incentives to draw more people to participate in their sports.

Access to washrooms in the parks was mentioned as a concern, as the washrooms are not open when needed and are vandalized if left open. Acquiring access to the washrooms is important when programs are occurring. It was suggested to add a keypad lock on the doors and to give access information only to coaches and program leads.

Tourism Organizations Focus Group

A priority for the Plan to improve tourism should be to address policy (“red tape”) in terms of parking and zoning. There is a lack of identifying markers on highways and Township entry points to capture the curiosity of people driving by and entice them to stop and visit. There is a need to increase promotion of attractions in the Township including signage, visitor information kiosks (Coldwater or Washago) and wayfinding to direct visitors. There is a great opportunity to develop the waterway system as a historical park and attraction, as currently there are no museums or place markers around Severn River. Investing in economic development was also discussed as a way to help attract visitors and support business growth.

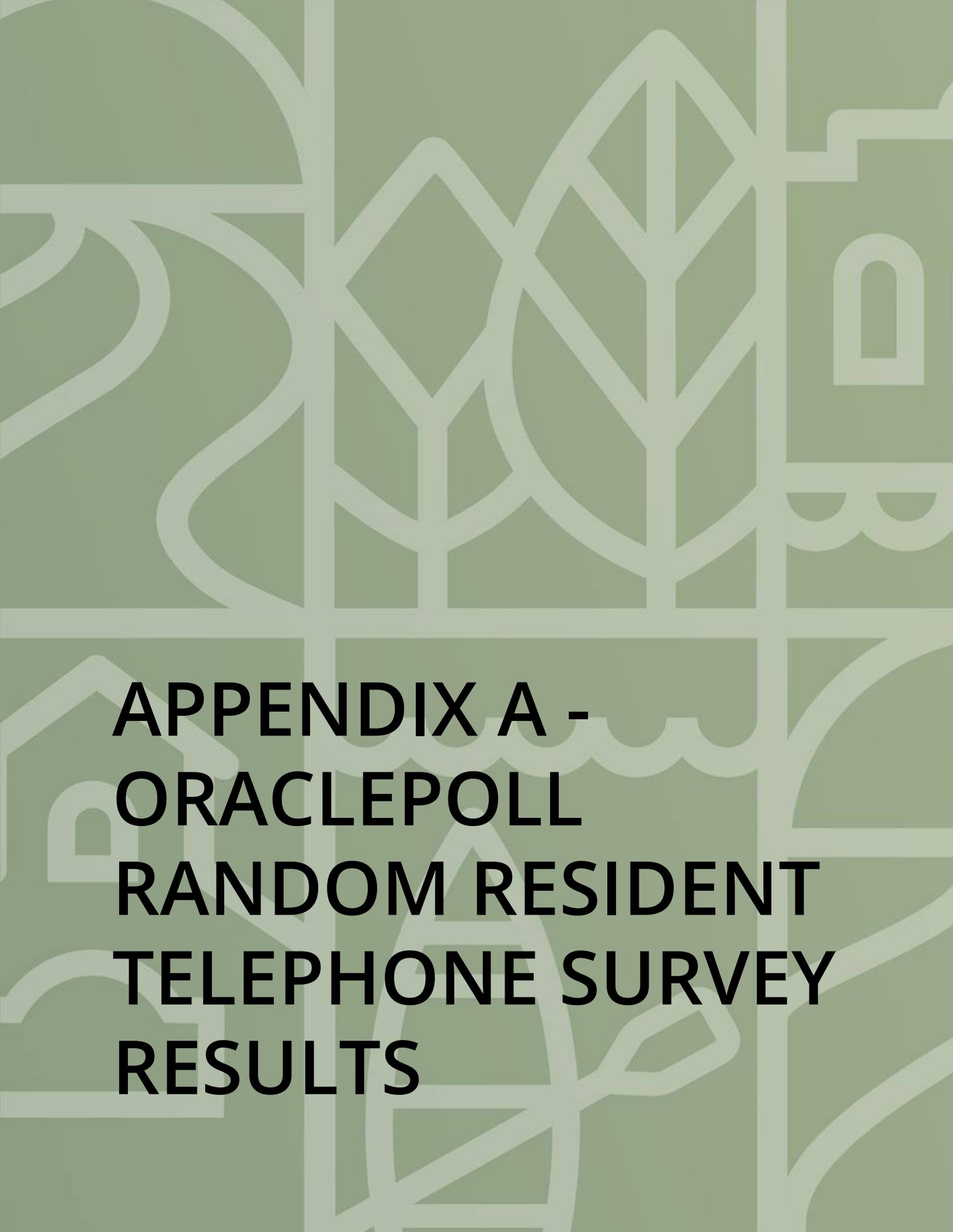
There is real opportunity for growth in the agritourism industry, which could package well with cycling and walking activities. Agritourism is a great asset, however the challenge can be zoning and lack of permission for certain activities on agriculturally zoned land. Other services that have the potential to be successful and benefit the local tourism industry include outdoor activities such as fishing and glamping. Severn has plenty of space for these activities and there are inquiries from investors who want to set up glamping, however zoning is the biggest challenge.

Winter tourism is an untapped opportunity. The Township has a vast network of

snowmobile trails, cycle trails (fat biking in winter), and Conservation Areas that provide snowshoeing (e.g., Grant Woods, Bass Lake Provincial Park). Complementary events (e.g., Snowman Building Contest) could add character to community.

The Township can help overcome tourism-related challenges and take advantage of new opportunities by, for example: developing a parking policy, which then needs to be marketed and communicated; wayfinding; reducing red tape; ensuring Official Plan amendments reflect the desire for progressive growth; and looking at best practices from other municipalities for supporting tourism (e.g., Oro-Medonte).

There is opportunity to increase tourism along the Severn river and through the Trent Severn Locks by supporting and investing in local businesses and accommodations. Waterfront restaurants were identified as an opportunity for the region. Demand for overnight accommodations has been prominent, such as glamping and camping, as well as a farmer’s market boom in Port Severn, Washago, and Coldwater.



**APPENDIX A -
ORACLEPOLL
RANDOM RESIDENT
TELEPHONE SURVEY
RESULTS**



*Recreation Master Plan
Telephone Survey Report*



July 2021

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Methodology & Logistics

Overview

This report documents the findings from a telephone survey of N=200 residents from the Township of Severn, Ontario conducted by Oraclepoll Research for the Township on behalf of thinc design, the lead firm for the Master Plan study.

The survey questions were designed by thinc design and the Township. The role of Oraclepoll Research Ltd was to field the online and telephone surveys and report on the findings.

The purpose of the survey was to determine current use of parks and recreation facilities, participation in programs and activities, and opinions on the need for future services in the Township.

Study Sample & Survey Method

A total of N=200 respondents, 18 years of age and older who are residents of Severn Township were interviewed. All surveys were conducted by telephone using live operators at the Oraclepoll call centre facility. The survey was conducted using person-to-person interviewing with computer-assisted techniques for telephone interviews (CATI) and random number selection (RDD).

The sample frame included landlines as well as cell phone-only households. Since cell phone numbers are not tied to location, potential respondents were first screened to ensure their residency in the Township of Severn, before administering the survey. A total of 20% of all interviews were monitored and the management of Oraclepoll Research supervised 100% of all the calls made.

Logistics

Telephone surveys were conducted by phone at the Oraclepoll call centre using person-to-person live operators between July 13th and July 20th, 2021.

Initial calls were made between the hours of 6:00 p.m. and 9:00 p.m. Subsequent call-backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents who were unable to complete the survey at the time of contact. If no contact was made at a number after the fifth attempt, the number was discarded and a new one supplemented it.

Confidence

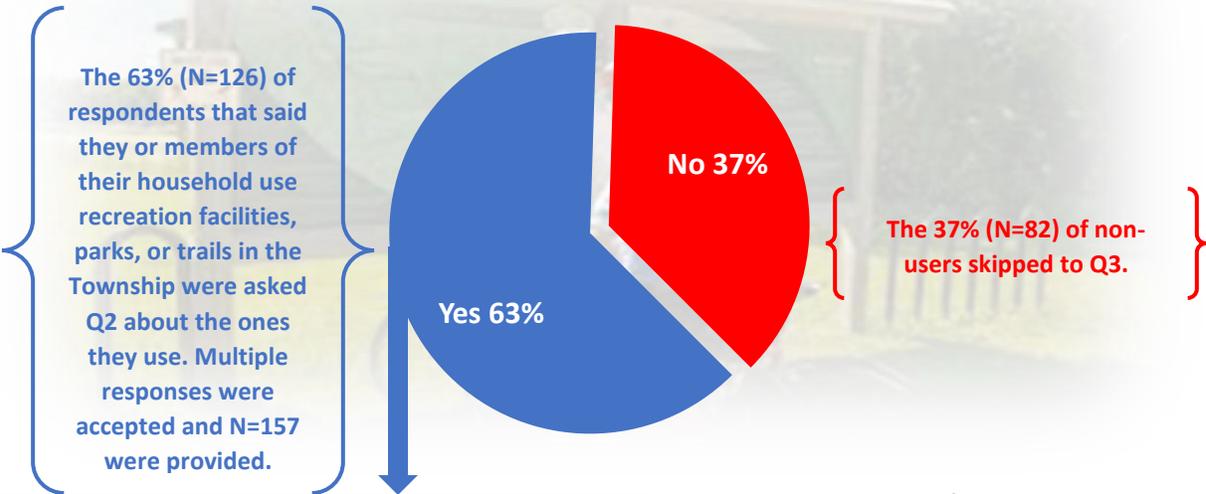
The margin of error for the N=200 sample is $\pm 6.9\%$ 19/20 times.

Facilities, Events & Festivals

“The first few questions ask about your household’s (pre-COVID) use of municipal recreation facilities and parks, and participation in programs/activities and events. We are also interested in factors that may limit or prevent the members of your household from participating in recreation programs or activities.”

All N=200 respondents were first asked if they or others at their household have used municipal recreation facilities, parks, or beaches in the Township of Severn, either structured or unstructured.

Q1. Do you or other members of your household use municipal recreation facilities, parks or trails in the Township of Severn, either as part of organized activities and / or for unstructured activities?



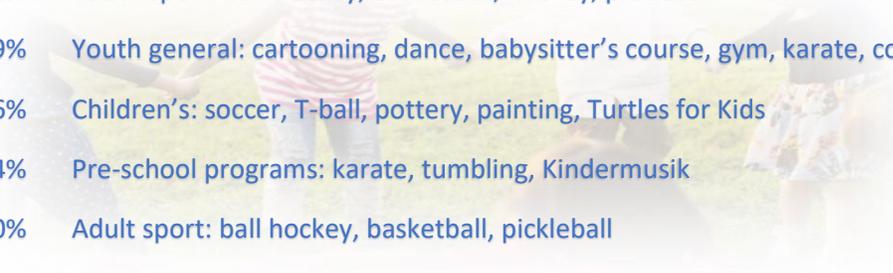
Q2. “At which community centres, parks or trails in Severn Township do you or members of your household participate in programs, events and/or unstructured recreation activities?”

Coldwater and District Community Centre or Fairgrounds	32%
Washago Centennial Park	17%
Bass Lake Woodlands Park	11%
Severn Township Library	8%
Washago Community Centre	7%
Library programs and clubs	7%
Ian Crichton Memorial Park	6%
Marchmont Community Park	5%
Lake St. George Community Centre	3%
Matchedash Heritage Community Centre	2%
Timberline Park	2%
Shoreview Park	1%

Sixty-three percent of residents interviewed said they or members of their household use municipal recreation facilities, parks, or trails in the Township of Severn. Respondents with dependents including couples with children (85%) and single parents (81%) were most likely to use these facilities, followed by extended families (57%), one person residences (48%), couples without children (42%) and then single person households (39%). The facilities used by the 63% (N=126) are presented in the adjacent table.

All N=200 respondents were next read a list of programs and were then asked if they or a member of their household had participated in each of them. Below are the responses for each category named by residents. In total, N=148 named a program or activity.

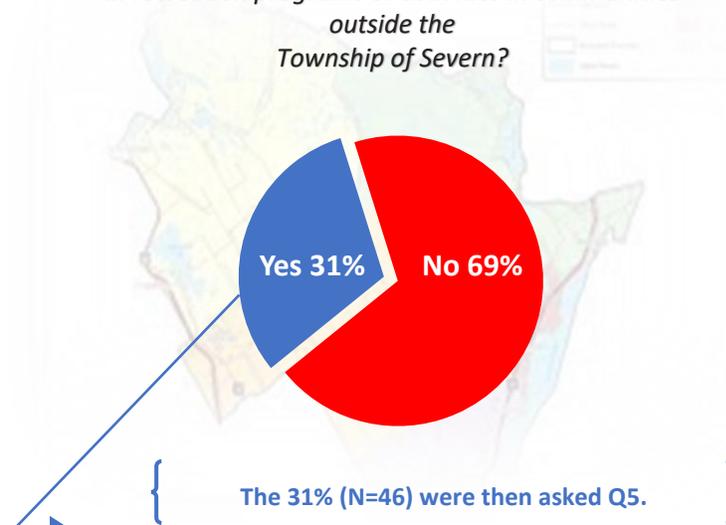
Q3. *The following lists program examples that have been/are offered in Severn Township for various age groups. Please indicate whether or not you or a member of your household has participated in each category in the past?*

- 
- 31% Youth sport: ball hockey, basketball, hockey, pickleball
 - 29% Youth general: cartooning, dance, babysitter's course, gym, karate, cooking
 - 26% Children's: soccer, T-ball, pottery, painting, Turtles for Kids
 - 24% Pre-school programs: karate, tumbling, Kindermusik
 - 20% Adult sport: ball hockey, basketball, pickleball
 - 14% Adult/senior wellness: fitness, yoga, Zumba, bone fitness

Outside of Severn

Next, respondents that said in Question 3 that they participated in an activity offered in Severn Township (N=148) were asked Q4 about participating in programs or activities outside the Township.

Q4. Do you or members of your household participate in recreation programs or activities in communities outside the Township of Severn?



Thirty-one percent residents stated that they or others in their household participate in recreation programs or activities in communities outside of Severn.

Q5. In which of the following communities do you or the members of your household participate in programs or activities outside Severn?

Orillia	N=38	59%
Barrie	N=29	45%
Midland	N=16	25%
Gravenhurst	N=7	11%
Oro-Medonte	N=3	5%
Ramara	N=1	2%

In two open ended questions allowing for multiple responses, those using out of Township programs or activities were asked to name the communities and the reasons for using them.

Q6. Why do you use recreation services in these communities?

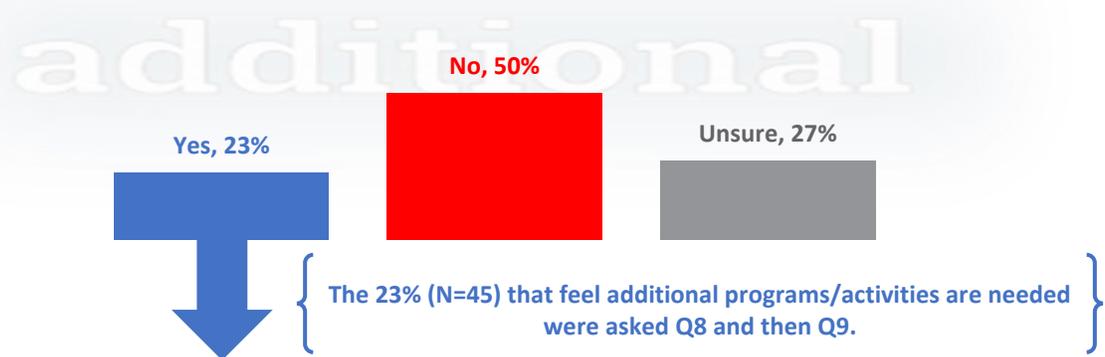
I/we use services that are not available in Severn Township	31%
Leagues (tournaments) are based outside the Township	23%
Facilities/programs are better	19%
Hours are more convenient	7%
They are more affordable	6%
Family members can participate at the same time	5%
They are closer to home	3%
I/we don't know what's available in Severn	3%
I/we use them in conjunction with trips to shop, etc.	2%
They are closer to work	1%

Recreation Program/Activity, Facility & Parks

“The next few questions ask about your interest in having additional recreation services made available in the Township of Severn that you and/or other members of your household would use.”

Next, all respondents (N=200) were asked if they felt additional recreational programs or activities are needed in Severn.

Q7. Are there additional recreation programs and activities needed in Severn that you or the members of your household would use?



Q8. What types of new/expanded active sport/fitness programming or opportunities would members of your household use if provided in Severn?

Water-based activities	40%
Arena ice activities	38%
Court sports	31%
Outdoor ice activities	27%
Field sports	24%
Gymnasium sports	23%
Group fitness classes	22%
Martial arts	20%
Arena non-ice activities	16%
Wheel sports	9%

Slightly less than one-quarter or 23% said additional recreation programs or activities are needed in Severn. The 23% or N=45 were asked about the sport and non-sport activities they would use.

Q9. What types of new/expanded non-sport programming or recreation opportunities would members of your household use if provided in Severn?

Wellness programs	44%
Before and after school programs	38%
Camps	36%
Social / club activities	34%
Play programs for preschoolers	31%
Seniors' programs	22%
Learning / self-improvement / interest	20%
Artisanal	18%
Performing arts	16%
Environmental	13%
Visual arts	11%
One-day or weekend special events	7%

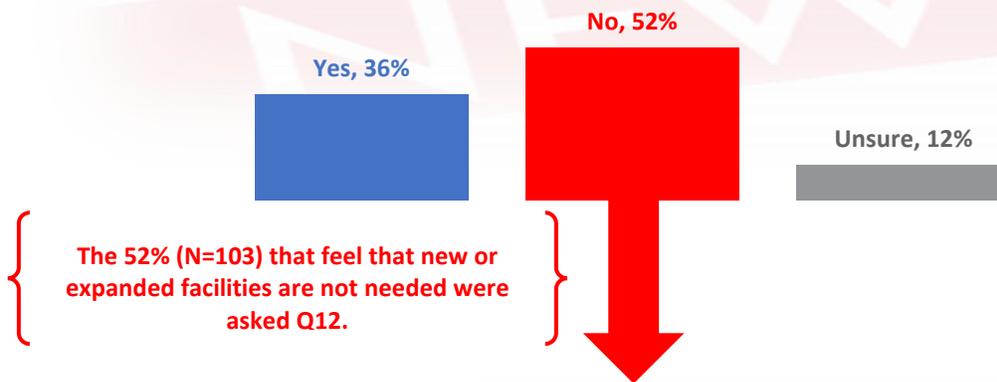
Next, the N=45 that feel additional programs/activities are needed were asked which age groups in their household would be interested in active sport activities, non-sports recreation, or both.

Q10. Which of the following age groups in your household would be interested in participating in active sport/fitness, non-sport recreation or both types of programs/activities in Severn?

	Active Sport Fitness	Non-Sport Recreation	Both
Preschoolers 0 - 4	2%	11%	7%
Elementary school age 5 - 12	4%	13%	16%
High school age 13 - 19	13%	9%	24%
Young adults 20 - 34	7%	5%	5%
Adults 35 - 54	11%	2%	4%
Adults 55 - 64	9%	13%	9%
Seniors 65 - 74	4%	16%	7%
Seniors 75 years and older	4%	7%	4%

All N=200 respondents were then asked if new or expanded indoor or outdoor recreation facilities are needed in the Township.

Q11. Do you think new/expanded indoor and/or outdoor recreation facilities are needed in the Township of Severn to provide the programs/activities that you or the members of your household would use?

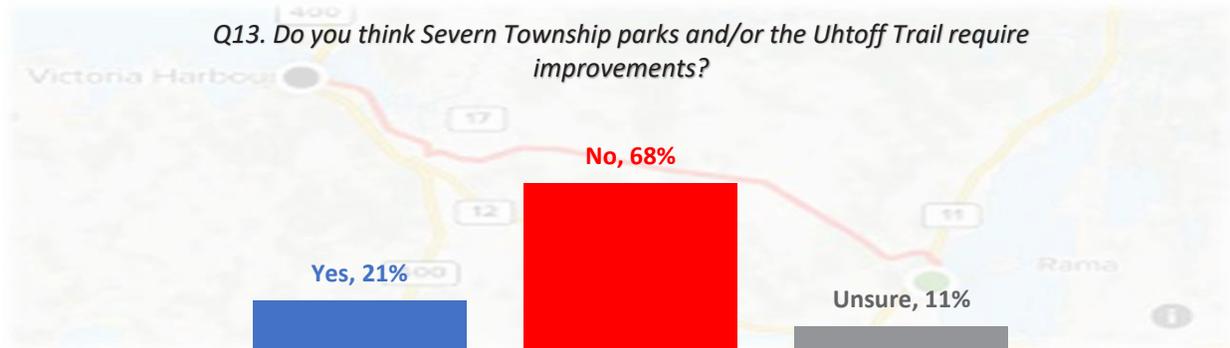


Residents were split with 52% not of the opinion that new or expanded facilities are needed, 36% that they are and 12% were unsure. When then asked why they felt new facilities are not needed, concerns over tax increases were most named, followed by the need to focus on other priorities.

Q12. Why do you not think new/expanded recreation facilities are needed?

It might cause property taxes to increase	36%
The Township needs to focus on other spending priorities	23%
More facilities would be too expensive to build and/or operate	17%
There are already enough recreation facilities in the area	13%
Not needed / will not be used	7%
Unsure	4%

In the next question, residents (N=200) were asked if parks and the Uhtoff Trail require improvements. Those that answered yes were then asked a follow-up probe.



The 21% (N=43) that feel improvements are needed were asked Q14.

Q14. What types of improvements do you think are needed to Severn Township parks and/or the Uhtoff Trail?

More shade, seating, lighting, etc.	18%
Washrooms and water fountains	15%
Beautification	10%
Increased maintenance	9%
Covered areas for markets, picnics, etc.	7%
New/improved play equipment	7%
Water play features	6%
Multi-purpose play courts	6%
More walking paths	4%
Paved trails	3%
Gym/fitness stations	3%
Bicycle repair stations	3%
AODA accessibility improvements	1%
Multi-purpose sports fields	1%
Concrete pads for wheel sports	1%
Food/wildlife gardens	1%
Covered areas for markets, picnics, etc.	1%

Twenty-one percent claimed that additional recreation programs or activities are needed in Severn.

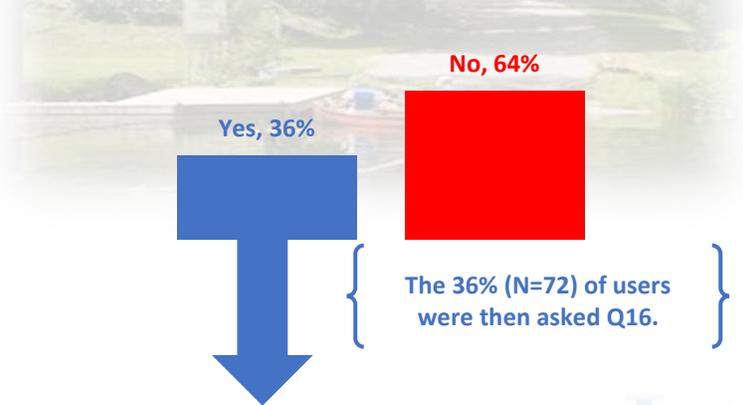
The 21% or N=43 were asked in an open probe about the types of improvements they would like. Results from the N=67 multiple responses are presented in the table on the left.

Lakes, Rivers & Boating Facilities

“The Township of Severn provides residents and visitors with access to inland lakes and waterways. We are interested in knowing your opinions on the need for improvements to these assets to better manage use while protecting the integrity of the natural environment.”

The following set of questions asked residents about the usage of lakes and waterways. Users were probed about the need for improvements and then about specific improvement areas.

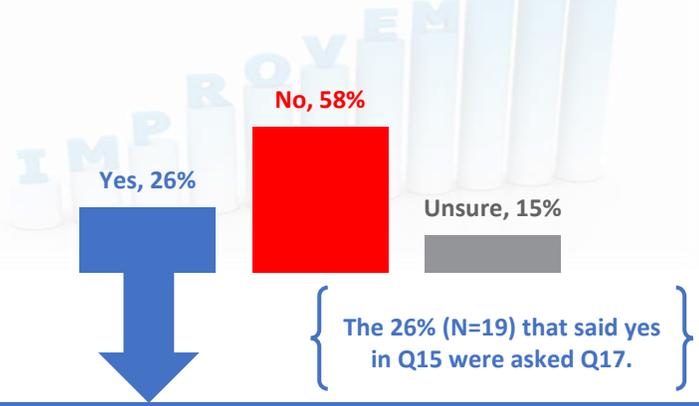
Q15. Do you or members of your household use lakes, rivers, canoe routes and/or boating facilities in Severn??



Thirty-six percent said they or members of their household use lakes, canoe routes or boating facilities.

When then asked if there are improvements that can be made, 26% answered yes, 58% no, while 15% were unsure.

Q16. Are there needed improvements to lakes, rivers, canoe routes or/boating facilities in the Township?



The N=19 (26%) were questioned in an open-ended probe about the improvements they think are needed. Given the small sample, both the count (N) and percentage are displayed in the table for Q17.

Q17. What types of improvements do you think are needed?

Dock/boat launch improvements	N=6	21%
Washroom	N=4	14%
More parking	N=3	11%
Better mapping of canoe routes	N=3	11%
Signage	N=2	7%
More patrols/monitoring	N=2	7%
Educational/stewardship initiatives	N=2	7%
Water/shore clean-up programs	N=2	7%
Waste receptacles	N=2	7%

Overall Service Directions & Communication

Seven options were read, and respondents were allowed to select the ones they would be willing to contribute to, or take part in to help develop recreational facilities.

Q18. Please indicate if your household would contribute to the development of recreation facilities, parks, and trails through each of the following methods.

Paying more fees to use services	36%
Donating money to a capital campaign	33%
Donating an amenity for a park (e.g., bench, tree, picnic table)	29%
Accepting an increase in property taxes	12%
Organizing/assisting with local fundraising events	9%
Volunteering to help run programs/activities	8%
Volunteering to work to source private sector grants/donors/sponsors	3%

Most referenced was paying more user fees at 36%, followed by 33% that said they would donate to a capital campaign and 29% to an amenity for a park. Support for a property tax increase and for volunteering rated low.

In a question allowing for multiple responses, residents were asked how they learn about recreation services available in Severn Township. N=233 responses were provided and below are the percentage results for each category.

Q19. How do you learn about recreation services that are available in Severn Township?

Township website/Activity Guide	39%
Social media (Twitter, Facebook)	32%
Township newsletter with tax bill	16%
Unsure / do not	8%
Word of mouth	7%
Local radio/TV	7%
Simcoe County website	6%
Washago Villager	3%

Community Profile

Q20. Are you a permanent or seasonal resident of the Township of Severn?

Permanent	92%
Seasonal	8%

Q21. If you have moved permanently to the Township of Severn within the last five years, or plan to within the next five years, please indicate the reasons.

Desire for non-urban lifestyle	21%
Ability to work remotely regardless of location	18%
Good place to raise a family	15%
Affordable residential real estate	12%
Retirement	9%
Cottage conversion to permanent dwelling	9%
Reasons related to Covid-19	6%
Lower property taxes	6%
Proximity to urban areas	3%
Work	3%

Q22. How long have you had a residence in the Township of Severn?

Always lived in Severn	50%
< 1 year	3%
1 to 5	11%
6 to 10	7%
11 to 15	4%
15 to 20	2%
> than 20	25%

Q23. Where do you live in Severn Township?

Westshore	21%
Bass Lake/Marchmont	20%
Coldwater	19%
Rural Severn Township	14%
Fesserton	11%
Washago	8%
Port Severn	6%
Severn Falls	4%

Q24. Which of the following best describes your household?

Couple with dependent child(ren)	37%
Couple without dependent child(ren)	32%
One adult	11%
One parent with dependent child(ren)	9%
More than one adult sharing residence	7%
Extended family (3+ generations)	4%
One parent with dependent child(ren) and one or more adults	2%

The background features a grid of stylized, light green icons on a darker green background. The icons include a house, a tree, a leaf, a person, and a building. The text is centered in the lower half of the page.

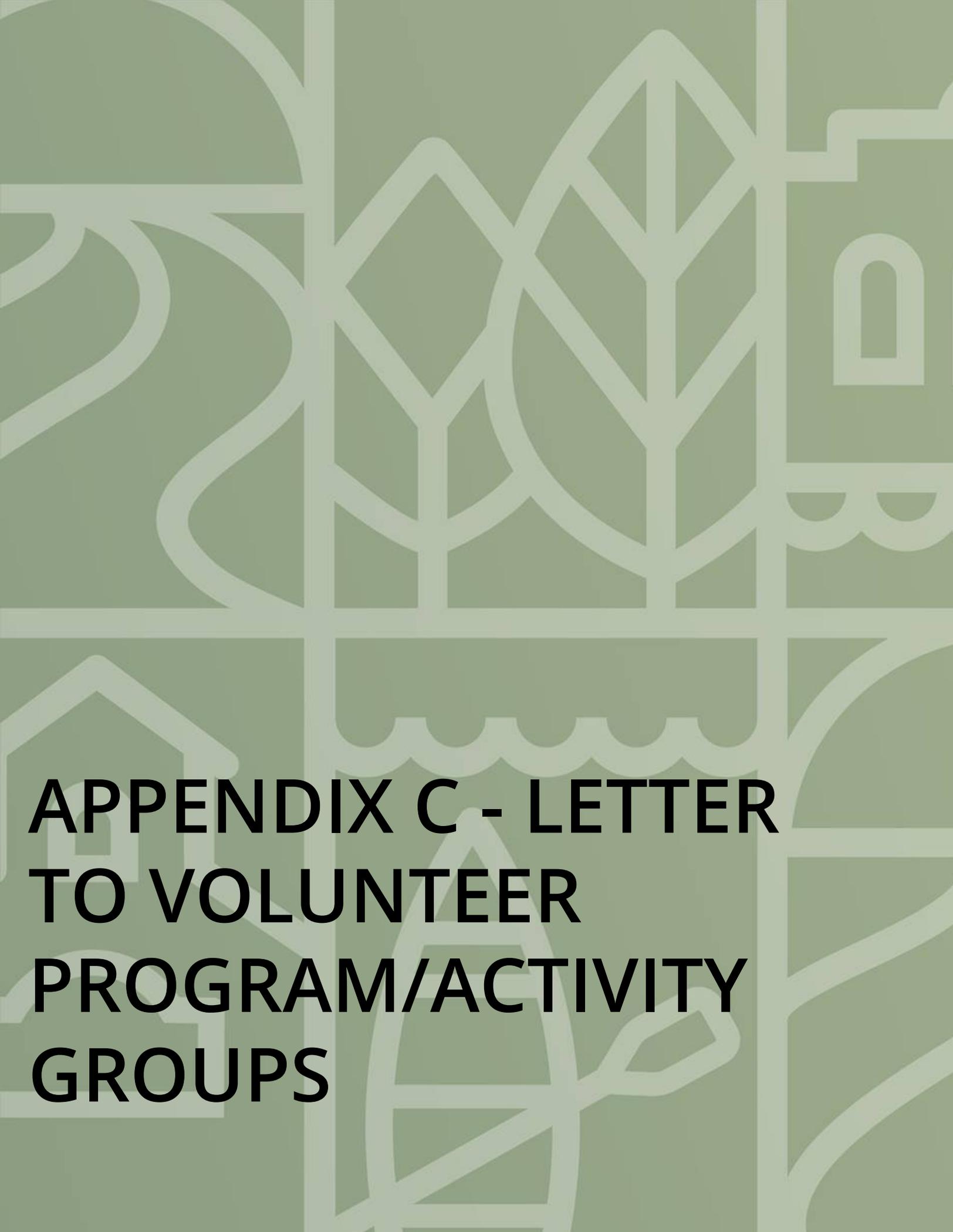
**APPENDIX B -
GROUPS CONTACTED
FOR ENGAGEMENT**

Organizations Contacted to Participate in the User Group Survey:

(*indicates those that responded)

- Coldwater Mill Heritage Foundation*
- Coldwater Canadiana Heritage Museum*
- Coldwater Village on the River BIA*
- Cycle Simcoe*
- Coldwater Lions Club*
- Coldwater and District Agriculture Society / Coldwater Fall Fair
- Village Players Coldwater*
- Washago District Lions Club*
- Washago and Area Seniors/Green River Book Club, Choir*
- Lake St. George Community Centre*
- Matchedash Community Heritage Centre*
- Bayou Park Ratepayers Association
- Couchiching Shores Ratepayers Association (Sandcastle Estates)*
- Marchmont Ratepayers Association*
- Coldwater Curling Club*
- Coldwater Shuffleboard Club*
- Coldwater and District Minor Hockey*
- Coldwater and District Figure Skating Club*
- Thursday Night Men's Hockey League*
- Washago Pickleball Club*
- Coldwater Oldtimers' Recreation Hockey League*
- South Simcoe Rebel Rollers*
- Coldwater Adult Mixed Slo-pitch League*
- Coldwater Minor Ball
- Washago Art Club*
- North River Riders Horse Club*
- Orillia District Snowmobile Club*

- Uthoff Men's Fastball*
- County of Simcoe Steampunk Society*



**APPENDIX C - LETTER
TO VOLUNTEER
PROGRAM/ACTIVITY
GROUPS**



Administration Office 1024 Hurlwood Lane, Severn
Mailing address PO Box 159, Orillia, Ontario L3V 6J3
Email info@severn.ca
Phone 705-325-2315

July 12, 2021

The Township of Severn is preparing a Recreation Master Plan, which will serve to guide the planning of programs, activities and events, indoor and outdoor recreation facilities, and parks owned/operated by the municipality, over the next 15 years.

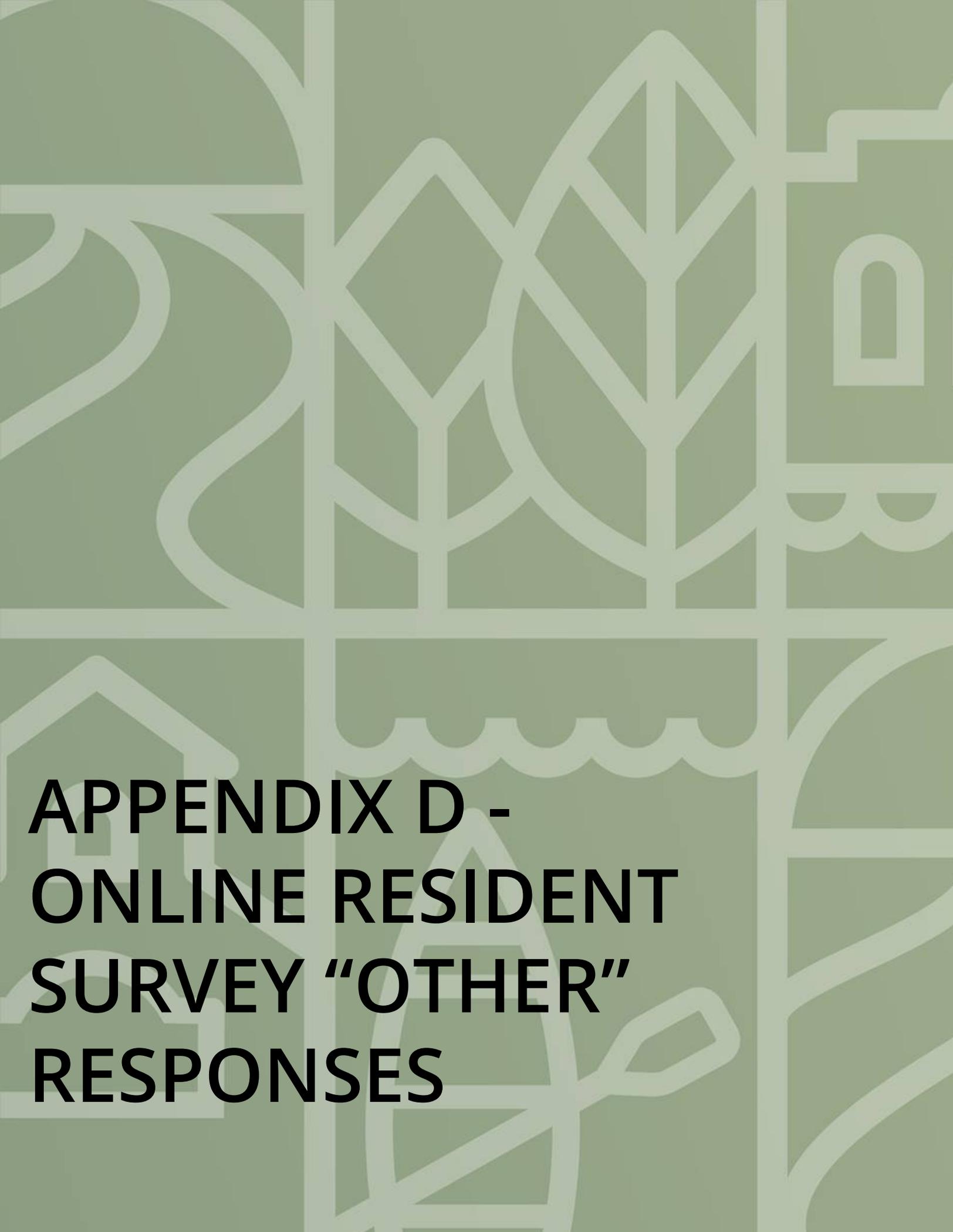
The firms thinc design, Mehak, Kelly & Associates, and TCI Management Consultants have been engaged to conduct the study, a critical part of which is community consultation. As part of the study the Township is requesting sports, recreation and arts groups that serve Severn and area residents and visitors to contribute to the study. This letter has been sent to this email address using the most recent contact information available for your organization. If you are not the correct contact person and we should be directing it to someone else, please email Mary Catherine Mehak at mc@mehak-kelly.com, with current contact information.

The following link leads to a survey designed to gather information on your group's services to the community, and need for facilities, amenities and Township support to sustain and grow your programs: <https://www.surveymonkey.com/r/SevernRMP>. We are requesting you to complete the survey on behalf of your organization.

If you have any questions or concerns about the project, please contact me at the email address or phone number below. Please complete the survey by **July 31, 2021**. Thank you for participating in the Master Plan study.

Sincerely,

Pat Harwood, Manager of Recreation and Facilities
Township of Severn
T. 705-325-2315 x253
E. pharwood@severn.ca



**APPENDIX D -
ONLINE RESIDENT
SURVEY "OTHER"
RESPONSES**

Please note, the responses listed below are presented as received by respondents, and have not been altered. Therefore they may contain spelling errors or inaccuracies. Accuracy of claims will be confirmed with Township staff during the assessment phase.

2. At which community centres, parks or trails in Severn Township do you or members of your household participate in programs, events and/or unstructured recreation activities? (Please select all that apply).

#	OTHER (PLEASE SPECIFY)	DATE
1	Walking, Kayaking, Biking, Muskoka Street, Cooper's Falls rd, Green river, black river	10/4/2021 9:51 AM
2	Tay Rail Trail for Cycling	8/20/2021 2:49 PM
3	Port Severn Park	8/19/2021 11:56 AM
4	Tay Trail and Schoolhouse Trail	8/19/2021 7:33 AM
5	Simcoe county trails	8/12/2021 11:51 AM
6	Ramara Library	8/5/2021 11:55 AM
7	Grants wood	8/3/2021 9:39 PM
8	Township road access points to lakes / water bodies like end of Holcroft Road	8/3/2021 10:16 AM
9	Port Severn beach and park	8/3/2021 9:57 AM
10	Simcoe forest for mountain Biking and hiking access off burnside line	8/3/2021 9:54 AM
11	Snowmobiling	7/27/2021 9:37 PM
12	Snowmobile trail from Coldwater thru to Lake Couchiching and up to Swift Rapids, etc.	7/23/2021 11:35 AM
13	Scout valley	7/23/2021 11:03 AM
14	Coldwater Arena Simcoe County Forest trails	7/23/2021 10:43 AM
15	Baxter Ward Community Centre	7/23/2021 9:55 AM
16	Centennial park	7/18/2021 12:18 PM
17	We recently moved here but plan to use recreational amenities near Cumberland Beach!	7/17/2021 12:36 PM
18	Pickleball courts at the Washago Community Centre	7/16/2021 2:29 PM
19	Snowmobile trails for hiking in Severn Falls area	7/16/2021 11:03 AM
20	None	7/15/2021 10:18 AM
21	biking on upper big chute road	7/15/2021 8:41 AM
22	Cumberland Beach	7/14/2021 11:11 PM
23	Severn river in general	7/14/2021 9:25 PM
24	Cumberland Beach Park, turnbull Tract Simcoe County Forests	7/14/2021 5:22 PM
25	Alexander Hope Smith Nature Reserve Washago Lions Hall	7/14/2021 9:34 AM

5. In which of the following communities do you or the members of your household participate in programs or activities outside Severn? (Please select all that apply).

#	OTHER (PLEASE SPECIFY)	DATE
1	Walk, swim, hike, fish, tour, restaurants	10/4/2021 9:53 AM

2	Georgian Bay Township	8/19/2021 4:39 PM
3	USA volleyball	8/19/2021 9:10 AM
4	Toronto	8/19/2021 8:25 AM
5	Township of Georgian Bay -Baxter Ward community hall	8/11/2021 11:33 AM
6	coldwater curling club	8/3/2021 9:42 PM
7	Georgian bay minor ball	8/3/2021 2:24 PM
8	tay	8/3/2021 11:22 AM
9	Bracebridge	8/3/2021 10:25 AM
10	Township of Georgian Bay	8/3/2021 10:17 AM
11	Township of Tay	8/3/2021 10:03 AM
12	Tay	7/28/2021 10:16 PM
13	New tecumseth	7/23/2021 5:02 PM
14	No	7/23/2021 12:44 PM
15	tay township	7/23/2021 9:39 AM
16	Tay Township	7/17/2021 9:00 AM
17	Burlington	7/17/2021 8:30 AM
18	Town of Penetanguishene, Township of Tiny	7/16/2021 3:59 PM
19	Wellington County	7/15/2021 9:25 PM
20	Newmarket	7/15/2021 3:02 PM
21	Toronto	7/15/2021 11:08 AM
22	Toronto	7/15/2021 8:41 AM
23	Tag Township	7/15/2021 8:20 AM
24	City of Toronto	7/14/2021 10:54 PM
25	Perkinsfield	7/14/2021 3:12 PM

6. Why do you use recreation service in these communities? (Please select all that apply).

#	OTHER (PLEASE SPECIFY)	DATE
1	-Orillia has paths and waterfront parks with safe paths not used by speeding/racing vehicles and noisy motor bikes - muskoka st Washago -washago's main street & coopers Falls rd you must listen and move to shoulder away from speeding vehicles (most going 20 - 40km higher than speed limit)	10/4/2021 9:55 AM
2	Different competitors; indoor facilities	10/1/2021 5:02 PM
3	At the lake my family doesn't need extra activities . We come there for water activities. :)	8/19/2021 9:11 AM
4	Recently moved to this area	8/19/2021 8:26 AM
5	Orillia community skating and facilities are closer than Coldwater by 30 minutes aprox	8/4/2021 8:19 AM
6	Programs in Severn keep getting cancelled!	8/3/2021 9:34 PM
7	More competitive competition	8/3/2021 8:57 PM
8	Severn offers very limited programs and often cancels them	8/3/2021 10:45 AM

9	We lived in Oro Medonte (Warminster) and for years had the kids in Ball and Soccer there. Now we are in Severn, (Coldwater based) and changed over to Severn for Hockey. So back and forth. The kids played ball for several years in Orillia as well and 3 on 3 Hockey at Rotary Place. So just taking advantage of multiple opportunities.	7/23/2021 11:38 AM
10	There is very little available in our area in Severn.	7/22/2021 11:39 AM
11	We like watching hockey.	7/17/2021 4:36 PM
12	Bike riding on the Tay Shore trail. Was not aware of activities specifically for seniors in Coldwater. Midland has Askennonia which is a wonderful senior's centre.	7/17/2021 9:02 AM
13	Sometimes use when shopping	7/16/2021 11:07 PM
14	I go to the Senior Centre in Midland because there are more activities in the one place, and after 14 years have got used to the people and the atmosphere.	7/15/2021 11:52 AM
15	Residents of Toronto. Have cottage on Severn River. Also use trails around Midland and Waubashene for walking and biking. Use Port Severn beach for kids in summer.	7/15/2021 11:10 AM

8. What types of new/expanded active sport/fitness programming or opportunities would members of your household used if provided in Severn? (Please select all that apply).

#	OTHER (PLEASE SPECIFY)	DATE
1	hopefully washago skating rink will open this winter. understand closed bc of covid. arena needs new boards and fence. do taxes not pay for this?	10/4/2021 9:56 AM
2	Weight room	8/21/2021 7:23 AM
3	More cycling routes away from vehicles	8/20/2021 2:51 PM
4	Hiking trails	8/19/2021 8:26 AM
5	Yoga for seniors, Zumba Gold (not the regular zumba)	8/5/2021 11:59 AM
6	CrossFit gym	8/4/2021 5:08 PM
7	yoga	8/3/2021 1:36 PM
8	Splash pad	8/3/2021 12:10 PM
9	No place to safely snowshoe or cross country ski The Walking trail gets used by snowmobiles in the winter and go very fast	8/3/2021 11:59 AM
10	Any sport/league for kids. There are none!	8/3/2021 10:46 AM
11	CrossFit or other well rounded fitness (more intense than Yoga/Zumba)	8/3/2021 10:05 AM
12	Snowmobile trails	7/27/2021 9:36 PM
13	Water park/splash pad	7/27/2021 10:01 AM
14	Bike trail linking Port Severn and Honey Harbour.	7/23/2021 9:58 AM
15	Yoga	7/20/2021 5:00 PM
16	Cycling	7/20/2021 1:21 PM
17	Having the loop at the Washago Park be accessible by vehicle. The far side of the park should be easily accessible by all. Now that we can't enter with cars, it's too fast for some people to walk and feels dangerous for women to be on the far side, away from the parking lot.	7/17/2021 6:59 PM

18	A centre such as Askennonia. In Tay there is a Senior's Advisory committee and they offer interesting speakers etc. Not aware that Severn offers this or has any organizing committee.	7/17/2021 9:07 AM
19	horseshoes	7/16/2021 8:35 PM
20	Children's programming of any kind	7/16/2021 4:12 PM
21	Would love splash pads at our community parks and playgrounds!	7/16/2021 2:48 PM
22	*Yoga in Coldwater *A gym in Coldwater *Fitness/yoga in Matchedash Centre	7/16/2021 11:09 AM
23	Adult and children arts and crafts. ie. adults: knitting, crocheting, quilting	7/16/2021 5:50 AM
24	cross country skiing hiking trail running	7/15/2021 8:43 AM
25	Splash pad! Pave the uthoff trail!!	7/15/2021 8:22 AM
26	Community Centre/Park In Severn Falls	7/15/2021 8:04 AM
27	art based activities,	7/14/2021 3:17 PM
28	Line dancing Chair yoga Water arrobics	7/14/2021 3:14 PM

9. What types of new/expanded non-sport programming or recreation opportunities would members of your household used if provided in Severn? (Please select all that apply).

#	OTHER (PLEASE SPECIFY)	DATE
1	-some of these already exist at Washago Art CLub -Washago CC isa big, modern building "with a manager". there could be many more programs and activities there daily. Every dy during the week for seniors, kids, teens, families. Work in combination with long time established clubs and assocs. e.g. art club, garden club, family clubs for parents and teens	10/4/2021 9:59 AM
2	Birding walks Cycling groups	8/20/2021 2:52 PM
3	Community days, such as fairs etc.	8/3/2021 10:06 AM
4	Additional recreation facilities such as expanded ATV / Motor Cross designated trails and additional / improved boat launch facilities and access to those as well as parking for them.	7/23/2021 11:41 AM
5	Live performances, festivals and events	7/22/2021 2:15 PM
6	hiking or cycling groups	7/16/2021 3:15 PM
7	Community Centre/Park in Severn Falls	7/15/2021 8:05 AM

12. Do you think new/expanded indoor and/or outdoor recreation facilities are needed in the Township of Severn to provide the programs/activities that you or the members of your household would use, as indicated in the previous questions?

#	OTHER (PLEASE SPECIFY)	DATE
1	They are needed- just not for our family.	7/18/2021 1:50 PM

14. Do you think Severn Township parks and/or the Uthtoff Trail require improvements?

#	OTHER (PLEASE SPECIFY)	DATE
1	washago's is under construction, hopefully open for spring 2022. this facility was always kept very clean and accessible to all	10/4/2021 10:01 AM

2	Proper care of and more sand at the Washago beach + a path for seniors scooters or wheelchairs.	10/4/2021 9:53 AM
3	I would recommend that bike trails be linked. If you ate in Severn you cannot make it to Honey Harbour. We drive our bikes to Waubaushine in order to get on the Tay or Coldwater Trail.	8/19/2021 7:39 AM
4	Pave the trail through Coldwater between Dunn,s Line and Sturgeon Bay Rd to hook up with the Waubaushene portion of the Tay trail.	8/11/2021 5:34 PM
5	Good parking facilities especially by Kellys Rd boat launch and MacLean Lake. It would be nice to have a nice trail by waterfall areas.	8/11/2021 11:42 AM
6	more parking for the access point for the Uthoff trail	8/3/2021 9:44 PM
7	just general safety	8/3/2021 2:05 PM
8	Deal with the geese at places like Centennial Park.	8/3/2021 1:26 PM
9	Sidewalk from Donlands Court along Anderson line to the trail.	8/3/2021 12:15 PM
10	I think Severn would do well if they started an atv trail pass and open trails through county Forrests	7/23/2021 2:54 PM
11	Increased parking for snowmobile trailers and trucks and increased trail head access points to the Uthoff Trail. Connecting trails to additional locales could be improved, thru year round trail agreements with landowners. It doesn't take long to get thru the Uthoff Trail on snowmobile or ATV if ATV were allowed. Same as Moto Cross. It would be nice to have the ability to ride for several hours although that may be an impractical request given the land mass and ownership constraints. I don't understand what is meant by food / wildlife gardens. If you mean picnic areas, yes, we could use a couple more picnic areas with additional washroom facilities.	7/23/2021 11:48 AM
12	Bike trails	7/23/2021 10:10 AM
13	Live performance spaces	7/22/2021 2:18 PM
14	Safety lighting; cell coverage	7/20/2021 1:23 PM
15	Community Centre/ Park needed in Severn Falls	7/15/2021 8:08 AM
16	Better signage for information at sites and on highways to get there. Paths and walkways that are well maintained for seniors using walkers to use, esp in the winter months. Good lighting. Lots of benches spaced appropriate to the size of the location. Safety features ie phone/contact 911	7/14/2021 5:30 PM
17	Coldwater has so much going for it, but after being a resident for over 40 years, we've seen what needs improvement. Coldwater fairgrounds require gates to prevent vehicles from entering the field from Robinson Street and the arena parking lot where there is access across the creek to the play area. There is already one at the storage barn off of Community Centre Drive. Only two more are required. Those playing sports can easily walk in to the ball diamond area. They don't need a vehicle on the track. This may even reduce late night drinking and partying by a few inconsiderate individuals. There is often late night stunt driving and noise that is occurring. The OPP have been informed on several occasions but are not able to arrive before the vehicles have left, and the damage is done. Note the tire tracks dug into the hill in the fairgrounds by pickup trucks, etc. and skid marks on the basketball court and in the arena parking area from vehicles doing high speed figure 8s. This is also happening in evening hours when children are still in the area. It's just a matter of time until a child is injured, or worse. Dogs MUST be kept under control in the fairgrounds. The majority are NOT on a leash, and they are simply not trained by the owners. We see this time and time again. I have on two occasions had to step between an uncontrolled dog and my grandchild when walking to downtown through the fairgrounds. This has been reported, but as usual, there is nothing done by the township. Again, it's just a matter of time until a child is injured, or worse. Very few people pick up after their dogs. If the dogs left their mess in the actual ball diamond, or under	7/13/2021 12:22 PM

the pavilion, I'm sure something would be done. A leash should be mandatory in public spaces. What are the bylaws concerning animals running free in Severn Township? Has there ever been enforcement? Maintenance or construction should NOT be allowed on weekends. Several years ago the grass was being cut at 7:00 AM on a Sunday. Another time a tractor was plowing inside the fairgrounds, on a Sunday morning. Are these private contractors or township employees? After the barn was burnt to the ground a second time, the materials were left for several weeks, then cleaned up on a Sunday. This too has been reported but as usual, there is nothing done by the township, no returned phone call. The baseball diamond lights have remained on well into the night on several occasions, (before Covid), and the noise sometimes continues into the night. The games should be done by 11:00PM, and the gates closed and locked. As always, it's just a few individuals that cause these problems, but there are solutions. Please consider these, before someone gets hit by a vehicle or bitten by an uncontrolled dog. Flooding is also a problem in the fairgrounds under certain conditions. The drainage needs to be addressed, especially with the new sub division being built which is redirecting the surface water. We are told that the water is under control in the new construction, but it's not draining from the fairgrounds.

17. Are there needed improvements to lakes, rivers, canoe routes and/or boating facilities in the Township?

#	OTHER (PLEASE SPECIFY)	DATE
1	washagos boat launch to green river widened and rock removal in road area to launch	10/4/2021 10:02 AM
2	Enforcement regarding boat wales and engine noise on the water.	8/21/2021 7:00 AM
3	There should be a manual marine rail between Six Mile and Gloucester Pool. One where you can put a small fishing boat or canoe on and roll your boat over. A partnership with Naylor could make this happen.	8/19/2021 7:44 AM
4	Addition of boat ramps.	8/3/2021 9:02 PM
5	Be sure to more clearly define and monitor soft launches. The soft launch at the end of Souled Road is always used by seafood and motor boats.	8/3/2021 1:28 PM
6	MacLean Lake boat launch is a disaster. Outsiders pissing in the parking lot, parking EVERYWHERE, can't get our mail, too many outsiders that don't know the rules of the water	8/3/2021 11:58 AM
7	Open the Washago Centennial park for camping.	7/23/2021 9:35 AM
8	At least one public boat launch onto the Green river (the boat launch on Poplar Avenue is on Private property.)	7/18/2021 1:55 PM
9	No wake signage and enforcement. Speed enforcement on Severn River. The shores are being eroded	7/16/2021 11:13 AM
10	Improved access to underserved areas	7/15/2021 3:05 PM
11	Best practices research in how to manage boat ramps. Provide public seating with shade at launch facilities.	7/15/2021 8:17 AM
12	Weed control and management in waterways. Too many weeds it's not nice to swim in	7/14/2021 7:15 PM

20. If you have moved permanently to the Township of Severn within the last five years, or plan to within the next five years, please indicate the reasons. (Please select all that apply).

#	OTHER (PLEASE SPECIFY)	DATE
1	A lot of natural areas preserved. That's changing!	10/1/2021 5:05 PM
2	N/A	8/11/2021 5:35 PM
3	N/a	8/8/2021 4:37 PM

4	closer to owned riverfront property in Rama twp	8/6/2021 9:40 AM
5	No comment	8/4/2021 9:25 AM
6	Have lived here since 2002, do over 20 yrs	8/4/2021 8:23 AM
7	Cottaged here for over 50 years and lived permanently here for 21 years	8/3/2021 11:13 AM
8	Job transfer	7/27/2021 9:49 PM
9	Proximity to snowmobile trails	7/27/2021 9:41 PM
10	to be closer to our family	7/26/2021 8:01 PM
11	No comment	7/25/2021 1:40 PM
12	N/A	7/24/2021 7:00 PM
13	Friendly, small-town feel	7/17/2021 12:40 PM
14	Live on the lake	7/14/2021 5:32 PM

23. Please indicate if your household would contribute to the development of recreation facilities, parks and trails through each of the following methods. (Please select all that apply).

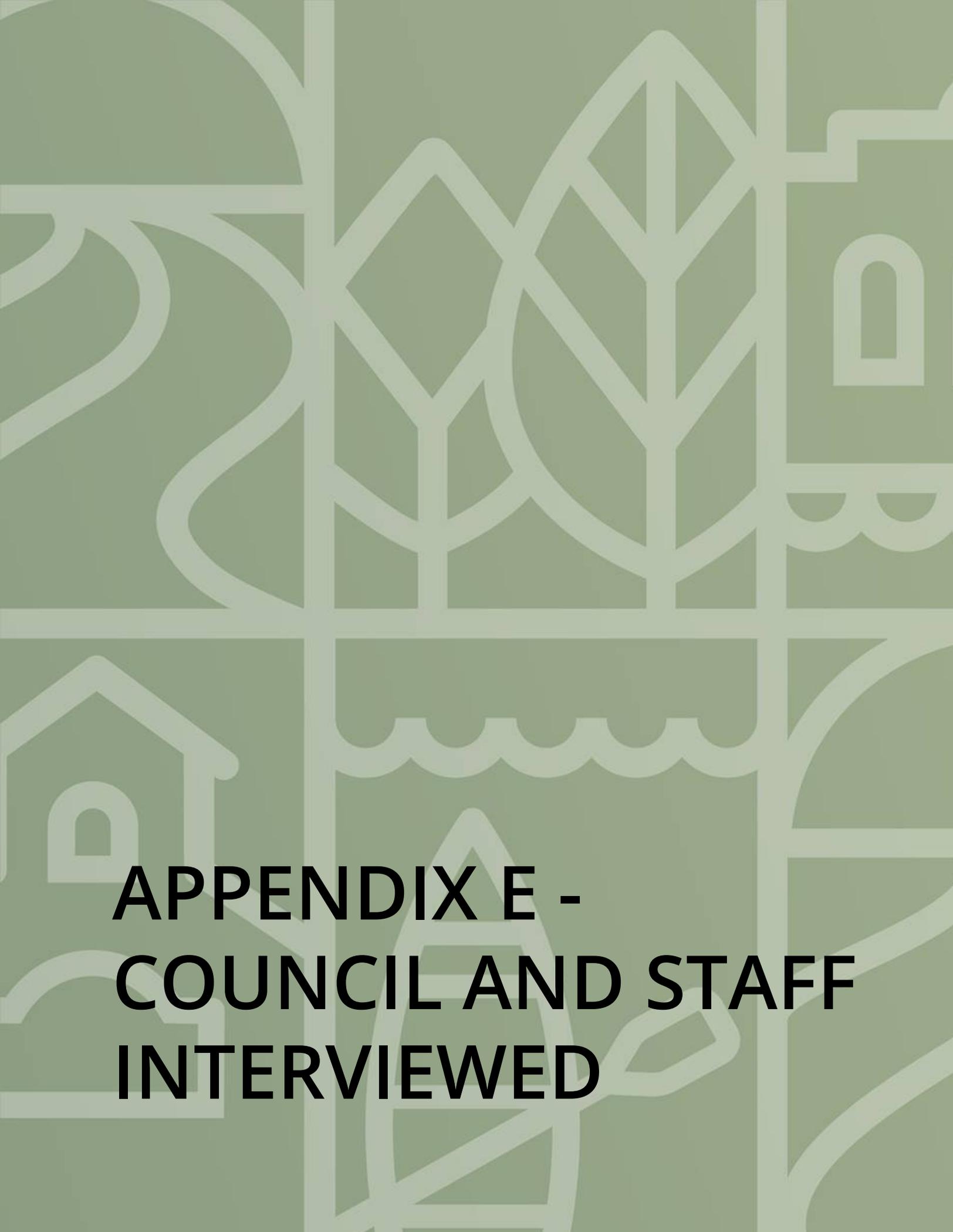
#	OTHER (PLEASE SPECIFY)	DATE
1	it would be possible for me to start part time for family obligations...[not legible]..later i can participate full time	10/4/2021 10:03 AM
2	I have/am working as a volunteer consultant.	10/1/2021 5:06 PM
3	None of the above	8/19/2021 9:14 AM
4	I pay industrial and residential taxes already, high high tax rate.	8/4/2021 8:24 AM
5	Husband and I have volunteered in keeping Washago Centre open and ended up with the renovation. Also very, very heavily involved with the Washago Seniors group.	8/3/2021 11:17 AM
6	No comment	7/25/2021 1:41 PM
7	Government needs to streamline services and cut red tape to reduce costs. I understand we pay reasonable property taxes, and everything is a balancing act of course. I think it is "easy" to raise taxes and harder to "cut" overhead costs. However i think the hard things in life should be tackled. So cut costs, thru wage and salary management (NOTE that doesn't simply mean raises every year to all staff. It means slowing down the rate of raises to just barely match inflation as dictated by federal and provincial monetary policy.) Barring this, the easy way to determine fairness in allocating cost for service is to implement user fee for service in my opinion.	7/23/2021 11:54 AM
8	No	7/17/2021 8:36 AM
9	I am would gladly help with fundraising, but would be disappointed in any increase to taxes as they are already quite high for the area. Also I am happy to pay fees for programs and services that I choose to use or enrol.	7/16/2021 2:49 PM
10	Taxes on Severn River properties are already high with next to no programmes available in Coldwater/Matchedash Willing to drive to take classes but none available.	7/16/2021 11:19 AM
11	depends on what the activities are.	7/15/2021 8:48 AM
12	Too old to donthese	7/14/2021 1:07 PM

23. How do you learn about recreation services that are available in Severn Township? (Please select all that apply).

#	OTHER (PLEASE SPECIFY)	DATE
1	Orillia What Matters website	10/4/2021 10:03 AM
2	Direct contact from Township personnel	8/11/2021 11:45 AM
3	Internet searching when looking, very hard to find though for Washago	8/4/2021 8:25 AM
4	Through our friends and joined the Sr. Group when we turned 55.	8/3/2021 11:18 AM
5	Orilloa Snowmobile Club	7/31/2021 8:22 AM
6	meeting people	7/23/2021 9:46 AM
7	organized sports youth and adult	7/23/2021 9:43 AM
8	Mostly just by chance from a variety of social media. Coldwater community Facebook page. A good idea would be to use the community notice board in Coldwater for current and upcoming events, activities etc.	7/17/2021 9:14 AM
9	Coldwater Arena has info or drop in to Orillia office.	7/16/2021 11:20 AM
10	Primarily from the emails sent from Pat Harwood	7/16/2021 5:58 AM

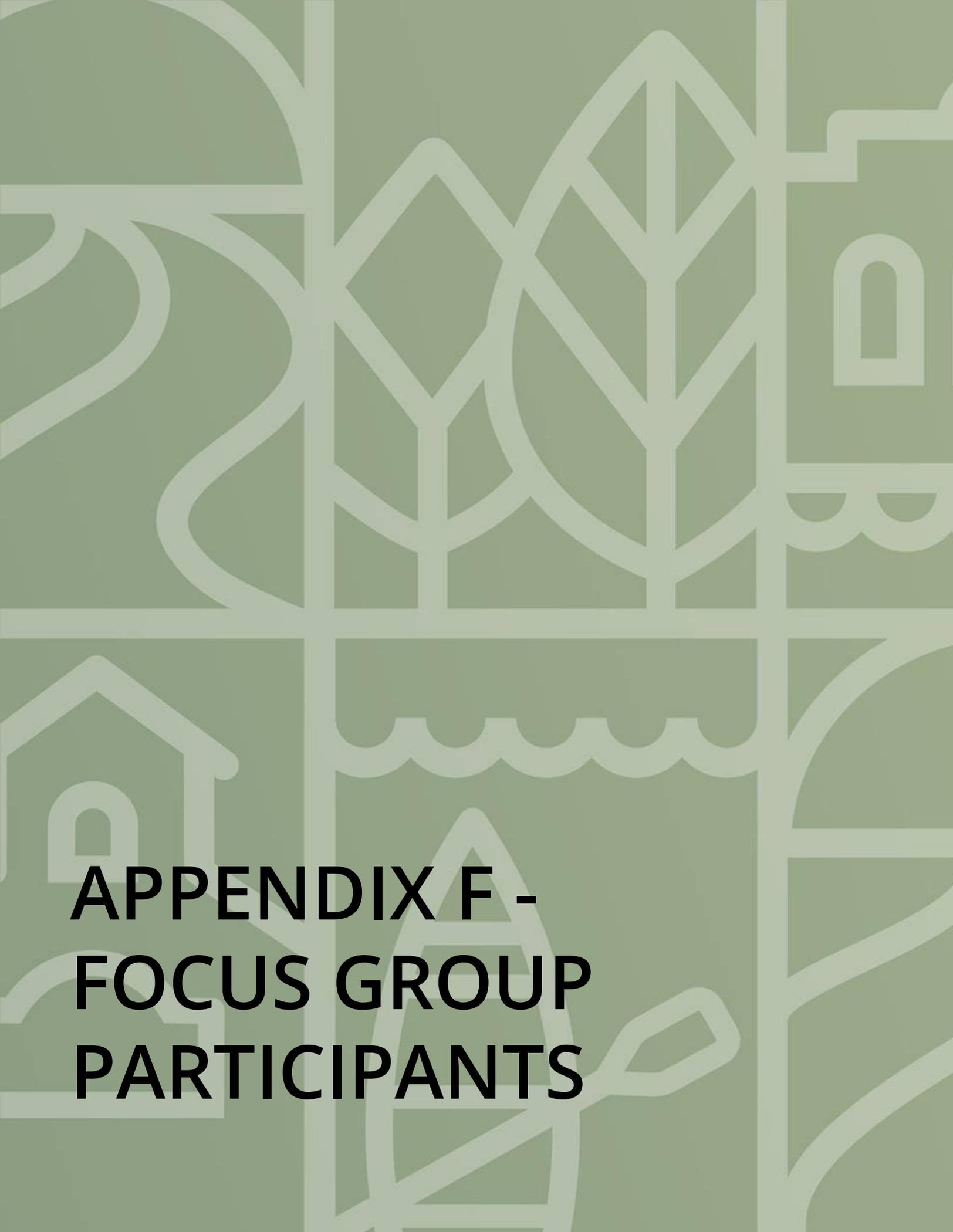
24. In which of the following communities do you live?

#	OTHER (PLEASE SPECIFY)	DATE
1	Georgian Bay Township	8/19/2021 4:43 PM
2	Bracebridge	8/8/2021 10:47 AM
3	Waubashene	8/6/2021 11:38 AM
4	Tay Twp	8/3/2021 6:38 PM
5	Gravenhurst but closer to Washago	8/3/2021 1:39 PM
6	Georgian bay	8/3/2021 1:32 PM
7	Township of Tay	8/3/2021 1:09 PM
8	tay	8/3/2021 11:24 AM
9	Muskoka township	7/14/2021 8:59 PM



**APPENDIX E -
COUNCIL AND STAFF
INTERVIEWED**

Stakeholder Interview Participants
Pat Harwood – Manager of Recreation and Facilities
Deputy Mayor Jane Dunlop
Councillor Ron Stevens
Michelle Prophet – Manager of HR/HS
Tim Cranney Fire Chief
Councillor Jim McIntyre
Laurie Kennard – CAO
Councillor Mark Taylor
Mayor Mike Burkett
Councillor Judith Cox
Andrea Wood – Director of Planning and Development
Councillor John Betsworth
Derek Burke – Director of Public Works



**APPENDIX F -
FOCUS GROUP
PARTICIPANTS**

Focus Group Participants				
Sports and Recreation	Arts, Culture and Heritage	Tourism	Service Clubs	Environmental Groups
Washago Pickleball Club – Glen Morehouse	Washago Garden Club – Don Westcott and Cathy Westcott	Orillia and Lake Country Tourism – Councillor Judith Cox and Kris Puhvel, Executive Director for OLCT	Washago District Lions – Jim Rice	Severn Sound Environmental Association – Michelle Hudolin
Coldwater Minor Hockey Association/ Coldwater Ball Hockey League	Washago Art Club – Marta Dawe	Orillia District Chamber of Commerce – Allan Lafontaine, Executive Director for ODCC	Sparrow Lake Women’s Institute – Michelle Gladu-Robinson	Severn Sound Environmental Association/ Federation of Canadian Municipalities – ICLEI Canada
(President) – Brian Zulak				Partner for Climate Protection (PCP) Program – Tracy Roxborough
Coldwater Adult Mixed Slo-pitch League – Marlene Limpricht	Matchedash Heritage Community Centre – Wanda Beaudoin	Orillia CDC – Wendy Timpano, Manager of OCDC (business loans, coaching, economic development, tourism investment, strategy, etc.	Royal Canadian Legion Coldwater Branch 270 – Normand Marion	The Couchiching Conservancy (in Severn – Severn Woodlands Nature Reserve) – Bob Sullivan
	Sparrow Lake Historical Society – Sara Clipsham	Coldwater BIA – Judith Cox also representing	Coldwater Lions – JoAnn Warren	
			Coldwater Skating Club – Karla Kitchen	

