

APPENDIX A

SURVEY RESULTS

APPENDIX A

RESIDENTS SURVEY RESULTS

INTRODUCTION

This section documents the results of the online resident survey of Midland residents on their use of parks and trails in the community, their interest in improvements, and potential directions for the municipality in future service provision. The survey was hosted on the Town's website from mid-April to mid-May, 2018. This timeframe included one extension to the original deadline, along with widespread promotion of the survey's availability, to improve an initial low response.

The results of the survey, along with other relevant information and research, will be used to inform the Master Plan's needs assessments and recommendations. The report is presented under the following main headings:

- respondents and responses
- parks and outdoor facilities in the Town of Midland
- trails in Midland and area
- overall directions
- community profile
- additional comments

RESPONDENTS AND RESPONSES

A total of 319 people initiated a response to the resident survey for the Parks and Trails Master Plan. The majority (272 or 85.3%) were residents of the Town of Midland and the remaining proportion (14.7% or 47) was not. Those who were not residents of the Town exited the survey at this point and were thanked for their interest. Among residents who continued the survey, the number of responses to individual questions varied since there was no requirement to answer.

PARKS AND OUTDOOR FACILITIES

All Parks

A very large majority (97.7% or 261) of 270 respondents or members of their household use parks in the Town of Midland, either as part of organized groups (e.g., ball, soccer leagues, special events, etc.) or for unstructured activities (e.g., playgrounds, dog walking, swimming, observing nature, etc.). Only 3% or nine respondents indicated they do not use parks. At the same time, 40 respondents provided reasons for not using parks. Some of these, however, are reasons for using only some parks or for using some less frequently than others. Reasons are listed in general categories below¹:

¹ Responses are reproduced as provided; errors in spelling, grammar, etc. have not been corrected

- Personal/family/children's safety concerns (13): near Unimen and Pettersen (5); criminal activity; questionable activities; feel unsafe; most of the parks in Midland besides Little Lake Park and Tiffin Park (these experience this issues sometimes as well but less frequently) are riddled with graffiti, drug paraphernalia and gang or drug dealing activity. It makes it a very unsafe environment
- Lack of needed amenities/access/attractions (4): clean washrooms; limited seating, rest spots, shade; no winter access
- Too far from home: (4)
- Lack of/outdated equipment/facilities (2): need a splash pad especially for those without cars to get to Penetanguishene (1)
- Geese problem (1): Little Lake
- Poor water quality (2): Pettersen (1)
- Other - only use ones close to home (3); too lazy/not interested (2); not able to use parks (1); no children at home (1); out of bound snowmobiles in winter (1); too many tourists (1); parks too small (1)

Use of Waterfront Parks

Almost all (98.5% or 256) of 260 respondents or members of their household use the Town's waterfront parks. (Little Lake Park was included as a waterfront park with those along Georgian Bay). The four respondents who do not use these parks provided the following reasons:

- lack of amenities (e.g., benches, picnic tables, bike parking, shade/shade structures): (3)
- not enough vibrancy, excitement to make us want to visit: (2)
- we are not interested in using waterfront parks: (1)
- they are not accessible to people using wheelchairs, walkers, etc.: (1)
- age and mobility related issues: (1)
- single: (1)

Those who use waterfront parks were requested to indicate approximately how frequently they and/or other members of their household use each of the Town's waterfront parks during the late spring, summer and early fall. Winter was excluded from the question in an effort to determine peak use during prime seasons for outdoor activity. This does not presume that parks are not used in the winter or that more winter use should be encouraged.

Table AA.1 presents the responses to this question, and shows that the most frequently used waterfront parks are Little Lake (70% or 159 respondents), the Town Dock (61% or 146 respondents) and both of these are used to a considerably greater degree than other waterfront locations. At the other end of the scale, parks that were reported as never being used by the majority of respondents are Glenbrook Gardens and Sunrise (both 68%).

Frequency of Use of Waterfront Parks

	Frequently (about 1 week of more)	Occasionally (about 1 month)	Rarely (2-3 times per year)	Never	Total
Gawley	15.0% (29)	21.1% (41)	27.8% (54)	36.1% (70)	194
Glenbrook Gardens	3.5% (6)	11.0% (19)	17.4% (30)	68.0% (117)	172
Sunrise	4.6% (8)	10.9% (19)	16.7% (29)	67.8% (118)	174
McCullough	12.8% (23)	12.8% (23)	23.5% (42)	50.8% (91)	179
Pete Pettersen	30.0% (63)	28.6% (60)	28.6% (60)	12.9% (27)	210
David Onley	24.6% (47)	29.3% (56)	18.3% (35)	27.7% (53)	191
Harbourside	33.2% (62)	28.3% (53)	18.7% (35)	19.8% (37)	187
Midland Bay Landing	26.70% (51)	25.65% (49)	25.65% (49)	21.99% (42)	191
Veterns Waterfront	21.3% (38)	20.8% (37)	21.3% (38)	36.5% (65)	178
Town Dock	60.7% (136)	25.0% (56)	12.0% (27)	2.2% (5)	224
Little Lake	70.3% (159)	19.9% (45)	8.0% (18)	1.8% (4)	226

Table AA.1: Frequency of Use of Waterfront Parks

A total of 233 people provided information on the types of activities they participate in, at these parks. As Table AA.2 shows, waterfront parks in Midland are primarily used to attend special events, and to engage in self-directed unstructured physical or social activities. Over half of respondents indicated waterfront park-based activities include: walking/running (87% or 204), relaxing and appreciating water views/vistas (67% or 156), nature/wildlife appreciation (64% or 150), community special events (61% or 143), cycling (61% or 142), and picnicking, family/social gatherings (53% or 124). Other activities included kite and drone flying, photography, Pokemon Go, reading, yoga, run day programs, snowmobiling, attending Sunday music in the park, appreciation of mature trees in Little Lake Park, bird watching, and roller blading.

Residents' Activities at Waterfront Parks

Activity	%/# of Responses
walking/running	87.5% (204)
relaxing and appreciating water views/vistas	67.0% (156)
nature/wildlife appreciation	64.4% (150)
community special events (e.g., fireworks, Dockside Tuesdays)	61.4% (143)
cycling	61.0% (142)
picnicking, family/social gatherings	53.2% (124)
playing at the playground	48.5% (113)
dog walking	45.9% (107)
playing at the beach	42.9% (100)
swimming	40.3% (94)
people watching	39.5% (92)
non-motorized, individual water sports (e.g., kayaking, SUP, sailing)	24.4% (57)
winter activities (e.g., cross-country skiing, snow shoeing)	24.5% (57)
fishing	19.3% (45)
organized team field sports (e.g., baseball, soccer, Frisbee golf)	16.3% (38)
painting, sketching, photography	15.4% (36)
motorized pleasure boating	10.7% (25)
court sports (e.g., tennis, pickleball)	9.4% (22)
working in community garden	4.3% (10)
non-motorized, team water sports (e.g., dragon boat, sailing)	3.9% (9)
racing competitions (e.g., Pan American Cyclo-cross Championships)	3.9% (9)
Other (please specify)	4.7% (11)
Total Respondents / Responses	233 / 1,744

Table AA.2: Residents' Activities at Waterfront Parks

A total of 231 people indicated the age groups in their households that use waterfront parks for structured and/or unstructured programs, activities or special events. As shown in Table AA.3, adults under the age of 55 were by far the largest age group noted, at 71%. Since all relevant age groups in the household were requested, this suggests that a considerable number of adults without children use the

Town's waterfront parks. Roughly one third of responses (between 30% and 37%) each noted visitors, adults 55 years and older, family or household together, and children between the ages of 4 and 12 years as waterfront park users. Youth and pre-school children comprised the smallest age categories.

Age Groups that Use Waterfront Parks

Age Group	%/# of Responses
adults	70.6% (163)
children (4 to 12 years old)	37.2% (86)
family/household together (all ages)	34.6% (80)
adults (55+ years old)	33.8% (78)
visitors to our household (all ages)	30.3% (70)
preschool (3 years of age and under)	20.8% (48)
youth (13 to 19 years old)	17.7% (41)
Total Respondents / Responses	231 / 566

Table AA.3: Age Groups that Use Waterfront Parks

Table AA.4 shows that respondents (43% or 99) most often drive to waterfront parks, followed closely by walking (41% or 94 respondents). Other responses included combinations of biking, walking and driving (4) and snowmobiling (1).

Transportation to Waterfront Parks

Transportation Method	%/# of Responses
driving	42.9% (99)
walking	40.7% (94)
cycling	13.4% (31)
transit	0.9% (2)
other	2.1% (5)
Total Respondents	231

Table AA.4: Transportation to Waterfront Parks

Use of Inland Parks

Almost three-quarters (69.7% or 163) of 234 respondents or members of their household use inland parks in the Town of Midland. The remaining 30.3% (71 respondents) indicated they do not use these parks. Sixty-seven (67) respondents provided reasons for not using inland parks, as shown in Table AA.5. These most often were: lack of awareness of park locations/what they offer (40% or 27 respondents); no interest in using these parks (34% or 23 respondents); parks are too far from home (25% or 17 respondents); and they do not offer sufficient variety to interest different age groups (21% or 14 respondents). Other reasons for not using these parks included more interest in using/closer to waterfront parks (6); live alone (1); no park in Sunnyside (1); no children in household (1).

Reasons for Not Using Inland Parks

Reasons	%/# of Responses
not aware of their locations/what they offer	40.3% (27)
we are not interested in using these parks	34.3% (23)
they are too far from home	25.4% (17)
they do not offer sufficient variety to interest different age groups	20.9% (14)
they are empty, unused spaces with no vibrancy	14.9% (10)
lack of time/too busy	13.43% (9)
lack of amenities (e.g., benches, picnic tables, bike parking, shade/shade structures)	13.43% (9)
my children/grandchildren do not find them engaging	9.0% (6)
no nearby parking	7.5% (5)
crime related safety concerns	7.5% (5)
transportation difficulties getting to the parks	6.0% (4)
health condition(s) prevent use of parks	1.5% (1)
other	13.4% (9)
Total Respondents / Responses	67 / 139

Table AA.5: Reasons for Not Using Inland Parks

Those who use inland parks were requested to indicate approximately how frequently they and/or other members of their household use each of the Town's inland parks during the late spring, summer and early fall. Winter was excluded from the question in an effort to determine peak use during prime seasons for outdoor activity. This does not presume that parks are not used in the winter or that more winter use should be encouraged.

Table AA.6 presents the responses to this question, and shows that the most frequently used inland parks are Tiffin, Mac Allen and Edgehill - and to a lesser extent - Bayview. At the other end of the scale, a relatively large number of parks were reported as never being used by the majority of respondents. Between 53% and 75% of respondents (55 to 74 people) indicated their households never use Ernest T. Bates Memorial, Regent, Quota, Frazer Parkette, Trillium Woods, Bob Merkley, Vas Kuchar Memorial, Carpenter or Georgian View.

Frequency of Use of Inland Parks

	Frequently (about 1 week of more)	Occasionally (about 1 month)	Rarely (2-3 times per year)	Never	Total
Bayview	12.3% (14)	25.4% (29)	29.8% (34)	32.5% (37)	114
Mac McAllen	17.2% (20)	18.1% (21)	33.6% (39)	31.0% (36)	116
Edgehill	15.6% (17)	17.4% (19)	23.8% (26)	43.1% (47)	109
Carpenter	6.7% (7)	10.6% (11)	19.2% (20)	63.5% (66)	104
Neezhoday	9.4% (10)	19.8% (21)	24.5% (26)	46.2% (49)	106
Frazer Parkette	1.0% (1)	12.9% (13)	14.8% (15)	71.3% (72)	101
Georgian View	7.7% (8)	21.1% (22)	18.3% (19)	52.9% (55)	104
Vas Kuchar Memorial	8.5% (9)	12.3% (13)	17.9% (19)	61.3% (65)	106
Cenotaph	5.7% (6)	13.2% (14)	42.4% (45)	38.7% (41)	106
Regent	1.0% (1)	9.1% (9)	16.2% (16)	73.7% (73)	99
Ernest T. Bates Memorial	0.0% (0)	8.1% (8)	17.2% (17)	74.7% (74)	99
Tiffin	26.4% (33)	31.2% (39)	24.8% (31)	17.6% (22)	125
Quota	1.01% (1)	10.1% (10)	17.2% (17)	71.7% (71)	99
Trillium Woods	3.0% (3)	15.8% (16)	13.9% (14)	67.3% (68)	101
Edwin Walker Soccer Fields (Galloway)	12.6% (13)	15.5% (16)	30.1% (31)	41.7% (43)	103
Bob Merkley	3.03% (3)	10.1% (10)	24.2% (24)	63.6% (62)	99

Table AA.6: Frequency of Use of Inland Parks

A total of 145 people provided information on the types of activities they participate in, at these parks. As Table AA.7 shows, inland parks in Midland are primarily used to engage in self-directed unstructured physical, and particularly running and/or walking (75% or 109 respondents). Other more frequently mentioned

activities include nature/wildlife appreciation, relaxing, and cycling (each about 45% or 64 to 66 respondents). Other responses included watching others play sports; kite and drone flying; Pokemon Go; even driving by, I appreciate seeing the green space and the trees; do not use these parks.

Residents' Activities at Inland Parks

Activity	%/# of Responses
walking/running	75.2% (109)
nature/wildlife appreciation	45.5% (66)
relaxing	45.5% (66)
cycling	44.1% (64)
playing at the playground	42.1% (61)
dog walking	40.7% (59)
picnicking, family/social gatherings	37.9% (55)
community special events	27.6% (40)
people watching	24.8% (36)
organized team field sports (e.g., baseball, soccer, Frisbee golf)	22.8% (33)
winter activities (e.g., cross-country skiing, snow shoeing)	15.2% (22)
court sports (e.g., tennis, pickleball)	9.0% (13)
painting, sketching, photography	9.0% (13)
working in community garden	0.7% (1)
Other	3.4% (5)
Total Respondents / Responses	145 / 643

Table AA.7: Residents' Activities at Inland Parks

A total of 143 people indicated the age groups in their households that use inland parks for structured and/or unstructured programs, activities or special events. As shown in Table AA.8, adults under the age of 55 were by far the largest age group noted, at 69% - indicating that a considerable number of adults without children use the Town's inland parks. Just over 40% noted children between the ages of 4 and 12 years, and the next most frequently noted group using inland parks (36%) was all ages, as part of families or households.

Age Groups that Use Inland Parks

Age Group	%/# of Responses
adults	68.5% (98)
children (4 to 12 years old)	41.3% (59)
family/household together (all ages)	36.4% (52)
visitors to our household (all ages)	30.8% (44)
adults (55+ years old)	27.3% (39)
preschool (3 years of age and under)	21.7% (31)
youth (13 to 19 years old)	18.2% (26)
Total Respondents / Responses	143 / 447

Table AA.8: Age Groups that Use Inland Parks

Table AA.9 shows that respondents most often drive (44% or 64) or walk (40% or 58) to inland parks. Other responses included longboard; depends on the activity; walk and drive; do not use these parks.

Transportation to Waterfront Parks

Transportation Method	%/# of Responses
driving	44.1% (64)
walking	40.0% (58)
cycling	13.1% (19)
transit	0.0% (0)
other	2.8% (4)
Total Respondents	145

Table AA.9: Transportation to Waterfront Parks

Upgrades and Improvements for All Parks

Almost three quarters (73.3% or 107) of 146 respondents think waterfront and/or inland parks in the Town of Midland that they or other members of their household use require upgrades or improvements. Nine percent (13 respondents) indicated that no improvements are needed, and the remaining 18% (26) respondents were uncertain in this regard.

Table AA.10 shows the responses on potential

improvements. Over half of respondents (53% or 56 of 105) each noted the need for: washrooms and/or change rooms; benches, picnic tables and/or seating areas. The next two most frequently reported improvements were better maintenance (43% or 45 respondents) and for physical activity (e.g., outdoor workouts) (42% or 44 respondents). Shade structures, upgraded playground equipment, and more winter use facilities or improved winter access each totaled 42 respondents (40%).

Park Improvements Required

Improvement	%/# of Responses
benches, picnic tables, seating areas	53.3% (56)
washrooms and/or change rooms	53.3% (56)
better maintenance	42.9% (45)
more equipment for physical activity (e.g., outdoor workouts)	41.9% (44)
shade structures	40.0% (42)
upgraded playground equipment	40.0% (42)
more winter use facilities or improved winter access	40.0% (42)
more organized summer programs (e.g., nature appreciation, fitness, tai chi, kayak/canoe instruction, etc.)	39.0% (41)
better access to water for swimming/water sports	37.1% (39)
more amenities (parking, lighting, bike parking, etc.)	35.2% (37)
better connection to trail network	34.3% (36)
more organized winter park/trail programs/activities (e.g., snow shoeing, cross-country skiing, etc.)	32.4% (34)

Table AA.10: Park Improvements Required

Improvement	%/# of Responses
equipment rental kiosks (e.g., cross-country skis, canoes, etc.)	31.4% (33)
internal pathways	27.6% (29)
more/more variety in food vendors	27.6% (29)
more trees	25.7% (27)
naturalization / natural plantings	20.0% (21)
gardens / horticultural plantings	18.1% (19)
signage (wayfinding or park identity)	18.1% (19)
educational / interpretive signs	17.1% (18)
Wifi connectivity	17.1% (18)
more amenities for special events	14.3% (15)
AODA accessibility needed	11.4% (12)
Total Respondents / Responses	105 / 754

Table AA.10: Park Improvements Required cont.

Respondents provided 22 'other' comments on needed improvements. They are grouped under general headings below, followed by the number of times mentioned and additional detail.

Playgrounds (3): accessible playground equipment for wheelchairs - ramps onto the play structures, swings, merry go rounds that wheelchairs can pull onto; Sometimes I feel as though the play equipment is maintained at a minimum and I can often feel uncomfortable allowing my children to play there. Is the sand at the park regularly raked for safety? That is a very big concern of mine; Galloway Park desperately needs playground equipment

Facilities/amenities (9): splashpad for children

(5); volleyball structure needs replacing. Peterson parks was removed and not replaced please replace (1); some of the sign board maps are outdated or damaged (1); replace or add more shelters for rain or sun cover (2); disc golf layout could be better (1)

Dog Park (2): The dog park could do with more updating, fresh water available for the dogs, shaded areas, more wood shavings so the wet season isn't so muddy, and the dry season isn't so dusty; Free dog poop bag dispensers and year-round garbage bins for full poop bags

Connections (2): Trans Canada trail pavement between flour mill and Pete Peterson park is in poor condition; it would be great to have

an internal trail system that connects the downtown core with the YMCA, Little Lake and Mountainview

Oversight/Maintenance (5): control of beach access by boaters. ex. Hawley beach being used by boaters to anchor of shore and come into beach park to let pets run free and use washroom. This and the shallow water levels may also be contributing to the sometimes poor water quality at this location; Is the sand at the park regularly raked for safety? That is a very big concern of mine; I use Pete Pettersen park/walk very often. I've seen a rise in the amount of drug use on the walk, along with disposed needles and other paraphernalia. I also encounter many people using motorized transport (e-bikes and mopeds) on the path, travelling too fast for conditions and pedestrians. I would like this pathway to be patrolled more and made safer for the community; Clean beach/swimming areas; Town employees available; time limits, i.e. tourists who take over an area for a whole day and leave garbage everywhere

Awareness (1): promote Little Lake as a great place to safely bring young kids swimming

New park (1): a new park in Sunnyside so we don't have to drive to parks

Locations for Suggested Improvements

Respondents were asked if they have specific locations in mind for these improvements or if the choices indicated above relate to park improvements in general.

Two respondents indicated that their suggested improvements from the above list relate to parks in general. Several indicated that they relate to Little Lake Park specifically or Little Lake Park and the waterfront, as noted below.

Little Lake: Wifi connectivity (2); more equipment for physical activity (e.g., outdoor workouts) (2); upgraded playground equipment; washrooms and/or change rooms (2); promote Little Lake as a great place to safely bring young kids (swimming)

Waterfront: internal pathways; more trees; gardens / horticultural plantings; naturalization / natural plantings; better connection to trail networks; more amenities for special events; more organized summer programs (e.g., nature appreciation, fitness, tai chi, kayak/canoe instruction, etc.); more organized winter park/trail programs/activities (e.g., snowshoeing, cross-country skiing, etc.)

Both: benches, picnic tables, seating areas (3); more winter use facilities or improved winter access (3); better access to water for swimming/water sports (2)

Two respondents noted the need for a new park in Sunnyside to serve the many families in the area with a park for walking and for children and youth to play. It was noted that it should be located at the end of Centennial and Marcellus. One respondent indicated the need for a splash

pad in any local park.

Approximately 60 respondents provided considerably more detail on needed improvements at individual parks. As shown in Table AA.11, Little Lake was the focus of interest in improvements.

Park-specific Improvements or Upgrades

Name of Park	Details on Improvements or Upgrades
Edgehill	<ul style="list-style-type: none"> - keep it a park. It's disgusting that the town went and sold it against the taxpayers wishes. Keep the safe injection sites and out patients away from our homes and families. Cancel the building of the health hub. And spend the money on transportation to get patients to and from Waypoint. The town council should be ashamed for going against the public's wishes. The town council is supposed to work for the people. They are bringing pedophiles and junkies into our back yard. - upgrade playground. More benches or picnic tables. Portable washroom. More garbage/recycling bins - more amenities - gardens, walking paths, seating - botanical garden, indoor pool all glass to take in the view
Midland Bay Landing	<ul style="list-style-type: none"> - water access - clean up garbage
Little Lake	<ul style="list-style-type: none"> - Facilities (17): covered concert area with seating; events areas; mountain bike pump track/skills course; replace volleyball; structure size could be larger; new volleyball gazebo shelter; exercise facilities like at the waterfront park in Barrie; splash pad (10) - Playgrounds/play spaces (3): more play area for the kids with hands on learning; upgrade playground equipment; half the playground are new, put new playground equipment near the beach. It's unsafe for young children and very outdated - Rentals (5): kayaks; all day rentals for water sports; sports equipment rental - Amenities (7): more summer vendors; food/different food vendors (food trucks, etc.); more shade structures and seating near the playground, washrooms; grilling stations where you can bring your own briquettes and food, pizza ovens; - Programs/activities (6): winter activities (2) interactive water sport on beach for kids; yoga, zumba, etc.; better winter access - generally and to trails, specifically

Table AA.11: Park-specific Improvements or Upgrades

Name of Park	Details on Improvements or Upgrades
Little Lake (cont.)	<ul style="list-style-type: none"> - Access/Egress (8): close one entrance....many drivers use the park road as a thoroughfare; better accessibility to trails from parking lots; winter access for cars; better access to ball diamond area; a paved bike lane or sidewalk is desperately needed on Martels Lane - often I am pulling a wagon with a toddler and there is a car coming up or down (and often both ways) on the hill - very unsafe; more ramp entrances for strollers or wagons - there are only 3 spots to enter the park; the path coming down from the tennis court to the restaurant, by the big rock, is in very rough shape. Uneven surfaces and again difficult for strollers/wagons; improved parking - Maintenance (6): removal of graffiti; more trash cans (2); winter maintenance - Geese management/removal (3): banish the geese!; clean water (geese); goose removal - AODA Accessibility: wheelchair boardwalk/ramp to water for the elderly or people using wheelchairs (little lake and any other beach/swimming area); wheelchair ramp from fry stand to path is not a good grade... people I support have had their chairs almost tip backwards trying to get from the path to where we parked by the fry stand - Other: painted geese on trail needs to be removed it's an eye sore; open earlier in spring
Gawley	<ul style="list-style-type: none"> - upgrade playground equipment (3) - washroom (3) - fitness stations - more picnic tables (2) - gazebo - lights - waterpark (or at Little Lake) - re-pave the parking area! - road leading up to park and trail is wonderful - parking area is horrible for bikes and strollers; make it safe to walk in the water (3) - clean up beach and access control from water side (boaters and pets) (2)
McCullough	<ul style="list-style-type: none"> - exercise facilities - maintenance of the paved trail and the parking area on Gawley during the winter; make it safe to walk in the water - lots of glass and metal in there now (2)
Mac McAllen	<ul style="list-style-type: none"> - exercise facilities - maintenance of the paved trail and the parking area on Gawley during the winter; make it safe to walk in the water - lots of glass and metal in there now (2)

Table AA.11: Park-specific Improvements or Upgrades cont.

Name of Park	Details on Improvements or Upgrades
Pettersen	<ul style="list-style-type: none"> - fix pavement cracks and bumps between Pete Peterson and midland fire dept - Pavilion; improved parking lot and paving (2) - I use Pete Pettersen park/walk very often - I've seen a rise in the amount of drug use on the walk, along with disposed needles and other paraphernalia - I also encounter many people using motorized transport (e-bikes and mopeds) on the path, travelling too fast for conditions and pedestrians - I would like this pathway to be patrolled more and made safer for the community; clean up broken glass etc. and more patrols by police (2) - shade structure; shelter; picnic structure picnic structure replaced and more tables (4) - new playground or equipment - very outdated and not safe for young children. - fresh sand, better safety, maintenance, clean beach/swimming area; beach cleanup and access control from water side (boaters and pets); bigger beach (3) - upgrades, safety net at the back of the baseball diamond
Bayview	<ul style="list-style-type: none"> - new playground or equipment at least; 20 years old - fresh sand as there is very little - kids have a hard time getting onto stairs and off of slides do to low sand levels - washroom facilities - shade structure, benches
Bob Merkley	<ul style="list-style-type: none"> - maintenance - shade areas
Parks surrounding Georgian Bay	<ul style="list-style-type: none"> - easier access to water, especially from town side parks - for paddlers (canoes, kayaks, SUPS) to access water
Tiffin	<ul style="list-style-type: none"> - lots of biting bugs around playground - washrooms open earlier and longer in the season!; restrooms heading towards tiffin along waterfront (2) - drug use and garbage - safety with dog park and adjacent swing set - swings up earlier - crossing at Scott street is dangerous - seating, music events - splash pad, better equipment for play rounds and a fenced in area around the play ground - fenced in dog park

Table AA.11: Park-specific Improvements or Upgrades cont.

Name of Park	Details on Improvements or Upgrades
Tiffin (cont.)	<ul style="list-style-type: none"> - upgrades; playground upgrade (2) - mountain bike pump track/ mini off road track or skill course in wooded trail section behind washroom area
David Onley	<ul style="list-style-type: none"> - trail area along the waterfront - water park for the kids or a pond for people to use toy motorized boats in the warm months - outdoor skating area for the winter months - similar to spencer smith park in Burlington - touristy things for the cruise ships - it's almost embarrassing to watch tourists walk the downtown area with everything closed - food, equipment rentals, winter activities
Galloway (soccer)	<ul style="list-style-type: none"> - shade areas - playground equipment
Woodland	<ul style="list-style-type: none"> - fresh sand - maintenance - new play equipment
Harbourside	<ul style="list-style-type: none"> - more woodchips - beach area and swimming - washroom facilities - all day mini put station - concert area with seating. i.e., different grade of land to mimicking seating area; live venues make it more attractive - do something between boathouse or landing to the end of king - when riding bikes we found drunks passed out - food, equipment rentals, winter activities
Town Dock	<ul style="list-style-type: none"> - food vendors, artisan booths (all the time, not just when cruise ships are here) - better public areas, event grounds - swimming areas - access to parking (Harbourside, Midland Bay Landing)
Old coal dock area	<ul style="list-style-type: none"> - area is under used and really needs a good clean up and overhaul. Maybe a fishing area? - place for people to walk dogs safely - lots of broken glass here

Table AA.11: Park-specific Improvements or Upgrades cont.

Name of Park	Details on Improvements or Upgrades
All parks/trails/general	<ul style="list-style-type: none"> - more garbage cans and bags to dispose dog poop; garbage along trails is awful, there aren't any garbage bins (2) - better signs, including those to encourage people to collect and dispose of dog poop in the garbage can; signs to locate/ info on what is at that park e.g., using pictures to show swimming/walking/parks, etc. (2) - better equipment; more adult equipment; accessible and inclusive playground equipment - wheel chairs, sensory etc. (3) - add a water park - dog leash enforcement - not everyone feels comfortable around dogs, no matter how well behaved they might be, its basic responsible dog ownership and it's the law - sidewalk plowing of the trail network throughout the town would connect many of your waterfront parks for winter access and activities
Ste Marie (not in Midland)	<ul style="list-style-type: none"> - off leash in the park should be encouraged - even if using the trails behind the office building and back towards pilsbury (like at sunnybrook park in toronto), - proper fence along the road side of the park, washroom facilities, more picnic area with barbecue grills in the main park area - maybe charge for wedding photos at this park

Table AA.11: Park-specific Improvements or Upgrades cont.

TRAILS IN MIDLAND AND AREA

Use of Trails

A large majority (89.4% or 194) of 217 respondents or members of their household use trails in the Town of Midland. Just over ten percent (23 respondents) do not, providing the reasons shown in Table AA.12. The most frequently reported reason by more than half (55% or 18) respondents was crime-related

safety concerns, followed by lack of amenities (24% or 8 respondents) and lack of awareness of how to access trails / where they go, and lack of time/too busy (21% or 7 respondents). The four reasons provided for not using trails were: homeless and impaired persons are intimidating; only open 6 months of the year; plow your trail; fine with the parks we use; super allergic to poison ivy and the trails aren't always cleared

Reasons for Not Using Trails

Reason	%/# of Responses
crime-related safety concerns	54.6% (18)
lack of amenities (e.g., benches, picnic tables, shade/shade structures, water fountains, etc.)	24.2% (8)
not aware of how to access trails / where they go	21.2% (7)
lack of time/too busy	21.2% (7)
injury-related concern	15.1% (5)
no one with whom to walk, cycle, etc.	12.1% (4)
no convenient parking	12.1% (4)
trails are not family-friendly	9.1% (3)
we are not interested in using trails	9.1% (3)
age and mobility related issues	9.1% (3)
trails are too far from home	6.1% (2)
trails are too crowded when we want to use them	6.1% (2)
trails are not accessible to people using wheelchairs, walkers, etc.	3.0% (1)
health condition(s) prevent use of trails	3.0% (1)
transportation difficulties getting to trails	0.0% (0)
other	12.1% (4)
Total Respondents / Responses	33 / 72

Table AA.12: Reasons for Not Using Trails

Among those who use trails, the most popular activities are walking for pleasure (66% or 125 respondents), cross-country skiing (55% or 74 respondents), recreational cycling (46% or 80 respondents), and dog walking (46% or 69 respondents). Trails are not heavily used for active transportation or in the winter as evidenced by the majorities (54% to 67% or 70 to 87 people) reporting they have never engaged in cross-country skiing or snow shoeing, and/or used trails to travel to work. These results are shown in Table AA.13.

Frequency of Use of Trails

	Frequently (about 1 week of more)	Occasionally (about 1 month)	Rarely (2-3 times per year)	Never	Total
walking for pleasure	66.1% (125)	25.9% (49)	6.9% (13)	1.1% (2)	189
recreational cycling	45.7% (80)	27.4% (48)	12.6% (22)	14.3% (25)	175
walking or cycling to work	17.9% (24)	16.4% (22)	10.4% (14)	55.2% (74)	134
cross-country skiing	55.2% (74)	6.2% (8)	17.8% (23)	67.4% (87)	129
snow shoeing	14.2% (19)	10.4% (14)	20.9% (28)	54.5% (73)	134
nature observation	43.4% (66)	27.0% (41)	11.8% (18)	17.8% (27)	152
trail running	21.5% (28)	14.6% (19)	14.6% (19)	53.8% (70)	130
dog walking	45.7% (69)	13.2% (20)	3.97% (6)	37.1% (56)	151

Table AA.13: Reasons for Not Using Trails

About 30 respondents provided other activities for which they use Town trails including:

- Health promoting / active uses (9): exercise; long distance walking 6-12 km; rollerblading (2), skateboarding; ski shoeing (2); working out; wellness activities with patients
- Active transportation (6): accessing shopping and the downtown; getting to work; brother has a boat moored here and bikes the trails to come to and from our house; to get to special events at Town Dock; connect with other communities
- Snowmobiling (2)
- Pokemon Go
- Social / community events (2): trails are often used for fundraising and

awareness walks such as MS and I participate in these; picnics, taking pictures for social media to promote Georgian Bay and Midland and it's beauty, birthday parties, family reunions

- Connecting with nature / relaxing (7): reading; watching sunset; fresh air with children; native plants and seeds; boat watching

A total of 192 people indicated the age groups in their households that use trails in Midland. As shown in Table AA.14, adults under the age of 55 were again by far the largest age group noted, at 71%, and roughly one-third of each of the following age groups were the next most frequently mentioned: adults aged 55 years and over (35%), families and/or households together (33%), and children between the ages of 4 and 12 years (32%).

Age Groups that Use Trails in Midland

Age Group	%/# of Responses
adults	71.3% (137)
adults (55+ years old)	35.4% (68)
family/household together (all ages)	32.8% (63)
children (4 to 12 years old)	32.3% (62)
visitors to our household (all ages)	26.0% (50)
preschool (3 years of age and under)	15.1% (29)
youth (13 to 19 years old)	15.1% (29)
Total Respondents / Responses	192 / 438

Table AA.14: Age Groups that Use Trails in Midland

Trail Upgrades and Improvements

Less than half (44% or 84) of 191 respondents think trails in the Town of Midland that they or other members of their household use require upgrades or improvements. Seventeen percent (33 respondents) indicated that no improvements are needed, and the remaining 39% (74) respondents were uncertain in this regard.

Table AA.15 shows interest in potential improvements from 78 respondents. Over half of respondents (54% or 42) noted the need for better maintenance, followed by rest areas (seating, picnic tables) at 47% (37 respondents), more amenities at trail heads (parking, maps, washrooms, equipment rentals, etc.) at 46% or 36 respondents, and signage (directional, km markings) at 45% or 35 respondents.

Trail Improvements Required

Improvement	%/# of Responses
better maintenance	53.8% (42)
rest areas (seating, picnic tables)	47.4% (37)
more amenities at trail heads (parking, maps, washrooms, equipment rentals, etc.)	46.1% (36)
signage (directional, km markings)	44.9% (35)
improved winter access / maintenance	42.3% (33)
better connections within Town's trail network	39.7% (31)
better connections to trails in adjacent communities	39.7% (31)
better connections to destinations (e.g., schools, parks, waterfront, etc.)	32.0% (25)
educational / interpretive signs	30.8% (24)
physical fitness stations	29.5% (23)
more trees / shade	16.7% (13)
AODA accessibility needed	12.8% (10)
Wifi connectivity	10.3% (8)
Total Respondents / Responses	78 / 348

Table AA.15: Age Groups that Use Trails in Midland

About 20 respondents provided the following on 'other' needed improvements to trails or more detail on those noted above:

- Personal safety and security (8): emergency lights, emergency phones, night use lighting improvement, regular police patrols or safety group; improved safety; better lighting, a few spots a tree covered and no lights and doesn't feel safe to walk through once the sun starts to set; better lighting for evening walks
 - LED/solar; security - get the junkies off; Town employees available; police monitoring is needed to prevent crime; drunk people harassing me is scary
- Physical repairs (4): needs upgrading or even safer between Aberdeen and Saint Marie; trip hazards by Tiffin pier; repaving along the peer water trail leading to Sunny Side Peterson Park desperately needs fixing; tree trunks have cracked the pavement - frequently the trail along the Tiffin bay area has brush and weeds coming through the fence hindering the trail - it gets done but usually at the end of summer needs to be done sooner - there is a section of trail near Sunny Side that is crushed stone should be paved as well.
- Cleanliness: (3): year-round garbage bins and poop bags; garbage bins and signage to discourage littering; post Do Not Litter signs, spring and fall litter cleanup - the litter in the trails is unsightly all year long
- Extensions, and connections (3): bike lanes; connection to more on street bike paths; Young Street bike lane extended from Highway 12 to William Street for access to Tiffin by the bay and access to Balm Beach Road.
- Winter maintenance/plowing (2)
- Misc. (3): except for a short distance, the waterfront trail is unattractive; GPS mapping and opportunities for shuttles service - beer gardens and yurts in winter; curious to see if the consultants actually know what type of upgrades are required without input from community who have no background or experience in park planning and maintenance

Approximately half (49% or 38) of 77 indicated the need for improvements to specific locations, and provided considerably more detail on the trail relevant sections – as shown in Table AA.16.

Trail-specific Upgrades or Improvements

Section Location	Details on Improvements of Upgrades
1. Little Lake Park Trail	<ul style="list-style-type: none"> – nature information or historical markers – lighting in parking, at least one emergency phone – pavement – trail ends at road - unsafe for walking up to Yonge with stroller – loop around lake – washroom upgrades (paint, new fixtures) – better litter control; anti-littering signage, containers, pickup all year long. – accessible connection to Yonge St – a connected summer and winter trail around Little Lake with recreational services and extending to Midland Landing with bike and ski rentals, chalets, beer gardens and firepits
2. Mid-Pen Link	<ul style="list-style-type: none"> – better litter control; anti littering signage, containers, pickup all year long. – improved winter maintenance/snow clearing – historical monument, similar to Penetang – year-round garbage bins and poop bag dispensers to encourage people to stopped and scoop and actually dispose of poop bag properly. Also to help urban littering in winter. The amount of trash and poop along the trail is unacceptable.
3. Midland Rotary Waterfront Trail	<ul style="list-style-type: none"> – some sections are being “uprooted” as is to expected when one paves over tree roots. Will need some serious repairs in the next 2 years (beyond helpfully/safely marking cracks and level changes in orange paint) – info signs on tree species, wildlife, natural aspects and history – link to Little Lake (2) – better maintenance of garbage containers – improve connection to Midland-Penetang Trail
– Gawley Park Vicinity	<ul style="list-style-type: none"> – trail linking Gawley to Pettersen via Bayport waterfront: In winter, it would be helpful if trail could be packed down to facilitate walking. I know snow clearing for this type of trail is not realistic, nor should it be – to town dock: plow in winter and fix the many roots that are popping through

Table AA.16: Trail-specific Upgrades or Improvements

Section Location	Details on Improvements of Upgrades
<ul style="list-style-type: none"> - Pettersen Park vicinity 	<ul style="list-style-type: none"> - to Tom McCulloch: pave sandstone section - to Vindin to Golf Link to Whipporwill: protected bike lanes - near grain elevator peers: repave tree roots cracked and heaved pavement - asphalt issues - between Pettersen and town dock: police patrols for intoxicated people - regular policing, better litter control. Anti Littering Signage, containers, pickup all year long. - Pettersen park to town dock: Maintained and safer - add trails to ravine forest along Vindin St - multi-use trail/sidewalk along Harbourview to Vindin: During the winter months, some non-motorized multi-use trails and sidewalks become motorized vehicle trails that are no longer safe for pedestrians so we definitely don't walk as often in winter. The section of multi-use trail on Harbour view from the marina to Vindin is actually the only sidewalk connecting to Vindin but is not useable in winter due to snowmobile trail use
<ul style="list-style-type: none"> - Harbour / Town Dock vicinity 	<ul style="list-style-type: none"> - Fourth Street access to town dock behind fire hall: better lighting, garbage pick up, law enforcement for homeless/drug user - police and winter maintenance - fire hall to the baseball diamond: new pavement and clear brush close to trail - pier near grain elevator: there is a picnic table set off into the bush close to the waters edge that teens frequently bring cases of beer and drink police need to patrol; same as Midland Bay Landing where the Georgian Queen parks in the winter people get dropped off by taxi with several cases of beer and fish and drink; hopefully developing this area will curb that - behind the grain elevators: repaving and fixing tree roots - marina: section linking the trail is crushed stone should be paved
<ul style="list-style-type: none"> - Tiffin Park vicinity 	<ul style="list-style-type: none"> - access to the trail from Tiffin Park - trip hazard Tiffin pier - south of Aberdeen Blvd: winter maintenance - near Pillsbury Dr: roots
<ul style="list-style-type: none"> - South end (to Tay Shore Trail) 	<ul style="list-style-type: none"> - emergency phone, parts not lighted are a security concern (i.e., blind spots no one else could see) that are dangerous, esp. to people alone - Town dock to Tay trail: plough and fix the many spots where water runs over the trail and freezes

Table AA.16: Trail-specific Upgrades or Improvements cont.

Section Location	Details on Improvements of Upgrades
4. All trails/whole system	<ul style="list-style-type: none"> - pave areas where gravel gets soft in rain - areas where asphalt has gotten lumpy - smooth for roller blading - garbage bins and signs at the beginning of all trails - trail etiquette signage for sharing and direction/side one should cycle vs. walk on and right of way to avoid collisions. Also, dog leash enforcement - policing to end graffiti to signs and buildings along our trails. - open it year round for walkers - better access to waterfront for SUP, kayaks, etc
5. Inland Improvements	<ul style="list-style-type: none"> - Aberdeen to King St along Yonge St: bike lane - power centre area: safe bike passage to Walmart, etc. - William St to soccer fields: improve dirt road to soccer fields
6. Trails in adjacent communities and beyond	<ul style="list-style-type: none"> - connect to Wyebridge, also along Wye Marsh - waterfront between Midland and Waubashene: better litter control; signage, containers, pickup all year long. - towards Tay near factories - along trans trail from Wye Marsh to Waubashene: rest spots and lights - washrooms along parts of Tay trail - surrounding Little Lake and extending to Ste Marie (and Midland Landing) with bike and ski rentals, chalets, beer gardens and firepits

Table AA.16: Trail-specific Upgrades or Improvements cont.

Use of Trails Outside Midland

About three quarters (76.2% or 147) of 193 respondents said that they also use trails in adjacent communities (e.g., Town of Penetanguishene, Township of Tiny, Township of Tay). A majority (67.2% or 129) of 192 respondents reported that they use Midland’s trails to access those located in adjacent communities.

OVERALL DIRECTIONS

The survey explained that, as part of the Master Plan, the Town is investigating ways to improve its parks and trails system while introducing cost savings and efficiencies. Achieving both of these objectives will likely require some trade-offs in terms of where and how money is invested in capital improvements and operations. Respondents were asked to provide their level of agreement with a number of statements related to potential directions. The results are shown in Table AA.17.

Level of Agreement with Statements on Potential Directions

	No Opinion/ Don't Know	Disagree	Neither Agree not Disagree	Agree	Total
The Town should sell undeveloped parkland and earmark the proceeds for capital investment in parks and trails.	10.3% (21)	62.1% (126)	14.3% (29)	13.3% (27)	203
Volunteers should be more involved in maintaining / operating / improving parks and trails (e.g., Friends of Parks groups).	8.9% (18)	18.2% (37)	24.6% (50)	48.3% (98)	203
The Town should solicit more support from the business sector (e.g., adopt-a-trail, signage sponsorships, etc.).	4.5% (9)	10.5% (21)	21.0% (42)	64.0% (128)	200
The Town should consolidate some of the smaller inland parks and provide larger parks instead.	8.5% (17)	41.8% (84)	22.9% (46)	26.9% (54)	201
Fees to use parks, playing fields and to attend special events should be increased and earmarked for parks / trails projects or operations.	4.9% (10)	67.5% (137)	15.3% (31)	12.3% (25)	203
More small-scale commercial activity (e.g., food trucks, SUP rentals/lessons, chair/umbrella rentals) should occur on the waterfront and in Little Lake Park to increase revenue generation.	2.0% (4)	19.21% (39)	14.3% (29)	64.5% (131)	203
More major, commercial events that attract visitors / tourists (e.g., concerts, races) should be held in Little Lake Park and at the waterfront to increase revenue generation.	1.5% (3)	13.9% (28)	11.9% (24)	72.8% (147)	202
Property tax increases should be considered as a means of funding for parks and trails development.	6.4% (13)	42.4% (86)	20.7% (42)	30.5% (62)	203

Table AA.17: Level of Agreement with Statements on Potential Directions

In each case, a clear preference emerged, which for some statements represented the majority of the respondents and for others, the largest proportion - although less than 50%.

The majority or largest proportions agreed with the following statements, in decreasing order:

- More major, commercial events that attract visitors / tourists (e.g., concerts, races) should be held in Little Lake Park and at the waterfront to increase revenue generation: 73% or 147 respondents.
- More small-scale commercial activity (e.g., food trucks, SUP rentals/lessons, chair/umbrella rentals) should occur on the waterfront and in Little Lake Park to increase revenue generation: 64% or 131 respondents.
- The Town should solicit more support from the business sector (e.g., adopt-a-trail, signage sponsorships, etc.): 64% or 128 respondents.
- Volunteers should be more involved in maintaining / operating / improving parks and trails (e.g., Friends of Parks groups): 48% or 98 respondents.

The majority or largest proportions disagreed with the following statements, in decreasing order:

- Fees to use parks, playing fields and to attend special events should be increased and earmarked for parks / trails projects or operations: 67% or 137 respondents.

- The Town should sell undeveloped parkland and earmark the proceeds for capital investment in parks and trails: 62% or 126 respondents.
- Property tax increases should be considered as a means of funding for parks and trails development: 42% or 86 respondents.
- The Town should consolidate some of the smaller inland parks and provide larger parks instead: 42% or 84 respondents.

There were 29 'other' comments provided, which are noted below under general themes.

Value of Parks

- parks require continual maintenance, but are an integral part of any community. Our parks are generally well cared for and well used
- do not like the idea of consolidating parks - people need access to green space close to where they live and to see it. We already pay taxes that should include parks and recreation. We do not have enough access to the water at Georgian Bay for swimming and water sports. We do not animate the parks with programming and access to sporting equipment, etc.
- keep parks and maintain for safety and future generations

Financing Parks and Trails

- no property tax increases (2)
- an increase in taxes is a small price to pay for an improved community.
- Town should cut back on staffing / pay increases, etc. (3)
- town should consider charging for parking at Little Lake Park, similarly to that of the Barrie Waterfront to increase revenue. With the amount of tourists that visit and use the space, the town should be capitalizing on that as income. Those tourists want a clean park as much as we do; we should not be the only ones paying for it.
- only if there are actual improvements to the playground should taxes be increased. As not many changes have been made to certain parks.
- it shouldn't become a business but a way to generate income for improvements. it should still be accessible to all people of all types of wealth in the community. special events may have a cost but in order to encourage users in the park, day to day activities should be cost free, if that makes sense.
- really do not like these questions that suggest that more amenities or events should be done for the purpose of revenue generation. If they happen - they should be done to increase the enjoyment of the residents and to build community - not for the purpose of revenue generation.

Little Lake Park vs. Waterfront Focus

- focus on the waterfront and not Little Lake. Last years Feast Fest brought boaters in that would not go to Little Lake. I know of 5 boats with 4-6 people per boat that boated over to the Town Dock. That will not give up a day on the water to go to Little Lake. Orillia, Wasaga Beach and Collingwood understand the value and beauty of Georgian Bay hopefully Midland politicians and town staff will come to realize our beautiful waterfront
- forget about Little Lake. It's nice but events should be at the Waterfront.
- do not allow the need for revenue generation destroy the tranquility of Little Lake or surrounding area. Any commercial events that attract visitors should be primarily located at the waterfront.
- don't invest in little lake park it has too much; put in some more exercise equipment for people to use; allow year round access
- stop pushing people to use Little Lake park. Its such a waste. You have the world's most beautiful waterfront on Georgian Bay that needs to be invested in. Its way better then a small lake inland filled with goose poop and bugs

Noise

- specifically Little Lake Park should have low noise volume events not those awful motor ski races. or whatever they are! AWFUL.
- no concerts past 11pm on the waterfront. It's loud and disrespectful for anyone living near the water. We hear the words to the songs across the bay from inside the house with windows closed and it's not acceptable, especially after 11pm

Miscellaneous

- Midland Parks and Rec is very poorly run when compared to Penetang. Especially the last 5 years
- love all the activities nice to see the town alive and busy. Hate the congestion on yonge st due to lane narrowing cant move well or get out of side streets on only to be worse on busy events makes more traffic in Little Lake
- find some of the questions outlined above to be presented in a biased fashion. For example, I would hazard a guess that not many park and trail users will agree on raising property taxes to fund parks and trails. Nobody likes property tax increases.
- show the community that upgrades are being done

Potentially Under-serviced Areas

The majority (61% or 123) of 202 respondents were uncertain about whether or not they think that, should the Town consolidate some of its

smaller inland parks into fewer parks, there are areas that will be under-serviced and should be considered for a park location. Twenty-two percent (44) respondents did not think this would be the case, and the remaining 17% (35) of respondents indicated that consolidation would result in under-serviced area(s).

Nineteen (19) respondents named an area that they think will be under-serviced should inland parks be consolidated, as indicated below:

- Sunnyside area: 9
- Dollartown: 2
- Area between Vindin St, Sunnyside, and Montreal and Fourth
- East end
- King and Galloway
- Williams Street (2), near Alcan
- Other: depends on which parks are removed (2)...hopefully parks were originally built to service neighbourhoods. Obviously if you remove those neighbourhood parks, then those neighbourhoods are now under-serviced; do not consolidate/eliminate parks (4); need more waterfront parkland

COMMUNITY PROFILE

Household Composition

The two largest, and roughly equal, proportions of household types represented in the survey were couples with dependent children (37% or 74) and couples without dependent children (35% or 69).

Household Composition	%/# of Respondents
Couple with dependent child(ren)	37.5% (74)
Couple without dependent child(ren)	35.0% (69)
More than one adult sharing a residence	11.2% (22)
One parent with dependent child(ren)	5.6% (11)
One adult	4.6% (9)
Extended family (3+ generations)	3.5% (7)
One parent with dependent child(ren) and one or more adults	2.5% (5)
Total Respondents	197

Table AA.18: Household Composition

197 respondents provided information on the number of people in each age category shown (including themselves) who live in their household. Respondents' households totaled 622 people. Almost one-fifth of the people represented (20% or 123) were between the ages of 35 and 44 years, followed by those between the ages of 55 and 64 years (15% or 93 people), children from 5 to 12 years old (15% or 90 people), and young adults between the ages of 20 and 34 years (14% or 89 people).

Number in Household by Age Group	%/# of Total in Age Group
Children 0 - 4 years	6.7% (42)
Children 5 - 12 years	14.5% (90)
Teens 13 - 19 years	8.0% (50)
Young adults 20 - 34 years	14.3% (89)
Adults 35 - 44 years	19.8% (123)
Adults 45 - 54 years	10.9% (68)
Adults 55 - 64 years	14.9% (93)
Adults 65 - 74 years	9.8% (61)
Adults 75 years and older	1.0% (6)
Total People in Households	622

Table AA.19: Number in Household by Age Group

Respondents Age Categories

Collectively, over half of the survey respondents (54% of 197) were either between the ages of 35 and 44 years or 55 and 64 years.

Age Category	%/# of Respondents
Under 25 years	1.5% (3)
25 - 34 years	17.3% (34)
35 - 44 years	29.4% (58)
45 - 54 years	18.3% (36)
55 - 64 years	24.9% (49)
65 - 74 years	8.1% (16)
75 - 84 years	0.51% (1)
85+ years	0.0% (0)
Total Respondents	197

Table AA.20: Respondents Age Categories

Almost one-fifth (17.3% or 34) of 197 respondents have grandchildren who do not live in the Town of Midland and use parks or trails when they come to visit.

Residence in the Town of Midland

Over three-quarters (78.2% or 154) of 197 respondents have not always lived in the Town of Midland. The remaining 21.8% (43) respondents have always lived in the community. Among those (153 respondents) who have not always lived in Midland, the following shows length of residence:

- 28.1% (43 respondents) have lived in Midland for more than 20 years
- 19.6% (30 respondents) have lived in the Town between 1 and 5 years
- 16.3% (25 respondents) have lived in the community between 6 and 10 years
- 15.7% (24 respondents) have lived in Midland for 11 to 15 years or 16 to 20 years
- 4.6% (7 respondents) have lived in the Town for less than one year

A large majority (82.9% or 160) of 193 respondents own their homes. Almost one-fifth (17.1% or 33 respondents) rent their homes.

The largest proportion (40% or 78) of 195 respondents to the survey live in Midland’s Westside. Over a third (35% or 69 respondents) are Eastside residents. Smaller proportions live in Sunnyside, the Midland Point area or elsewhere in the Town.

Area of Residence in Midland	%/# of Respondents
Eastside	35.4% (69)
Westside	40.0% (78)
Sunnyside	8.2% (16)
Midland Point Area	3.6% (7)
Elsewhere in Midland	12.8% (25)
Total Respondents	195

Table AA.21: Area of Residence in Midland

ADDITIONAL COMMENTS

Eighty (80) respondents provided additional comments, some of which were quite lengthy. They are provided in their entirety here, under general theme headings (which are not mutually exclusive). Some comments are reiterations and/or elaborations on those provided in preceding survey questions².

Little Lake Park

- don't neglect Little Lake Park. It's a true Gem in the middle of town. Promote more organized activities there, encourage people to use the park
- washroom near beach volleyball area at Little Lake Park needs major overhaul. Will not use it with my grandchildren.
- Little Lake Park is a gem!
- the proliferation of the disc golf in the natural areas of Little Lake Park should be curtailed to allow these areas to regenerate naturally. The new disc hole in the NW natural area should be removed to allow the oaks to regenerate.
- sell little lake and use funds to develop the coal dock
- food trucks should definitely be available as well as ice cream trucks in little lake park especially. Also parking should be improved in little lake park
- make little lake park the best...and everyone will come to it. It would be the meeting place for all parents to bring there kids on Sat and Sun. Splash pad, tree house, climb wall, Parent group plan fun activities
- more events/ carnivals should take place in Little Lake Park
- more emphasis needs to be put on active transportation - I would go so far as to say that the road in Little Lake should be removed, or separated in the middle, so that it is not used as a "shortcut" through town. People drive too fast, and wherever they want in the park (on and off, current and old roads). It is ridiculous, bad for upkeep and dangerous
- would love it if we could still travel through Little Lake Park to access the OFSC snowmobile trails
- Improve little lake playgrounds. The entire playground is ancient and unsafe. The volleyball courts are a waste of space that no one uses hardly. Should add basketball courts there for kids with trees planted near water to stop wind for courts basketball courts.
- lots of Natural resources we can offer for all seasons. We have Little Lake Park accessible for all ages walking by public transit our town we need to introduce to the tourist add more activity vendor... maximize summer triple the community we can add revenue in our town for future new upgrade; again Little Lake Park my vote to review what are the things we can do...I'm willing to support.
- keep traffic to minimum on road in Little Lake Park for the kids crossing to beach.

² Errors in spelling, grammar, etc. have not been corrected.

Do not cut the pines by Arch restaurant. This park was donated to town years ago for 1 dollar with the specifications that no buildings be built on the property by lake i.e., condos, offices, etc.

- little lake park is beautiful and a community gem. It is too bad that the water is spoiled by geese.

Little Lake Park vs. Waterfront Focus

- Invest in the Georgian Bay waterfront not Little Lake!
- all events should be at the waterfront. Not Little Lake. We claim to be the Heart of Georgian Bay...not Little Lake
- focus more on our waterfront and less on Little Lake. Georgian Bay is what makes Midland attractive to tourists and locals. Hopefully our politicians will eventually understand the downtown benefits from attractions at the waterfront. Tourists come here spend dollars to experience Georgian Bay not Little Lake.

Value of Parks and Trails

- accessible and age-friendly outdoor spaces are critical to vibrant communities. To sell or consolidate green space for revenue generation destroys the hope/chance for future generations to enjoy living in a green and vibrant community. (It is a shame what happened at Edgehill Park).
- parks are incredibly important to the citizens sense of nature, a natural

environment surrounding, space and peace = peace of mind

- going forward, having parks and trails be the focus of an integrated community will allow future generations to enjoy this community
- free access to well-planned, managed and maintain parks is a necessity for children and adults and leads to a healthy, happier community
- parks are an integral part of a healthy and participating community and as such should be supported through taxes - building community. Looking to parks to raise money or to volunteers to operate equipment is downloading and could be dangerous.

Parks and Trails Retention, Protection, Enhancement and Expansion

- please invest in our parks. Children need space to play and climb in the outdoors.
- we love Midland and would like to see its parks and trails preserved and expanded.
- protect our parks and trails. Trees are important and warrant formal protection
- would like to see a focus on maintaining and improving key, existing parks rather than developing additional parks. That said, it would be nice if each neighbourhood had a safe, small park (with no parking) for local residents, with volunteers helping with maintenance. e.g., proposed park in Sunnyside would provide a place to play closer to home for

our children, without having to walk or bike across Fuller or Harbourview.

- Midland bay landing shoreline should remain park land
- don't give away or develop any more of Edgehill Park. We signed the petition that you ignored and are disgusted by the new building that looks nothing like what you assured us it would look like and the big trees are all cut down
- I firmly believe that our parkland is OURS as resident. It should not be sold, consolidated, or repurpose like the price of edge hill was. And they should NEVER be a fee to use the space that belongs to us as residents (not a select few on council). Volunteers and community involvement, maybe partnering with schools maybe of help.
- I think Edgehill Park should be left as a Park for the people and children not turn it into a business area.
- public waterfront, parks and green space are one of the major reasons I live in midland, especially waterfront parks. The trail systems provide safe access for people living in the surrounding towns to access midland. Please do not commercially develop our public green spaces.
- I would like to see our parks and green space kept in our town and area, not sold to build "something" on it. My biggest disappointment is the development of the new Health Hub on Bayshore Drive. thus eliminating a most beautiful green

space to the sake of tax dollars.....tisk tisk.....bad Town of Midland! :(

- do not sell parkland; expand the number of parks
- do not like the emphasis in this survey
 - parks should not be about generating revenues – they should be about ensuring access to green space and healthy lifestyles for all ages and also about sharing this earth with other living creatures and creating and preserving habitat where we can do so. They are not just recreation backdrops for groups to come and put snowmobiles on water (I do not want these types of events in Little Lake Park).
 - more natural, no mow area, more pollinator habitats
 - don't give away or sell any more parkland.
 - why are you not taxing the companies cutting down trees near little lake? i.e.: new nursing home on king. The rumour is they are cutting down everything in an environmental wetland to avoid tree clearing fees. Tax them and use the revenue to maintain whatever green areas there are left. Companies shouldn't be able to clearcut old growth trees around town without a permit (similar to Toronto - trees over 12" in diameter need a permit to be removed). Start protecting the trees in town!
 - do not sell or give away any more parkland. Period.

- stop selling our parks, keep them better maintained, make them safer, and remember while we want tourists to enjoy the area, it is OUR area and we should not feel unsafe or unwelcomed all summer. Some parking here and there would be helpful, as would more bike racks.
- please keep our green spaces rather than selling them for development. It's what draws people to the area. Outdoor healthy living needs to be encouraged in Midland and the parks and trails are a huge way to bring that into our lives.
- Unimem property on Georgian Bay should have trails on the water for the people of the town to use. Not sold and built right on the waterfront to remove access for everyone. We should all be able to use it
- I think the aging population wants and needs to remain physically active in their retirement years and we need to consider this in our future planning (i.e. walking/cycling trails, community events at the parks, waterfront recreation, etc.). Retirees are moving north and looking for communities that will meet their retirement needs. Let's be one of those communities! Our prime Georgian Bay waterfront location makes us unique (it is why we moved our family here over 30 years ago). We need to save some of this as green space for our community to enjoy - not lose it all to condo development.
- I use the waterfront trail everyday to get to and from work. It is wonderful. I would love to see it cleared in the winter. My children use one of the Midland Parks almost daily in the summer. Please do not underestimate the value of any parks or trails. I would be willing to volunteer to help maintain parks and trails, as I am sure many others would.
- neglect and mismanagement of Midlands green spaces is my contributing factor to the town's failure to attract new residents or tourists. Town Council has not made this an economic development priority nor has it recognized the opportunities that exist it attracting GTA tourists with resources we have. All of the best era of Little Lake is historical.
- more sidewalks and bike lanes
- splash pad in penetang is amazing and it is worth considering emulating.
- I am fortunate to live in Sunnyside where we are a few steps away from the waterfront and several parks and trails. The fact remains that there is no sidewalk or wide roadside along Harbourview/Fuller between Gianetto and Everton, or Harbour view from the marina to Vindin that would help to safely connect residents year-round to pedestrian friendly trails or other sidewalks to close the loop. The key here is year-round access and not having to cross busy streets where there are no designated crosswalks. There are quite a few lower income individuals and retired/elderly individuals in our neighbourhood with no access to

personal transportation who use that corridor daily. There also needs to be traffic calming measures put in place in that corridor.

- I believe we will see growth in the number of bicyclists using trail infrastructure for both commuting and pleasure on account of growth in the area of electric-powered bicycles (not scooters but bicycles with assist motors). They are getting cheaper and thus more prevalent.

Consolidation of Parks

- consolidation of the undersized parks a good idea - Sale of underutilized parks for capital ok, however should be for affordable housing or similar need in the community. - Reasonable increase to property taxes ok, however should be set aside in the dedicated parkland account and applied directly to the development of parks and trails/sidewalks. - Installation of sidewalks in neighbourhoods that do not have any (i.e. Sunnyside) should also be considered for safe access to parks and enjoyment of neighbourhood.
- too many small parks/irrelevant parks that go unused, and nice locations like Pete Peterson are completely run down, which is such a shame since it is the only park within distance to our house since Sunnyside (the large area that it is) has nothing!
- school playgrounds are great areas to consolidate parkland!

Maintenance, Supervision and By-law Enforcement

- plow trail in the winter for people to walk on and use the limited dollars for Georgian Bay waterfront development. Keep that parkland and trail system open. It's the money shot for this town.
- please plow and clean your trail off frequently. I would gladly pay more taxes to have access to this wonderful asset year round. If properly cared for this trail will be a big deal for residents and visitors to the community
- proper maintenance of facilities including washrooms, benches, picnic tables. Also garbage pickups on a regular basis.
- litter needs to be removed from the natural areas. I can only carry so much garbage on my daily walks.
- would love more enforcement for dogs off leash. This rule is never enforced and I see dogs off leash multiple times per day. I follow the rules, but am constantly bothered by many people that don't. I like dogs, but not everyone does. I have a small child and dislike large dogs approaching when I don't know what their behaviour is like.
- fines for people who do not pick up after their animals.
- if no new playground can be put in then at least do proper maintenance. Don't bandaid the playground. Replace pieces of equipment. Please put fresh sand! All the parks are low!

- far too many people are letting their big dogs walk free and unleashed. This is very dangerous and should be fined by bylaw.
- make employees available

New/Improved Facilities/Amenities

- I see the joy that the splash pad brings in Penetang couldn't imagine how much fun it would be for the kids here in Midland
- community needs a splash pad, preferably at Little Lake Park
- I do think we could do better to give more access in some ways, e.g., have a boathouse at little lake park where people could store canoes and sups etc so that they could use them more. We do not do enough to support sailing and canoeing or kayaking in Georgian Bay by youth and working class people who live and visit the town - we have this beautiful body of water and it is not really able to be used by low income people except to watch. We could use animators in the parks in the summer to help encourage children and youth who are not in organized summer camps to learn skills and have fun outdoors. We don't do enough to use the parks to encourage healthy lifestyles - we make people and groups go through far too many hoops to do the simplest activity in the park or on the trails - they have to have insurance, etc.
- more wheel chair accessible park equipment and waterfront access is NEEDED!
- large investments in security should be made to keep our loved ones safe.
- please make more paved trails for bikes with narrow tires and roller blading
- as many bike paths as possible please
- would like to see a splash pad at little lake park to ease the overcrowding Penetanguishene location. This would provide ample opportunity for those less mobile, who aren't familiar with transit, lower income families, and ease of access for mobility devices as Penetanguishene isn't as mobility device friendly.
- need to have more waste receptacles along all walking paths to encourage people to look after areas. Would like to see more clearly defined trails, trail maps. Looking forward to connection by roadside path to Penetanguishene to encourage active transportation
- more shade around playgrounds and more benches placed in shady areas
- I wish Local children had clean water to swim in not right beside a marina or in a poopy little lake; poor kids with no family car have crappy water
- besides charging for parking at Little Lake and some newer updated equipment and maintenance, I feel as though Midland has many beautiful parks to be enjoyed
- improve the waterfront

- would be nice if Regent park at the end of Hannah st could be upgraded with some play equipment for young children.
- I know the parks staff have a busy job with several parks in town but there is a definite need for more maintenance of the trail system. I know there was alot of trimming done along tiffin last fall but it needs to be done sooner in the summer; little repaving here and there and you'll be good. love the new dock connection trail leading from boathouse to the fire station; keep up the improvements
- I recently saw little birdhouse spots along a trail in a town where you can give, take or borrow a book. I think it would be nice to have those along the trail or parks with a sitting area nearby
- bike trails in town dock parking lot is unsafe.
- there are no water fountains for drinking to be found in any parks for people. If installed please add big signs on wall to let people know.
- please stop wasting money on painting lines on trails. Are we that stupid now?
- free WiFi in all parks would be great option to add it can be very good for safety in future.
- Tiffin Park playground is completely useless due to very bad setup near forest. It should be purged.
- all parks should get new High power LED like car dealership. They will save energy and promote safety. Little Lake lights at night come on way too late in winter.

The timer guy needs to realize days are shorter. I'm guessing all parks suffer the same fate.

- events should be considered only in regards to their environment - Watercross is an affront to the people who live in the area and an insult to the environment for example, while a bike event is suitable.
- efforts to rebuild the tree canopy naturally are excellent but attention should be paid to parasitic vines that endanger that progress and thinning, done properly, can actually promote growth in the trees that are left.
- Midland seems to be good at making rules - the dog park has maybe 2 dozen - and there are bylaws regarding speed, feeding birds etc. But there is no enforcement. Why bother printing those signs?
- garbage bins should be made available year round - at least on a limited basis in the winter. There's a pile of dog poop bags at the gate of the dog park - people will pick it up but they won't carry it far and as the snow melts layers of garbage appear.
- It would be nice if the old railway information signs were fixed.
- I would like to see permanent winter barriers preventing snowmobile access where they are not permitted.

Park in Sunnyside

- a multi-use park in Sunnyside. There are more families with kids living in Sunnyside now. Kids play on the street as the road has no shoulders. People drive fast and there is not much room for kids on bikes etc.. Cycling, scootering and skateboarding are great sports for all age groups. Would be nice to provide an area for kids to do this at a new Sunnyside multi-park. Playgrounds, slides, swings etc.. are good for younger kids but a more active park that includes a mini skate park would get kids out on their scooters, bikes and skateboards. Keeping ramps and rails modest for beginners would promote younger kids to use it while teens would prefer the bigger and more technical parks at Little Lake and Ptang. An oval layout where kids could go back and forth in a loop maybe easiest to navigate for younger beginners. Concrete features are not high cost structures and will last a long time with no repair. Local area kids would not have to get a ride to other Midland or Penetanguishene parks. They could walk, use their bike to get to the new Sunnyside Park. More exercise! Having a park here would also create a sense of community which is important for any area. Right now there is no 'space' where neighbours meet, talk and perhaps become friends in Sunnyside. I think that a new park would be good for kids, parents and the neighbourhood of Sunnyside. A park that included a scooter/skate area that catered to a

larger age bracket would be GREAT!

Thank you!

- please build a park in the Sunnyside area as it is currently underserved.

Miscellaneous

- Trails and parks are great. Well maintained and green.
- Waterfront trails along Aberdeen and now through Bayport and thru to Gawley are awesome.
- Set up a web presence that informs residents about what you are doing re: masterplan! Can't find any information.
- Thanks for sending out this survey and considering our opinions
- For your survey you failed to use Downtown / near downtown for residency
- This was a great idea!
- I appreciate this mechanism as a feedback tool. However, and perhaps I missed it, by law, you may have to state that this information is being collected under FIPPA rules and regulations
- Thank you
- Hire a planner who is more in tune with the needs of the people rather than radial agendas
- Please do more surveys in future to get public opinion. Thank you.
- Keep it well lit planned weekend activities; more pavilions +++ (note: location not specified)

- I'm sorry I missed the meeting recently but am interested to hear if there will be more.
- I really like the parks and trails here, thank you so much for providing them. Biking to work in a beautiful trail when the weather is nice is so great.
- rethink the lane slim project on yonge street. this is a terrible idea and serves no purpose. this is not what we need on the busiest street in the town
- Please return yonge street to 2 lanes its hard to move around town causing problems

BUSINESS SURVEY RESULTS

SURVEY METHOD

Sixty-five (65) Midland businesses were invited to participate in an on-line survey that requested information on the importance of visitors to Midland for their business, the attractiveness of local parks and trails to visitors, and views on opportunities to improve these assets. A letter of introduction about the Master Plan and purpose of the survey to its preparation was emailed from the Town to each business, along with the link to access the questionnaire. The survey was available from late-April until mid-July, 2018. This timeframe included several extensions to the deadline, emailed reminders to the businesses requesting their participation, and a final posting on the Chamber of Commerce website in an effort to improve a low response rate. Seventeen (17) businesses or 26% of those contacted accessed the survey, and a maximum of eight (8) responded to the survey questions. The results reported here, therefore, represent a very limited sample of the Town's business community.

BUSINESS PROFILE

Eight respondents provided information on their type of business: sit-down restaurant/café (1); sports/outdoor activity equipment (2); education (e.g., heritage site, museum) (1); building materials (1); financial services (1); automotive repair and tires (1); service/construction (1). Further descriptions of services/merchandise offered included:

- chocolate, coffee, fresh fudge, gourmet food, ice cream, internet café
- nature trails and guided hikes and canoe trips; support educational programs with the local school board.
- chimney sweep and hearth products

YOUR BUSINESS AND VISITORS TO MIDLAND

Although 62.5% of respondents (5 of 8) reported that they benefit from additional trade that is generated by visitors to Midland, none indicated that the sustainability of their business depends on trade generated by visitors to Midland. The remaining three respondents noted that their business does not generally provide merchandise/services to visitors to Midland.

Among the five businesses that benefit from tourist/visitor trade, one indicated that last year's dollar value from this source was over \$200,000. The other four noted values ranging from under \$10,000 to \$100,000.

All of these respondents identified stable to fluctuating trends in tourist/visitor-generated income over the last five to ten years (or years

in operation, if less than five). The one reason given to account for fluctuations was the length of time spent in the area when the weather is either cool or cold.

In terms of trade generated by specific events held in Town in the past year, up to three businesses reported estimated income generated. As shown in Table AA.22, most events generate limited income from visitors. One respondent noted that business is generated by

being visible or through word of mouth, and not participation at events, except the Home Show. Other income-generating activities noted were cruise ships in Midland Harbour.

Five respondents were either uncertain (4) or did not think (1) that other events, hosted by the Town from time to time and bring visitors to Midland, are important to generating income for their business.

Estimated Range of Visitor-Generated Income from Past Year's Events

	none	\$1 to \$1,000	\$1,001 to \$5,000	\$5,001 to \$10,000	\$10,001 to \$20,000	\$20,001 to \$50,000	\$50,001 and over
Winterfest Weekend Little Lake Park	(0)	100% (3)	(0)	(0)	(0)	(0)	(0)
In Water Boat Show	(0)	100% (2)	(0)	(0)	(0)	(0)	(0)
Kids Fishing Derby and Bike Rodeo	(0)	100% (2)	(0)	(0)	(0)	(0)	(0)
Heart and Stroke Foundation's Big Bike Ride	100% (2)	(0)	(0)	(0)	(0)	(0)	(0)
Ontario's Best Buttermilk Festival	(0)	66.7% (2)	(0)	33.3% (1)	(0)	(0)	(0)
MS Victory in Midland Harbour	50.0% (1)	50.0% (1)	(0)	(0)	(0)	(0)	(0)
Canada Day Little Lake Park	(0)	33.3% (1)	66.7% (2)	(0)	(0)	(0)	(0)
Pan-American Cyclo-cross Championships	66.7% (2)	33.3% (1)	(0)	(0)	(0)	(0)	(0)

Table AA.22: Estimated Range of Visitor-Generated Income from Past Year's Events

WATERFRONT-BASED OPERATIONS

None of the five (5) respondents operate on Midland’s waterfront, either year-round or seasonally. Seven subsequent questions related to a waterfront location, therefore, were not applicable and drew no responses.

GENERAL PARK IMPROVEMENTS

Three of 5 (60%) respondents noted general improvements to Midland’s non-waterfront parks, trails and related features that they think are needed to enable them sustain or grow their visitor-related operations. Suggested improvements are:

- covered areas
- Wye Marsh is located just off the Tay bike trail and is a 15-minute ride from downtown Midland. Promotion of this trail would assist with bringing in additional foot traffic.
- trail connection through Little Lake to Hwy 93

Initiatives to Attract Visitor-based Trade

Initiative #1	<ul style="list-style-type: none"> – demonstrations in the park – outdoor tent/ garage sales – Annual Sweetwater Harvest Festival – Vendor booths at events
Initiative #2	<ul style="list-style-type: none"> – shuttle buses and dock side entertainment for cruise ships – participation at Spring Home Show
Initiative #3	<ul style="list-style-type: none"> – Outreach Committee attendance at major Midland functions to promote Wye Marsh – sponsoring events
Initiative #4	<ul style="list-style-type: none"> – notice of special events at Shop Midland and Town of Midland event calendar

BUSINESS PLANS AND ASSISTANCE FROM THE TOWN

In terms of future aspirations, three of eight respondents (37.5%) indicated that given their current operations and business plan, they are not interested in generating additional visitor-based trade. Four reported that they would like to generate additional trade from visitors to Midland (2) or that they actively seek opportunities, and engage in product development strategies/promotions, to generate additional trade from visitors to Midland (2). One noted that they would like to begin generating trade from visitors to Midland.

As shown in Table AA.23, four respondents reported a total of nine current or past initiatives to attract trade from visitors to Midland but did not comment on the outcomes of these efforts.

Table AA.23: Initiatives to Attract Visitor-based Trade

Four of eight (50%) businesses responded affirmatively (1) or were uncertain (3) about requiring the Town’s assistance to generate growth in trade from visitors to Midland, and four responded negatively. The only type of assistance noted was bringing people/visitors into town.

Four respondents indicated whether or not they think the following parks and parks-related features are responsible for attracting visitors

to the Town of Midland, either by virtue of their natural beauty, location, facilities, amenities and/or the activities/special events that occur there. All agreed that Little Lake Beach/Park and the Town Docks are attractive to visitors. Generally, other key waterfront parks and trails generated greater agreement on attractiveness than did smaller waterfront spaces and major, inland parks. Table AA.24 shows the responses.

Parks and Related Features that Attract Visitors to Midland

	yes	no	uncertain	total
Pete Pettersen Park/Beach	75.0% (3)	(0)	25.0% (1)	4
Harbourside Park/David Onley Park	50.0% (2)	(0)	50.0% (2)	4
Midland Bay Landing Park	75.0% (3)	(0)	25.0% (1)	4
Town Docks	100.0% (4)	(0)	(0)	4
Veterans Waterfront Park	50.0% (2)	(0)	50.0% (2)	4
Little Lake Park/Beach	100.0% (4)	(0)	(0)	4
Gawley Park/Beach	25.0% (1)	(0)	75.0% (3)	4
Tom McCullough Park	25.0% (1)	(0)	75.0% (3)	4
Tiffin Park	50.0% (2)	25.0% (1)	25.0% (1)	4
Edgehill Park	-	25.0% (1)	75.0% (3)	4
Marina	75.0% (3)	25.0% (1)	(0)	4
Trails within the Town	75.0% (3)	(0)	25.0% (1)	4
Trails that connect Midland to other communities	75.0% (3)	(0)	25.0% (1)	4

Table AA.24: Parks and Related Features that Attract Visitors to Midland

Among eight (8) respondents, the improvements to Midland’s park, trails and related features indicated as being most important to future visitor market development appear to be focused on the waterfront and include: mixed development, infrastructure to accommodate cruise ships, more/improved special event venues, and more amenities such as washrooms. Some support also emerged for improvements to park/trail connectivity, wayfinding/signage, landmarks and parking in/near major parks. These findings are shown in Table AA.25.

Improvements to Develop Visitor Market

Improvement	%/# Responses
mixed waterfront development (e.g., parks, commercial, residential)	50.0% (4)
infrastructure to accommodate cruise ships	50.0% (4)
more/improved special event venues	50.0% (4)
more amenities (e.g., washrooms, seating, shade)	50.0% (4)
more iconic features/landmarks	37.5% (3)
more facilities to generate interest/activity	37.5% (3)
a more contiguous/continuous park system along the waterfront	37.5% (3)
more parking in/near major parks	37.5% (3)
comprehensive wayfinding/signage program	37.5% (3)
better trail/pathway connectivity within park system	37.5% (3)
more public art	12.5% (1)
more organized programs/activities	12.5% (1)
Total Respondents / Responses	8 / 36

Table AA.25: Improvements to Develop Visitor Market

OVERALL DIRECTIONS

The survey explained that, as part of the Master Plan, the Town is investigating ways to improve its parks and trails system while introducing cost savings and efficiencies. Achieving both of these objectives will likely require some trade-offs in terms of where and how money is invested in capital improvements and operations. Respondents were asked to provide their level of agreement with a number of statements related to potential directions. The results are shown in Table AA.26.

Level of Agreement with Statements on Potential Directions

	no opinion	disagree	neither agree nor disagree	agree	total
The Town should sell undeveloped parkland and earmark the proceeds for capital investment in parks and trails.	(0)	37.5% (3)	37.5% (3)	25.0% (2)	8
Volunteers should be more involved in maintaining / operating / improving parks and trails (e.g., Friends of Parks groups).	(0)	(0)	50.0% (4)	50.0% (4)	8
The Town should solicit more support from the business sector (e.g., adopt-a-trail, signage sponsorships, etc.).	(0)	25.0% (2)	37.5% (3)	37.5% (3)	8
The Town should consolidate some of the smaller inland parks and provide larger parks instead.	(0)	37.5% (3)	12.5% (1)	50.0% (4)	8
Fees to use parks, playing fields and to attend special events should be increased and earmarked for parks / trails projects or operations.	12.5% (1)	50.0% (4)	25.0% (2)	12.5% (1)	8
More small-scale commercial activity (e.g., food trucks, SUP rentals/lessons, chair/umbrella rentals) should occur on the waterfront and in Little Lake Park to increase revenue generation.	12.5% (1)	(0)	25.0% (2)	62.5% (5)	8

Table AA.26: Level of Agreement with Statements on Potential Directions

	no opinion	disagree	neither agree nor disagree	agree	total
More major, commercial events that attract visitors / tourists (e.g., concerts, races) should be held in Little Lake Park and at the waterfront to increase revenue generation.	(0)	(0)	12.5% (1)	87.5% (7)	8
Property tax increases should be considered as a means of funding for parks and trails development.	(0)	62.5% (5)	25.0% (2)	12.5% (1)	8

Table AA.26: Level of Agreement with Statements on Potential Directions cont.

ADDITIONAL COMMENTS

The strongest agreement emerged for:

- More major, commercial events that attract visitors / tourists (e.g., concerts, races) should be held in Little Lake Park and at the waterfront to increase revenue generation: 87.5% (7)
- More small-scale commercial activity (e.g., food trucks, SUP rentals/lessons, chair/umbrella rentals) should occur on the waterfront and in Little Lake Park to increase revenue generation: 62.5% (5)

The strongest disagreement emerged for:

- Property tax increases should be considered as a means of funding for parks and trails development: 62.5% (5)
- Fees to use parks, playing fields and to attend special events should be increased and earmarked for parks / trails projects or operations: 50.0% (4)

One respondent commented, “We pay enough taxes.”

The final question on additional comments regarding needs specific to their business or more generally about parks, outdoor facilities and trails development in the Town of Midland generated no responses.

PROGRAM/ACTIVITY PROVIDERS SURVEY RESULTS

SURVEY METHOD

A total of 18 groups that offer recreation programming to Town residents and are major users of parks, outdoor facilities and trails were invited³ to participate in an on-line survey that requested detailed information on their programs/activities, participation, park, trail and outdoor facility use, needs/interests for improvements to these assets, areas of potential municipal support, and ability to help finance future service development. A letter of introduction about the master plan and purpose of the survey to its preparation was emailed from the Town to each organization, along with the link to access the questionnaire. The survey was available from late-April until mid-July, 2018. This timeframe included several extensions to the deadline, two emailed reminders to the organizations requesting their participation, and a final posting on the Chamber of Commerce website in an effort to improve a low response rate. In the end, nine (9) groups accessed the survey, and two of these did not complete it.

The following report documents the results of the survey. The survey questions are shown in bold type, either in their original form or in the form of a statement that contains the intent of the question.

³ A list of groups is provided on the last page of this section of the report. Several groups that were not on the original list were added, as they accessed the survey.

SURVEY RESULTS

Programs and Services

Nine (9) groups accessed the survey, and two did not complete it. Since responses to individual questions were not mandatory, the response rate varied by question among those groups that completed the questionnaire. The list below comprises the organizations that participated (in two cases, names were not provided). As shown in Table AA.27, the groups collectively offer a range of outdoor activities to Town residents. Up to three activities could be selected to describe the groups' main programs, activities and services. Three organizations also provide 'other' programs: cycle touring, long-distance hiking; employment services (YMCA); disc golf league at Little Lake Park.

ORGANIZATIONS THAT ACCESSED THE SURVEY

1. Ganaraska Hiking Trail Association - Midland Club
2. No name provided: incomplete survey
3. YMCA of Simcoe/Muskoka: does not use parks, school green space or trails
4. No name provided: incomplete survey
5. Huronia Soccer Club
6. Georgian Bay Rowing Club
7. Midland Disc Golf Club
8. Wednesday Night Beach Volleyball League (WNBVL)
9. North Simcoe Soccer Club

Main Programs, Activities and Services

Main Program Areas	%/# Responses
Organized team field sports (e.g., baseball, soccer, Frisbee golf)	22.2% (2)
Court sports (e.g., tennis, pickleball, beach volleyball)	11.1% (1)
Non-motorized, individual water sports (e.g., kayaking, SUP, sailing)	11.1% (1)
Non-motorized team water sports (e.g., dragon boat, sailing)	11.1% (1)
Racing competitions (e.g., Pan American Cyclo-cross Championships)	11.1% (1)
Community special events (e.g., fireworks, Dockside Tuesdays)	11.1% (1)
Walking for fitness	33.3% (3)
Cycling	33.3% (3)
Social clubs	11.1% (1)
Nature/wildlife appreciation	22.2% (2)
Summer activities (e.g., nature/environment, hiking, fitness, etc.)	22.2% (2)
Winter activities (e.g., cross-country skiing, snowshoeing)	22.2% (2)
Fitness/wellness (e.g., yoga, tai chi)	11.1% (1)
other	33.3% (3)

Table AA.27: Main Programs, Activities and Services

PARKS, SCHOOL GREEN SPACE, AND OUTDOOR FACILITY USE

Does your organization use municipal parks and/or facilities on school green spaces in the Town of Midland for its programs, activities or services?

Eight of nine organizations (88.9%) use municipal parks and or school green spaces in Midland. Midland Disc Golf Club (one of seven respondents) uses school green space at Georgian Bay District Secondary School and St. Theresa's Catholic High School for an occasional program or event.

Five (62.5%) of eight responding groups use waterfront parks in the Town of Midland⁴. All of the groups (five respondents) use waterfront parks for at least one occasional program or event, and three groups use Little Lake Park for regular programming. The only waterfront park that is not used by the groups responding is Sunrise.

All others are used for occasional programs or events by one to three groups as follows:

- Glenbrook Gardens, David Onley, Harbourside and Veterans Waterfront are each used by one of the five responding groups;
- Gawley, McCollough, Pete Pettersen, Midland Bay Landing and the Town Dock are each used by two of the five responding groups;
- Little Lake Park is used by three groups.

⁴ For the purposes of the survey, Little Lake was included with waterfront parks along Georgian Bay.

Little Lake Park is also used by three groups, for regular seasonal programs or activities: rowing club, disc golf and beach volleyball. None of the groups use waterfront parks for regular seasonal events (e.g., annual festival, sporting challenge, banquet, etc.), with the exception of disc golf, which uses the pavilion in Little Lake Park one weekend per year for an annual provincial tournament in June.

Four (57.1%) of seven responding groups use inland parks in the Town of Midland. Of the sixteen inland parks⁵ in the Town, three are used (four respondents) for at least one occasional program or event: Carpenter Park, Tiffin Park, and Galloway Park. None of the groups use these parks for regular seasonal events (e.g., annual festival, sporting challenge, banquet, etc.). Both soccer clubs use Galloway Park for regular programming.

SPACE/FACILITY NEEDS

In a typical year, how many weeks in each season does your organization use outdoor recreation facilities or spaces in Town of Midland to run its programs and activities?

Table AA.28 shows the number of groups that offer programs according to weeks duration by season. If each of the cells is multiplied through (e.g., no. of weeks by no. of groups) and totaled, the groups offer a total of 150 weeks of programming throughout the year, distributed as follows: 34 weeks in the fall, 16 weeks in the winter, 44 weeks in the spring and 56 weeks in the summer. Table AA.29 shows the weeks of 5 Bayview, Mac Allen, Edgehill, Carpenter, Neezhoday, Frazer Parkette, Georgian View, Vas Kuchar Memorial, Cenotaph, Regent, Ernest T. Bales Memorial, Tiffin, Quota, Trillium Woods, Galloway, Bob Merkley

facility use by season for each group. Over the course of a year, weeks of use range widely from 14 to 52, depending on the programs/activities of the group.

Weeks of Facility Use by Season: Number of Groups

No. Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13
Fall	-	-	-	2	-	1	1	-	-	-	-	-	1
Winter	-	-	1	-	-	-	-	-	-	-	-	-	1
Spring	-	-	-	-	1	3	-	1	-	-	-	-	1
Summer	-	-	-	-	1	-	-	2	-	1	-	1	1

Table AA.28: Weeks of Facility Use by Season: Number of Groups

Weeks of Facility Use by Season: by Group*

Group No.	1	2	3	4	5	6	7	8	9
Fall	13	-	-	-	4	6	7	4	0
Winter	13	-	-	-	0	0	3	0	0
Spring	13	-	-	-	8	5	6	6	6
Summer	13	-	-	-	8	5	12	10	8
Total Week	52	-	-	-	20	16	28	14	14

Table AA.29: Weeks of Facilities by Season by Group

* Note: Group No. follows order of organization list (- denotes 'no response')

For each of the following facilities, please indicate whether or not your organization regularly uses it.

As shown in Table AA.30, there are few facilities regularly used facilities by the groups that responded - soccer fields, beach volleyball courts and pavilions/shade structures. The disc golf facility in Little Lake Park has been added to the list since the league uses it weekly. Trails in parks was mentioned as an 'other' facility used.

Regular Use of Facilities

	My organization regularly uses it	My organization does not regularly use it	Total
	%/# Responses	%/# Responses	
Soccer fields	50% (2)	50% (2)	4
Ball diamonds	(0)	100% (3)	3
Tennis courts	(0)	100% (3)	3
Pickleball courts	(0)	100% (3)	3
Basketball courts	(0)	100% (3)	3
Beach volleyball courts	25% (1)	75% (3)	4
Track and field facilities	(0)	100% (3)	3
Pavilions/shade structures	33.3 (1)	67.7% (2)	3
Skatepark	(0)	100% (3)	3
Town dock	(0)	100% (3)	3
Disc golf	33.3 (1)	-	1

Table AA.30: Regular Use of Facilities

Is the time you use on any of the facilities you noted in the previous question pre-booked or scheduled?

Four of the groups (57.1%) of seven respondents pre-book or schedule their use of facilities: North Simcoe Soccer, Huronia Soccer, Disc Golf Club and Beach Volleyball.

Do you need additional weekly hours on any of the facilities you indicated that your organization uses in the previous question? If yes, please indicate why your organization requires additional weekly hours for its programs and activities.

The organizations appear to be very satisfied with the facility time available to them. Two groups (of four responding) indicated the need for additional time on facilities they pre-book or schedule. Disc Golf indicated the need for >12 additional non prime-time use of pavilions and/or shade structures. Non-prime time was defined as weekday daytime, and Saturday and Sunday evenings. Beach volleyball identified the need for additional time on the courts, to improve opportunities for preferred scheduling. Days and times, however, vary depending on interest. It was noted that this league only runs once a week but would like to make the courts available to members when possible.

Whether or not your organization needs more time to operate its programs/activities, are the facilities you use well suited to your requirements?

Six (85.7%) of seven responding groups are satisfied with the facilities they use. One group indicated that their facilities are regularly vandalized.

None of the organizations described needed improvements to the outdoor facilities or park spaces that would make them better suited to their program/activity requirements. (Groups were asked to include the provision of facilities or spaces that do not currently exist but that their organization would use).

TRAILS IN THE TOWN OF MIDLAND AND AREA

Five (71.4%) of the seven respondents indicated that they do not use trails in the Town of Midland for their programs, activities or services. Three groups indicated either uncertainty (2) or negatively (1) about their views on the need for trail upgrades or improvements. Consequently, all subsequent questions on specific required improvements were not answered.

USE OF PARKS AND TRAILS OUTSIDE TOWN OF MIDLAND

Half of the eight organizations (4 of eight responding) use outdoor recreation facilities, park spaces or trails outside of the Town of Midland for their programs or activities. Use of parks and trails in other areas is described in Table AA.31.

Use of Facilities Outside Town of Midland

	My organization regularly uses it	My organization does not regularly use it	Total
1. Ganaraska Hiking Trail Association - Midland Club	County forests, provincial parks	Thompson Forest, Sturgeon River Forest, Awenda	Facility Does Not Exist in the Town of Midland
	beaches	Tiny	Facility Does Not Exist in the Town of Midland
	Other trails	Penetanguishene, Tay, Tiny, Springwater, Severn, Orillia, Collingwood, Wasaga Beach, Barrie, etc	Facility Does Not Exist in the Town of Midland
2. no name provided	Rotary Trail	Tiny / Tay	Facility Does Not Exist in the Town of Midland
6. Georgian Bay Rowing Club	Flat water racing centre	Welland	Competitive venue for rowing regatta
7. Midland Disc Golf Club	Ste Marie Park	Hwy 12 E of Midland	Change in the format and layout of the course
	Water Tower Park	West Barrie	help support the local Barrie Club

Table AA.31: Use of Facilities Outside of Midland

ORGANIZATIONAL PROFILE

Approximately how many people belonged to your organization or participated in your special events in the last three years, excluding coaches, spectators, organizers, etc. (If documented figures are not available, please estimate).

Table AA.32 shows the groups' membership/participation numbers for the last three years. With the exception of North Simcoe Soccer, all groups providing figures reported stable or increasing membership/participation over the last three years.

Membership/Participation in the Last Three Years

	Last Year	Two Years Ago	Three Years Ago	% Change
Ganaraska Hiking Trail Association - Midland Club	500	500	500	0
Huronian Soccer Club	180	130	130	38.5%
Georgian Bay Rowing Club	45	40	30	50.0%
Midland Disc Golf Club	95	92	87	9.2%
Wednesday Night Beach Volleyball League (WNBVL)	30	30	30	0
North Simcoe Soccer Club	300	325	325	-7.7%

Table AA.32: Membership/Participation in the Last Three Years

Which of the following age group(s) does your organization PRIMARILY serve? (Please check all that apply OR if you serve all age groups or families, please check ONLY the first box).

As shown in Table AA.33, five of seven responding groups (71%) provide programs for teens aged 13 to 19 years, and four groups (57%) serve young adults (20 to 34 years of age), adults between the ages of 35 and 44 years, and those from 55 to 64 years of age. Other ages are served by fewer groups.

Age Groups Served

	%/# Responses
All age groups/families	28.6% (2)
Children 0-4 years	14.3% (1)
Children 5-12 years	14.3% (1)
Teens 13-19 years	71.4% (5)
Young adults 20-34 years	57.1% (4)
Adults 35-44 years	57.1% (4)
Adults 45-54 years	42.9% (3)
Adults 55-64 years	57.1% (4)
Adults 65-74 years	28.6% (2)
Adults 75 years and older	14.3% (1)

Table AA.33: Age Groups Served

Which of the following categories best describes the male/female split among your group’s participants or event’s attendees? (Select one option).

Table AA.34 shows that, among the seven respondents, all comprise both male and female participants.

Male/Female Participants

Male/Female Split	%/# Responses
100% male	(0)
90% male/10% female	(0)
75% male/25% female	42.9% (3)
60% male/40% female	14.3% (1)
50% male/50% female	28.6% (2)
60% female/40% male	14.3% (1)
75% female/25% male	(0)
90% female/10% male	(0)
100% female	(0)

Table AA.34: Male/Female Participants

What percentage of your participants/ attendees comes from each of following areas? (Total should add to 100%. If you do not have documented figures, please estimate).

As shown in Table AA.35, all seven of the groups draw at least 40% of their members/ participants from the Town of Midland, and four groups comprise a majority of Midland-based memberships. All groups also include participants from Penetanguishene and Tiny, and six draw from Tay.

Location of Participants' Residence

Participants' Residence	Number of Groups with % Membership by Category								
	0-9%	10-19%	20-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-89%
Midland	-	-	-	-	2	1	1	2	1
Pentanguishene	1	3	1	1	1	-	-	-	-
Tiny	2	5	-	-	-	-	-	-	-
Tay	2	4	-	-	-	-	-	-	-
Elsewhere in Simcoe County	2	2	-	-	-	-	-	-	-
Outside Simcoe County	1	-	-	-	-	-	-	-	-

Table AA.35: Location of Participants' Residence

Over the next five years, do you expect the number of participants in your program, activities and/or special events to increase, remain stable, or decrease? (Select one option).

Table AA.36 illustrates that all seven groups anticipate stable or increasing membership/participation in the next five years.

Anticipated Participation Trends

Membership Trends	%/# Responses
Increase	42.9% (3)
Remain stable	57.1% (4)
Decrease	(0)
Uncertain	(0)

Table AA.36: Anticipated Participation Trends

Please identify the factors that you think will contribute to stable or changing participation/attendance levels in your programs/events over the next five years. (Select all that apply).

As shown in Table AA.37, the organizations indicated the three predominant factors that will influence future membership or participation are interest in the activity they offer (86% or 6 groups), the quality of their marketing and promotional efforts, and word of mouth advertisement (each 43% or 3 groups). The disc golf group also noted that they are expanding the disc golf course at Little Lake, which will attract more people.

Factors Contributing to Changing Involvement Levels

Contributing Factors	%/# Responses
Population growth or decline in the age groups we serve	28.6% (2)
Population aging	14.3% (1)
Interest in our activity/event	85.7% (6)
Availability of volunteers	28.6% (2)
Quality of our marketing and promotional efforts	42.9% (3)
Cost to participate	28.6% (2)
Availability of facility time	28.6% (2)
Design/capacity of facilities	
Competition from other services providers	14.3% (1)
Increasing focus on healthy, active living	14.3% (1)
More tourism/visitor activity	14.3% (1)
Word of mouth (e.g., face-to-face, Trip Advisor, etc.)	42.9% (3)

Table AA.37: Factors Contributing to Changing Involvement Levels

ORGANIZATIONAL AND FINANCIAL SUPPORT

Could the Town of Midland better assist your organization in developing and providing its parks-based programs and services?

Five of the seven responding groups (71.4%) indicated interest in municipal assistance. The remaining two were uncertain.

As noted in Table AA.38, respondents indicated the most interest in Town assistance with advertising and promotion (80% or 4 groups), volunteer recognition, communicating with parks and recreation services, and improving maintenance of outdoor facilities/parks used (each 40% or 2 groups).

Types of Municipal Assistance of Interest

Area of Assistance	%/# Responses
Insurance (securing, cost, etc.)	20% (1)
Volunteer recruitment	0.0% (0)
Volunteer training	20% (1)
Volunteer recognition	40.0% (2)
Fundraising	20% (1)
Assistance with funding applications	20% (1)
Accessing appropriate facility scheduling	0.0% (0)
Advertising and promotion	80.00% (4)
Communicating with municipal parks and recreation services	40.0% (2)
Securing storage, etc. to support programming	0.0% (0)
Facilitating partnerships among service providers	20% (1)
Capital upgrades to outdoor facilities/parks we use	20% (1)
Improving maintenance of outdoor facilities/parks we use	40.0% (2)

Table AA.38: Types of Municipal Assistance of Interest

Other (2):

- volunteer training: such as first aid training for volunteers
- repairs on dock for rowing club. Though owned and maintained by the rowing club, members of the community use it regularly and it is often vandalized. Help in maintaining would be a great asset for us.

Does your organization currently pay fees for the outdoor facilities and parks spaces it uses in the Town of Midland?

Three of the seven responding groups (42.9%) pay fees, while the other four (57.1%) do not pay.

We are interested in your organization’s views concerning financial support for parks and trail development in Midland. Please indicate whether you agree or disagree with the following statements.

On balance, Table AA.39 indicates that the groups favour financing service development through methods that would engage them in helping with fundraising rather than paying/paying higher user fees or contributing to capital costs of facilities. At the same time, there is some uncertainty regarding the willingness among several groups to pay higher fees for improvements to the facilities, parks and/or trails that they use.

Willingness to Financially Support Service Development

Views on Financing Services	Agree % (#)	Disagree % (#)	Uncertain % (#)
Our organization would start paying/would pay higher user fees to improve the quality of facilities/parks/trails we use	0.0% (0)	57.1% (4)	42.9% (3)
Our organization would contribute to the capital costs of developing new facilities/parks/trails for our use	28.6% (2)	42.9% (3)	28.6% (2)
Our organization would help with fundraising activities for facility/parks/trails development	57.1% (4)	14.3% (1)	28.6% (2)

Table AA.39: Willingness to Financially Support Service Development

Are you aware of any obstacles or barriers (e.g., cost, travel distance, scheduling, etc.) that impede residents' accessing your organization's programs or activities? If yes, please provide any suggestions you may have to reduce or remove obstacles/barriers to participation.

Table AA.40 shows that three groups (43%) indicated barriers to residents' participation in/ use of their programs or activities.

Barriers to Access or Participation

Aware of Barriers	%/# Responses
Yes	42.9% (3)
No	42.9% (3)
Uncertain	14.3% (1)
Total Respondents	7

Table AA.40: Barriers to Access or Participation

The barriers reported were:

- Transportation - there needs to be more transportation made available to residents, that covers more of the town so that people have access to all of Midland - not just some parts. It would also be nice to see transportation made available to other areas (i.e., Tay and Tiny) although I realize this isn't necessarily applicable to Midland. It would be nice to see the municipalities work together to come up with a

transportation service that can help more of North Simcoe.

- We need to improve and update our signage around Little Lake park for the disc golf course layout
- multiple services for same age groups competing for enrollment

APPROACH TO PARKS AND TRAILS IMPROVEMENTS

The survey explained that, as part of the Master Plan, the Town is investigating ways to improve its parks and trails system while introducing cost savings and efficiencies. Achieving both of these objectives will likely require some trade-offs in terms of where and how money is invested in capital improvements and operations. Respondents were asked to provide their level of agreement with a number of statements related to potential directions. The results are shown in Table AA.41.

Level of Agreement with Statements on Potential Direction

	Don't Know	Agree	Neutral	Disagree	Total
The Town should sell undeveloped parkland and earmark the proceeds for capital investment in parks and trails.	28.6% (2)	14.3% (1)	14.3% (1)	42.9% (3)	7
Volunteers should be more involved in maintaining / operating / improving parks and trails (e.g., Friends of Parks groups).	14.3% (1)	28.6% (2)	42.9% (3)	14.3% (1)	7
The Town should solicit more support from the business sector (e.g., adopt-a-trail, signage sponsorships, etc.).	28.6% (2)	71.4% (5)	(0)	(0)	7
The Town should consolidate some of the smaller inland parks and provide larger parks instead.	14.3% (1)	14.3% (1)	42.9% (3)	28.6% (2)	7
Fees to use parks, playing fields and to attend special events should be increased and earmarked for parks / trails projects or operations.	28.6% (2)	14.3% (1)	(0)	57.1% (4)	7

Table AA.41: Levels of Agreement with Statements on Potential Directions

	Don't Know	Agree	Neutral	Disagree	Total
More small-scale commercial activity (e.g., food trucks, SUP rentals/lessons, chair/umbrella rentals) should occur on the waterfront and in Little Lake Park to increase revenue generation.	42.9% (3)	42.9% (3)	14.3% (1)	(0)	7
More major, commercial events that attract visitors / tourists (e.g., concerts, races) should be held in Little Lake Park and at the waterfront to increase revenue generation.	14.3% (1)	57.1% (4)	28.6% (2)	(0)	7
Property tax increases should be considered as a means of funding for parks and trails development.	28.6% (2)	57.1% (4)	(0)	14.3% (1)	7

Table AA.41: Levels of Agreement with Statements on Potential Directions cont.

The highest levels of agreement emerged for the following statements:

- The Town should solicit more support from the business sector (e.g., adopt-a-trail, signage sponsorships, etc.): 71.4% (5)
- More major, commercial events that attract visitors / tourists (e.g., concerts, races) should be held in Little Lake Park and at the waterfront to increase revenue generation: 57.1% (4)
- Property tax increases should be considered as a means of funding for parks and trails development: 57.1% (4)

The highest levels of disagreement emerged for the following statements:

- Fees to use parks, playing fields and to attend special events should be increased and earmarked for parks / trails projects or operations: 57.1% (4)
- The Town should sell undeveloped parkland and earmark the proceeds for capital investment in parks and trails: 42.9% (3)

ADDITIONAL COMMENTS

If there are any additional comments you would like to make regarding needs specific to your organization or more generally future parks, outdoor recreation facilities and trails development in the Town of Midland, please provide them below. Five groups provided additional comments, which are noted below.

- Town trails are typically well maintained, however, the asphalt has cracks in some places, and some of the signage is damaged. Would like to see a natural trail along the Midland Bay Landing site, and eventually around Little Lake (perhaps a board walk through the marshy areas and where private property owners obstruct continuation of the path).
- Please finish original plans for the soccer fields as we are now competing with Tiny for programs.
- The Midland Disc Golf Club has also worked with the Town of Midland and the Parks and Recreation Department over the last several years to find a working relationship and aided in developing the disc golf course at Little Lake Park. A couple of reports/proposals have been submitted to the Town to outline our future goals and objectives. This information could supplement this survey as to the role of the MDGC working with the Town of Midland at Little Lake Park.
- We appreciate everything the town does to makes small groups like our work. My family and I have been responsible for beach volleyball in Midland since the development of the courts and the town has always been very supportive. As the interest in beach volleyball has changed in the past 15 years we do not use all of the courts that are available. In a meeting with the Town we discussed the possibility of reducing the number of courts that are available. We primarily use the two rows of courts closest to the play structures and the pavilion.
- In relation to soccer, which is primarily what my organization is involved in, the possibility of an indoor soccer pitch, which could have a multi-use ability, for tennis/ golf/baseball. Utilize one of the fields at Ed Walker facility. Secondly, the town is located on Georgian Bay, and does not have a good beach facility for the town. To generate increased tourism, the town should consider the creation of a beach area in the hub area of the town. Peterson Park, located beside a marina, and set quite a distance from the downtown core is not a destination and lacks appeal.

The following list the organizations/groups that were contacted to participate in the survey. Those that responded are noted with an asterisk (*).

- Minor Baseball
- Adult Tennis
- Georgian Bay Rowing Club*
- Pickleball
- Wednesday Night Beach Volleyball League (WNBVL)*
- Alliance Church
- Askennonnia Seniors Centre
- Rotary Club Music in the Park
- Huronia Soccer Club*
- North Simcoe Soccer Club*
- Ultimate Frisbee
- Midland Disc Golf Club*
- Ganaraska Hiking Trail Association - Midland Club*
- Midland Community Garden
- YMCA of Simoce/Muskoka*
- walking, cycling fitness (no group name)**
- cycling, nature walks, walking for fitness (no group name)**

** incomplete surveys