Muskoka Moving Forward: Visioning for the Future

COMMUNITY ENGAGEMENT REPORT
APPENDICES

June 2011

Prepared by:
The District Municipality of Muskoka
Planning & Economic Development Department
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### APPENDIX I: SUMMARY OF ELEMENTARY SCHOOL VISIONING SESSIONS

<table>
<thead>
<tr>
<th>Total Number of Groups: 6*</th>
<th>Total Number of Participants: 128</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade Level: 4 to 8</td>
<td></td>
</tr>
</tbody>
</table>

#### Key Themes Identified for “Q1: What do you like/love about Muskoka today?”

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees/forests</td>
<td>6</td>
<td>Cottages, as long as they are small</td>
<td>3</td>
</tr>
<tr>
<td>Animals/wildlife</td>
<td>6</td>
<td>Stores (e.g. ice cream store, Wal-Mart)</td>
<td>3</td>
</tr>
<tr>
<td>Open spaces/natural spaces</td>
<td>6</td>
<td>Arena/Sportsplex</td>
<td>3</td>
</tr>
<tr>
<td>Small towns/not crowded</td>
<td>6</td>
<td>Large lots</td>
<td>3</td>
</tr>
<tr>
<td>Human-powered recreation</td>
<td>6</td>
<td>Peaceful/quiet</td>
<td>3</td>
</tr>
<tr>
<td>Beautiful views/scenery</td>
<td>6</td>
<td>Limited development on lakes</td>
<td>3</td>
</tr>
<tr>
<td>Lots of jobs/good economy</td>
<td>5</td>
<td>Small businesses</td>
<td>3</td>
</tr>
<tr>
<td>Agriculture/farms</td>
<td>5</td>
<td>Clean air</td>
<td>3</td>
</tr>
<tr>
<td>Public/private golf courses</td>
<td>5</td>
<td>Tourists/tourism</td>
<td>3</td>
</tr>
<tr>
<td>Clean water/lakes</td>
<td>5</td>
<td>Restaurants (e.g. McDonald’s)</td>
<td>2</td>
</tr>
<tr>
<td>Habitat for wildlife</td>
<td>4</td>
<td>Factories for jobs/to make stuff</td>
<td>2</td>
</tr>
<tr>
<td>Flower boxes decorating towns</td>
<td>4</td>
<td>Hotels/resorts</td>
<td>2</td>
</tr>
<tr>
<td>Sports/outdoor recreation</td>
<td>4</td>
<td>Chance to learn about/experience nature</td>
<td>2</td>
</tr>
<tr>
<td>Attractions (e.g. Santa’s Village)</td>
<td>4</td>
<td>Roads/cars for travel</td>
<td>2</td>
</tr>
<tr>
<td>Parks/trails</td>
<td>4</td>
<td>Events/festivals/activities</td>
<td>2</td>
</tr>
<tr>
<td>No pollution</td>
<td>4</td>
<td>Few traffic lights/roads</td>
<td>2</td>
</tr>
<tr>
<td>Docks/beaches/wharf</td>
<td>3</td>
<td>Four seasons</td>
<td>2</td>
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<tr>
<td>Interesting/historic buildings</td>
<td>3</td>
<td>Compact development</td>
<td>2</td>
</tr>
<tr>
<td>Hospitals/healthcare</td>
<td>3</td>
<td></td>
<td></td>
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</tbody>
</table>

#### Key Themes Identified for “Q2: What would you change or do you dislike about Muskoka?”

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pollution/water pollution</td>
<td>6</td>
<td>Gas-powered recreation</td>
<td>3</td>
</tr>
<tr>
<td>Tree cutting/clear cutting/blasting</td>
<td>6</td>
<td>Over-development/too many buildings</td>
<td>2</td>
</tr>
<tr>
<td>Too many highways/too much traffic</td>
<td>5</td>
<td>Spread of human/plant diseases</td>
<td>2</td>
</tr>
<tr>
<td>Nuisance animals/invasive species</td>
<td>4</td>
<td>Too many houses in rural areas</td>
<td>2</td>
</tr>
<tr>
<td>Too many boats/unsafe swimming</td>
<td>4</td>
<td>Hunting/over-fishing</td>
<td>2</td>
</tr>
<tr>
<td>Crowding/over-population</td>
<td>4</td>
<td>Need more doctors/hospitals/health services</td>
<td>2</td>
</tr>
<tr>
<td>Not enough jobs</td>
<td>4</td>
<td>Seasonality of businesses/cottaging</td>
<td>2</td>
</tr>
<tr>
<td>Damming waters/filling wetlands</td>
<td>4</td>
<td>Litter</td>
<td>2</td>
</tr>
<tr>
<td>Not enough recreational activities</td>
<td>3</td>
<td>Destroying historic character/ugly</td>
<td>2</td>
</tr>
<tr>
<td>Towns are too small</td>
<td>3</td>
<td>Focus on indoor activities</td>
<td>2</td>
</tr>
<tr>
<td>Expanding towns/sprawl</td>
<td>3</td>
<td>Dumps/factories near houses</td>
<td>2</td>
</tr>
<tr>
<td>Lots of lawns/non-native vegetation</td>
<td>3</td>
<td>Building in recreation areas/habitat</td>
<td>2</td>
</tr>
<tr>
<td>Unfinished projects (e.g. by Home Depot)</td>
<td>3</td>
<td>Unlimited cottage development</td>
<td>2</td>
</tr>
<tr>
<td>Ugly infrastructure (e.g. bridges)</td>
<td>3</td>
<td>Town houses</td>
<td>2</td>
</tr>
<tr>
<td>Fast food restaurants</td>
<td>3</td>
<td>Too many golf courses</td>
<td>2</td>
</tr>
<tr>
<td>Big box stores</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### NOTES:

# = Number of groups reporting the particular theme or priority (due to length, only those responses given by more than one group are included. See detailed session summaries for all responses)

* Participating schools:
  - Glen Orchard Public School, Township of Muskoka Lakes (2 classes)
  - Bracebridge Public School, Town of Bracebridge (3 classes)
  - Muskoka Beechgrove Public School, Town of Gravenhurst (1 class)
APPENDIX II: DETAILED ELEMENTARY SCHOOL VISIONING SESSION RESULTS

NOTES:

• PRESENTED IN ORDER BY GRADE LEVEL

• DEPENDING ON THE TIME ALLOTTED, SIZE OF THE GROUP AND NEEDS OF THE GROUP, THE SESSIONS MAY HAVE BEEN RUN IN A SLIGHTLY DIFFERENT MANNER AND THIS MAY BE REFLECTED IN THE REPORTING

• EACH DETAILED SESSION SUMMARY IS A TRANSCRIPT OF THE WRITTEN MATERIALS FROM THE SESSION
**Group:** Grade 4 Students  
**Date:** Wednesday, October 20, 2010 at 11:00 a.m.  
**Location:** Bracebridge Public School, Town of Bracebridge  
**Number of Participants:** 20  
**Facilitators:** Summer Valentine

**Q1: What do you like or love about Muskoka today?**

- Trees  
- Fresh/clean water for drinking and swimming  
- Land around water for recreation  
- Wetlands for animals  
- Fresh air  
- Rocks for habitat and recreation (e.g. rock climbing, cliff jumping)  
- Fishing  
- Mixed use in town, houses over stores  
- Stores and shopping  
- Peaceful/quiet  
- Roads for transportation  
- Events and festivals  
- Close by to city and amenities  
- Canadian shield  
- Nice/friendly people  
- Animals/wildlife  
- Forests  
- Crops for food  
- Not too many buildings

- Not too much construction  
- Open spaces  
- Colourful flower baskets that decorate towns  
- Trees and grass in town, not just buildings  
- Few traffic lights, but we need the ones we have for safety  
- Beautiful scenery  
- Wooden docks rather than cement docks  
- Human powered boats  
- Resorts  
- Beaches  
- Breezes near water keep us cool in summer  
- Hospitals and doctors  
- Golf courses  
- Places to work/jobs  
- Factories to make useful things  
- Places for recreation  
- Safe to play outside  
- Nature-based recreation  
- No pollution

**Q2: What would you change about Muskoka or not want to happen to Muskoka in the future (what do you dislike)?**

- Too many polluting factories  
- Pollution, water pollution  
- Litter  
- Clear cutting of trees  
- Draining wetlands  
- Too many cars  
- Too many buildings  
- Paving over gravel roads leads to more cars and more pollution  
- Too crowded  
- Not enough trees in town  
- Too many people moving away, especially farmers  
- Animals getting loose and eating crops meant for humans

- Misuse of farm land to build houses  
- Rude people  
- Expanding small villages, keep towns and villages small  
- Dumps and factories near where people live  
- Gas-powered boats  
- Invasive species  
- Areas where it is dangerous to swim, too many boats  
- Too many fast food restaurants  
- Not enough doctors or hospital beds  
- Not enough employment  
- Cutting forests for golf courses  
- Building in recreation areas
Group: Grade 4 Students
Date: Thursday, September 23, 2010 at 11:00 a.m.
Location: Glen Orchard Public School, Township of Muskoka Lakes
Number of Participants: 17
Facilitators: Summer Valentine

Q1: What do you like or love about Muskoka today?

- No houses around lakes or just a few houses
- No pollution
- Looks nice/beautiful
- Wetlands and swamps for animals
- Places to eat, to live, and to work
- Cars for travel
- Places for lots of people to work
- Nature
- Open spaces for animals
- Not too many roads
- Keep the trees

- Golf as a fun sport
- Flower baskets in town
- Open spaces and parks for people
- Art in public areas
- Lots of water
- Sunshine
- Hospitals, nurses, doctors, paramedics, and ambulances (healthcare)
- No pollution from recreation, human powered recreation, e.g. snow shoes instead of snow mobiles

Q2: What would you change about Muskoka or not want to happen to Muskoka in the future (what do you dislike)?

- Muddy swamps
- Scary animals, bears
- Cutting trees for houses and buildings
- Forest fires
- Sick trees, tree diseases
- Too many cars
- Too much pollution

- Building houses where animals live
- Boats that pollute
- Low bridges
- No buoy lines for safe swimming
- Water pollution
- Pollution from cars
- Trees cut for golf courses
Q1: What do you like or love about Muskoka today?

- Trees
- No pollution
- Nice views
- Clean water
- Lots of jobs
- Good use of land
- Not too many cars
- Tourist attractions
- Limited number of houses per street
- No factories
- Agriculture for food
- Older buildings being used instead of being demolished
- Healthy vegetation
- Efficient agriculture that does not use up too much land
- Plants and tree in town
- Public parks
- Flower baskets in town
- Natural waterways
- Trees on the shorelines of lakes
- Natural shorelines
- Replanting when vegetation gets removed
- Peaceful
- Small and affordable cottages
- Spaces between houses
- Leaving some trees even in industrial areas
- Factories to manufacture the stuff we need
- Tim Horton’s
- Unique restaurants, not all McDonald’s and
- Human powered recreation
- Outdoor recreation
- Opportunities to learn about nature
- Clean air
- Damming rivers, filling wetlands
- Destroying parks
- Big box stores downtown
- Building modern houses in historic villages
- Lawns along the shoreline
- Seasonal cottages left unused for most of the year
- Over-building on lakes
- Too many gas stations
- Polluting factories
- Too many indoor activities like video games

Q2: What would you change about Muskoka or not want to happen to Muskoka in the future (what do you dislike)?

- Polluting boats
- Polluted waters or air
- Litter
- Tree cutting
- Excessive building
- Highways near water
- Over-fishing
- Crowded towns
- New buildings instead of re-using old buildings
- Too much land/space being wasted
- Damming rivers, filling wetlands
- Destroying parks
- Big box stores downtown
- Building modern houses in historic villages
- Lawns along the shoreline
- Seasonal cottages left unused for most of the year
- Over-building on lakes
- Too many gas stations
- Polluting factories
- Too many indoor activities like video games
Q1: What do you like or love about Muskoka today?
- Trees and forests
- Waterways
- No pollution
- Ice cream stores
- Native/natural trees
- Plants and animals
- No houses around some lakes
- Limited number of cottages on lakes
- History, old fashioned architecture
- Still some areas that are not developed
- Small villages
- Villages that provide a mix of rural and urban experiences
- Single family houses
- Variety of stores
- Farms to grow food
- Peaceful
- Hockey arenas
- Scenic
- Views
- Open spaces
- Four seasons
- Recreational opportunities year-round
- Recreational opportunities for families
- Businesses open year-round
- Water sports
- Outdoor jobs
- Fishing
- Human powered boats
- Compact development
- Healthcare
- Good jobs, good economy
- Small businesses rather than large chain stores
- Golf courses that leave some natural areas
- Tourism and sight-seeing opportunities
- Clean water

Q2: What would you change about Muskoka or not want to happen to Muskoka in the future (what do you dislike)?
- Pollution, particularly water pollution
- Blasting for roads
- Ghost towns because everyone has to move away to get jobs
- Too many cottages around lakes, cottage development without limits
- Expanding towns (urban sprawl)
- Tree cutting
- Oil and chemicals ending up in the water
- Draining marshes for development
- Lawns and few trees
- Geese attracted by lawns
- Towns may be too small
- Not enough recreational opportunities
- Boat wakes that cause erosion and damage wildlife/plants
- Town houses
- Gas-powered boats
- Unfinished projects (e.g. across from Home Depot, property beside Mattamy subdivision)
- Not enough jobs
- Some areas are not pretty, need beautification
- Big box stores
- Too much pavement
- Factories
- Not enough jobs for young people
- Too many golf courses
- Building dams
Group: Grade 8 Students
Date: Wednesday, September 29, 2010 at 11:45 a.m.
Location: Bracebridge Public School (Ratcliffe), Town of Bracebridge
Number of Participants: 18
Facilitators: Summer Valentine

Q1: What do you like or love about Muskoka today?
- Beauty
- Trees
- Large forests
- Animals/wildlife
- Biodiversity
- Fresh water
- Views
- Farm land
- Unique area
- Small businesses
- Public docks
- Private docks are also good as long as there are some public docks
- Places for travelers to visit
- Places for cottages
- Trails
- Good economy
- Space to live
- Things to do
- Choice of different houses like apartments and townhouses
- Open spaces
- Compact development
- Opportunities to grow crops and livestock
- Clean air
- Small communities
- Opportunities to live a healthy lifestyle
- Tourism
- Natural areas within our towns
- Four seasons
- Recreational and play opportunities
- Beaches
- Modest cottages
- Scenery
- Affordability
- Resourceful businesses
- Choices for day to day needs (e.g. different stores and restaurants)
- Human powered boating
- Lots of lakes
- Outdoor activities
- Environmentally friendly activities
- Hockey
- Maintain spaces for animals
- Golf as an attraction

Q2: What would you change about Muskoka or not want to happen to Muskoka in the future (what do you dislike)?
- Pollution
- Clear cutting of trees
- Town houses or other houses that are too close together
- Draining wetlands
- Consumerism
- Too much forest may not give us enough room to grow our towns
- Unfinished projects (e.g. lands across from Home Depot and next to Mattamy subdivision)
- Crowded areas
- Urban sprawl, towns that are too spread out
- Don’t want to be a big city
- Big box stores
- Need to walk more instead of driving
- Too many cars
- Too many tourists that cause traffic
- Not enough jobs
- Private docks, if no public docks are available
- Towns may be too small to attract visitors here, particularly if they are looking for lots to do
- Chemicals that may pollute water
- Big cottages
- Too many fast food places
- We need to get outside and play more, too many video games
- Golf courses that use chemicals
- Not enough to do in winter
Q1: What do you like or love about Muskoka today?

- Clean water
- Trees and plants
- Animals
- Habitat for wildlife
- Open spaces
- Tourists
- Snow
- Farms and barns
- Flat ground for development
- Manure for fertilizer instead of chemicals
- Large forests
- Public docks
- Private docks
- Flower boxes in towns
- Ice cream stores
- Small towns
- Stores
- Natural spaces in town
- Restaurants
- More Wal-Marts
- Agriculture
- Farm animals
- Interesting buildings
- Keep our attractions
- Safety
- Water sports
- Cottages, as long as they are not overcrowded
- Views
- Human-powered boats
- Historical steamboats
- Fishing
- Hospitals
- McDonald's
- Outdoor sports
- Businesses spread out over a larger area so that they are not all clustered together
- Environmentally minded politicians
- Healthy food choices
- There are still areas with no buildings
- Towns are not crowded
- Having fun in the natural environment
- Arena
- Santa’s Village
- Sportsplex
- Skate park
- Trails
- Public/private golf courses
- ATV and snowmobile trails

Q2: What would you change about Muskoka or not want to happen to Muskoka in the future (what do you dislike)?

- Pollution, water pollution
- Dangerous rocks
- Nuisance animals (e.g. bears and mosquitoes)
- Tree cutting/clear cutting
- Invasive species
- Over-development
- Lower water levels/dry lakes (i.e. from climate change)
- Spread of human diseases
- Tourists
- Too many highways
- Too many houses in rural areas
- Hunting
- Need more doctors/choice of doctors
- Need specialized healthcare (e.g. neonatal)
- Need more tennis courts
- Need more Crown Land
- Need more docks
- Need more malls
- High cost of living
- Not enough recreational activities
- Towns are too small
- Towns/neighbourhoods are isolated
- Too much traffic
- Too many buildings
- Too many boats
- Polluting factories
- Crowding, over-population
- Ugly infrastructure (e.g. bridges)
- Not enough public access to water
- Lots with lawns and non-native vegetation
- Unfinished projects (e.g. Kaos in Port Carling)
- Pollution from steamboats
- Becoming too industrialized
- McDonald's
- Not enough jobs
- Money spent on gardens and fancy signs
Seasonality of businesses
- Need to improve communication network (e.g. internet access, Wi-Fi)
- Fewer ATV and snowmobile trails
- Stoplight in Port Carling

Vision Survey
What do kids want?

I think the best place in my neighbourhood is:

My favourite place in my community is:

My least favourite place in my community is:

If I were Mayor, the first thing I would do to make my community a better place for young people is:

The three most important problems facing my community are:

1. __________
2. __________
3. __________

Are there any things you would change in your neighbourhood or community?

☐ Yes  ☐ No

If you answered yes, list the three most important and the changes you would make:

1. __________
2. __________
3. __________

What things in your neighbourhood or community should stay as they are? Why?

old fashioned spaces, little shops,
parks, nature 

Grade 8 Visioning Session, Bracebridge Public School
Vision Survey
What do kids want?

I think the best place in my neighbourhood is:_________________________________________________________

The worst place in my neighbourhood is:_________________________________________________________

My favourite place in my community is:_________________________________________________________

My least favourite place in my community is:_________________________________________________________

If I were Mayor, the first thing I would do to make my community a better place for young people is: ________________________________________________________________

The three most important problems facing my community are:

1. ________________________________________________
2. ________________________________________________
3. ________________________________________________

Are there any things you would change in your neighbourhood or community?

□ Yes        □ No

If you answered yes, list the three most important and the changes you would make:

1. ______________________________________________________________
2. ______________________________________________________________
3. ______________________________________________________________

What things in your neighbourhood or community should stay as they are? Why?

_________________________________________________________

_________________________________________________________
## APPENDIX IV: SUMMARY OF KIDS’ SURVEY RESULTS

**Total Number of Surveys Received: 91**

**Grade Level: 7 and 8**

### Q1: I think the best place in my neighbourhood is:

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>My house</td>
<td>34</td>
<td>Wharf/public dock</td>
<td>2</td>
</tr>
<tr>
<td>River/lake/creek</td>
<td>13</td>
<td>Wetland/marsh</td>
<td>2</td>
</tr>
<tr>
<td>Forest</td>
<td>8</td>
<td>Place with no people</td>
<td>2</td>
</tr>
<tr>
<td>Stores (e.g. Wal-Mart, ice cream store)</td>
<td>6</td>
<td>Corner store</td>
<td>2</td>
</tr>
<tr>
<td>Trails</td>
<td>6</td>
<td>Friend’s/relative’s house</td>
<td>2</td>
</tr>
<tr>
<td>Arena</td>
<td>6</td>
<td>Being able to walk places</td>
<td>1</td>
</tr>
<tr>
<td>Skate park</td>
<td>6</td>
<td>Movie theatre</td>
<td>1</td>
</tr>
<tr>
<td>Park</td>
<td>5</td>
<td>Nothing, because there’s nothing to do</td>
<td>1</td>
</tr>
<tr>
<td>Waterfalls</td>
<td>4</td>
<td>Cliffs</td>
<td>1</td>
</tr>
<tr>
<td>My backyard</td>
<td>3</td>
<td>Everything, the whole neighbourhood</td>
<td>1</td>
</tr>
<tr>
<td>Farm</td>
<td>2</td>
<td>My street</td>
<td>1</td>
</tr>
<tr>
<td>My hot tub</td>
<td>2</td>
<td>Santa’s Village</td>
<td>1</td>
</tr>
</tbody>
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### Q2: The worst place in my neighbourhood is:

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear cut/blasted areas</td>
<td>12</td>
<td>Logging roads</td>
<td>1</td>
</tr>
<tr>
<td>Swamp/marsh</td>
<td>10</td>
<td>Dirt roads</td>
<td>1</td>
</tr>
<tr>
<td>Busy street/highway</td>
<td>10</td>
<td>Far walk into town</td>
<td>1</td>
</tr>
<tr>
<td>Neighbour’s house/scary house</td>
<td>5</td>
<td>Drug houses</td>
<td>1</td>
</tr>
<tr>
<td>Polluted stream/lake</td>
<td>4</td>
<td>Creepy street</td>
<td>1</td>
</tr>
<tr>
<td>Dump</td>
<td>4</td>
<td>Neighbours who do drugs</td>
<td>1</td>
</tr>
<tr>
<td>Abandoned houses</td>
<td>3</td>
<td>Pit</td>
<td>1</td>
</tr>
<tr>
<td>Stores/businesses</td>
<td>3</td>
<td>Liquor store</td>
<td>1</td>
</tr>
<tr>
<td>Nobody is nearby</td>
<td>3</td>
<td>Everything</td>
<td>1</td>
</tr>
<tr>
<td>Public dock/beach</td>
<td>3</td>
<td>Playground/park</td>
<td>1</td>
</tr>
<tr>
<td>School</td>
<td>2</td>
<td>Private clubs like the Legion</td>
<td>1</td>
</tr>
<tr>
<td>Forest</td>
<td>2</td>
<td>Rooming house/staff housing</td>
<td>1</td>
</tr>
<tr>
<td>Abandoned gas station/gas station</td>
<td>2</td>
<td>Big box stores</td>
<td>1</td>
</tr>
<tr>
<td>New condo development</td>
<td>2</td>
<td>Hotel</td>
<td>1</td>
</tr>
<tr>
<td>KFC (restaurant)</td>
<td>1</td>
<td>Arena</td>
<td>1</td>
</tr>
<tr>
<td>Police station</td>
<td>1</td>
<td>Downtown</td>
<td>1</td>
</tr>
</tbody>
</table>

### Q3: My favourite place in my community is**:

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown/mainstreet/up-town</td>
<td>14</td>
<td>Camping area</td>
<td>2</td>
</tr>
<tr>
<td>Lake/river/creek</td>
<td>13</td>
<td>Sand pit</td>
<td>2</td>
</tr>
<tr>
<td>My house</td>
<td>7</td>
<td>Bakery</td>
<td>2</td>
</tr>
<tr>
<td>Trails</td>
<td>7</td>
<td>Wal-Mart</td>
<td>2</td>
</tr>
<tr>
<td>Park</td>
<td>7</td>
<td>School</td>
<td>1</td>
</tr>
<tr>
<td>Waterfalls</td>
<td>6</td>
<td>Restaurants</td>
<td>1</td>
</tr>
<tr>
<td>Arena</td>
<td>5</td>
<td>Swiss Chalet</td>
<td>1</td>
</tr>
<tr>
<td>Skate park</td>
<td>5</td>
<td>Pet store</td>
<td>1</td>
</tr>
<tr>
<td>Ice cream store</td>
<td>4</td>
<td>Open spaces</td>
<td>1</td>
</tr>
<tr>
<td>Wharf</td>
<td>4</td>
<td>Museum</td>
<td>1</td>
</tr>
<tr>
<td>Sportsplex</td>
<td>4</td>
<td>Friend’s house</td>
<td>1</td>
</tr>
<tr>
<td>Forest</td>
<td>4</td>
<td>Dance studio</td>
<td>1</td>
</tr>
<tr>
<td>Beach</td>
<td>3</td>
<td>Rock cut</td>
<td>1</td>
</tr>
<tr>
<td>McDonald’s</td>
<td>3</td>
<td>A&amp;W (restaurant)</td>
<td>1</td>
</tr>
</tbody>
</table>
### Q3: Continued…

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church</td>
<td>1</td>
<td>Movie theatre</td>
<td>1</td>
</tr>
<tr>
<td>Rural areas</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Q4: My least favourite place in my community is:

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>School</td>
<td>13</td>
<td>Shoppers Drug Mart</td>
<td>1</td>
</tr>
<tr>
<td>Stores</td>
<td>6</td>
<td>Swamp</td>
<td>1</td>
</tr>
<tr>
<td>Mainstreet/up-town</td>
<td>5</td>
<td>Gas stations</td>
<td>1</td>
</tr>
<tr>
<td>Busy streets</td>
<td>4</td>
<td>New Canadian Tire</td>
<td>1</td>
</tr>
<tr>
<td>Park</td>
<td>4</td>
<td>Beach</td>
<td>1</td>
</tr>
<tr>
<td>Unfinished projects</td>
<td>3</td>
<td>Welding business</td>
<td>1</td>
</tr>
<tr>
<td>Home Depot/Wal-Mart area</td>
<td>3</td>
<td>New subdivision</td>
<td>1</td>
</tr>
<tr>
<td>Purple Pig</td>
<td>3</td>
<td>Streets with lots of vacant stores</td>
<td>1</td>
</tr>
<tr>
<td>Zeller's</td>
<td>3</td>
<td>Bumpy road</td>
<td>1</td>
</tr>
<tr>
<td>Tourist information booths</td>
<td>2</td>
<td>All buildings</td>
<td>1</td>
</tr>
<tr>
<td>Port Carling bridge</td>
<td>2</td>
<td>Pits</td>
<td>1</td>
</tr>
<tr>
<td>Back roads</td>
<td>2</td>
<td>Train tracks</td>
<td>1</td>
</tr>
<tr>
<td>Skate park</td>
<td>2</td>
<td>Self-storage units</td>
<td>1</td>
</tr>
<tr>
<td>Factories</td>
<td>2</td>
<td>Suburbs/outskirts</td>
<td>1</td>
</tr>
<tr>
<td>Public dock/wharf</td>
<td>2</td>
<td>Hair studio</td>
<td>1</td>
</tr>
<tr>
<td>McDonald’s</td>
<td>2</td>
<td>Tim Horton’s</td>
<td>1</td>
</tr>
<tr>
<td>Dump</td>
<td>2</td>
<td>Public washrooms</td>
<td>1</td>
</tr>
<tr>
<td>Polluted areas</td>
<td>1</td>
<td>Arena</td>
<td>1</td>
</tr>
</tbody>
</table>

### Q5: If I were Mayor, the first thing I would change to make my community better for youth is:

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create more jobs, especially for teens</td>
<td>13</td>
<td>Build more community docks</td>
<td>1</td>
</tr>
<tr>
<td>Build another/better skate park</td>
<td>13</td>
<td>Build more of everything</td>
<td>1</td>
</tr>
<tr>
<td>Build a new or larger arena/recreation centre</td>
<td>12</td>
<td>Build a jungle gym</td>
<td>1</td>
</tr>
<tr>
<td>Attract fun outdoor activities/events for families</td>
<td>8</td>
<td>Protect natural areas</td>
<td>1</td>
</tr>
<tr>
<td>Attract more stores/restaurants or build a mall</td>
<td>7</td>
<td>Reduce boating</td>
<td>1</td>
</tr>
<tr>
<td>More public outdoor space/parks</td>
<td>6</td>
<td>Protect/expand farms</td>
<td>1</td>
</tr>
<tr>
<td>Plant more trees/require landscaped areas</td>
<td>6</td>
<td>Tear down old/dilapidated buildings</td>
<td>1</td>
</tr>
<tr>
<td>Clean up litter</td>
<td>4</td>
<td>Build a bowling alley</td>
<td>1</td>
</tr>
<tr>
<td>More trails/bike paths</td>
<td>4</td>
<td>Reduce tourism</td>
<td>1</td>
</tr>
<tr>
<td>Clean up beaches/lakes</td>
<td>3</td>
<td>Build safer buildings</td>
<td>1</td>
</tr>
<tr>
<td>Reduce pollution</td>
<td>3</td>
<td>Make sure parents take care of children</td>
<td>1</td>
</tr>
<tr>
<td>Create a curfew</td>
<td>2</td>
<td>Make roads safer</td>
<td>1</td>
</tr>
<tr>
<td>Build a youth centre with activities like an arcade</td>
<td>2</td>
<td>Take away school</td>
<td>1</td>
</tr>
<tr>
<td>Stop cutting trees</td>
<td>2</td>
<td>Allow kids to drive ATVs on trails</td>
<td>1</td>
</tr>
<tr>
<td>Stop the Bala falls hydro dam</td>
<td>2</td>
<td>Give out candy</td>
<td>1</td>
</tr>
<tr>
<td>Build a movie theatre</td>
<td>2</td>
<td>Make school a fun place to learn with friends</td>
<td>1</td>
</tr>
<tr>
<td>Limit number of cottages/stop over-building</td>
<td>2</td>
<td>Keep parks open all night</td>
<td>1</td>
</tr>
<tr>
<td>Ask people what they want done</td>
<td>2</td>
<td>Generate electricity from solar panels</td>
<td>1</td>
</tr>
<tr>
<td>Build more houses</td>
<td>2</td>
<td>Make the sand pit deeper</td>
<td>1</td>
</tr>
<tr>
<td>Lower the age limit for employment</td>
<td>1</td>
<td>Build a theme park</td>
<td>1</td>
</tr>
<tr>
<td>More community parks</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q6: The three most important problems facing my community are:

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pollution</td>
<td>27</td>
<td>Businesses closed in winter</td>
<td>2</td>
</tr>
<tr>
<td>Tree cutting</td>
<td>12</td>
<td>Too many boats/trains/cars</td>
<td>2</td>
</tr>
<tr>
<td>Drugs</td>
<td>9</td>
<td>Arena in disrepair</td>
<td>2</td>
</tr>
<tr>
<td>Too much traffic/poor roads</td>
<td>9</td>
<td>Vandalism</td>
<td>1</td>
</tr>
<tr>
<td>Littering</td>
<td>9</td>
<td>Need modern school facilities</td>
<td>1</td>
</tr>
<tr>
<td>Too many tourists/cottagers</td>
<td>8</td>
<td>Poverty</td>
<td>1</td>
</tr>
<tr>
<td>Unfinished development projects</td>
<td>8</td>
<td>Unemployment</td>
<td>1</td>
</tr>
<tr>
<td>Crime/criminals</td>
<td>7</td>
<td>Swamps</td>
<td>1</td>
</tr>
<tr>
<td>Wildlife in town (e.g. bears, geese, fishers)</td>
<td>7</td>
<td>Moving businesses out of downtown</td>
<td>1</td>
</tr>
<tr>
<td>Damming waterways</td>
<td>7</td>
<td>Park maintenance</td>
<td>1</td>
</tr>
<tr>
<td>Over-development</td>
<td>7</td>
<td>Building highways near water</td>
<td>1</td>
</tr>
<tr>
<td>Lack of healthcare/doctors, no clinic or hospital</td>
<td>5</td>
<td>Seasonal cottages</td>
<td>1</td>
</tr>
<tr>
<td>Expanding population/crowding</td>
<td>5</td>
<td>Not enough buildings/houses</td>
<td>1</td>
</tr>
<tr>
<td>Climate change</td>
<td>3</td>
<td>No garbage cans on mainstreet</td>
<td>1</td>
</tr>
<tr>
<td>Not enough places for recreation</td>
<td>3</td>
<td>District Council election process</td>
<td>1</td>
</tr>
<tr>
<td>Building too many houses</td>
<td>3</td>
<td>Habitat destruction</td>
<td>1</td>
</tr>
<tr>
<td>Shoplifting</td>
<td>3</td>
<td>Environmentalists/tree huggers</td>
<td>1</td>
</tr>
<tr>
<td>No stores for young people</td>
<td>3</td>
<td>Violence</td>
<td>1</td>
</tr>
<tr>
<td>Drinking and driving</td>
<td>3</td>
<td>Long walk to bus stop</td>
<td>1</td>
</tr>
<tr>
<td>Areas with abandoned buildings/vacant lots</td>
<td>3</td>
<td>Too much snow</td>
<td>1</td>
</tr>
<tr>
<td>Big box stores, not supporting local businesses</td>
<td>3</td>
<td>Not allowing kids to jump off the train bridge</td>
<td>1</td>
</tr>
<tr>
<td>Low population/small</td>
<td>2</td>
<td>High cost of living/expensive</td>
<td>1</td>
</tr>
<tr>
<td>Smoking</td>
<td>2</td>
<td>Hunting</td>
<td>1</td>
</tr>
<tr>
<td>Noisy/ugly/polluting businesses or factories</td>
<td>2</td>
<td>Not enough carpooling</td>
<td>1</td>
</tr>
<tr>
<td>Spread out/isolated</td>
<td>2</td>
<td>Houses for old people</td>
<td>1</td>
</tr>
<tr>
<td>Alcoholism/availability of alcohol</td>
<td>2</td>
<td>Bullying</td>
<td>1</td>
</tr>
</tbody>
</table>

Q7: Is there anything that you would change about your community?

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>54</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>28</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q8: If yes, list the three most important and the changes you would make:

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build a mall/more shopping</td>
<td>10</td>
<td>No flyover bridge to High Falls</td>
<td>1</td>
</tr>
<tr>
<td>Reduce pollution/be environmentally friendly</td>
<td>10</td>
<td>More school holidays</td>
<td>1</td>
</tr>
<tr>
<td>Bigger/new arena or recreation centre</td>
<td>8</td>
<td>Fewer lawns</td>
<td>1</td>
</tr>
<tr>
<td>Plant trees</td>
<td>7</td>
<td>Less blasting</td>
<td>1</td>
</tr>
<tr>
<td>Supervised/better skate park</td>
<td>6</td>
<td>Stop damming waterways</td>
<td>1</td>
</tr>
<tr>
<td>Stop clear cutting</td>
<td>5</td>
<td>Attract more events/carnivals</td>
<td>1</td>
</tr>
<tr>
<td>More parks/beaches</td>
<td>5</td>
<td>Reduce flooding</td>
<td>1</td>
</tr>
<tr>
<td>More choice in restaurants</td>
<td>4</td>
<td>Repair roads</td>
<td>1</td>
</tr>
<tr>
<td>Protect all natural areas</td>
<td>4</td>
<td>Make more laws/have more police</td>
<td>1</td>
</tr>
<tr>
<td>Create more jobs, especially for young people</td>
<td>3</td>
<td>Stop moving businesses out of downtown</td>
<td>1</td>
</tr>
<tr>
<td>Finish all development projects</td>
<td>3</td>
<td>Re-use of old buildings</td>
<td>1</td>
</tr>
<tr>
<td>Improve health/build a hospital/more doctors</td>
<td>3</td>
<td>Build more permanent houses, less cottages</td>
<td>1</td>
</tr>
<tr>
<td>Build more/expand size of community</td>
<td>3</td>
<td>Separate houses from businesses</td>
<td>1</td>
</tr>
<tr>
<td>Stop killing animals/hunting</td>
<td>2</td>
<td>Build more bakeries in town</td>
<td>1</td>
</tr>
<tr>
<td>Tear down the liquor store or change the use</td>
<td>2</td>
<td>Tear down old/dilapidated buildings</td>
<td>1</td>
</tr>
<tr>
<td>Better store hours</td>
<td>2</td>
<td>Build a bowling alley</td>
<td>1</td>
</tr>
<tr>
<td>More trails/bike paths</td>
<td>2</td>
<td>Stop violence</td>
<td>1</td>
</tr>
<tr>
<td>More opportunities for sight-seeing/activities</td>
<td>2</td>
<td>Higher salaries</td>
<td>1</td>
</tr>
</tbody>
</table>
**Q8: Continued…**

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build more electric cars</td>
<td>1</td>
<td>Limit boats in summer</td>
<td>1</td>
</tr>
<tr>
<td>No more steamships</td>
<td>1</td>
<td>Fewer rooming houses/staff houses</td>
<td>1</td>
</tr>
<tr>
<td>Have more fundraisers</td>
<td>1</td>
<td>Reduce cost of living</td>
<td>1</td>
</tr>
<tr>
<td>Allow kids to jump off train bridge into water</td>
<td>1</td>
<td>Clean up litter</td>
<td>1</td>
</tr>
<tr>
<td>More docks for boats</td>
<td>1</td>
<td>Reduce crowding</td>
<td>1</td>
</tr>
<tr>
<td>Maintain parks and soccer fields</td>
<td>1</td>
<td>Reduce traffic</td>
<td>1</td>
</tr>
<tr>
<td>Bring more kids my age to my neighbourhood</td>
<td>1</td>
<td>Have more farms</td>
<td>1</td>
</tr>
<tr>
<td>Have fewer forests</td>
<td>1</td>
<td>Remove big box stores</td>
<td>1</td>
</tr>
</tbody>
</table>

**Q9: What things in your neighbourhood or community should stay the same?**

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake/beach/water</td>
<td>15</td>
<td>Hospital</td>
<td>1</td>
</tr>
<tr>
<td>Forest/trees</td>
<td>14</td>
<td>Groomed trails</td>
<td>1</td>
</tr>
<tr>
<td>Parks and other natural areas</td>
<td>9</td>
<td>Good law enforcement</td>
<td>1</td>
</tr>
<tr>
<td>Everything should stay the same</td>
<td>8</td>
<td>Rural area</td>
<td>1</td>
</tr>
<tr>
<td>Main street/the existing businesses</td>
<td>6</td>
<td>Wharf</td>
<td>1</td>
</tr>
<tr>
<td>Houses/my house</td>
<td>6</td>
<td>Crown land for hunting</td>
<td>1</td>
</tr>
<tr>
<td>Rock formations/waterfalls</td>
<td>3</td>
<td>My road</td>
<td>1</td>
</tr>
<tr>
<td>Bala falls</td>
<td>3</td>
<td>Fire station</td>
<td>1</td>
</tr>
<tr>
<td>Historic buildings/old fashioned stores</td>
<td>3</td>
<td>Community centre</td>
<td>1</td>
</tr>
<tr>
<td>Grocery store</td>
<td>2</td>
<td>Museum</td>
<td>1</td>
</tr>
<tr>
<td>School</td>
<td>2</td>
<td>Cut pollution, garbage, and waste</td>
<td>1</td>
</tr>
<tr>
<td>Size of towns</td>
<td>2</td>
<td>Soccer field</td>
<td>1</td>
</tr>
<tr>
<td>Stores (e.g. McDonalds’s, ice cream store)</td>
<td>2</td>
<td>Train in MacTier</td>
<td>1</td>
</tr>
<tr>
<td>Wal-Mart</td>
<td>2</td>
<td>Sand pit</td>
<td>1</td>
</tr>
<tr>
<td>No more cottages, golf courses, big box stores</td>
<td>1</td>
<td>My grandma’s house</td>
<td>1</td>
</tr>
</tbody>
</table>

**NOTES:**

# = Number of surveys indicating the particular response

* Participating schools:
  - Glen Orchard Public School, Township of Muskoka Lakes (1 classes)
  - Bracebridge Public School, Town of Bracebridge (2 classes)
  - Muskoka Beechgrove Public School, Town of Gravenhurst (1 class)

** Students were asked to define the difference between a neighbourhood and a community and to determine how far their community extends (e.g. just town area, include rural area, walkable area from their house)
**APPENDIX V: SUMMARY OF HIGH SCHOOL VISIONING SESSIONS**

<table>
<thead>
<tr>
<th>Total Number of Groups: 7*</th>
<th>Total Number of Participants: 129</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade Level: 9 to 12</td>
<td></td>
</tr>
</tbody>
</table>

**Key Themes Identified for “Q1: What do you like/love about Muskoka today?”**

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment/wildlife/nature/water</td>
<td>4</td>
<td>Friendly</td>
<td>1</td>
</tr>
<tr>
<td>Recreational opportunities and sports</td>
<td>4</td>
<td>Healthy lifestyle</td>
<td>1</td>
</tr>
<tr>
<td>Small town feel</td>
<td>3</td>
<td>Community facilities (e.g. library, parks)</td>
<td>1</td>
</tr>
<tr>
<td>Scenic landscape/views</td>
<td>2</td>
<td>Safety</td>
<td>1</td>
</tr>
<tr>
<td>Downtown and small businesses</td>
<td>2</td>
<td>Arts community</td>
<td>1</td>
</tr>
<tr>
<td>Sense of community/community spirit</td>
<td>2</td>
<td>Cultural heritage/history</td>
<td>1</td>
</tr>
</tbody>
</table>

**Key Themes Identified for “Q2: What would you change or do you dislike about Muskoka?”**

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance/support for community facilities</td>
<td>4</td>
<td>Need affordable housing</td>
<td>1</td>
</tr>
<tr>
<td>New year-round, full-time jobs needed</td>
<td>3</td>
<td>Social problems (e.g. drinking and driving)</td>
<td>1</td>
</tr>
<tr>
<td>More youth activities needed</td>
<td>2</td>
<td>Unnecessary tree cutting</td>
<td>1</td>
</tr>
<tr>
<td>Lack of public transportation</td>
<td>2</td>
<td>Too much focus on tourists</td>
<td>1</td>
</tr>
<tr>
<td>More use of renewable energy sources</td>
<td>1</td>
<td>Need more shopping</td>
<td>1</td>
</tr>
<tr>
<td>Need sustainable development</td>
<td>1</td>
<td>Need more tourist attractions</td>
<td>1</td>
</tr>
<tr>
<td>Privacy, police stereotypes</td>
<td>1</td>
<td>Losing small-town feel</td>
<td>1</td>
</tr>
<tr>
<td>Lack of post secondary opportunities</td>
<td>1</td>
<td>Need better healthcare</td>
<td>1</td>
</tr>
</tbody>
</table>

**Top Priorities Identified for the Future**

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>7</td>
</tr>
<tr>
<td>Growing the economy and creating good jobs</td>
<td>3</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities, especially for youth</td>
<td>2</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>2</td>
</tr>
<tr>
<td>Keeping youth in our area and providing activities</td>
<td>2</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round, including more shopping opportunities</td>
<td>2</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>2</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>2</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>1</td>
</tr>
<tr>
<td>Reducing noise/light pollution</td>
<td>1</td>
</tr>
<tr>
<td>Renewable energy (e.g. solar, wind, water)</td>
<td>1</td>
</tr>
<tr>
<td>Building green and sustainable development</td>
<td>1</td>
</tr>
<tr>
<td>Support for community buildings, facilities, and activities (e.g. hospitals, hospices, schools)</td>
<td>1</td>
</tr>
<tr>
<td>Social support programs/networks</td>
<td>1</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups</td>
<td>1</td>
</tr>
<tr>
<td>Planning for appropriate growth and development</td>
<td>1</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools, social programs, employment services)</td>
<td>1</td>
</tr>
<tr>
<td>Creating a diverse and inclusive community</td>
<td>1</td>
</tr>
<tr>
<td>Maintaining public spaces (e.g. trails, schools, parks)</td>
<td>1</td>
</tr>
<tr>
<td>Stop selling Muskoka as a retirement community</td>
<td>1</td>
</tr>
<tr>
<td>Protecting scenery</td>
<td>1</td>
</tr>
<tr>
<td>Stopping unnecessary tree cutting</td>
<td>1</td>
</tr>
</tbody>
</table>

**NOTES:**

- Number of groups reporting the particular theme or priority
- Participating schools:
  - Bracebridge and Muskoka Lakes Secondary School (2 classes, 1 eco-club)
  - Huntsville High School (3 classes, 1 eco-club)
APPENDIX VI: DETAILED HIGH SCHOOL VISIONING SESSION RESULTS

NOTES:

• PRESENTED IN ALPHABETICAL ORDER

• INCLUDES CLASSROOM GROUPS AND SCHOOL-WIDE CLUBS

• DEPENDING ON THE TIME ALLOCATED, SIZE OF THE GROUP AND NEEDS OF THE GROUP, THE SESSIONS MAY HAVE BEEN RUN IN A SLIGHTLY DIFFERENT MANNER AND THIS MAY BE REFLECTED IN THE REPORTING

• EACH DETAILED SESSION SUMMARY IS A TRANSCRIPT OF THE WRITTEN MATERIALS FROM THE SESSION
Q1: What do you like or love about Muskoka today?

- Recreational opportunities close by
- Lakes
- Granite/Canadian shield
- Wildlife, turkeys, moose, deer
- Safety, young kids can play or walk alone
- Freedom for children to test their independence
- Dark sky, seeing the stars
- Balance between nature and having the amenities we need, e.g. stores
- Skate park in a good location
- Not too much highway noise
- Seguin/steamships
- Arts and culture
- Theatres and galleries
- Studio tours
- Craft shows
- Classic boat and boat show
- Pioneer Power Show
- Huntsville Environmental Sciences Research Centre
- Farmer’s markets
- Abundant summer jobs, tourism related
- Many jobs in the trades
- Untouched natural areas
- Wood and natural waterfront
- Natural areas are not confined just to a few locations, they are large and spread across the region
- Wetlands of all different types/stages
- You can buy land with property and bush
- Larger lots
- Colleges and universities
- Amenities to attract students, some may stay in the area
- Historic downtowns
- Charming store-fronts
- Diversity of towns, each is unique
- Good start on providing bike lanes, but more required
- Parks with washrooms
- Ball fields
- Community gardens
- Community respect, not too much vandalism
- Good internet/communications networks in some areas
- Untouched natural areas

Identified themes from Q1:

- No themes identified due to time constraints

Q2: What would you change about Muskoka (what do you dislike)?

- Sprawl, e.g. stores and community centre on the outskirts of towns
- Better communication networks and technology, especially to allow telecommuting and support the tourism industry
- Have some places with free wireless
- Big box stores, negative impact on local businesses and the environment
- Starting to look the same as every other town
- If going to have big box stores, localize in one area (municipality)
- Getting around can be difficult, need a car
- Limited or no public transportation
- Isolation
- Need more trails and bike lanes for recreation and safety
- Trails on main streets as well
- Strip development along roads
- Gas powered boats, noise and safety of swimmers
- Maybe have one “quiet” day per week where only boats with limited horsepower can be used
- More speed enforcement for boaters
- Tax on gas-powered boats with revenues going to enforcement and water quality initiatives
- Boats should have renewable licenses like cars (i.e. plate stickers) or permits, may be a way to implement the tax
- Do a better job at maintaining a dark sky
- More sensors for street lights, so they go on only when required
- More solar powered street lights
Q2: Continued...
- Difficult to satisfy all groups with different needs
- Limited cultural diversity, limited ability to meet the needs of different cultural groups
- Clear cutting, especially when development does not move forward after damage is done
- Stricter guidelines for incorporating green spaces into development, should use native plants, must be attractive, should be usable space

Identified themes from Q2:
- No themes identified due to time constraints

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for appropriate growth and development</td>
<td>2</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>10</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>7</td>
</tr>
<tr>
<td>Growing of the economy and creating good jobs</td>
<td>4</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>3</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>0</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>7</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>3</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>11</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups</td>
<td>1</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>0</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>2</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>1</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>3</td>
</tr>
<tr>
<td>Reducing noise/light pollution</td>
<td>6</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Promoting alternative transportation (i.e. cycling)
- Protecting water, land, air, and wildlife
- Using renewable and non-renewable resources wisely
- Maintaining small-town feel and rural character
- Reducing noise/light pollution

Current Vision Brainstorm Results:
- Not undertaken due to time constraints

Other Key Messages or Points from Feedback Forms:
No feedback forms distributed
Group: Eco Tribe  
Date: Thursday, November 4, 2010 at 11:30-12:15 p.m.  
Location: Huntsville High School, Town of Huntsville  
Number of Participants: 15  
Facilitators: Summer Valentine and Melissa Halford

Q1: What do you like or love about Muskoka today?

- Events, e.g. Ironman race, antique car shows
- Athletic opportunities
- Friendly community
- Community spirit
- Relaxed Muskoka attitude
- Healthy lifestyle opportunities
- Dark sky friendly, not too many street lights
- Can see the stars
- Safer here
- Library
- Teen hang-out space at the library
- Skate park
- Gardens and greenscapes
- Main streets with local businesses
- Clean water for swimming
- Accessible waterfronts and parks
- Day camps
- Trails system
- Algonquin Theatre
- University campus
- ENVIRONMENT!

Identified themes from Q1:

- Environment and water
- Downtown and small businesses
- Recreation and sports
- Community spirit and friendly
- Healthy lifestyle
- Community facilities (e.g. library, parks)

Q2: What would you change about Muskoka (what do you dislike)?

- Big box type development
- Multi-national corporations increasing here
- Urbanization, constant construction
- Lack of manufacturing jobs
- Lack of transportation options other than cars
- Need bike lanes or other ways to get around
- Need more trails
- Unsafe to bike on roads
- Need stronger commitment to green building
- Need to stop building on farmland and filling of wetlands
- Need more science-related jobs
- Not enough community gardens
- Need a public green house for agricultural opportunities year-round

- Recycling and green bin program
- Keeping towns small, no sprawl
- Summit Centre, multi-use centres
- New track and tennis courts
- Vibrant downtown year-round
- Entertainment opportunities
- Dog park
- Historic buildings
- Access to Arrowhead Provincial Park
- Camping
- Winter activities, e.g. cross-country skiing, skating
- Shows and events
- Community groups, e.g. horticultural society, cadets
- Farmer’s markets
- Locally exported products, taking Muskoka to the City
- Popularity of local businesses
- Community support for food banks and shelters

- Require large buildings to use green energy from renewable sources like solar and wind
- Need more street lights that operate on solar power
- Require solar power and green roofs
- Need more natural light in architecture
- Seasonal residents shouldn’t get a vote if they don’t live here
- Too much cottage development
- Need to diversify the economy
- Need to focus on local businesses and programs
- Need more year-round, industrial jobs for skilled workers
- Seasonality of the economy
Q2: Continued...
- More financial support for libraries and public facilities
- Need to keep beaches clean
- WALK THE TALK! Be more environmentally friendly and don’t develop for the sake of development
- Focus on density downtown rather than subdivision in the suburbs
- We are losing the “Muskoka” feel
- Towns need to be compact

Identified themes from Q2:
- Need sustainable development
- Support for community facilities
- Renewable energy
- More and better jobs

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for appropriate growth and development</td>
<td>3</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>9</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>2</td>
</tr>
<tr>
<td>Growing of the economy and creating good jobs</td>
<td>6</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>2</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>0</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>5</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>1</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>10</td>
</tr>
<tr>
<td>Encouraging housing affordable to all income groups</td>
<td>3</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>1</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>2</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>0</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>1</td>
</tr>
<tr>
<td>Building green and sustainable development</td>
<td>9</td>
</tr>
<tr>
<td>Support for community buildings, facilities, and activities (e.g. hospitals, hospices, retirement homes)</td>
<td>9</td>
</tr>
<tr>
<td>Renewable energy (e.g. solar, wind, water)</td>
<td>13</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Renewable energy (e.g. solar, wind, water)
- Promoting alternative transportation options (e.g. cycling)
- Protecting water, land, air, and wildlife
- Building green and sustainable development
- Support for community buildings, facilities, and activities (e.g. hospitals, hospices, retirement homes)

Current Vision Brainstorm Results:
- Not undertaken due to time constraints

Other Key Messages or Points from Feedback Forms:
- No feedback forms distributed
Q1: What do you like or love about Muskoka today?

- Lakes
- Clean water
- Boating
- Fresh air
- No pollution
- Breezes
- Tourist attractions (e.g. Bracebridge Falls)
- Small towns
- Forests, forests close by
- Knowing everyone
- Natural areas
- Basketball courts
- Recreation centre and nature around it
- Scenery
- Parks
- Beaches
- Mix of old and new buildings
- Small villages

Identified themes from Q1:

- Recreational facilities
- Wildlife
- Scenery
- Water and recreation
- Small-town feel

Q2: What would you change about Muskoka (what do you dislike)?

- Need more activities for youth or community (3)
- Need a bigger theatre (2)
- No hunting on Sundays
- New places and sights rather than old and historic
- Didn’t need all the new buildings
- Too many stores/buildings
- Too much construction (disrupts the wildlife and quietness)
- High school proximity to town – need more stuff around high school
- Losing the "small-town" feel
- Too much clear cutting (7)
- Clear cut areas not being used for development – e.g. across from Wal-Mart (3)
- Destruction of nature
- Becoming less scenic
- Need more tourist attractions (3)
- Need signs/maps for tourists (2)
- Too many tourists/unfriendly tourists (5)
- Focus on tourists in the summer
- Lack of culture
- Graffiti
- Need public transportation (6)
- Getting too big
- Should stay the same
- Wharf isn’t maintained
- Main street is becoming run-down
- Back roads need paving
- Need a video/gaming/technology store (7)
- There’s no book store
- Need a mall
- Not enough shopping options (2)

Identified themes from Q2:

- Unnecessary tree cutting
- Too much focus on tourists
- Maintenance of municipal facilities
- Need more shopping
- Need more tourist attractions
- Lack of public transportation
- Losing small-town feel

Note: Numbers in brackets indicate that the response was expressed by more than one participant.
Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Planning for appropriate growth and development</td>
<td>4</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>16</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>5</td>
</tr>
<tr>
<td>Growing of the economy and creating good jobs</td>
<td>1</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round, including more shopping opportunities</td>
<td>33</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>0</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>1</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>2</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>1</td>
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<tr>
<td>Keeping youth in our area</td>
<td>10</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>0</td>
</tr>
<tr>
<td>Protecting scenery</td>
<td>19</td>
</tr>
<tr>
<td>Maintaining municipal facilities</td>
<td>7</td>
</tr>
<tr>
<td>Stopping unnecessary tree cutting</td>
<td>12</td>
</tr>
<tr>
<td>Reducing focus on tourists</td>
<td>8</td>
</tr>
</tbody>
</table>

*Note: items in bold were changed or added by the group*

Top priorities identified in Q3:
- Promoting vibrant downtowns year-round, including more shopping opportunities
- Protecting scenery
- Protecting water, land, air, and wildlife
- Stopping unnecessary tree cutting
- Keeping youth in our area

Current Vision Brainstorm Results:
- First three top priorities are reflected in the current vision
- Last two top priorities need to be added

Other Key Messages or Points from Feedback Forms:
- No feedback forms distributed
Q1: What do you like or love about Muskoka today?

- Even in town, communities still feels small and private
- Knowing your neighbours
- Snowboarding and skiing
- Small businesses
- Movie theatre/Algonquin Theatre
- Muskoka lifestyle
- Camping is close and accessible
- Helpful community, volunteerism (e.g. food bank)
- Safer than Toronto
- 2-pad arena
- Pond hockey
- Good summer job opportunities
- High speed internet in some places
- Peaceful
- School system, the high school
- Accessible arts community, both for artists and for the public
- Great for young people with day care programs, parks in town, entertainment geared to families, early years program, events, etc.
- Great for elderly with retirement homes, entertainment geared to retirees, meals on wheels, etc.
- Vibrant downtown with easy access to stores
- Skate park
- The mall
- Transit opportunities, mostly for elderly
- Fewer homeless people
- Dog park
- Social support services, e.g. Chrysalis, Salvation Army
- Hospital

Identified themes from Q1:

- No themes identified due to time constraints

Q2: What would you change about Muskoka (what do you dislike)?

- Need a new building for the high school or to repair the existing building
- Teens and young adults are the “forgotten” generation, with few activities geared to this age group
- Need activities geared to youth such as mini-golf, roller rinks, diners, coffee shops, arcades, lacrosse
- Need a youth hub with coffee and internet access
- Intimidated to access youth programs geared to “problem” youth
- Need non-religious based groups and activities for youth
- Need to better market existing events, especially to youth through posters at schools and announcements on Moose FM
- Better communication between youth and adults needed and the communication should go both ways
- Stereotyping by police, obvious police presence
- Youth feel “judged” by the community
- Jobs are mostly seasonal
- Jobs are mostly in the service industry
- Most jobs are for adults with degrees and diplomas
- Must commute by car to most jobs
- Need better internet and telecommunications
- Towns starting to look like every other town in Ontario
- Need more affordable housing and apartments, especially in town
- Need better stores in the mall
- Need better transit system
- Lack of women’s shelters
- Need a men’s shelter
- Homelessness
- Not enough room at the animal shelter
- College courses at Georgian are not very diverse
- Don’t want post secondary institutions here because they cause growth pressure and make towns too busy
- Don’t want urban sprawl
- Big box stores and super centres
Q2: Continued...
- Empty stores on the main street, local businesses closing
- Need to reuse old buildings for new purposes
- Lack of support for local businesses by residents
- Roads need work, especially in Port Sydney
- Festival of the Arts should be longer in duration and geared to a younger audience
- Better promotion of art tours needed
- Need a concert venue, beyond the Kee to Bala
- Need Big Brothers/Big Sisters
- Need to cooperate with First Nations
- Need more native cultural activities
- Need support for different cultures
- Buildings are not generally accessible for people with disabilities

Identified themes from Q2:
- No themes identified due to time constraints

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<td>Increasing access to services (i.e. healthcare, schools)</td>
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<tr>
<td>Promoting recreational and cultural opportunities, especially for youth</td>
<td>11</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>3</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>4</td>
</tr>
<tr>
<td><strong>Social support programs/networks</strong></td>
<td>10</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Promoting recreational and cultural opportunities, especially for youth
- Protecting water, land, air, and wildlife
- Social support programs/networks
- Growing the economy and creating good jobs
- Encourage housing affordable to all income groups

Current Vision Brainstorm Results:
- Not undertaken due to time constraints

Other Key Messages or Points from Feedback Forms:
- No feedback forms received
Q1: What do you like or love about Muskoka today?

- Proximity to GTA and other metropolitan areas
- Proximity to Algonquin Park
- Can access big box stores and local businesses
- Lots of schools and choice in schools (e.g. public, catholic, Christian, private)
- Job opportunities in the trades
- Tourism and seasonal population bring money to the area
- Notoriety as an international destination
- More opportunities for locally owned businesses to thrive because of community spirit and support and money from tourists/seasonal residents
- Community organizations and groups (e.g. Rotary, Festival of Arts, Chrysalis, hospices)
- Parks
- Recreational opportunities
- Summer camps
- Lots to do in the summer
- Lots of summer employment
- Like that it is quiet in the winter
- Availability of winter sports (e.g. hockey, skiing, dog sledding)
- Not polluted
- Clean water and beaches
- Short commutes to work (time-wise)
- Size of the region
- Size of the population (small)
- Relatively safe
- Beautiful
- Mid-sized towns
- Diverse ecosystems across the District
- Varied atmosphere, all towns/villages are unique
- Outdoor activities, winter and summer
- Lot of recreational activities, lots to do
- Everyone knows each other
- Sense of community
- Giving community
- Close to Provincial and National capitals
- Algonquin Theatre

Identified themes from Q1:

- No themes identified due to time constraints

Q2: What would you change about Muskoka (what do you dislike)?

- Aging population and retirement community
- No viable post-secondary options
- Nothing to keep youth in the area
- Few jobs for educated professionals
- Need research facilities
- Lack of manufacturing jobs
- Need jobs for all skill levels
- Seasonality of the economy
- Economy relies too much on tourism, needs to diversify
- Need more eco-friendly jobs
- Stereotyping of youth, particularly by police
- Need for different options for youth activities, like a better movie theatre
- Drugs, not just a youth issue
- More job opportunities for youth needed
- Hidden social problems, e.g. homelessness, alcoholism
- Economic development, need to focus on one thing
- Adaptive reuse of old or empty buildings before new buildings are constructed
- Lack of diversity - cultural, religious, sexual orientation, ethnic, language
- Lack of acceptance of differences
- Need to better market our area to immigrants
- Need to increase diversity and acceptance of other cultures
- Lack of young families
- Need cheaper transportation
- Need transit or to better communicate transit opportunities
- High taxes
- Lack of bike lanes
- Condition of roads, need better maintenance
Q2: Continued...
- Urbanization (e.g. super centres), growth for the sake of growth
- No new towns should be allowed in rural areas
- Communities need to be more compact
- Apartment buildings should be allowed downtown

Identified themes from Q2:
- No themes identified due to time constraints

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for appropriate growth and development</td>
<td>10</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>19</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>6</td>
</tr>
<tr>
<td>Growing of the economy and creating good jobs</td>
<td>12</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>6</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>2</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>7</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>4</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>4</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups</td>
<td>6</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools, social programs, employment support)</td>
<td>9</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>4</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>6</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>7</td>
</tr>
<tr>
<td><strong>Stop selling Muskoka as a retirement community</strong></td>
<td>2</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Protecting water, land, air, and wildlife
- Planning for appropriate growth and development
- Growing the economy and creating good jobs
- Increasing access to services (i.e. healthcare, schools, social programs, employment services)
- Using renewable and non-renewable resources wisely
- Creating a diverse and inclusive community

Current Vision Brainstorm Results:
- Not undertaken due to time constraints

Other Key Messages or Points from Feedback Forms:
- No feedback forms distributed
Q1: What do you like or love about Muskoka today?
- Scenery
- Natural environment
- Lakes
- Sense of community
- Open spaces
- Trails (snowmobiling, ATVs)
- Quiet and peaceful
- Reuse of heritage buildings in downtown Bracebridge
- Wildlife
- Hunting
- Good opportunities for jobs in trades
- Outdoor activities
- Sense of safety/security
- Family-oriented, activities for young children
- Small towns
- Great place to raise a family
- Great place to retire

Identified themes from Q1:
- Outdoor activities
- Natural environment
- Small town feel

Q2: What would you change about Muskoka (what do you dislike)?
- Spread out commercial areas in town
- Lack of activities for youth
- Lack of jobs
- Lack of educational opportunities
- Don’t want to get “stuck” in Muskoka, want to go away for school/university/college
- Need to improve streetscapes
- Lack of affordable housing
- Not enough doctors and specialists
- Long wait times at hospital
- Lack of community activities such as pick-up sports
- Need a drop-in centre with basketball, video games, and pool hall
- Lack of public transport
- Bus from high school to downtown at lunch is over-priced
- Dispersed/sprawling community
- Too many fast food outlets
- Need a mall
- Need to renovate the arena
- Lack of good places to stay (i.e. hotels)
- Hard to find jobs, small job market, there’s only a few of each type of job
- Tree cutting north and south of town
- Need a new, reasonably priced movie theatre
- Better marketing of youth employment centre

Identified themes from Q2:
- Lack of jobs for youth
- Need more recreational opportunities
- Need better public facilities
- Need better healthcare
- Lack of transportation options
Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for appropriate growth and development</td>
<td>3</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>9</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>1</td>
</tr>
<tr>
<td>Growing of the economy and creating good jobs</td>
<td>6</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>6</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>2</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>2</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>8</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>3</td>
</tr>
<tr>
<td>Encouraging housing affordable to all income groups</td>
<td>3</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>4</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities <strong>aimed at youth</strong></td>
<td>7</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>3</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>3</td>
</tr>
</tbody>
</table>

*Note: items in bold were changed or added by the group*

**Top priorities identified in Q3:**

- Protecting water, land, air, and wildlife
- Improving existing transportation networks
- Promoting recreational and cultural opportunities aimed at youth
- Growing the economy and creating good jobs
- Promoting vibrant downtowns year-round

**Current Vision Brainstorm Results:**

- Not undertaken due to time constraints

**Other Key Messages or Points from Feedback Forms:**

- No feedback forms distributed
Q1: What do you like or love about Muskoka today?
- Nature, trees, lakes
- Quiet
- Sports teams (e.g. soccer, baseball, dance)
- Locally owned businesses/stores
- Farmer's markets
- Arts and culture
- Country feel but close to metropolitan areas
- Fresh air, little pollution
- Privacy with large lots out of town
- Space between houses, even in subdivisions
- Knowing your neighbours
- Community sports opportunities, some more affordable than others (e.g. soccer vs. hockey)
- New arena
- Public skating and swimming
- Community centre and basketball gym
- Improvements related to the G8 such as improved streetscape
- Renovation of the Empire building
- Mainstreet/downtown
- Muskoka chairs along the main street
- Good choice of stores between downtown and big boxes
- It's not busy all the time
- Fresh water that is not polluted and is drinkable
- Clean and aesthetically pleasing environment
- Scenery – beaches, towns, sunsets
- Wildlife
- Perceived safety
- Low population, fewer people
- Outdoor activities – canoeing, camping, soccer, snowboarding, bonfires, snowmobiling, wake boarding
- Restaurant options ranging from less expensive to fine dining
- Lots of job opportunities for trades people, especially in the summer
- Opportunities to start your own business and establish yourself because of local support for small businesses
- Great place to retire or raise a family
- Huntsville Art School
- Murals downtown
- Community involvement, volunteerism, and spirit
- Smaller villages offer a different atmosphere than towns – calmer, quiet, relaxing, historical, special events such as the Dorset Snow Ball

Identified themes from Q1:
- Landscape/environment
- Safety
- Community spirit
- Recreation
- Small town feel
- Arts/history
- Downtowns and mix of stores

Q2: What would you change about Muskoka (what do you dislike)?
- Need more youth-oriented activities like arcades, pool tables, snack bar, music (this is a potential business idea for someone)
- Need a youth club like a bar, but with no alcohol
- Community centre should offer free activities for youth (or for a small fee)
- Most youth activities are offered at churches and are religious in nature
- As a retirement community, Muskoka leaves out youth
- Need more life guards on beaches
- Lack of public transit, one bus is not enough
- Lack of affordable housing
- Expensive restaurants
- Drinking and driving, people seem to feel they can do it because roads are less busy and there is not a big police presence
Q2: Continued...
- Need to have restaurants/bars better monitor how patrons are getting home
- More G8 money should have gone to facilities rather than streetscape
- High taxes
- Private roads are in bad shape, town should fix them or require owners to maintain
- Parks not maintained
- High school not well maintained, should invest money in the building rather than in art
- Minimum design standards for public buildings (e.g. the school looks like a factory)
- Nowhere to play basketball indoors, existing facilities are small and over-booked
- No privacy, small town feel where everybody knows your business
- Hard to meet new people
- Seasonality of jobs
- General focus on outdoor activities, some people just aren’t into that lifestyle
- Too many chain or convenience stores like Tim Hortons
- Policy watch youth too much and are over-zealous
- Youth are stereotyped by adults and adults are stereotyped by youth
- No post secondary opportunities in Huntsville
- Roads in bad shape and are poorly maintained

Identified themes from Q2:
- More youth activities needed
- Mostly seasonal jobs
- Privacy, police stereotypes
- Lack of post secondary opportunities
- Maintaining public spaces
- Affordable housing
- Social problems (e.g. drinking and driving)

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for appropriate growth and development</td>
<td>6</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>16</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>7</td>
</tr>
<tr>
<td>Growing of the economy and creating good jobs</td>
<td>5</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>2</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>1</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>3</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>10</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>1</td>
</tr>
<tr>
<td>Encouraging housing affordable to all income groups</td>
<td>4</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>2</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>1</td>
</tr>
<tr>
<td>Keeping youth in our area and providing activities</td>
<td>8</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>1</td>
</tr>
<tr>
<td><strong>Stop selling Muskoka as a retirement community</strong></td>
<td>12</td>
</tr>
<tr>
<td>Maintaining public spaces (e.g. trails, schools, parks)</td>
<td>15</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Protecting water, land, air, and wildlife
- Maintaining public spaces (e.g. trails, schools, parks)
- Stop selling Muskoka as a retirement community
- Improving existing transportation networks
- Keeping youth in our area and providing activities
Current Vision Brainstorm Results:

- Not undertaken due to time constraints

Other Key Messages or Points from Feedback Forms:

- No feedback forms distributed
### APPENDIX VII: SUMMARY OF COMMUNITY GROUP VISIONING SESSIONS

<table>
<thead>
<tr>
<th>Total Number of Groups: 21*</th>
<th>Total Number of Participants: 361</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key Themes Identified for “Q1: What do you like/love about Muskoka today?”</strong></td>
<td><strong>Response</strong></td>
</tr>
<tr>
<td>Environment/wildlife/nature/water</td>
<td>12</td>
</tr>
<tr>
<td>Scenic landscape/views</td>
<td>12</td>
</tr>
<tr>
<td>Sense of community</td>
<td>10</td>
</tr>
<tr>
<td>Rural lifestyle/small town feel</td>
<td>7</td>
</tr>
<tr>
<td>Cultural heritage/history</td>
<td>6</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>5</td>
</tr>
<tr>
<td>People (skills, diversity, volunteers, friendly)</td>
<td>5</td>
</tr>
<tr>
<td>Economic opportunities</td>
<td>3</td>
</tr>
<tr>
<td>Access to natural environment</td>
<td>3</td>
</tr>
<tr>
<td>Slower pace of life</td>
<td>3</td>
</tr>
<tr>
<td>Arts community</td>
<td>3</td>
</tr>
<tr>
<td>Health, healthy lifestyle</td>
<td>2</td>
</tr>
<tr>
<td>Quality of life</td>
<td>2</td>
</tr>
<tr>
<td>Creativity and innovation</td>
<td>2</td>
</tr>
<tr>
<td>Services and amenities (e.g. theatre)</td>
<td>2</td>
</tr>
<tr>
<td>Tourism economy</td>
<td>2</td>
</tr>
<tr>
<td>Small businesses/small business viability</td>
<td>2</td>
</tr>
<tr>
<td>Location and proximity to urban amenities</td>
<td>2</td>
</tr>
<tr>
<td><strong>Response</strong></td>
<td><strong>#</strong></td>
</tr>
<tr>
<td>Environment/wildlife/nature/water</td>
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<td>Cultural heritage/history</td>
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<td>Recreational opportunities</td>
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<tr>
<td>People (skills, diversity, volunteers, friendly)</td>
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<tr>
<td>Economic opportunities</td>
<td>3</td>
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<tr>
<td>Access to natural environment</td>
<td>3</td>
</tr>
<tr>
<td>Slower pace of life</td>
<td>3</td>
</tr>
<tr>
<td>Arts community</td>
<td>3</td>
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<tr>
<td>Health, healthy lifestyle</td>
<td>2</td>
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<tr>
<td>Quality of life</td>
<td>2</td>
</tr>
<tr>
<td>Creativity and innovation</td>
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<tr>
<td>Services and amenities (e.g. theatre)</td>
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<tr>
<td>Tourism economy</td>
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</tr>
<tr>
<td>Small businesses/small business viability</td>
<td>2</td>
</tr>
<tr>
<td>Location and proximity to urban amenities</td>
<td>2</td>
</tr>
</tbody>
</table>

| **Response** | **#** |
| New year-round, full-time jobs needed | 9 |
| Municipal cooperation/efficient government | 7 |
| Need for public transportation or alternatives | 6 |
| Noise/light pollution or other intrusions | 5 |
| Municipal vision/leadership/accountability | 5 |
| Lack of services/information | 5 |
| Seasonality/economy in off-season | 5 |
| Healthcare/local clinic or hospital | 4 |
| Lack of education or limited training offered | 4 |
| Lack of diversity (ethnic, age, skills) | 4 |
| Better communication needed | 3 |
| Better environmental protection | 3 |
| Consistent approvals/by-law enforcement | 3 |
| More recreation/events, especially for youth | 3 |
| Affordable housing needed | 3 |
| Need for balance – individual vs. community | 2 |
| Development that impacts property values | 2 |
| Poverty gap/inequitable distribution of wealth | 2 |
| Opportunities for youth and young adults | 2 |
| Value for tax dollars, services received | 2 |
| Over regulation | 2 |

| **Response** | **#** |
| Protecting water, land, air and wildlife | 16 |
| Growing/diversifying the economy and creating good/green/living wage jobs | 11 |
| Planning for appropriate growth and development | 10 |
### Top Priorities Identified for the Future Con’t…

<table>
<thead>
<tr>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encouraging housing affordable to all income groups</td>
<td>6</td>
</tr>
<tr>
<td>Keeping youth in our area/opportunities for youth</td>
<td>4</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling, public transport, walking)</td>
<td>3</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>3</td>
</tr>
<tr>
<td>Municipal cooperation and efficiency/fiscal responsibility</td>
<td>3</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>3</td>
</tr>
<tr>
<td>Encouraging year-round and diverse tourism infrastructure (i.e. resorts, attractions)</td>
<td>3</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities, especially for youth</td>
<td>3</td>
</tr>
<tr>
<td>Develop a vibrant vision and leadership</td>
<td>2</td>
</tr>
<tr>
<td>Controlling noise/light/sign pollution</td>
<td>2</td>
</tr>
<tr>
<td>Promoting sustainable growth and development</td>
<td>2</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools) and supporting services</td>
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</tr>
<tr>
<td>Defining appropriate growth and development</td>
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<tr>
<td>Creative and innovative culture/economy</td>
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<tr>
<td>Planning for an aging community</td>
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<tr>
<td>Create a healthy lifestyle</td>
<td>1</td>
</tr>
<tr>
<td>Encourage sensitive development/design standards</td>
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</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
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</tr>
<tr>
<td>Support services and attractions that bring tourists</td>
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<tr>
<td>Creating an inclusive and diverse community</td>
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<tr>
<td>Retaining existing resorts and resort diversity</td>
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<tr>
<td>Maintaining affordability (taxes)</td>
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<tr>
<td>Defining capacity for growth</td>
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<tr>
<td>Climate change adaptation</td>
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<tr>
<td>Access through public transportation opportunities (inter and intra-community)</td>
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<tr>
<td>Promoting history/heritage</td>
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<tr>
<td>Sustainable agriculture and farms</td>
<td>1</td>
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<tr>
<td>Local food experiences</td>
<td>1</td>
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<tr>
<td>Need to preserve farmland</td>
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<tr>
<td>Rural culinary culture</td>
<td>1</td>
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<tr>
<td>Review of the taxation system</td>
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<tr>
<td>Freeze/lower taxes</td>
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<tr>
<td>Reduce regulations</td>
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<tr>
<td>Recognize/educate re: affidavits, crown land patents, and free-use passage</td>
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<tr>
<td>Overlays vs. designations in official plans</td>
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<tr>
<td>Promote local businesses and farms</td>
<td>1</td>
</tr>
<tr>
<td>Internet access</td>
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</tr>
</tbody>
</table>

**NOTES:**

# = Number of groups reporting the particular theme or priority

* Participating groups:


** The Muskoka Landowners Association defined a different Q2, so their results were not included in this table. Please see the detailed session results.
APPENDIX VIII: DETAILED COMMUNITY GROUP VISIONING SESSION RESULTS

NOTES:

- PRESENTED IN ALPHABETICAL ORDER


- EACH DETAILED SESSION SUMMARY IS A TRANSCRIPT OF THE WRITTEN MATERIALS FROM THE SESSION
Group: Creative Muskoka
Date: Wednesday, August 19, 2010 at 2:30 p.m.
Location: District of Muskoka Office, Town of Bracebridge
Number of Participants: 12
Facilitators: Summer Valentine and Samantha Hastings

Q1: What do you like or love about Muskoka today?

- Environment – air, rocks, trees, water
- Organizations, people, volunteers
- Friendly communities all over Muskoka, conversations, feel part of it
- Location, close but far from Toronto
- Diversity of people (new people) and experiences (cultural, corporate)
- Shared experiences through volunteerism
- Unique and diverse communities
- Lakes!
- Depth – discovery of people, places, things
- Richness of activities and people
- Extent of cultural community, events, artists, indoor-outdoor, theatre, etc.
- Farmers markets, almost every day
- Healthy lifestyle, health food shops, gyms, naturopaths
- Healthcare – medical
- Education
- Safe

- Lack of heavy industry
- Low ethnic diversity, slow change of diversity
- On-going celebration – can do something different every day
- History and spirit
- Technology and communications
- Links to leadership in many fields, famous people who have cottages, have lived here, or work from home
- Emotional connection – visits, camps, cottaging, etc.
- Individual community resiliency and adaptation to change
- Pond hockey, ½ marathon, Ironman, Amazing Race – unique recreational opportunities
- Creativity and innovation
- “Canadiana” and traditions
- Entrepreneurial environment

Identified themes from Q1:

- Creativity and innovation
- People (skills, diversity, volunteers, friendly)
- Physical location and setting
- Community and culture
- Services and amenities

Q2: What would you change about Muskoka (what do you dislike)?

- Transportation between communities (2)
- Better transportation - including active transportation
- Less carbon footprint re: transportation (transit, bike lands, etc)
- Lack of cultural diversity
- Lack of affordable housing (2)
- Threat of tolling Highway 11 and 400
- Muskoka University College, no branch offices
- Development of year-round tourism
- Grow services, doctors, etc.
- Support of arts and culture
- Support for non-profit organizations and entrepreneurs (2)
- Big box stores and monster homes
- Lack of jobs, poor employment opportunities (2)

- Limited quality entry level jobs
- Lack of good paying jobs for youth
- Lack of creative occupations
- Better plan for future economic development
- Encourage more businesses
- Protection of the environment, lakes, trees, rocks, etc.
- Lack of consistent robust internet service
- Lack of coordination of Muskoka-wide media/communication vehicles
- Lack of opportunities for youth
- Lack of cultural arts/festivals, camps, and programs for families/children, more family content
- A football team in the high schools and a new arena
- Post high school education
Q2: Continued...
- Value for money, i.e. taxes
- More Muskoka-wide, inter-community, and municipal cooperation/collaboration (4)
- Less and more effective government
- “Closed community”
- Lack of ethnic diversity

Identified themes from Q2:
- New year-round economy/green occupations
- Attainable housing
- Education and opportunities for youth
- Lack of ethnic diversity/closed community
- Alternative transportation
- Promote “Muskoka” to families in Muskoka
- Lack of coordination of Muskoka-wide media/communication vehicles
- Municipal cooperation/efficient government

Note: Numbers in brackets indicate that the response was expressed by more than one participant.

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities for Communities and Citizens of Muskoka</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for Defining appropriate growth and development</td>
<td>4</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>7</td>
</tr>
<tr>
<td>Maintaining small town feel and rural character unique and diverse communities (physical)</td>
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<tr>
<td>Growing the creative economy and creating good jobs</td>
<td>8</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round communities</td>
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</tr>
<tr>
<td>Encouraging year-round tourism infrastructure (i.e. resorts, attractions)</td>
<td>5</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
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<tr>
<td>Improving existing transportation networks (i.e. roads)</td>
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</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling, public transport, walking)</td>
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<tr>
<td>Encouraging housing attainable to all income groups</td>
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</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>1</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>4</td>
</tr>
<tr>
<td>Keeping and/or attracting youth in/to our area</td>
<td>3</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community (people)</td>
<td>1</td>
</tr>
<tr>
<td>Celebrating achievements or celebrating Muskoka</td>
<td>2</td>
</tr>
<tr>
<td>Municipal cooperation and efficiency</td>
<td>7</td>
</tr>
<tr>
<td>Creative and innovative culture/community</td>
<td>4</td>
</tr>
<tr>
<td>Fiscal sustainability (municipal)</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Growing the creative economy and creating good jobs
- Municipal cooperation and efficiency
- Encouraging year-round tourism infrastructure (i.e. resorts, attractions)
- Defining appropriate growth and development
- Promoting alternative transportation (i.e. cycling, public transport, walking)
- Promoting recreational and cultural opportunities
- Creative and innovative culture/community

Current Vision Brainstorm Results: Time constraints did not permit discussion
Other Key Messages or Points from Feedback Forms:

- Muskoka needs its own university/college, not a branch of another institution
- Highlight and share Muskoka culture with children
- Keeping youth has failed for 50 years, let’s provide opportunities for all
- Economies all over the world are changing, good time to look at the vision
- Muskoka has the ability to provide good and satisfying jobs, but jobs are not necessarily there today
- Share feedback from all sessions with participants/public
- Perhaps go to Area Municipal Councils and conduct sessions
### Q1: What do you like or love about Muskoka today?

- Small town feel
- Biking
- More space between neighbours
- Privacy
- Clean water (2)
- Ability to hang laundry outside on the line
- Outdoors (3)
- Lots of community connections
- Clean air
- Beautiful environment
- Places to walk and cross country ski
- No pollution
- Swimming
- Leaves
- View
- Wildlife (2)
- Beautiful landscape (3)
- Atmosphere
- Arts community (2)
- Downhill and cross country skiing

**Identified themes from Q1:**

- No themes identified due to open house format

### Q2: What would you change about Muskoka (what do you dislike)?

- More beaches
- No access to the waterfront – all private ownership
- More choice of international cuisine
- The movie theatre in Bracebridge
- Cycling lanes and paved shoulders needed
- Should be more inclusive
- Public transportation needed
- More protection of environment/community from development (e.g. Wal-Mart, high boat traffic, monster cottages)
- Do not expand too much
- Quiet
- Sports (2)
- Spacious
- Beautiful scenery/vistas of rocks/lakes/trees (2)
- Hiking Devil’s Gap
- Snow
- Fresh water lakes
- Jesus
- Friendly
- Lots to do
- Dark sky
- Chipmunks
- Friends
- Trees
- Nature
- People
- Men/women/partners
- Family in Muskoka
- Everyone knows everyone

**Identified themes from Q2:**

- No themes identified due to open house format

*Note: Numbers in brackets indicate that the response was expressed by more than one participant.*
Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<thead>
<tr>
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<tr>
<td>Protecting water, land, air and wildlife</td>
<td>38</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>11</td>
</tr>
<tr>
<td>Growing of the economy and creating good jobs</td>
<td>10</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>9</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>6</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>15</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>8</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>13</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups</td>
<td>16</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>5</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>7</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>17</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>9</td>
</tr>
</tbody>
</table>

Top priorities identified in Q3:
- Protecting water, land, air, and wildlife
- Keeping youth in our area
- Encouraging housing attainable to all income groups
- Using renewable and non-renewable resources wisely
- Promoting alternative transportation (i.e. cycling)

Current Vision Brainstorm Results:
- Not undertaken due to open house format

Other Key Messages or Points from Feedback Forms:
- Youth don’t want to stay in the area because there's nothing to do
Q1: What do you like or love about Muskoka today?

- Wildlife (2)
- Clean, fresh air/water (9)
- Slower pace of life (3)
- Not Toronto
- Trees instead of parking lots
- Beautiful environment/scenery (e.g. trees, lakes, air, water) (4)
- Great villages/communities/small towns (2)
- Local activities (e.g. curling, skating)
- Sense of community (2)
- Small town “feel” (3)
- Volunteerism
- Pride of community
- Libraries
- Good access to major highways and cities
- Hospitals close by
- Emergency services (e.g. police, fire, EMS)
- Tourist attractions, unique tourist destination (2)
- Small towns with international recognition

Identified themes from Q1:

- No themes identified due to open house format

Q2: What would you change about Muskoka (what do you dislike)?

- Need more public access to water
- Fewer licenses of occupation should be granted
- New arena in Bracebridge
- Outdoor skating rink needed in Bracebridge
- Crazy cottage drivers
- Too many summer “Cityots”
- Don’t want as many tourists
- Need public transit (2)
- Rapid (train) transit
- High cost of living
- Need affordable housing/high price of homes/cottages (4)
- Our youth are leaving the area
- More activities for youth
- Flat trails for rollerblading
- More hiking trails
- Improved trail system
- More bike lanes on highways
- More canoe routes and backcountry camping
- Support for small businesses (2)

- Good restaurants, separately or as part of resorts
- Local events (e.g. studio tours, triathlons, craft sales)
- Less traffic than big cities (2)
- Living at our “cottage”
- Water activities, snowmobiling (2)
- Winter activities
- Emphasis on protecting the environment
-Courtesy and caring
- Intimacy
- No commute
- Great views/views of water (2)
- Lakes, big and small
- Walking trails and biking (2)
- Minimal corporate/manufacturing toxic production
- Rural area/outdoor recreational opportunities
- Safe place to live

Note: Numbers in brackets indicate that the response was expressed by more than one participant.
Q2: Continued...
- Differing mindset of seasonal and local residents = “holiday quiet” vs. “need for employment opportunities”
- Better Township roads (Lake of Bays)
- Limited high speed internet

Identified themes from Q2:
- No themes identified due to open house format

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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</tr>
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<td>Using renewable and non-renewable resources wisely</td>
<td>1</td>
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<tr>
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<td>Promoting recreational and cultural opportunities</td>
<td>2</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>7</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>1</td>
</tr>
<tr>
<td><strong>Protect the trees which help the water, air, and wildlife</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>More services available electronically (e.g. forms, submissions, info requests)</strong></td>
<td>0</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Protecting water, land, air and wildlife
- Maintaining small-town feel and rural character
- Growing the economy and creating good jobs
- Planning for appropriate growth and development
- Encouraging housing affordable to all income groups
- Keeping youth in our area

Current Vision Brainstorm Results:
- Too much focus on forests and not enough on air/water
- Need trees to get clean air
- Vision missing recreational opportunities
- Should be more specific and refer to things that can/will change
- More emphasis on economic opportunities for young/middle age, needs to be closer to the beginning of the vision
- Economy last in vision makes us sound too rural
- Vision missing alternative/renewable energy sources
- Need economic development to maintain environmental disciplines

Other Key Messages or Points from Feedback Forms: No feedback forms received
**Group:** Education Huntsville  
**Date:** Friday, September 17, 2010 at 11:45 a.m.  
**Location:** Town of Huntsville Council Chamber, Town of Huntsville  
**Number of Participants:** 10  
**Facilitators:** Melissa Halford and Summer Valentine

**Q1: What do you like or love about Muskoka today?**

- Beautiful natural environment  
- Geography, Canadian shield  
- Vibrant arts community/culture  
- Proximity to larger urban/cultural centres  
- Location  
- Sense of community  
- Small town feel  
- Relatively clean air and water  
- Proximity and access to natural resources (e.g. Algonquin Park) and lakes  
- Some forward political thinking but not District-wide  
- Diversity in restaurants is increasing  
- Sports and recreation opportunities  
- Opportunities for children to be involved in the community  
- Telecommunication infrastructure, video conferencing  
- Access to quality healthcare and education  
- Short wait times at hospital  
- Recognition of expertise of seniors  
- Good start on seniors programs (e.g. G8 Centre)  
- Large volunteer base  
- School organizations, dynamic groups for children  
- Availability of higher education opportunities  
- Recognition of the ability of higher education opportunities to attract/retain youth  
- Diversity increasing, but room for improvement

**Identified themes from Q1:**

- Natural environment  
- Health and wellness  
- Social environment/volunteerism  
- Technology and infrastructure  
- Improving state of education and culture  
- Social support network

**Q2: What would you change about Muskoka (what do you dislike)?**

- Rivalry between local municipalities  
- Opportunity at District level for economic development officer, potential to revisit this topic?  
- Need to push post-secondary education  
- Need more cultural diversity  
- Attitudes need to change with respect to diversity  
- Multi-cultural centre needs to be here to attract people from the “city”  
- Aboriginal education in public schools  
- Difference in student success (e.g. graduation, marks, attendance) between TLDSB and others in the area and across the province  
- Incomes are low and should increase  
- Access to affordable food  
- Access to cultural food  
- Need public transit within and between towns  
- Safer and more opportunities for active transportation  
- Need to lower teen pregnancy, more opportunities for youth  
- Drugs are an issue  
- Decrease in industrial/manufacturing jobs, need to encourage more in this field  
- Need to increase knowledge-based industry  
- Low skill work force  
- Need a balance of blue and white collar jobs  
- Better support trades industry, would encourage more people to locate or stay here  
- Have opportunities in high schools to get first “ticket” with experienced trades people  
- Need homeless shelter, specifically for teens and young men  
- Affordable/attainable housing  
- Lack of large public beaches and water access points, need more variety, especially in Georgian Bay
Identified themes from Q2:
- Municipal rivalries
- Housing and shelters
- Inequitable distribution of wealth
- Diversity and multiculturalism need to be promoted
- Youth concerns
- Labour market information

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<td>Promoting vibrant downtowns year-round</td>
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<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
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<tr>
<td>Using renewable and non-renewable resources wisely</td>
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<tr>
<td>Improving existing transportation networks</td>
<td>1</td>
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<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
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</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>2</td>
</tr>
<tr>
<td>Keeping youth in our area Opportunities for youth to stay or return and to live happy and fulfilling lives</td>
<td>5</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>1</td>
</tr>
<tr>
<td><strong>Promote a regional approach and “regionalism” mindset</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Access through public transportation opportunities (inter and intra-community)</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>Economically and environmentally sustainable community</strong></td>
<td>6</td>
</tr>
</tbody>
</table>

*Note: items in bold were changed or added by the group*

Top priorities identified in Q3:
- Encourage housing attainable to all income groups
- Growing the economy and creating good jobs
- Protecting water, land, air, and wildlife
- Economically and environmentally sustainable community
- Opportunities for youth to stay or return and to live happy and fulfilling lives
- Access through public transportation opportunities (inter and intra-community)

Current Vision Brainstorm Results: Time constraints did not permit discussion

Other Key Messages or Points from Feedback Forms:
- No feedback forms received
Group: Gravenhurst Chamber of Commerce
Date: Monday, November 22 and Wednesday, November 24, 2010
Location: Town of Gravenhurst Municipal Office, Town of Gravenhurst
Number of Participants: 22
Facilitators: Summer Valentine and Melissa Halford

Q1: What do you like or love about Muskoka today?

- Accessible waterfront
- Number of beaches
- Landscape (rocks, trees, water) (2)
- Variety of landscapes
- Variety of species
- Fresh air/air quality (2)
- Water quality
- Dark sky/stars
- Navigable/connected waterway system
- Lots of conservation lands
- Small amount of traffic (2)
- Small town, greet neighbours, knowing business people and kids (2)
- Slower/relaxed pace of life
- Friendly
- Knowing your neighbours
- Proximity to GTA (close enough but just far enough away)
- Unique in North America as a natural area close to a large population centre
- Attractions, e.g. Bethune House, Santa’s Village, Steamship Museum
- History, draws people in, people came for one reason and stayed for another (e.g. boat builders) (2)
- Steamships
- Historical buildings
- Four seasons
- Four season activities
- Great golfing
- Muskoka “feeling”
- Resilient population, lived through town fires, decline of industry, and keeps on going
- Easy to garner enthusiasm about a project
- Community pride/stewardship (2)
- Volunteerism (2)
- Good association base, lots of community groups
- Ideal place to raise a family
- Kids can play outside, it is safe
- Safe community, lots of eyes on the street (2)
- Hospitality/help from existing businesses, neighbours, and community for new businesses – give encouragement
- Opportunities for small businesses
- Businesses can thrive on word of mouth
- Lots of commercial space in vacancy of existing retail shops
- High percentage of self-employed individuals
- Trust, small town “hand shake” business dealings
- Summers are busy with tourists
- Natural resource opportunities (business)
- Telecommunications systems, can work from home/cottage and connect to GTA market
- Healthy lifestyle
- Amenities close by, can do lots of errands quickly, no line-ups
- Arts community
- Events/festivals
- Unique sense of place and meaning of “my Muskoka”

Identified themes from Q1:

- Community feel and spirit
- Resiliency, pride, and volunteerism (2)
- Landscape (rocks, trees, water) (2)
- Safety, family-oriented, small town (2)
- Some support for local businesses
- Location, proximity to GTA
- Arts community
- Slower pace of life
- Recreational activities
- Small businesses
- Tourism

Note: Numbers in brackets indicate that the response was expressed by more than one participant.
Q2: What would you change about Muskoka (what do you dislike)?

- Need to have communities working together on the whole to improve
- Need meaningful consultation with stakeholders
- Undertake an efficiency and effectiveness review of Municipal/District operations
- Eliminate District government
- Dislike 2-tier government
- “Fights” between municipalities
- Low participation rate (e.g. at public meetings)
- Need to promote Muskoka as a whole or as a brand
- Power-drunk officials
- Need a united Muskoka, not 3 distinct areas (i.e. Gravenhurst, Bracebridge, Huntsville)
- Stop wasteful spending at the District level (e.g. fleet, plowing)
- Need a strategic planning structure that gets more input from residents and businesses when making development decisions
- More co-operation and equality between communities
- Encourage a “Muskoka look” to new commercial construction (e.g. Tim Horton’s in Bracebridge), dislike new buildings without a Muskoka look (2)
- Municipal staff need to be open minded and focus on customer service
- More waterfront access/trails/parkland like in Toronto
- Maintain uniqueness of Muskoka while growing, don’t want to look like a suburb
- “Citification”, asphalt and lawns (on water)
- Asphalt overkill
- Taking the environment for granted
- Promotion of Muskoka is slanted to part time residents rather than day trippers
- Add major tourist attractions (e.g. Great Wolf Lodge)
- Tourism in Muskoka is under marketed, need signage and promotions
- Socio-economic disparity/poverty (2)
- Lack of attainable housing (3)
- Gap in wages, especially in hospitality sector (e.g. the same job could make $18/hour, whereas here they would make minimum wage)
- Need well paying/living wage/year-round job opportunities (5)
- Lack of high skilled opportunities
- Low skill base
- Seasonality negatively impacts the economy/employment, need a four season economy (2)
- Need stable employment
- Economy dependent on tourism
- Negative perception of locals, seen as unintelligent or “back woods”
- Seasonal residents identify with their cottage rather than the community
- Need to make better use of qualified retirees (e.g. CEOs) at their cottages or homes
- Perception, preconceived notions about Muskoka (e.g. rich cottage community, uneducated locals)
- Negativity
- Lack of diversity (3)
- More balance of age/more young families
- Short term, xenophobic attitudes
- Change by-laws, policies, etc to more simplified common sense
- Fewer building restrictions
- Unified marketing approach (business)
- Need more open mindedness toward new businesses
- Need retail/commercial diversity (2)
- Need to promote IT industries
- Need high speed internet in unserviced areas (2)
- Large areas without services/amenities (i.e. have to drive in to town for everything)
- Need more united Muskoka initiatives
- Need more serviced land (Gravenhurst)
- Need to find uses for vacant buildings, especially in downtown
- Expand health facilities
- Lack of doctors (3)
- Lack of hospital services
- Need to improve whole spectrum of healthcare
- High taxes
- Lack of social services and program availability
- Addiction
- Lack of resources for young families and children
- Need to consolidate schools for better programming
- Not enough active transportation routes or roadways

Note: Numbers in brackets indicate that the response was expressed by more than one participant.
Identified themes from Q2:

- Need branding/marketing/initiatives for all Muskoka and for local events
- Duplication and lack of communication between municipalities
- Promoting local businesses, especially attracting what we need here
- Need design guidelines for the “Muskoka look” where appropriate (2)
- Preserve the uniqueness of Muskoka through simplified planning initiatives
- Wage gap, seasonality, and need for year-round employment opportunities (2)
- Need friendly and open minded municipal staff
- Lack of diversity (age/ethnicity/skills)
- Lack of attainable housing
- Need internet access
- Lack of medical professionals, need to improve healthcare
- Lack of social services
- Need retail diversity
- Need efficient government

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<tr>
<td>Improving existing transportation roads networks</td>
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<td>Promoting alternative transportation (i.e. cycling, <strong>trains that connect the 3 towns</strong>)</td>
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<td>Keeping youth in our area <strong>and fostering hope</strong></td>
<td>6</td>
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<td>Creating an inclusive and diverse community</td>
<td>3</td>
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<td><strong>Customer service training for all municipal staff</strong></td>
<td>6</td>
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<tr>
<td><strong>Municipal co-operation (District/Area Municipalities)</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Efficient government (eliminate duplication of services)</strong></td>
<td>3</td>
</tr>
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<td>Internet access</td>
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Top priorities identified in Q3:

- Growing and diversifying the economy and creating good/living wage, year-round jobs
- Planning for appropriate growth and development
- Protecting water, land, air, and wildlife
- Encouraging diverse tourism infrastructure and product mix (i.e. resorts, attractions, internet access)
- Internet access
Current Vision Brainstorm Results:

- Need a shorter, succinct vision, more like a mission statement (2)
- Shorter vision, that can be memorized would make it more widely known and it could be used as a measurement tool where Council could compare decisions to the vision (2)
- Put more detail in the objectives/policies that outline how we achieve the vision
- We do not want to look like “everywhere Ontario”
- Municipal co-operation needs to be reflected in the vision
- Current vision seems like a statement (2)
- Missing the people component
- Could cut out details about different ecosystems
- Vision is missing sustainability
- Economic opportunities need to emphasize a four season economy
- Need to foster and cultivate uniqueness and recognize that Muskoka is unique
- Vision should deal with outside forces such as development in Southern Ontario
- Too much emphasis on the environment
- Could remove ecosystem details
- Vision is not unique, it could be the vision for anywhere in Ontario
- Vision is not comprehensive
- Vision needs updating
- Vision is not inspiring
- Some ideas for the vision:
  - “Appropriate growth while maintaining uniqueness.”
  - “Diverse communities living in harmony with nature while forging ahead to the future with conscience.” (conscience being generally sustainable development and social responsibility)
  - “To develop and manage, sustainable commercial and residential growth, within the District of Muskoka, while maintaining and protecting a unique Muskoka environment for future generations.”
  - “Better together.”

Other Key Messages or Points from Feedback Forms:

- Each Area Municipality should receive a summary of the sessions held in their municipality because some of the feedback would be specific to the Area Municipality
- Participants should be given the chance to develop new wording for the vision as a group statement, this would mean the sessions would be a bit longer
- New businesses need to be supported, not given road blocks
- Should study which businesses we need in Muskoka and then market the area to those businesses
- Would like to receive final report with any statistics
- Would like to know results from surveys

Note: Numbers in brackets indicate that the response was expressed by more than one participant.
Q1: What do you like or love about Muskoka today?

- Fall colours
- Trees
- Lakes
- Small, intimate communities
- Hiking trails
- “Unspoiled” landscape (some exceptions)
- University community
- Mental and intellectual capacity
- Young people don’t have to leave home for school
- Four seasons
- Vibrant arts community
- Less traffic
- Great restaurants
- Small town atmosphere

Identified themes from Q1:

- No themes identified due to time constraints

Q2: What would you change about Muskoka (what do you dislike)?

- No buses
- Not enough rental accommodations for middle class
- Income-housing gap
- Bad roads and pot holes
- Expensive to live here
- Minimum wage, seasonal jobs
- Too much tourism
- Perception of Muskoka as wealthy
- Too many big cottages
- District and Town of Bracebridge websites are difficult to navigate
- Need “one stop shop” for government
- Need better timetable for trains

Identified themes from Q2:

- No themes identified due to time constraints

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for Muskoka?

- Affordable housing
- Planning for an aging population
- Commercial flights into the airport
- Bus service in and between towns
- Medical care
- Senior’s housing and services
- Need to encourage young people to stay or return to Muskoka
- Jobs, decent living
- Need industry
- Bridging gap between rich and poor
- Water quality and usage
- Common sense, cut bureaucracy and red tape
- Involve youth in the community

* Note: due to time constraints participants were asked their priorities for the future rather than using the predetermined objectives chart

Current Vision Brainstorm Results:

- Not completed due to time constraints

Other Key Messages or Points from Feedback Forms:

- No feedback forms received
Q1: What do you like or love about Muskoka today?

- Proximity to a wide variety of recreational opportunities (e.g. snowshoeing, snowmobiling, skiing, swimming, etc.)
- Outdoor recreation
- Cultural aspects of the community, artists, art tours
- Safety
- A good place for families, a good place to raise kids
- Feeling of “home”
- Small town atmosphere
- Lifestyle, relaxed pace
- Environment
- Trees, fresh air, water
- If you are employed, there are good networking opportunities
- You have the opportunity to “sell” yourself
- Smaller workforce, more personal, you’re more than just a number
- History, historic buildings
- Historic character of the area
- Bracebridge trolley (as a public transport option)
- Friendly community
- Easy to get to know people
- Feeling of belonging

Identified themes from Q1:

- Recreation
- Environment
- Safety
- Small town
- Arts and culture
- Friendly

Q2: What would you change about Muskoka (what do you dislike)?

- Lack of long-term job opportunities (2)
- Lack of high paying jobs for educated young people
- Low wages
- High price of local goods and services
- Difficult to find jobs for spouses
- Government should play a role in encouraging employers to hire young adults (e.g. exit strategy for FedNor interns)
- Limited offerings for educational opportunities (e.g. not enough night classes, not enough degree programs)
- Small town feeling, need to know someone to get a good job
- Seasonal economy
- Businesses closing in winter
- Amenities cater to seasonal/wealthy families/individuals
- Businesses closing quickly (e.g. on Main Street in Bracebridge), may lead to a negative image with lots of empty stores and high turn-over
- Expensive housing
- Lack of affordable housing (2)
- Lack of affordable housing in specific parts of Muskoka (e.g. Muskoka Lakes Township), especially in summer for seasonal employees
- Need consistent and broader definition of “affordable housing”
- High taxes, especially property taxes
- Mentality of gearing programs and opportunities to seniors
- Negative attitude toward change, not open to new ideas/events
- No youth representation on volunteer boards, may boards meet during the day when youth are in school or at work
- Attitudes
- Tony Clement
- Lack of gas stations, especially in Bracebridge
- Need better rural internet access
- Faster more reliable internet could allow more work from home
- Better internet services could attract more new businesses to Muskoka
- Boating noise, boating traffic
Q2: Continued...
- Muskoka as a status symbol, along with all the status symbol “toys”
- Not as many “big” events (e.g. concerts, etc) year-round
- Not enough activities for youth and young people - this is linked to substance abuse
- Events geared to younger people is a way to attract young professionals to the area
- Lack of transportation options

Identified themes from Q2:
- Lack of job opportunities
- Limited educational opportunities
- Seasonality
- Lack of affordable housing
- Need better internet access
- Lack of transportation options
- Not enough big events, especially for youth

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for appropriate growth and development</td>
<td>4</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>5</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>0</td>
</tr>
<tr>
<td>Growing the economy, and creating good jobs for educated young adults, and providing opportunities for young people to gain experience</td>
<td>5</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>1</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>0</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>0</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>0</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling) and explore other options such as transit and carpooling</td>
<td>2</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups</td>
<td>3</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>1</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities and events, especially activities for young adults</td>
<td>3</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>1</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>2</td>
</tr>
<tr>
<td>Communications and internet networks</td>
<td>1</td>
</tr>
<tr>
<td><strong>Lower taxes</strong></td>
<td>2</td>
</tr>
</tbody>
</table>

Note: Numbers in brackets indicate that the response was expressed by more than one participant.

Top priorities identified in Q3:
- Protecting water, land, air, and wildlife
- Growing the economy, creating good jobs for educated young adults, and providing opportunities for young people to gain experience
- Planning for appropriate growth and development
- Encouraging housing affordable to all income groups
- Promoting recreational and cultural opportunities and events, especially activities for young adults
Current Vision Brainstorm Results:

- Current vision is a description of today rather than a vision
- Vision is passive, need action words
- Large environmental component, maybe too large
- No indication if environment is to be protected, conserved, or promoted
- Not inviting language, too robotic
- Should start with “Muskoka plans to be...” or “Muskoka aims to be...”
- Economy needs to play a larger role in the vision
- Vision is generic, could be any rural municipality
- Vision is common knowledge of what Muskoka is today and needs updating to reflect how people feel about the future

Other Key Messages or Points from Feedback Forms:

- Need more support for arts and culture
- More sessions like this should occur, possibly with District Councillors present
- It's important to consult all age groups and we appreciate our voices being heard
Group: Lake Menominee Association
Date: Saturday, July 17, 2010 at 10:00 a.m.
Location: 3550 Brunel Road (Private Residence), Lake of Bays Township
Number of Participants: 7
Facilitators: Summer Valentine and Taylor Elgie

Q1: What do you like or love about Muskoka today?

- Historical connections
- Traditions
- Family
- Smog free, pollution free
- Clean air
- Natural shorelines
- Geology, rocks
- Unchanged landscape
- Birds, wildlife
- Trees, water
- Relaxed atmosphere
- Outdoor activities
- Access to recreation
- Positive image
- Friendly people

- Embrace environmental lifestyle
- Community events
- Sense of community
- Vibrant downtowns
- Small businesses
- Viable economy
- Arts/culture, tourism
- Economic benefits of tourism
- Beautification
- Libraries
- Walkable
- Variety of retail options
- People-powered activities, non-motorized
- Trails for hiking
- Preserved habitat

Identified themes from Q1:

- Small scale commercial viability
- Habitat friendly recreation
- Slower/relaxed lifestyle
- Natural landscape
- Sense of community
- Heritage

Q2: What would you change about Muskoka (what do you dislike)?

- High volume traffic congestion
- No garbage pick-up
- Snow removal poor
- Motorized recreation
- Personal water craft that do figure 8s
- Personal water craft, any
- Road maintenance (2)
- Road conditions (2)
- Municipal services

- Social availability
- Isolation
- Lack of roadside rest stops
- Flies
- Healthcare
- Lack of post-secondary educational institutions/opportunities
- Big box stores

Identified themes from Q2:

- Road conditions/municipal coordination
- Lack of municipal services
- Noise pollution (ATVs, boats, snowmobiles)
- Healthcare
- Big box retail
- Lack of post secondary institutions/opportunities

Note: Numbers in brackets indicate that the response was expressed by more than one participant.
Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
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<td>5</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>3</td>
</tr>
<tr>
<td>Growing the economy and creating good jobs</td>
<td>3</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>1</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>1</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>3</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>0</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling, human powered watercraft)</td>
<td>1</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups</td>
<td>1</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>2</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>1</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>1</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>0</td>
</tr>
<tr>
<td>Encourage sensitive development/design standards</td>
<td>5</td>
</tr>
<tr>
<td>Controlling noise and light pollution</td>
<td>5</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Protecting water, land, air, and water
- Encourage sensitive development/design standards
- Controlling noise and light pollution
- Planning for appropriate growth and development
- Maintaining small-town feel and rural character
- Growing the economy and creating good jobs
- Using renewable and non-renewable resources wisely

Current Vision Brainstorm Results:
- Vision is a description only, needs ACTION WORDS
- What are our priorities? Where do we want to be? These should be reflected in vision
- Priorities should be incorporated into vision
- Small and large lakes have different priorities
- Need to preserve, protect and promote our natural features
- Respect diversity of lifestyle choices
- Value peace, quiet and tranquility
- Tourism is key to our economy and should be mentioned in vision
- Encourage and foster the maintenance of small-town character
- Need development standards/design standards, particularly for commercial developments, to maintain character
- A unique area, build on strengths
Other Key Messages or Points from Feedback Forms:

- Some residents feel isolated in winter, need more winter activities and a year-round economy
- PWC not an issue per-se, it's how they are used (e.g. figure 8s, tubing)
- Protecting environment, appropriate growth, and rural character should be combined into design standards for development that respect all three categories
- Balance between having activities for tourists (e.g. festivals) and disturbing peaceful environment
- Need to educate new residents about sensitive waterfront development
- Municipalities should coordinate services
- The vision is just a description, need action words to explain what we want to do
Q1: What do you like or love about Muskoka today?
- Privacy
- Fresh air
- Trees
- Quiet, less noisy
- Water, clean water
- Community
- Open space
- Home
- Fewer big boats
- Amenities, shops
- Small-town atmosphere
- Parking/traffic
- Friendly spirit
- Bigwin Island, golf experience and history
- Fishing
- History/heritage
- Outdoor recreation
- Boating
- Close to Algonquin Park
- Trails

Identified themes from Q1:
- No themes identified due to time constraints

Q2: What would you change about Muskoka (what do you dislike)?
- McCottages, trophy cottages
- Winter
- Clear cutting shorelines
- De-naturalization
- Value for money paid in taxes
- Suburbanization
- Increasing phosphorus in lakes
- Big, noisy boats
- Personal water crafts
- Some attitudes
- Us vs. them mentality, cottagers vs. permanent residents
- Cottagers as a “cash cow”
- Lack of economic opportunities for young people
- Ill-advised or poorly thought out Provincial ideas
- MTO plans to widen Highway 60
- No paved shoulders on Highway 35
- By-law with no teeth (e.g. development permit by-law)
- Highway signage needed on all roads
- Too much government, but amalgamation will lead to less representation
- Duplication of government services
- Garbage fees based on assessments
- Market value assessment structure
- Lack of composting program and education
- Expectation of urban services in rural areas
- Lack of student housing
- Lack of attainable housing
- Coordination of volunteer groups

Identified themes from Q2:
- No themes identified due to time constraints
Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
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</tr>
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<tbody>
<tr>
<td>Planning for appropriate growth and development</td>
<td>8</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>9</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>0</td>
</tr>
<tr>
<td>Growing the economy and creating good jobs</td>
<td>4</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>0</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>0</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>3</td>
</tr>
<tr>
<td>Improving existing transportation networks, <strong>better knowledge of existing networks, and better design execution and road maintenance</strong></td>
<td>4</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>0</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups</td>
<td>0</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
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<tr>
<td>Promoting recreational and cultural opportunities</td>
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</tr>
<tr>
<td>Keeping youth in our area</td>
<td>1</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>1</td>
</tr>
<tr>
<td><strong>Coordination of non-governmental volunteer groups</strong></td>
<td>0</td>
</tr>
<tr>
<td>Protecting cultural heritage</td>
<td>3</td>
</tr>
<tr>
<td>Protecting natural aesthetics (e.g. lights, signs, sounds)</td>
<td>8</td>
</tr>
<tr>
<td><strong>Business plans for government priorities</strong></td>
<td>8</td>
</tr>
</tbody>
</table>

*Note: items in bold were changed or added by the group*

**Top priorities identified in Q3:**

- Protecting water, land, air, and wildlife
- Planning for appropriate growth and development
- Protecting natural aesthetics (e.g. lights, signs, sounds)
- Business plans for government priorities

**Current Vision Brainstorm Results:**

- Issues missing from current vision:
  - Growth focused in serviced settlements on existing services
  - Monitoring and enforcement of planning policies/provisions
  - Government efficiency and business plans for government

**Other Key Messages or Points from Feedback Forms:**

- No feedback forms received
Q1: What do you like or love about Muskoka today?

- Dark skies
- Past vision
- Clean air, clean water
- Natural resources
- Ducks
- Pace of life
- Natural water
- Recreation opportunities
- The way it is!
- Mix of people
- Trees
- Business opportunities (2)
- Social life (2)
- Close-knit community
- Money
- Family atmosphere
- Low crime rate or belief that crime rate is low
- Friendly environment

Identified themes from Q1:

- No themes identified due to time constraints

Q2: What would you change about Muskoka (what do you dislike)?

- District pick-up trucks
- High taxes
- District
- Seasonality
- Underutilized infrastructure such as water and sewer and Bracebridge baseball diamonds
- Inconsistency between municipalities and tiers, planning confusion, building permits (2)
- Jobs, seasonality and youth
- Affordable housing
- High development fees
- District hasn't supported high school, e.g. sidewalks
- Government overlap
- No cohesive plan for aging population
- Hospital always leaving town
- Garbage, islands need pick-up, every other week in winter
- More hiking/biking routes along roads, loops needed (tourism and safety)
- Riverfront development
- Need long term vision for development
- Relationship with snowmobile club and landowners

Identified themes from Q2:

- No themes identified due to time constraints

Note: Numbers in brackets indicate that the response was expressed by more than one participant.

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for Muskoka?

- Hospitals
- District accountability, cutting back
- Plan for an aging population
- Councillors should be better paid
- Eco-tourism
- Attainable housing
- Environmental education
- Water and sewer conservation strategies
- Public transit system
- High tech industries, green jobs
- Youth opportunities and education
Q3: Continued...
- Ontario Addiction Treatment Centre, need another alternative (e.g. meth clinic)
- District Plan to eliminate discrepancies in building/zoning standards around lakes, right now, 3 lakes with 4 municipalities, each with their own standards, should have one by-law for all of Muskoka
- Run District like a business

* Note: due to time constraints participants were asked their priorities for the future rather than using the predetermined objectives chart

**Top priorities identified in Q3:**
- No themes identified due to time constraints

**Current Vision Brainstorm Results:**
- Not completed due to time constraints

**Other Key Messages or Points from Feedback Forms:**
- No feedback forms received
Q1: What do you like or love about Muskoka today?

- The power of nature
- Escape
- Rock, lakes, trees, animals, environment (5)
- Landscape = calm
- Water sports
- Calm water, quiet lakes (2)
- Programs for less fortunate and children
- Quiet, solitude
- Direct contact with the natural environment
- Little asphalt and concrete
- Natural beauty, outdoor splendor (3)
- Social activities
- Clean air
- Clean water, beautiful lakes (2)
- Great swimming
- Environmental preservation initiatives
- Beautiful forests surrounding lakes

Identified themes from Q1:

- Wildlife and fish
- Recreational opportunities
- Spiritual retreat
- Affordable cottaging
- Caring community
- Healthy natural environment
- Natural beauty
- Four-season outdoor lifestyle
- Cottaging experience at affordable cost
- Open spaces, undisturbed natural areas (2)
- Small towns
- Nature in all forms
- Fun and friends
- A unique retreat for all, must stay the way it is
- Fishing in the morning, sunrise
- Loon calls
- Friendly community
- Community spirit
- Wildlife
- Increasing environmental sensitivity
- A place to retire with lots of activities, both natural and community
- Not the city

Note: Numbers in brackets indicate that the response was expressed by more than one participant.

Q2: What would you change about Muskoka (what do you dislike)?

- Billboards
- Seasonal economy
- Business hours
- Lack of business continuity in Port Carling
- Lack of parking and docking
- Disparity between services provided and taxes paid, people who pay most get least (3)
- High taxes, high debt
- Should be full cost recovery for municipal services
- Lack of garbage/recycling/composting
- Boating issues, speed, noise, erosion, wakeboarding (3)
- Noise, boats, traffic, sirens
- Lack of vision and leadership
- Lack of consistency in by-laws, enforcement, development approvals (3)

- Complicated planning documents
- Need more rigor and “spine”, too much compromise, not enough “no’s”
- Too reactive, need to be proactive
- Bad planning decisions, e.g. municipal treatment systems for small urban areas, expansion of plants too soon (2)
- Failing to protect special spaces like Bala Falls
- Not enough environmental protection
- Need coordination planning for lot creation and ensuring necessary access, re: private roads, water only access
- Small community atmosphere disappearing, large neighbourhood development plans
- Lack of architectural controls
- Need more attention to detail
Q2: Continued...
- Lack of neighbourhood pride in some locations
- Regional planning takes too much precedence over local planning
- OMB not reflective of local circumstances
- Incomplete performance/projects, need performance bonds and time limits on site plans and permits, e.g. Kaos/Greenslate site in Port Carling (3)
- Poverty, lack of opportunity
- Lack of inspiration for youth
- Downtowns without softscapes
- Over regulation
- Need to respect landowner rights
- Landowners need to respect Muskoka
- More landowner education needed
- Lack of control/supervision of private septic systems
- Respect for aquifers
- Pro-development, anti-environment sentiment
- Lack of communication with seasonal residents
- Poor response to concerns
- Need to repair and maintain docks and beaches
- Affordability, too expensive for next generation
- Lack of attainable housing
- Lack of economic development organization and long-term tourism strategy
- Lighting/light pollution
- Summer construction
- Transient users of lakes
- No comprehensive education for new property owners

Identified themes from Q2:
- Better environmental protection
- Economic development, especially in off-season
- Developer accountability
- Increasing costs
- Neighbourhood visioning
- Planning approvals and by-law enforcement
- Proactive planning and education
- Respect for neighbours (noise, light, waves)
- Fiscal management/responsibility
- Value for tax dollars, services received
- Communication
- Municipal leadership and accountability
- Poverty gap
- Lack of education and skills training

Note: Numbers in brackets indicate that the response was expressed by more than one participant.
Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<tr>
<th>Priorities</th>
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<tbody>
<tr>
<td>Planning for appropriate growth and development, community visioning for each municipality/town because appropriate development will be different in each</td>
<td>15</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife while working with landowners</td>
<td>18</td>
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<tr>
<td>Maintaining small-town feel and rural character</td>
<td>5</td>
</tr>
<tr>
<td>Growing the economy and creating good jobs Facilitating economic growth and job creation</td>
<td>12</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round and incorporate year-round residential component</td>
<td>4</td>
</tr>
<tr>
<td>Encouraging tourism, eco-tourism, and tourism infrastructure (i.e. resorts, attractions)</td>
<td>11</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>5</td>
</tr>
<tr>
<td>Improving existing transportation networks, recognize current lack of public transit but may be developed in the future</td>
<td>1</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>0</td>
</tr>
<tr>
<td>Encouraging housing affordable to all income groups</td>
<td>12</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools), availability of emergency services</td>
<td>3</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>1</td>
</tr>
<tr>
<td>Keeping youth in our area, encourage post secondary education and skills development, particularly in environmental field (Centre of Excellence)</td>
<td>15</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>2</td>
</tr>
<tr>
<td>Promoting bike trails and recreational transportation</td>
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</tr>
<tr>
<td>Preserve and protect the environment</td>
<td>30</td>
</tr>
<tr>
<td>Maintaining affordability (taxes)</td>
<td>30</td>
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<tr>
<td>More reliable communication network</td>
<td>6</td>
</tr>
<tr>
<td>Economic development year-round plan</td>
<td>7</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Preserve and protect the environment
- Maintaining affordability (taxes)
- Protecting water, land, air and wildlife while working with landowners (stewardship)
- Planning for appropriate growth and development, community visioning for each municipality/town because appropriate development will be different in each
- Keeping youth in our area, encourage post secondary education and skills development, particularly in environmental field (Centre of Excellence)

Current Vision Brainstorm Results:
- Not a vision, statement of today, currently a passive statement of what we are, not where we’re going
- Needs to be goal-oriented/future-oriented, what we want to do or to see and why, how do we achieve what we want for the future, needs action/powerful words and focus, needs to inspire, needs to draw a picture of Muskoka
- Too long, should be shorter and catchier, simplified
**Brainstorm Results Continued...**

- Separate document would allow vision to be broader than just land use
- Overall short vision, but separate detailed visions/objectives for each topic (e.g. environment, tourism, etc.)
- Vision should mitigate threats, overcome weaknesses, build on strengths, and seize opportunities
- Should reflect environmental values, with a broad definition of environment that includes social and economic factors
- Long-term vs. short-term goals, both need to be reflected
- History and heritage important
- May need a visioning expert to work with materials and create a vision
- Tourism and recreational economy missing from current vision
- Maintain what we have and build on it, build on strengths, identify what makes us different
- Key words - healthy, seek, maintain, foster, respect, heritage, unique, BALANCE, trade-offs, limits, sustainable, memorable, passionate
- Recognize vision has many stakeholders, must meet seasonal and permanent needs, recognize diversity, recognize changing lifestyle and different lifestyle choices, recognize poverty gap between permanent and seasonal residents, seasonal and permanent residents have common themes (e.g. both want to protect environment)
- Need to clearly define how much growth is appropriate, how much change do we want, need to maintain communities, why do we want growth, growth size vs. quality, less is more, consider slower growth or no growth
- Environment = Economy
- Vision needs economic component, balance between environment and economy
- Mission statement vs. vision, maybe we need both
- Muskoka as an environmental leader
- Muskoka as a global citizen or world leader, be an example, e.g. protect our water and teach others how to protect their water
- Controlling growth, sustainable and planned growth
- Incorporate meaning of Muskoka in vision
- Affordability (taxes) and attainable housing should be reflected in vision
- Need economic opportunities and local jobs, wages currently low, jobs for the willing, opportunities for all
- Emphasis on family fun and building memories
- Need to change from a seasonal to year-round economy, economic development year-round, build on tourism economy
- Fiscal responsibility and responsible spending are missing from the vision, debt reduction, respect for your dollar, examine fees to build a home/cottage
- Too much regulation
- Top priority should be environment/water with all other objective being subordinate such as character and economy
- Benchmark with other communities but find our niche
- Vision should focus on lakes instead of forest
- Muskoka as a lifestyle destination with recreational facilities and diverse economy, attract investment
- Foster a caring environment
- Small town character is important
- New vision could be: “A landscape that supports diverse and functioning ecosystems and provides a wide range of economic opportunities and lifestyle options.”
- New vision could be: “Preserving a predominantly forested landscape that supports diverse and functioning ecosystems including lakes, wetlands, forests, barrens, and open fields. Interspersed in this natural setting are small to mid-sized communities and rural and waterfront development that provide a wide range of economic opportunities and lifestyle options.”
- Vision must be set up in a way that can be implemented and monitored within the mandate of the District
Other Key Messages or Points from Feedback Forms:

- Water's edge should be absolutely protected, that is the draw for tourism
- Development in Port Carling has destructive tendencies
- Muskoka is truly unique in Ontario and we need to build on our strengths rather than pursuing new avenues
- Need to make online survey accessible to Blackberry users
- New resorts bringing in new types of tourists from all over the world, need to build on this
**Group:** Muskoka Landowners Association  
**Date:** Wednesday, October 27, 2010 at 3:30 p.m.  
**Location:** District of Muskoka Office, Town of Bracebridge  
**Number of Participants:** 8  
**Facilitators:** Summer Valentine and Samantha Hastings

**Q1: What do you like or love about Muskoka today?**

- Affidavits (with crown land patent), property ownership/rights vis-a-vis Official Plan and regulations  
- Like the way it looks today  
- Small, rural villages  
- Landscape  
- Tax bills – Keep the lot/conn/twp on them

**Identified themes from Q1:**

- Same as above

**Q2: At the request of the group, Question 2 was changed from “What would you change about Muskoka (what do you dislike)” to “What are our expectations for the future?”**

- Economically viable for people to live and work in Muskoka  
- How? Manufacturing, good paying jobs, and industry, not limited to tourism and sustainability  
- Less costly rules and regulations  
- Lower permit fees  
- Affidavit with crown land patent in official plans as a schedule or appendix  
- Free use passage as an appendix in the official plan  
- Provide crown land patent contact at MNR (Peterborough)  
- Better collaboration with direct stakeholders  
- Private landowner’s rights understood and respected  
- Government regulations not on private land  
- Separation between public and private land  
- By-laws cannot regulate ownership, use, or enjoyment  
- Be able to make a living on own land  
- Official plan appendices to include applications for people/owners to have land classified in a voluntary process  
- Allow directional signs to support the private sector (e.g. farm direction signs)  
- Support small businesses  
- Grandfathered/legal non-complying uses recognized  
- Different systems for newcomers and those who have been here for years  
- By-law officers required to have warrant and OPP accompaniment  
- Freezing or lowering taxes  
- Tourism and attracting newcomers/retirees could make more money if we have a hospital and support for special needs groups  
- Make it easier to build  
- Stop the deterioration of our hospitals, District has a role  
- Review and redirect where regional money is spent  
- Reduce expenses by rolling managed forest programs (M.F.T.I.P) into farm classification with optional tax rebate  
- Designations not on official plan schedules, instead have possible overlays  
- Schedules have only lands that we know have certain overlays on public land and only on private land if it is known to be true  
- The beaver clause

**Identified themes from Q2:**

- Freeze/lower taxes  
- Reduce regulations  
- Recognize/educate re: affidavits, crown land patents, and free-use passage  
- Overlays vs. designations in official plans
Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<tr>
<td>Increasing access to services (i.e. healthcare, schools), including coordinated support from different levels of government</td>
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</tr>
<tr>
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<td>Keeping youth in our area</td>
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Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Freeze/lower taxes
- Reduce regulations
- Recognize/educate re: affidavits, crown land patents, and free-use passage
- Overlays vs. designations in official plans
- Growing the economy and creating good jobs/allowing signs
- Increasing access to services (i.e. healthcare, schools), including coordinated support from different levels of government

Current Vision Brainstorm Results:
- Too environmental
- Should be people centred/based
- Recognize difference between public and private lands
- Treat private land differently than Provincial and Federal parks
- Remove beginning of vision (i.e. “Predominantly forested landscape that supports diverse and functioning ecosystems including lakes, wetlands, forests, barrens, and open fields”) and start with “Interspersed with the individually, independently, private sector owned natural setting are small to mid-sized communities and rural and waterfront development that provide a wide range of economic opportunities and lifestyle options.”
Other Key Messages or Points from Feedback Forms:

- Additional comments from follow-up telephone correspondence:
  
  o Official plan should include a schedule showing public lands and trails, with corresponding statistics on hectares (%) of public lands, private lands, and water in the District. Private lands should be shown as a different colour from public lands to emphasize the difference between them.
  o Private lands are different from public parks and therefore public should not have input into a vision for private lands.

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Muskoka Landowners Association Visioning Session
**Group:** Muskoka Multicultural Association  
**Date:** Monday, August 23, 2010 at 7:00 p.m.  
**Location:** District of Muskoka Office, Town of Bracebridge  
**Number of Participants:** 5  
**Facilitators:** Summer Valentine, Melissa Halford and Anna Kalnina

**Q1: What do you like or love about Muskoka today? What drew you to the Muskoka Area?**

- Small town feel but still has amenities  
- Ability to start new small businesses, market need/demand  
- Scenic beauty  
- Rural living, country lifestyle  
- Open spaces  
- Big lots/yards  
- Rocks, water, land, trees  
- Get away from the city  
- Should also ask would motivate people to stay  
- Snow  
- Four seasons  
- Each season has its own colour  
- Outdoor activities  
- Clean air  
- Safe  
- Family oriented  
- Good school system, caring teachers  
- Small businesses that would otherwise go out of business are bought by immigrants, saves community assets  
- Warm community, supportive in some respect

**Identified themes from Q1:**

- Scenic beauty  
- Four seasons  
- Economic opportunities  
- Rural lifestyle  
- Environment – rocks, trees, lakes

**Q2: What would you change about Muskoka (what do you dislike)? What challenges did you face in coming to Muskoka?**

- Difficult to make social connections  
- Static community, not always open to newcomers  
- Lonely, isolated, may drive people to move away  
- Feel bound to house due to language barrier  
- Not always a choice to come to Muskoka (e.g. marriage)  
- Tough to feel connected to the community  
- Language barrier even within immigrant community, different backgrounds  
- Social networks needed  
- More events geared to locals, not just for tourists  
- Poor business hours  
- Little night life  
- Need to attract youth back to Muskoka after they go away to study  
- Difficult finding a job, especially full time, year-round, meaningful, and in field  
- Until recently, needed a multicultural support group  
- Have information available for immigrants, not just tourists (e.g. most websites geared to tourists or long-time residents, not newcomers)  
- Have a welcome centre for new people  
- Need network of people, resources and facilities that are clearly advertised  
- Address language barrier, ELS education options, publications in different languages, help with resume  
- No central place for information  
- Even more challenging to get information for those without internet access  
- Some issues with prejudice and racial comments, difficult even if in jest  
- Some within the community have difficulty accepting new people, may be threatened or fearful  
- Desire to be part of broader community, not just part of the immigrant community  
- Negative attitude toward tourists  
- Can be challenging to get children settled in school  
- More opportunities for small businesses  
- Need Canadian experience, but difficult to break in to the job market
Q2: Continued...
- Educate people to hire newcomers
- Children facing racism in schools, discourages families from staying
- Want to connect to immigrant community, may have to go to larger urban centres
- Some people are not educated about other countries or cultures
- Many jobs are only seasonal, need full time, year-round

- Jobs too focused on tourism
- Some employers give jobs to “Canadians” first
- May have to accept lower paying jobs that they are not comfortable with just to get by
- Need cultural events that engage families and children
- Difficult to adapt to climate (i.e. winter)

Identified themes from Q2:
- Isolation, difficult to make connections
- Lack of services/information for newcomers
- Need more year-round, full-time jobs
- More acceptance of newcomers, education
- More cultural events, not just for tourists

Current Vision Brainstorm Results:
- Static vision, does not allow for change
- Missing the people, only about the landscape
- Does not welcome people, needs to welcome diversity
- Support different cultures
- Need to be careful of language, “immigrant” and “newcomer” create immediate barriers and separate out certain groups as different, we are all newcomers except First Nations
- Be careful of buzzwords, words can segregate
- Immigrants are now Muskokans, this is their new home
- 3 or 4 generations in Muskoka are not the only “Muskokans”
- Recognize that everyone has a place in the community
- Recognize that Muskoka is growing and new people are important
- Muskoka is no longer the static vision, although some people want to maintain the status quo, vision may indicate status quo is desirable and change is not wanted
- Recognize that immigrants are here
- Generous and helpful community
- Social activities for everyone
- Vision should set a value system, allow everyone to be who they are, foster acceptance, inclusiveness and diversity in a real and measurable way
- Must be widely known and implemented with clear benchmarks
- Need to balance between a short catchy phrase and a long drawn-out document
- Build on what attracts people here
- “Muskoka: Welcome Home”
Other Key Messages or Points from Feedback Forms:

- Link on District website to community resources and services for immigrants
- What is the District’s role in welcoming and supporting newcomers?
- Settlement office needed (not necessarily government-run) to help immigrants and act as a resource
- Would need funding and specific programs, but could start as a webpage with links
- Exchange program with urban and rural school to promote acceptance of all people from all cultures, create opportunities to interact
- Connecting families, where a local family could “adopt” an immigrant family
- Peer mentoring program for individuals
- Information and programs should be fun and welcoming, helps to start to build a network
- Many immigrants are female who marry Canadians, issues with isolation in the new community and potentially control issues
- Immigrants have many strengths to share with the community
- Only understanding will foster change, need to educate children from very young
- Remember, immigrants aren’t always visible minorities
Q1: What do you like or love about Muskoka today?

- Beautiful
- Natural features, lakes, wildlife, wetlands
- Clean water
- Quiet
- Not spoiled, but moving that way with over development in cottage and town areas
- Public access to water
- 2 hours from Toronto, location, proximity
- Smaller towns
- Opportunity to participate
- Knowing your neighbours
- Active arts community
- People care about water quality and controlled development
- Organizations with forward thinking policies (e.g. lake associations), grass roots policies eventually become formalized in government documents, evolution
- Short distance to recreation facilities
- Trails and outdoor recreation
- Active transportation
- Dark sky
- SAVOUR Muskoka
- Heritage, connection to history
- Steamships and railway, keep them running
- No standing in line or waiting in traffic in the off season
- Most facilities are available in the area
- Water and sewer facilities protect water quality
- Good start on land use control policies but need more and need to be enforced
- Watershed Council
- Revitalization and protection of downtown cores by groups like the BIA
- Support for small businesses

Identified themes from Q1:

- Clean water
- Maintenance of nature and natural beauty
- Access to nature, but must be controlled
- Policies and controls in place to protect the natural environment (but need more)
- Protecting character, development must fit with the natural environment

Q2: What would you change about Muskoka (what do you dislike)?

- Fractional ownership developments, both the development form and that the users lack the stewardship for the area
- Loss of scenic corridors
- Strip development
- Blasting
- Signage, especially from big businesses that are not local
- Contractors yards in rural and waterfront areas
- Need better buffering of commercial/industrial uses
- Need more rules to control location of businesses
- Need consistency between municipalities (e.g. zoning, sign by-law)
- Inconsistent enforcement of rules between and within municipalities
- Duplication of services between Municipalities and the District
- Setting of precedents for OMB and other applications
- Granting of many minor variances detracts from water quality and eventually the rules have no meaning if there are always exceptions
- Need bigger hoops for land owners and developers when exceptions to the rules are requested
Q2: Continued...

- Perception that applications to except from rules are a tax/money grab (e.g. almost encourages applications for variances because they bring in money)
- People with money can get special exemptions, especially if they go to OMB
- Rules not properly explained by staff
- Need education piece for applicants and land owners
- System could run more smoothly with education
- Need to keep Muskoka accessible to the average person (e.g. tent and trailer parks)
- Perceived to be a private and expensive destination that is not accessible to all people
- Need to encourage tourism
- Need better noise controls
- Wake board boats damage the shoreline (e.g. damage nests, erosion)
- Need better enforcement of dark sky
- Need to keep some passive waterfront spaces for non-motorized entertainment
- Need designated areas for “noisy” activities
- Lack of social and attainable housing
- Lack of affordable cottages
- Lack of jobs for youth and young families
- Disparity between taxes paid and services delivered
- Inequity of taxes paid, waterfront vs. inland
- Support for local healthcare needed
- Low incomes combined with high assessments makes Muskoka unaffordable for many
- Seen as an elite/rich area but have low incomes and social issues

Identified themes from Q2:

- Tax inequity
- Affordability
- Consistency between Municipalities and the District
- Education and enforcement of the rules required
- Scenic corridors and character need to be better protected

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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Note: items in bold were changed or added by the group
Top priorities identified in Q3:

- Planning for sustainable growth and development
- Protecting water, land, air, and wildlife
- Review of the taxation system
- Encouraging housing affordable to all income groups
- Using renewable and non-renewable resources wisely

Current Vision Brainstorm Results:

- Not active, no action words
- Just describes the current state, not a “vision”
- Should say that we want to protect/conserve/manage the forested landscape

Other Key Messages or Points from Feedback Forms:

- Political will required to implement the vision and other land use policies
- Too many minor variances granted, rules are set for a reason and should not be arbitrary
- Rules not enforced for everyone, if you have money you can win at the OMB
- Must maintain buffers around commercial land uses in rural, waterfront, and scenic corridor areas
- Make sure we (the citizens) read the results and receive education in the interpretation of same
- Need to move toward one level of District government, leaving the parochial local policies to disappear
- Do more for less, fiscal responsibility and dept reduction
- Equity of application of land use policies across Muskoka and to all income levels
- District Chair needs to be elected at large by citizens
Group: Muskoka Tourism and Marketing Agency
Date: Wednesday, July 21, 2010 at 8:30 a.m.
Location: District of Muskoka Office, Town of Bracebridge
Number of Participants: 12
Facilitators: Summer Valentine and Taylor Elgie

Q1: What do you like or love about Muskoka today?
- Friendly people
- Organizations/groups
- Arts and culture
- Golf courses
- Four seasons
- Water
- School, particularly Bracebridge High School
- Healthy environment
- Water quality
- Cleaner air
- Access to local food
- Food bank support
- Wildlife/nature
- G8-related economic opportunities
- University of Waterloo
- Abundance of local producers
- Community, volunteers, donations, getting involved

Identified themes from Q1:
- Creative economy
- Natural resources
- Access to natural environment
- Environmental/economic benefits
- Sense of community
- Unique, attractive landscape
- Education
- History
- Healthy, natural lifestyle

Q2: What would you change about Muskoka (what do you dislike)?
- High fees/taxes (3)
- Small tax base (2)
- Lack of urgency
- Getting message out, “what we have here”
- Economic development continuity
- Anti-urban bias
- No overall focus of direction with municipalities working together
- Vision of local people “sometimes can’t see the bigger picture”
- Attitude, customer service
- Parochialism

- Resistance to change
- Ability to attract and retain creative young individuals
- Pressure on local youth to stay or return
- Little multi-culturalism
- Transportation bottle necks and lack of public transit
- Flexible-functional mass transit, re: local train
- Vast economic peaks and valleys
- Slow business in winter (2)
- Perception of summer destination only
- Diverse incomes needed
Q2: Continued...
- Higher paying jobs/better wages
- Extra large cottages
- Too much government
- Over regulation (2)
- Slow services

Identified themes from Q2:
- Over regulation
- Opportunities for youth
- Employment base/good paying jobs
- High taxes/small tax base
- Seasonality
- Attitude
- Lack of transit

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<tr>
<td>Support and create opportunities for small businesses</td>
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<td>Changing perceptions</td>
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<td>Retaining existing resorts and resort diversity</td>
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Note: Items in bold were changed or added by the group

Top priorities identified in Q3:
- Protecting water, land, air, and water
- Growing the economy and creating good jobs
- Promoting vibrant downtowns year-round
- Support services and attractions that bring tourists
- Planning for appropriate growth and development
- Creating an inclusive and diverse community
- Retaining existing resorts and resort diversity

Current Vision Brainstorm Results: Time constraints did not permit discussion
Other Key Messages or Points from Feedback Forms:

- Maintain existing resorts and resort diversity rather than building new facilities
- Need services and attractions rather than resorts to attract people
- Different type of tourist, families, multi-cultural
- Customer service could be improved, including attitude of locals to tourists
- Diversity between communities is good but if we’re not all heading in the same general direction, that can detract from Muskoka’s appeal
- We have a landscape that is unique and attracts people, now we need things for them to do here
- Be careful of anti-urban sentiment, it is not a case of small towns being good and cities being bad, but of positive human attributes being fostered
- Need to be able to attract and retain an employment base, helped by University of Waterloo
- Local food and agriculture important for economy and tourism, zoning and by-laws should allow agriculture to grow and expand
- Focus on creative, green economy, encourage entrepreneurs, especially in the technology sector
- Need to support small and medium businesses, not through high taxes and land costs
Q1: What do you like or love about Muskoka today?

- Public and private access to water
- Swimmable, safe, clean water
- Forests, hiking trails in close proximity to urban areas
- 1991 vision
- Proximity to wildlife
- Views, multi-seasons
- Night sky
- Unchanged places over decades
- Richness of life in Muskoka
- Arts and culture
- People who live and visit Muskoka
- Natural environment
- Range of options to live, urban, fringe, rural, waterfront
- Wonderful place to raise a family
- Don’t have to fight traffic
- Camping opportunities close by
- Muskoka restores personal balance
- Sense of community
- Pride of community
- Community involvement
- Organizational structure (i.e. Watershed Council)
- Beautiful "lake district"
- Changing seasons
- Access to decision making
- Small communities
- Seeing people you know in town

Identified themes from Q1:

- Richness of life
- Good quality natural environment
- Organizations/decision making
- Recreational opportunities
- Sense of community
- Views/aesthetics

Q2: What would you change about Muskoka (what do you dislike)?

- Stronger policies to protect unevaluated wetlands
- Junk yards
- Noise from boats and ATVs
- Noise pollution from boats and radios (3)
- Garbage, lack of bear and raven-proof containers
- Inappropriate development
- More respect for seasonal visitors/owners
- More diversity and cultures
- Political structure
- Local focus limits ability to see/understand/manage regional issues
- Community rivalry
- Need public transportation (3)
- Improve transportation to and front Toronto
- Hard surfacing of secondary roads
- Reliable and convenient train travel
- More trails
- More parks (waterfront and other)
- Municipalities to provide extensive public access to waterbodies
- More outdoor education in school
- More fun camps, less horrid camps
- More public beaches
- Declining medical services as population grows and ages
- More support to aging/disability issues
- Limited good job opportunities (2)
- Limited career opportunities for youth (2)
- Expand local economy
- Drivers slow down – relax
- Intrusive lighting
- More environmental protection
- Water quality no. 1
- Promotion of public and private gardening
- Change severability of waterfront lots, % shoreline should remain natural
- Clean fill wanted signs
- Restrict use of salt on roads
- Woodlot management legislation
Q2: Continued...
- Road kill
- Emphasis on economic growth puts natural areas at risk
- Expand settlement in urban areas to permit continuous forest in rural areas
- Blasting rock to create lots
- Not enough attention to natural values in planning area
- Concentration of development in urban areas
- Beginning of urban sprawl
- Restrict over building
- Extensive opening up of waterfront shoreline
- More respect for sustainability
- Stress on “growth”
- Development where built form predominates over natural form

I dentified themes from Q2:
- Need for transit
- Insensitive intrusions
- Need more environmental protection
- Job opportunities
- Need sustainable growth and development
- Services for all
- Political structure
- Need more outdoor recreation

Note: Numbers in brackets indicate that the response was expressed by more than one participant.

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
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<td>Protecting the environment</td>
<td>17</td>
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<tr>
<td>Maintaining small-town feel and rural character</td>
<td>2</td>
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<tr>
<td>Growing the economy and creating green, creative jobs</td>
<td>12</td>
</tr>
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<td>Promoting vibrant downtowns year-round</td>
<td>0</td>
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<tr>
<td>Enhancing the tourism industry</td>
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<td><strong>Sustaining renewable resources</strong></td>
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<tr>
<td>Improving existing transportation networks</td>
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<tr>
<td>Promoting alternative transportation options</td>
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<tr>
<td>Encouraging affordable housing</td>
<td>3</td>
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<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>1</td>
</tr>
<tr>
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<td>0</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
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</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>1</td>
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<tr>
<td><strong>Promoting human health in communities</strong></td>
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<tr>
<td>Set priorities for protection</td>
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<tr>
<td>Effective political structure</td>
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<tr>
<td>Managing non-renewable resources</td>
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<tr>
<td>Defining capacity of growth</td>
<td>16</td>
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<tr>
<td>Climate change adaptation</td>
<td>8</td>
</tr>
<tr>
<td>Enhance and strengthen biodiversity</td>
<td>7</td>
</tr>
<tr>
<td><strong>Retain/improve infrastructure for seasonal residents/tourists</strong></td>
<td>2</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group.
Top priorities identified in Q3:
- Protecting the environment
- Defining capacity for growth
- Growing the economy and creating green, creative jobs
- Promoting sustainable growth and development
- Climate change adaptation

Current Vision Brainstorm Results: Time constraints did not permit discussion

Other Key Messages or Points from Feedback Forms:
- In discussion about many priorities, the number one priority of environmental protection gets lost, this should be given more weight than other priorities
- Human health is important and should be reflected in the vision
- Much discussion on the carrying capacity of Muskoka's environment, this should be calculated prior to making any decisions affecting growth in the area, we need to define the capacity of growth and then work from there
- Mining should be controlled or not permitted in Muskoka
- May not need two tiers of government
- Current vision is not a vision, just a description
- Why does every municipality need a vision? Is this duplication?
**Group:** Public Open House  
**Date:** Wednesday, September 1, 2010 at 1:00-7:00 p.m.  
**Location:** District of Muskoka Office, Town of Bracebridge  
**Number of Participants:** 8  
**Facilitators:** Summer Valentine, Samantha Hastings and Melissa Halford

**Q1: What do you like or love about Muskoka today?**

- Access to water  
- Friendly people  
- Natural environment  
- Water quality  
- Protection of nature  
- Freedom to choose  
- Access to natural areas  
- Commitment to maintaining natural landscapes, tree cover, reduced blasting, and water quality  
- The relatively clear sky at night unimpeded by light pollution  
- Landscape diversity, forest, water, vistas  
- Small and unique community living  
- No traffic backups  
- Able to travel between towns without traffic congestion  
- Sport facilities, even in small communities allow people to choose from a wide variety of functions

**Identified themes from Q1:**

- No themes identified due to open house format

**Q2: What would you change about Muskoka (what do you dislike)?**

- Better harmony between seasonal and permanent residents  
- Seasonals tend not to understand or care about Muskoka after summer is over and they go home  
- Seasonals expect to have all the services that they have at home but object to its local cost and impact on the landscape  
- Better policies to concentrate retail in downtowns for proven success rather than allow competition from malls/stores outside  
- All paved roads in Muskoka should include a bike/walking paved lane  
- Tolerance by authorities of noise pollution from late night parties, excessively noisy boats and PWCs  
- Current by-laws are not enforced  
- Better enforcement of noise by-laws  
- More environmental initiatives  
- Better protection of wetlands, “clean fill wanted” is one of the most irresponsible notions around  
- Better commitment to health/hospital care sustainability  
- Better department management and capital expenditure by District  
- Saying “No!” to planned garbage cost download to Township

- Better communication of Township and District responsibilities  
- Less competition between communities and District, need cohesiveness  
- District/Town/Township communication between two tiers  
- Private property needs to be respected, private property is private not public  
- Year-round employment  
- Dignity wages  
- Not enough jobs  
- Stronger economy, more good paying jobs for the people of Muskoka  
- High cost of living  
- Volatility in assessments  
- Cap tax increases  
- More choice for where seniors can live, whether it be in the 3 major towns or in the communities  
- Reduce allowable boathouse sizes  
- Restrict development of shorelines  
- Restrict lakefront fractional ownership  
- Fewer large developments (e.g. Redleaves)  
- Restriction on size of house/boathouse, should be dependent on frontage  
- Massive over-building on lakefront lots
Identified themes from Q2:
- No themes identified due to open house format

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<tr>
<td>Growing the economy and creating good jobs</td>
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<tr>
<td>Promoting vibrant downtowns year-round</td>
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<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
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<td>Using renewable and non-renewable resources wisely</td>
<td>3</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>3</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>0</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups</td>
<td>2</td>
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<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>4</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>1</td>
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<tr>
<td>Keeping youth in our area</td>
<td>3</td>
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<tr>
<td>Creating an inclusive and diverse community</td>
<td>1</td>
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<tr>
<td>Management of capital expenditures</td>
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</tr>
<tr>
<td>Budget expenditure management and communication</td>
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</tr>
<tr>
<td>Fiscal responsibility</td>
<td>1</td>
</tr>
<tr>
<td>Communication, people and District</td>
<td>1</td>
</tr>
<tr>
<td>Senior living in small communities</td>
<td>1</td>
</tr>
<tr>
<td>Walking/bike lanes on District/Township paved roads</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Planning for appropriate growth and development
- Protecting water, land, air and wildlife
- Growing the economy and creating good jobs
- Increasing access to services (i.e. healthcare, schools)

Current Vision Brainstorm Results:
- Too long (2)
- No changes
- Far too wordy, remove details about ecosystems and continue on to interspersed communities
- Way too long, delete “predominantly forested” and everything from “including...” to the end
- Too passive, what action will this produce?
- Too pie-in-the-sky
- Needs to be more economically sustainable for PEOPLE to live and work!

Other Key Messages or Points from Feedback Forms:
- No feedback forms received
Group: SAVOUR Muskoka  
Date: Monday, October 25, 2010 at 9:30 a.m.  
Location: District of Muskoka Office, Town of Bracebridge  
Number of Participants: 11  
Facilitators: Summer Valentine and Samantha Hastings

Q1: What do you like or love about Muskoka today?
- Sustainable farms
- Biological farming – healthy soils approach
- Healthy environment
- Locally sourced food in local restaurants
- Good number of chefs and artisans that are good at preparing products (e.g. foods, beer, wine) from locally sourced ingredients
- Rural feel
- Safety
- Sense of community
- Small towns
- Good ability to manage snow
- Heritage from original settlers
- Take flies in stride
- Diversity of seasons
- Food unique to each season
- Farmer’s markets
- Different landscapes (e.g. trees, rocks, wetlands) both within Muskoka and compared to other regions
- Different and unique ecosystems
- Great place for kids to play
- Peace and quiet after tourists return home
- Diversity of recreational opportunities
- Diversity of local food (e.g. meat, cranberries, mushrooms)
- Family farms in rural area, can meet the farmer
- 4-season destination
- Universities and colleges
- Small business and economic opportunities related to farming and local food
- Healthy lifestyles
- Poverty reduction

Identified themes from Q1:
- Sustainable agriculture/farms
- Local food experiences
- Rural culinary culture
- Rural community culture
- Seasonal landscapes

Q2: What would you change about Muskoka (what do you dislike)?
- Too many golf courses on good farm land
- Not focused on food security, re. farm security
- Demoralized farm population
- Lack of support for preserving farm land
- Zoning process for agriculture (e.g. chicken coops, green houses)
- Available agricultural land
- Limited transportation options
- Isolation of communities
- Lack of public transportation
- Seasonality/lack of activities or draws to area
- Seasonal
- Attempts to make Muskoka to a 4-season destination, no quiet time
- More of a voice for year-round vs. seasonal residents
- Too busy, not busy!
- In season, out of season
- Lack of youth/young professional focus in communities
- Lack of opportunities for educated/trained young people
- 4-H clubs for children ages 3-6 and 7-9
- Need more emphasis on higher education
- Fractional ownership
- Oversized cottages (over 5,000 sq. ft.)
- Cottage excesses
- Less boat traffic and burning fossil fuels
- Over-development of big box stores
- Affordable housing
- Better distribution network for farmers, not just farmer’s markets
- Bringing Muskoka to the City (distribution)
- Need more small community bartering (e.g. 1 hour childcare traded for 1 hour of weeding)
- Need more niche farming (both niche products and hobby farms)
- Lack of cultural and ethnic diversity
Identified themes from Q2:
- Need Muskoka to be a 4-season economy
- 4-season economy presents risks to the environment
- Excessive lifestyles (e.g. big cottages, big boats)
- Need opportunities for youth and young adults
- Limited public transportation
- Need to preserve farmland
- Need to support hobby farming in everyday life (e.g. by-laws for chicken coops)

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<tr>
<td>Sustainable agriculture and farms</td>
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</tr>
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<td>Support for hobby farming in everyday life</td>
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<td>Local food experiences</td>
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<td>Need to preserve farmland</td>
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<tr>
<td>Need for Muskoka to have a four season economy</td>
<td>1</td>
</tr>
<tr>
<td>Rural culinary culture</td>
<td>6</td>
</tr>
<tr>
<td>Address lack of cultural/ethnic diversity</td>
<td>3</td>
</tr>
<tr>
<td>Need more niche farming</td>
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</table>

Note: items in bold were changed or added by the group

Top priorities identified in Q3:
- Keeping youth in our area
- Sustainable agriculture and farms
- Local food experiences
- Need to preserve farmland
- Rural culinary culture

Current Vision Brainstorm Results: Time constraints did not permit discussion
Other Key Messages or Points from Feedback Forms:

- Local food and sustainable agriculture is not just about the local economy and supporting local farms, but also leads to healthier lifestyles, a better environment, and poverty reduction
- Need to connect with youth
- Need diversity of youth opportunities, not just skate parks and arenas (e.g. community gardening)
- 20-30 is the “forgotten” age group with very little focus/activities in the community
- Affordable housing is a problem in Muskoka but also throughout Ontario and Canada
- Hobby farmers need support to expand
- Better knowledge about local specialty items and restaurants who use local food
- 4-season economy good for jobs and local businesses but puts pressure on environment and individuals to stay open year round without a break or quiet time
Q1: What do you like or love about Muskoka today?

- Scenic landscape, viewscapes (2)
- Green spaces
- Rural area
- History
- Large and small wildlife, close to wildlife (2)
- Generally/overall good waterfront stewardship
- Clean water, good water quality, swimmable lakes (3)
- End product of large watershed
- Diversity of flora and fauna
- Air quality
- Can see the stars
- Laid back lifestyle, more relaxed pace of life (2)
- Different expectations
- Diversity of people
- Unique communities with unique history and culture
- Remote but also close to amenities
- Proximity to urban Canada, close to it but not in it, close to GTA (2)
- Lines of transportation including north/south roads, Trent-Severn Waterway, and coastal waterway
- Small-town feel
- Sense of community
- Knowing your neighbours in small communities
- People go the extra mile
- Feel of lake areas
- Cottages hidden, not like suburbs
- Decent, fun people

- Small boathouses
- Traditional cottage feel
- Retro feel, a step back in time
- Ecological gateway
- “Muskoka” prestige leads to higher property values
- Well known destination
- Best fishing
- Employment supported by recreational opportunities in Muskoka
- New focus on recreation rather than on traditional resource industries (e.g. forestry, mining, farming)
- Boat building is still ongoing as a profession
- Accessible to amenities
- Some local autonomy
- Light industry jobs within a reasonable distance
- Summer employment opportunities for youth
- Seasonal recreation
- Enriched recreational environment, diverse recreational opportunities, skiing, boating, hiking trails
- See and feel the four seasons
- Opportunities to enjoy arts and culture at a reasonable price
- Need to know your neighbours because you may need them (e.g. in an emergency or to borrow items when stores are closed), can be a long way from amenities

Identified themes from Q1:

- Community spirit and pride
- Maintain and protect water quality
- Employment opportunities related to recreation
- Accessibility to nature
- Quality of life
- Quality and sustainable environment
- Location and proximity to urban amenities
- Vistas
- Small town feel

Note: Numbers in brackets indicate that the response was expressed by more than one participant.
Q2: What would you change about Muskoka (what do you dislike)?

- Services for seniors
- Different needs across a large geography
- Georgian Bay Township forgotten by the rest of Muskoka
- Inequality, Georgian Bay Township tax money being spent in the rest of Muskoka
- Georgian Bay Township is far from the District office in Bracebridge
- Lawns
- Monster houses
- Lights that threaten the dark sky
- Lack of stewardship/responsibility, need education
- Urban and cottage sprawl
- Lack of job opportunities
- “Last one through the gate” mentality, e.g. I can have a big house near the water but all my neighbours should have small cottages that are set back from the water
- Disparity in income levels
- Permanent, long-time, multi-generational residents need to have more say and seasonal residents less
- Continuation of a vision despite political change
- Cooperation between levels of government
- Lack of marketing for historic or cultural landmarks, sports or national heroes
- Subsistence economy, not self-supporting, not sustainable in some areas
- Need to maintain vistas by avoiding litter, tree-cutting, and fires
- Property standards and pride of ownership need to improve
- Better balance between environment and economy, recognize trade-offs
- Need opportunities for young families
- Need public transit
- Need affordable housing
- Need recreational programs
- Tension between different needs, divide between residents (urban vs. rural, seasonal vs. permanent, environmentalists vs. businesses)
- Declining young population
- Rural areas need basic amenities
- High cost of living
- Better/more consistent internet access
- Need more social services to meet basic needs, e.g. healthcare, doctors, education
- Need a local clinic in Georgian Bay area
- Need tools to attract business or educational institutions
- Vision for urban areas needed

Identified themes from Q2:

- Georgian Bay Township has a different focus than the rest of Muskoka
- Absence of social services
- Not a self-sustaining economy
- Long term vision needed for Georgian Bay Township, revisit local vision
- Healthcare improvements and a local clinic needed
- Tension between different groups to meet all needs
- Contain infringement on others
Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<td>Senior’s housing and amenities</td>
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<tr>
<td>Intensification</td>
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</tr>
<tr>
<td>Attracting special events</td>
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**Note:** items in bold were changed or added by the group

**Top priorities identified in Q3:**
- Planning for appropriate growth and development
- Protecting water, land, air, and wildlife
- Promoting recreational and cultural opportunities and history/heritage
- Maintaining a small-town feel and rural character
- Encouraging tourism infrastructure (i.e. resorts, attractions)

**Current Vision Brainstorm Results:**
- Protect what we have and define what’s permitted
- Missing controlled development
- No mention of recreation, need to promote culture and recreation
- Description doesn’t match Georgian Bay landscape
- No mention of services for seniors
- Need to provide for a year round, strong economy
- Need public waterfront access
- Bring young people back and provide something for them to come back to
- Attract youth with jobs
- Carefully monitor development
- Promote diversity
- Affordable living standards
- Need more infrastructure to support a growing population
- More stores
- Even distribution of services and funding
- Georgian Bay Township pays high taxes to District but gets little in return
- More facilities needed in Georgian Bay Township rather than other towns in Muskoka
- Need to lower taxes
- Allow for development to off-set tax increases
- Involve “average” people as part of the community
- Community-driven and responsible government
Brainstorm Results Continued...
- Better collaboration on development plans (e.g. what goes where)
- Ensure Muskoka does not become a millionaire community
- Planning for appropriate growth and development
- Need urban design standards to create a matching façade
- Promoting community plans with themes to guide and enforce character
- No schools in Port Severn, need satellite high school to reduce travel
- Port Severn forgotten in infrastructure plans

Other Key Messages or Points from Feedback Forms:
- It is a changing landscape, going from middle class camping, cottages, trailers from the 1940-1960s era to a much more elite cottages with full amenities and heading toward more permanent residency with younger people leaving the city, which are not retired and needs jobs
- Realize in the outcome that Georgian Bay Township is not like the rest of Muskoka, it has not had the critical mass and economic development to be a sustainable community, a lot of catch up is required
Q1: What do you like or love about Muskoka today?

- Everything but the taxes and noisy neighbours
- Water, clean/pristine lakes (3)
- Birds, wildlife (2)
- Bush, wild plants, trees (3)
- Peace, quiet surroundings (2)
- Sunrise, sunset (2)
- Air
- Libraries
- Most people, neighbours, friends (3)
- Nature
- Slower/relaxed pace (2)
- High technology

Identified themes from Q1:

- Community – regattas, festivals, farmers markets
- Slower pace of life
- Cultural heritage
- Landscape – water, rocks, trees
- Wildlife/nature
- People – volunteers, neighbours

Q2: What would you change about Muskoka (what do you dislike)?

- Impact from large boats (noise, erosion, safety for swimmers and non-motorized boats, speed, wake, destruction of wildlife like loon nests)
- Blasting and tree cutting, especially where no benefit for development or economy
- Huge boathouses
- Developers not respecting other property owners
- Need balance between individual and community needs and wants
- Enforcement of by-laws
- Development detracts from property values

- Timeshares, brings in people who don’t care, increases intensity of use
- Too much focus on resorts and not enough focus on cottagers
- Too many golf courses
- Lack of municipal (District and local) leadership
- No common sense on Council
- More transparency needed on Council
- Council needs to represent constituency
- Need more effective communication channels and input on initiatives such as weekday evening meetings

Identified themes from Q2:

- Better communication needed
- Municipal leadership
- Large boats
- Need for balance – individual and community interests
- Development that detracts from property values
Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

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<tr>
<td>Planning for appropriate growth and development</td>
<td>3</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>6</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>0</td>
</tr>
<tr>
<td>Growing the economy and creating good jobs</td>
<td>0</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>0</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>0</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>0</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>0</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>0</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups</td>
<td>3</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>0</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>0</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>1</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>0</td>
</tr>
<tr>
<td><strong>Better fiscal responsibility</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>Lower taxes</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Develop a vibrant vision and leadership for the District</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>Planning for an aging community</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>Create a healthy lifestyle</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>Promote active communities</strong></td>
<td>3</td>
</tr>
</tbody>
</table>

*Note: items in bold were changed or added by the group*

Top priorities identified in Q3:
- Protecting water, land, air and wildlife
- Develop a vibrant vision and leadership for the District
- Planning for an aging community
- Better fiscal responsibility
- Create a healthy lifestyle

Current Vision Brainstorm Results: Time constraints did not permit discussion

Other Key Messages or Points from Feedback Forms:
- Vision needs action words
- Vision should include rivers and waterfalls
- Part of the protection of the environment should be to initiate “green bins” in Muskoka
- Please pay attention to what you are hearing from people
- The District needs great leadership
Q1: What do you like or love about Muskoka today?

- Clean water
- Clean air
- Rugged topography, trees/rocks
- Proximity to Algonquin and Arrowhead Provincial Parks
- Outdoor activities - boating, hiking, swimming - many of which are free activities
- Calmness, homey
- Less busy
- Less traffic
- Small communities
- Sense of community
- Knowing your neighbours or people in the community
- Helpful community
- Sense of belonging
- Welcoming community
- History and heritage, can find evidence of early homesteads
- Restaurants
- Algonquin and Rene Caisse theatres
- Summit Centre
- Good high school with good courses
- Many people are self-employed
- Arts community, lots of local talent
- Cleanliness of communities
- Desirable place to visit
- Tourists/resorts, good for the economy
- Good social programming (e.g. food banks)
- Good place for seniors and to raise a family

Identified themes from Q1:

- Small, less busy communities
- Environment and landscape
- Sense of community
- History/heritage
- Restaurants and amenities (e.g. theatres)
- Tourism economy
- Arts/culture

Q2: What would you change about Muskoka (what do you dislike)?

- Communities are small but may be growing too quickly
- Huge increase in population
- Need more funding for social programs, now we are always having to do more with less
- High cost of living
- Need more affordable housing
- Most jobs are seasonal and in the service industries
- Need more industry for jobs
- Rents do not reflect wages
- High taxes
- Not enough shopping alternatives
- Have to drive out of town to shop
- Cost of living increases in the summer (e.g. cost of groceries)
- Need incentives to buy or produce local products, DMM has a role
- Design of buildings should blend with the environment, need design guidelines
- Buildings and communities should look “Muskokan”
- Leaving trees and integrating them with new developments
- Muskoka is starting to look like any other community in Ontario
- Property standards should be stronger (e.g. neighbours are dumping garbage and vehicles near property lines)
- Waterfront visual pollution, development is too visible, need better/more buffering and setbacks
- Roads are in disrepair, local and District
- Need new building for high school
- Difficult to get around in the winter, need better plowing and salting
- Discontinuous or no sidewalks in certain areas
- More lights needed for pedestrian safety
- Cuts to healthcare
Q2: Continued...
- Not enough doctors
- Need better healthcare facilities
- Need better communication with patients
- Muskoka should have the same level of care as other communities (e.g. Barrie)
- Class divide between rich and poor, very little middle class
- Seen as a wealthy community, but in fact is a poor community
- Hidden social problems (e.g. homelessness, drugs)
- Need to work 2 or 3 jobs to afford to live here

Identified themes from Q2:
- High cost of living
- Need more and better jobs
- Funding for social programs
- Need local shopping/produce
- Urban and waterfront design standards
- Road/sidewalk maintenance
- Better healthcare needed
- Need more transportation options

Q3: Given what you like and what you would change about Muskoka, what should the priorities be for the future?

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for appropriate growth and development</td>
<td>1</td>
</tr>
<tr>
<td>Protecting water, land, air and wildlife</td>
<td>3</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>0</td>
</tr>
<tr>
<td>Growing the economy and creating good jobs</td>
<td>4</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>0</td>
</tr>
<tr>
<td>Encouraging tourism infrastructure (i.e. resorts, attractions)</td>
<td>0</td>
</tr>
<tr>
<td>Using renewable and non-renewable resources wisely</td>
<td>1</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>1</td>
</tr>
<tr>
<td>Promoting alternative transportation (i.e. cycling)</td>
<td>2</td>
</tr>
<tr>
<td>Encouraging housing attainable to all income groups (e.g. communitarians, co-ops, and other “outside the box” alternatives)</td>
<td>3</td>
</tr>
<tr>
<td>Increasing access to services (i.e. healthcare, schools)</td>
<td>1</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>1</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>0</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>0</td>
</tr>
<tr>
<td>Institute urban and waterfront design standards</td>
<td>1</td>
</tr>
<tr>
<td>Promote local businesses and farms</td>
<td>2</td>
</tr>
<tr>
<td>Communication and access to information</td>
<td>0</td>
</tr>
</tbody>
</table>

Note: items in bold were changed or added by the group
Top priorities identified in Q3:
- Growing the economy and creating good jobs
- Protecting water, land, air, and wildlife
- Encouraging housing affordable to all income groups (e.g. communitarians, co-ops, and other “outside the box” alternatives)
- Promoting alternative transportation (i.e. cycling)
- Promote local businesses and farms

Current Vision Brainstorm Results:
- Needs to be longer with more detail
- Could condense environmental part
- People are missing from the vision
- Needs to address challenges with poverty, affordability and healthcare
- Youth are not included in current vision
- Youth programming and opportunities needed
- Alternative transportation is key
- Put amenities (e.g. skate park) where they are accessible to those who use them

Other Key Messages or Points from Feedback Forms:
- No feedback forms received
APPENDIX IX: SURVEY QUESTIONNAIRE

THE DISTRICT MUNICIPALITY OF MUSKOKA

70 PINE STREET, Bracebridge, ONTARIO P1L 1N3
Telephone (705) 645-2231 Fax (705) 645-5319 1-800-461-4210 (705 area code)
www.muskoka.on.ca

Office of the District Chair

MUSKOKA MOVING FORWARD: Visioning for the Future

Dear Muskoka Resident:

We want to know what your vision is for Muskoka.

Our community vision guides how Muskoka will grow and change in the future and helps District Council make planning decisions that impact important economic, environmental and social issues. The vision also forms the framework for policies in the Muskoka Official Plan. As part of the Muskoka Official Plan review, Muskoka’s vision will be revisited to determine if it still reflects our community’s values. The Muskoka Moving Forward visioning initiative is the program that will review the vision and update it if necessary.

There are many ways that you can express your opinions. Enclosed for your convenience is a brochure and a survey that you can complete and send back by mail, fax, email or using identified drop boxes. You can also fill out an online survey on the District of Muskoka website (www.muskoka.on.ca) by clicking on “Hot Topics”. The surveys are anonymous and should only take 10-15 minutes to complete. Additional copies of the survey can be requested by using the contact information provided below.

If you do not feel comfortable providing certain information, please feel free to leave a section blank and proceed to the next question. Remember, the questionnaire is anonymous to assure your privacy. General demographic information is requested to ensure that we’ve reached a cross-section of residents from across Muskoka.

We hope the results of the survey will also be of interest to you and your family. The results from the surveys and small group visioning sessions will be made publicly available on the District of Muskoka website. To be included in this program, we will require your response no later than September 1, 2010.

Your participation is vital to the success of the Muskoka Moving Forward visioning initiative and we thank you for your interest and assistance in this important program. Should you wish to obtain more information, require additional copies of the survey, or if you are part of an organization that would like to host a group visioning session, please call (705) 645-2231, ext. 388 or email vision@muskoka.on.ca. Information on this initiative can also be found in the “Hot Topics” section of our website: www.muskoka.on.ca.

Yours truly,

Gord Adams
District Chair

Managing Our Legacy Together
Muskoka Moving Forward Survey

With the brochure as background, please use this form to provide feedback on the following questions by September 1, 2010. You may attach additional sheets if necessary. This survey can also be done online at www.muskoka.on.ca by clicking on “Hot Topics”.

How to return this survey:

- Mail: Muskoka Moving Forward, District Municipality of Muskoka
  70 Pine Street, Bracebridge, Ontario, P1L 1N3
- Fax: 705-646-2207
- E-mail: vision@muskoka.on.ca
- Drop boxes: Available at local libraries and municipal offices across Muskoka

1. What do you love about Muskoka today? Under each heading, please check (✓) any characteristics about Muskoka today that you love.

<table>
<thead>
<tr>
<th>Characteristics about Muskoka Today</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Character</strong></td>
</tr>
<tr>
<td>☐ Scenic landscape</td>
</tr>
<tr>
<td>☐ Small town/rural atmosphere</td>
</tr>
<tr>
<td>☐ Downtown areas</td>
</tr>
<tr>
<td>☐ Sense of community</td>
</tr>
<tr>
<td>☐ Controlled development</td>
</tr>
<tr>
<td>☐ Other: ________________________</td>
</tr>
<tr>
<td><strong>Natural Environment</strong></td>
</tr>
<tr>
<td>☐ Nature is valued/preserved</td>
</tr>
<tr>
<td>☐ Trees, lakes, rivers and other features</td>
</tr>
<tr>
<td>☐ Close to natural spaces</td>
</tr>
<tr>
<td>☐ No pollution/clean</td>
</tr>
<tr>
<td>☐ Wildlife</td>
</tr>
<tr>
<td>☐ Other: ________________________</td>
</tr>
<tr>
<td><strong>Community Values</strong></td>
</tr>
<tr>
<td>☐ Knowing your neighbours</td>
</tr>
<tr>
<td>☐ Safety</td>
</tr>
<tr>
<td>☐ Community spirit</td>
</tr>
<tr>
<td>☐ Friendly/generous community</td>
</tr>
<tr>
<td>☐ Slower pace of life</td>
</tr>
<tr>
<td>☐ Family values</td>
</tr>
<tr>
<td>☐ Other: ________________________</td>
</tr>
<tr>
<td><strong>Recreation and Culture</strong></td>
</tr>
<tr>
<td>☐ Availability of sports/activities</td>
</tr>
<tr>
<td>☐ Arts and culture</td>
</tr>
<tr>
<td>☐ Resource-based recreation (e.g. hunting)</td>
</tr>
<tr>
<td>☐ Outdoor activities (e.g. snowmobiling, hiking, boating)</td>
</tr>
<tr>
<td>☐ Other: ________________________</td>
</tr>
<tr>
<td><strong>Transportation</strong></td>
</tr>
<tr>
<td>☐ Close to major urban areas</td>
</tr>
<tr>
<td>☐ Having an airport</td>
</tr>
<tr>
<td>☐ Easy to get around/not much traffic</td>
</tr>
<tr>
<td>☐ Road networks</td>
</tr>
<tr>
<td>☐ Trails systems</td>
</tr>
<tr>
<td>☐ Other: ________________________</td>
</tr>
<tr>
<td><strong>Community Services</strong></td>
</tr>
<tr>
<td>☐ Availability of social programs (e.g. housing, employment, support networks)</td>
</tr>
<tr>
<td>☐ Healthcare</td>
</tr>
<tr>
<td>☐ Colleges and universities</td>
</tr>
<tr>
<td>☐ Primary/secondary schools</td>
</tr>
<tr>
<td>☐ Other: ________________________</td>
</tr>
<tr>
<td><strong>Economic Opportunities</strong></td>
</tr>
<tr>
<td>☐ Job opportunities</td>
</tr>
<tr>
<td>☐ Tourism industry</td>
</tr>
<tr>
<td>☐ Small businesses</td>
</tr>
<tr>
<td>☐ Other: ________________________</td>
</tr>
</tbody>
</table>

1A. Please list any other characteristics about Muskoka today that are important to you.
2. What is your vision for Muskoka’s future? Use the space below to complete the following sentences.

<table>
<thead>
<tr>
<th>MY VISION FOR MUSKOKA</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the future, the character of Muskoka is...</td>
</tr>
<tr>
<td>In the future, the natural environment in Muskoka is...</td>
</tr>
<tr>
<td>In the future, the community values of Muskoka are...</td>
</tr>
<tr>
<td>In the future, the recreation and culture of Muskoka is...</td>
</tr>
<tr>
<td>In the future, transportation in Muskoka is...</td>
</tr>
<tr>
<td>In the future, community services in Muskoka are...</td>
</tr>
<tr>
<td>In the future, economic opportunities in Muskoka are...</td>
</tr>
</tbody>
</table>

2A. Please list any other ideas that you have about Muskoka’s future.
3. Keeping in mind your vision for Muskoka’s future, what are the priority actions for the District of Muskoka to undertake?

Please score the following actions. A score of “1” means the action is not important and a score of “5” means the action is very important to undertake.

<table>
<thead>
<tr>
<th>Priority Actions for Muskoka</th>
<th>Not Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing growth and development</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Protecting the environment</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Growing the economy and creating jobs</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Enhancing the tourism industry</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Managing renewable/non-renewable resources</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Promoting alternative transportation options</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Encouraging affordable housing</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Increasing access to services (e.g. schools, healthcare)</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>

3A. Please list any other actions that should be priorities for the District to undertake.

---

4. Demographic information (please circle the applicable):

**Gender:** Male / Female  **Age:** <25 / 25-40 / 41-55 / >55

**Residency:** Permanent / Seasonal / Non-resident

**Location of your Muskoka residence** (e.g. Bracebridge):

5. Consultation sessions are being planned with organizations and community groups across Muskoka. If you are part of an organization or group that would like to host a visioning session, please provide us with the contact information:

__________________________________________________________________________
### APPENDIX X: DETAILED SURVEY RESULTS

**What do you love about the CHARACTER of Muskoka today? Please select ALL answers that apply to you.**

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenic landscape</td>
<td>94.6%</td>
<td>1971</td>
</tr>
<tr>
<td>Small town/rural atmosphere</td>
<td>77.1%</td>
<td>1606</td>
</tr>
<tr>
<td>Controlled development</td>
<td>46.3%</td>
<td>965</td>
</tr>
<tr>
<td>Sense of community</td>
<td>41.5%</td>
<td>865</td>
</tr>
<tr>
<td>Downtown areas</td>
<td>28.2%</td>
<td>587</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>319</td>
</tr>
</tbody>
</table>

*Answered question: 2083  Skipped question: 65*

**What do you love about the NATURAL ENVIRONMENT of Muskoka today? Please select ALL answers that apply to you.**

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trees, lakes, rivers and other features</td>
<td>95.6%</td>
<td>1990</td>
</tr>
<tr>
<td>Wildlife</td>
<td>76.2%</td>
<td>1587</td>
</tr>
<tr>
<td>Nature is valued/preserved</td>
<td>74.0%</td>
<td>1541</td>
</tr>
<tr>
<td>No pollution/clean</td>
<td>65.5%</td>
<td>1363</td>
</tr>
<tr>
<td>Close to natural spaces</td>
<td>64.3%</td>
<td>1338</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>236</td>
</tr>
</tbody>
</table>

*Answered question: 2082  Skipped question: 66*

**What do you love about the COMMUNITY VALUES of Muskoka today? Please select ALL answers that apply to you.**

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slower pace of life</td>
<td>82.0%</td>
<td>1649</td>
</tr>
<tr>
<td>Friendly/generous community</td>
<td>55.2%</td>
<td>1110</td>
</tr>
<tr>
<td>Safety</td>
<td>54.5%</td>
<td>1095</td>
</tr>
<tr>
<td>Knowing your neighbours</td>
<td>48.8%</td>
<td>982</td>
</tr>
<tr>
<td>Family values</td>
<td>42.9%</td>
<td>862</td>
</tr>
<tr>
<td>Community spirit</td>
<td>39.9%</td>
<td>802</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>133</td>
</tr>
</tbody>
</table>

*Answered question: 2011  Skipped question: 137*

**What do you love about the RECREATION AND CULTURE of Muskoka today? Please select ALL answers that apply to you.**

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor activities (e.g. snowmobiling, hiking, boating)</td>
<td>85.3%</td>
<td>1637</td>
</tr>
<tr>
<td>Arts and culture</td>
<td>48.7%</td>
<td>934</td>
</tr>
<tr>
<td>Availability of sports/activities</td>
<td>39.6%</td>
<td>759</td>
</tr>
<tr>
<td>Resource-based recreation (e.g. hunting, fishing)</td>
<td>28.1%</td>
<td>540</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>291</td>
</tr>
</tbody>
</table>

*Answered question: 1919  Skipped question: 229*
What do you like about the TRANSPORTATION in Muskoka today? Please select ALL answers that apply to you.

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to get around/not much traffic</td>
<td>74.7%</td>
<td>1414</td>
</tr>
<tr>
<td>Trails systems</td>
<td>50.0%</td>
<td>947</td>
</tr>
<tr>
<td>Road networks</td>
<td>38.4%</td>
<td>727</td>
</tr>
<tr>
<td>Close to major urban areas</td>
<td>33.7%</td>
<td>639</td>
</tr>
<tr>
<td>Having an airport</td>
<td>13.3%</td>
<td>251</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>230</td>
</tr>
</tbody>
</table>

Answered question 1894

What do you like about the COMMUNITY SERVICES in Muskoka today? Please select ALL answers that apply to you.

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>84.7%</td>
<td>1148</td>
</tr>
<tr>
<td>Primary/secondary schools</td>
<td>35.9%</td>
<td>487</td>
</tr>
<tr>
<td>Colleges and universities</td>
<td>30.2%</td>
<td>409</td>
</tr>
<tr>
<td>Availability of social programs (e.g. housing, employment, support networks)</td>
<td>30.1%</td>
<td>408</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>263</td>
</tr>
</tbody>
</table>

Answered question 1356

What do you like about the ECONOMIC OPPORTUNITIES in Muskoka today? Please select ALL answers that apply to you.

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism industry</td>
<td>66.9%</td>
<td>811</td>
</tr>
<tr>
<td>Small businesses</td>
<td>66.6%</td>
<td>807</td>
</tr>
<tr>
<td>Job opportunities</td>
<td>23.1%</td>
<td>280</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td>210</td>
</tr>
</tbody>
</table>

Answered question 1212

Please list any other characteristics that you love about Muskoka today that were not covered in the preceding questions.

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other (please specify)</td>
<td>777</td>
</tr>
</tbody>
</table>

Answered question 777

Skipped question 1371
In the future, the CHARACTER of Muskoka is...

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open ended (please specify)</td>
<td>1630</td>
</tr>
</tbody>
</table>

Common Themes Ordered by Frequency
Sustainable/Protected Environment/Nature/Clean, Small-Town/Quiet/Rural/Safe, Same/Maintained/Preserved, Controlled Development/Appropriate Development/Controlled Growth, Scenic/Beautiful/Landscape, Friendly/Welcoming/Sense of Community, Year-round Economy/Good Jobs/Viable Downtowns, Declining/Threatened (Various Reasons Given), Tourist/Retirement Friendly, Slow Pace/Relaxed, History/Culture Preserved/Arts Promoted, Equitable/Diverse/Inclusive, Socially Conscious/Affordable, Outdoor Activities/Recreation, Expanding/Over-Developed/Crowded, Unique, Progressive/Modern, Reduced Government/Fewer Regulations/Responsible/Cooperation, Changing/Adaptable

In the future, the COMMUNITY VALUES of Muskoka are...

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open ended (please specify)</td>
<td>1393</td>
</tr>
</tbody>
</table>

Common Themes Ordered by Frequency
Same/Traditional/Protected, Friendly/Trust ing/Welcoming/Neighbourly, Safe/Respectful, Small-Town/Rural/Controlled Development, Diverse/Equitable/Inclusive/Open-minded, Family Friendly/People Oriented, Helpful/Volunteerism/Supportive/Generous, Sustainability/Environmentally Friendly, Slow Pace/Relaxed/ Quiet/Private, Pride/Spirit/Unity/Community Participation, Strengthened/Improved/Important, Affordable/Quality of Life/Education, Threatened/Changing (Various Reasons Given), Economic Opportunities/Vibrant Downtowns/Small Businesses/Local Businesses, Healthy/Healthcare, Progressive/Growth/Modern, Unique/"Muskoka Feel"/Beautiful

In the future, the NATURAL ENVIRONMENT in Muskoka is...

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open ended (please specify)</td>
<td>1660</td>
</tr>
</tbody>
</table>

Common Themes Ordered by Frequency
Maintained/Protected/Preserved/Conserved, Controlled Development/Controlled Transportation/Good Planning, Priority/Promoted/Valued, Water Quality/Lakes/Natural Shorelines/Wetlands, Pristine/Natural/Vast, Clean/Healthy, Reduce Pollution/Reduce Carbon Footprint, Stop Clear Cutting/Replant/Forests/Trees, Degraded/Declining/At Risk (Various Reasons Given), Wildlife/Habitat Protected, Sustainable Harvest/Use Renewables/Management, Recreation/Accessible/Trails, Scenic/Beautiful, Restore/Improve/Enhance, Linked to Health/Economy/Lifestyle, Open/Green Spaces, Relaxing/Quiet/Enjoyment
In the future, **RECREATION AND CULTURE** in Muskoka are...

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open ended (please specify)</td>
<td>1443</td>
</tr>
<tr>
<td><strong>Answered question</strong></td>
<td>1443</td>
</tr>
<tr>
<td><strong>Skipped question</strong></td>
<td>705</td>
</tr>
</tbody>
</table>

Common Themes Ordered by Frequency

Environment Focused/Sustainable/Non-motorized, Abundant/Expanded/Important/Valued/Supported, Same/Traditional/Preserved/Protected, Culture/History/Arts (Theatre, Art Tours, Restaurants, Galleries), Outdoor Focus/Sports, Inclusive/For Everyone/Equity/Respectful of Neighbours, Small-Town/Community Events/Community Spirit/"Muskoka Culture", Accessible/Evenly Distributed/User Friendly, Physical Infrastructure/Facilities (Pool, Arena, Fields, Trails, Community Centre), Link to Economy/Health Attracting Residents and Tourists, Senior Focus/Family Friendly/Safe/Fun, Affordable/Subsidized, Diverse/Year-round, User Pay/Too Costly/Keep Small Declining/Lacking/Need Improvement/Unimportant (Various Reasons Given)

In the future, **TRANSPORTATION** in Muskoka is...

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open ended (please specify)</td>
<td>1449</td>
</tr>
<tr>
<td><strong>Answered question</strong></td>
<td>1449</td>
</tr>
<tr>
<td><strong>Skipped question</strong></td>
<td>699</td>
</tr>
</tbody>
</table>

Common Themes Ordered by Frequency

Need Better Public Transportation (Buses, Trains, Special Transport) Within and Between Towns, Same/Maintained, Road Improvements Needed/Maintenance Needed, Accessible/Equitable/Greater Access to Rural Areas, Expanded/Keep Pace with Growth/Improved/Modernized, Active Transportation/Walkable/Trails, Protect Environment/Reduce Pollution/Reduce Fuel Consumption/Clean, No More Highways/No More By-passes/Not a Priority/Not to Increase, Reduced Traffic (Car, Boat)/Reduced Reliance on Cars, Safe/Enforcement, Compact Development/Keep Small-Town Feel/Maintain Character/Planned, Cost Effective/Practical/Affordable, Choice/Alternatives (Boats, Airport, ATV, Snowmobile, Carpool), Declining (Various Reasons Given), Linked to Health/Economy, No Public Transportation Needed in Muskoka

In the future, **COMMUNITY SERVICES** in Muskoka are...

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open ended (please specify)</td>
<td>1298</td>
</tr>
<tr>
<td><strong>Answered question</strong></td>
<td>1298</td>
</tr>
<tr>
<td><strong>Skipped question</strong></td>
<td>850</td>
</tr>
</tbody>
</table>

Common Themes Ordered by Frequency

In the future, ECONOMIC OPPORTUNITIES in Muskoka are...

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open ended (please specify)</td>
<td>1340</td>
</tr>
<tr>
<td><strong>Answered question</strong></td>
<td>1340</td>
</tr>
<tr>
<td><strong>Skipped question</strong></td>
<td>808</td>
</tr>
</tbody>
</table>

**Common Themes Ordered by Frequency**
- Promote/Improve/Abundant/Increase with Population Growth/Support,
- Tourism/Service Focus/Recreation/Seasonal Residents/Construction,
- Protect Environment/Sustainable Growth/Green Collar Jobs/Resource Based Jobs, Small Businesses,
- Small-Town Character and Values Protected/Controlled Development/Viable Downtowns/No Big Box Stores,
- Living Wage/Year-round/meaningful/Stable/Full-time Jobs, Keeping/Attracting Youth/Residents/Education,
- Same/Nothing Additional/Limited,
- Equitably Distributed/Available to All/Hire Locals/Buy Local/Provide Job Opportunities,
- Manufacturing/Industry/Large Retail, Knowledge Based/Medical/Government/High Tech/Communications,
- Declining (Various Reasons Given), Diverse/Balanced, Attract Businesses/Provide Incentives,
- Government Role/Cost Effective, Reduced Government/Bureaucracy/Taxes/Chamber to Play Role,
- Retirement Focus/Aging Population

Please list any ideas that you have about Muskoka's future that were not covered by the preceding questions.

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other (please specify)</td>
<td>967</td>
</tr>
<tr>
<td><strong>Answered question</strong></td>
<td>967</td>
</tr>
<tr>
<td><strong>Skipped question</strong></td>
<td>1181</td>
</tr>
</tbody>
</table>

Note: “Other ideas” not listed due to length of responses.
Keeping in mind your vision for Muskoka, what are the priority actions for the District of Muskoka to undertake? Please score the following actions. A score of *1* means that the action is NOT important and a score of *5* means the action is VERY important.

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1 (Not Important)</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5 (Very Important)</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encouraging affordable housing</td>
<td>318</td>
<td>311</td>
<td>513</td>
<td>356</td>
<td>452</td>
<td>3.16</td>
<td>1950</td>
</tr>
<tr>
<td>Promoting alternative transportation options</td>
<td>321</td>
<td>292</td>
<td>455</td>
<td>371</td>
<td>490</td>
<td>3.22</td>
<td>1929</td>
</tr>
<tr>
<td>Improving existing transportation networks</td>
<td>235</td>
<td>304</td>
<td>548</td>
<td>429</td>
<td>429</td>
<td>3.26</td>
<td>1945</td>
</tr>
<tr>
<td>Enhancing the tourism industry</td>
<td>212</td>
<td>246</td>
<td>568</td>
<td>524</td>
<td>398</td>
<td>3.33</td>
<td>1948</td>
</tr>
<tr>
<td>Creating an inclusive and diverse community</td>
<td>267</td>
<td>221</td>
<td>500</td>
<td>476</td>
<td>469</td>
<td>3.34</td>
<td>1948</td>
</tr>
<tr>
<td>Promoting vibrant downtowns year-round</td>
<td>223</td>
<td>235</td>
<td>553</td>
<td>465</td>
<td>464</td>
<td>3.37</td>
<td>1940</td>
</tr>
<tr>
<td>Growing the economy and creating jobs</td>
<td>196</td>
<td>221</td>
<td>563</td>
<td>467</td>
<td>495</td>
<td>3.43</td>
<td>1942</td>
</tr>
<tr>
<td>Promoting recreational and cultural opportunities</td>
<td>149</td>
<td>199</td>
<td>551</td>
<td>625</td>
<td>431</td>
<td>3.51</td>
<td>1955</td>
</tr>
<tr>
<td>Keeping youth in our area</td>
<td>140</td>
<td>191</td>
<td>537</td>
<td>559</td>
<td>510</td>
<td>3.57</td>
<td>1937</td>
</tr>
<tr>
<td>Increasing access to services (e.g. schools, healthcare)</td>
<td>150</td>
<td>190</td>
<td>494</td>
<td>506</td>
<td>590</td>
<td>3.62</td>
<td>1930</td>
</tr>
<tr>
<td>Maintaining small-town feel and rural character</td>
<td>42</td>
<td>52</td>
<td>236</td>
<td>538</td>
<td>1104</td>
<td>4.32</td>
<td>1972</td>
</tr>
<tr>
<td>Managing renewable/non-renewable resources</td>
<td>36</td>
<td>48</td>
<td>213</td>
<td>529</td>
<td>1117</td>
<td>4.36</td>
<td>1943</td>
</tr>
<tr>
<td>Managing growth and development</td>
<td>35</td>
<td>41</td>
<td>151</td>
<td>323</td>
<td>1425</td>
<td>4.55</td>
<td>1975</td>
</tr>
<tr>
<td>Protecting the environment</td>
<td>13</td>
<td>11</td>
<td>69</td>
<td>157</td>
<td>1751</td>
<td>4.81</td>
<td>2001</td>
</tr>
</tbody>
</table>

Please list any other actions that should be priorities for the District to undertake.

Answered question 2027

Skipped question 121
### Gender of Survey Respondents

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>50.3%</td>
<td>976</td>
</tr>
<tr>
<td>Female</td>
<td>49.7%</td>
<td>964</td>
</tr>
</tbody>
</table>

*Answered question 1940

*Skipped question 208

### Age of Survey Respondents

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 25</td>
<td>0.6%</td>
<td>12</td>
</tr>
<tr>
<td>25-40</td>
<td>5.7%</td>
<td>115</td>
</tr>
<tr>
<td>41-55</td>
<td>28.9%</td>
<td>580</td>
</tr>
<tr>
<td>Over 55</td>
<td>64.8%</td>
<td>1301</td>
</tr>
</tbody>
</table>

*Answered question 2008

*Skipped question 140

### Resident Status of Survey Respondents

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent resident</td>
<td>42.9%</td>
<td>838</td>
</tr>
<tr>
<td>Seasonal resident (i.e. cottager)</td>
<td>55.3%</td>
<td>1081</td>
</tr>
<tr>
<td>Non-resident</td>
<td>1.8%</td>
<td>35</td>
</tr>
</tbody>
</table>

*Answered question 1954

*Skipped question 194

### Location of your home/cottage/property in Muskoka (if you have more than one property, you may choose multiple locations):

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bracebridge</td>
<td>18.3%</td>
<td>330</td>
</tr>
<tr>
<td>Huntsville</td>
<td>16.6%</td>
<td>299</td>
</tr>
<tr>
<td>Gravenhurst</td>
<td>14.2%</td>
<td>256</td>
</tr>
<tr>
<td>Muskoka Lakes</td>
<td>6.9%</td>
<td>125</td>
</tr>
<tr>
<td>Lake of Bays</td>
<td>5.6%</td>
<td>101</td>
</tr>
<tr>
<td>Port Carling</td>
<td>5.4%</td>
<td>98</td>
</tr>
<tr>
<td>Bala</td>
<td>4.3%</td>
<td>78</td>
</tr>
<tr>
<td>Baysville</td>
<td>3.8%</td>
<td>68</td>
</tr>
<tr>
<td>Georgian Bay</td>
<td>3.4%</td>
<td>62</td>
</tr>
<tr>
<td>Port Sydney</td>
<td>3.1%</td>
<td>56</td>
</tr>
<tr>
<td>Honey Harbour</td>
<td>3.1%</td>
<td>56</td>
</tr>
<tr>
<td>Dwight</td>
<td>3.0%</td>
<td>54</td>
</tr>
<tr>
<td>Dorset</td>
<td>2.3%</td>
<td>41</td>
</tr>
<tr>
<td>Port Severn</td>
<td>2.2%</td>
<td>39</td>
</tr>
<tr>
<td>Torrance</td>
<td>1.8%</td>
<td>33</td>
</tr>
<tr>
<td>MacTier</td>
<td>1.7%</td>
<td>31</td>
</tr>
<tr>
<td>Answer Options</td>
<td>Response Percent</td>
<td>Response Count</td>
</tr>
<tr>
<td>-------------------------</td>
<td>------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Windermere</td>
<td>1.5%</td>
<td>27</td>
</tr>
<tr>
<td>Minett</td>
<td>1.4%</td>
<td>25</td>
</tr>
<tr>
<td>Utterson</td>
<td>1.3%</td>
<td>23</td>
</tr>
<tr>
<td>Kilworthy</td>
<td>1.2%</td>
<td>22</td>
</tr>
<tr>
<td>Foot's Bay</td>
<td>0.9%</td>
<td>17</td>
</tr>
<tr>
<td>Housy's Rapids</td>
<td>0.7%</td>
<td>13</td>
</tr>
<tr>
<td>Hillside</td>
<td>0.6%</td>
<td>11</td>
</tr>
<tr>
<td>Severn Bridge</td>
<td>0.5%</td>
<td>9</td>
</tr>
<tr>
<td>Milford Bay</td>
<td>0.5%</td>
<td>9</td>
</tr>
<tr>
<td>Glen Orchard</td>
<td>0.2%</td>
<td>4</td>
</tr>
<tr>
<td>Barkway</td>
<td>0.2%</td>
<td>3</td>
</tr>
<tr>
<td>Novar</td>
<td>0.1%</td>
<td>2</td>
</tr>
<tr>
<td>Hidden Valley</td>
<td>0.1%</td>
<td>2</td>
</tr>
<tr>
<td>Muskoka Falls</td>
<td>0.1%</td>
<td>2</td>
</tr>
<tr>
<td>Kluey's Bay</td>
<td>0.1%</td>
<td>2</td>
</tr>
<tr>
<td>The Locks</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Other (please specify)</td>
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<td>426</td>
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Answered question 1805
Skipped question 343