

Innisfil Beach Park Master Plan

Community Engagement Results



Engagement Overview



Get Involved Innisfil
Online Engagement
2500 Total visits



1 Survey
917 Responses



2 Open Houses
Event #1 - 150 Attendees
Event #2 - 100 Attendees



Dotmocracy Activity
709 Votes cast



Survey mailed to 2,000
Alcona residents



70 Outreach discussions



1 Street sign at 4
locations



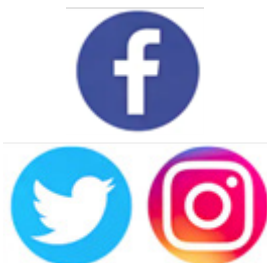
4 Survey stations



48 "Dear Innisfil Beach
Park" letters written by the
community



2 Articles in the Innisfil Journal
1 Interview on CTV News



250 Posts across 3 social
media channels
1 Paid Facebook boost
reached 11,087 people

I think it's important
to find a balance
between the need
for improved amenities
and honouring the
Town's past to
keep the
residents
happy.

- Francesca,
Innisfil Resident



Dotmocracy Activity Results

At two Open Houses, participants were instructed to cast their votes on the top three features they were drawn to the most. This activity helped measure the level of interest that the community has with potential park elements.



Splash Pad
76 votes

“We definitely need a splash pad especially for the small kids because parents don’t always feel comfortable putting their children in the lake.”



Amphitheatre
60 votes



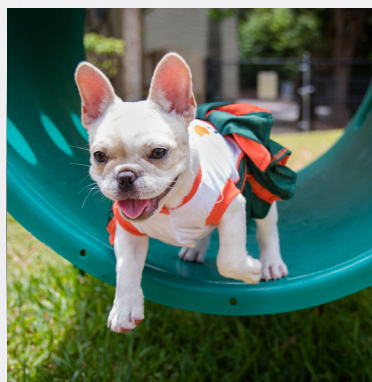
Fireworks Show
50 votes



Exercise Equipment
48 votes



Community Pool
48 votes



Dog Park
46 votes



Boardwalk
44 votes



Glow in the Dark Paths
41 votes



Food Trucks
36 votes



Public Art
32 votes

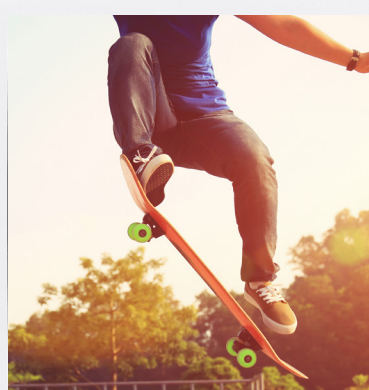


Community Garden
30 votes

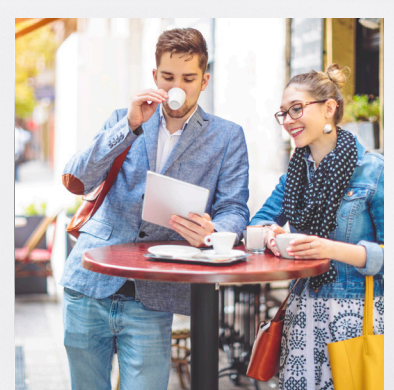
“Food kiosks and food trucks should be lined along IBR with unique seating areas, picnic tables, and public gardens or water features.”



Beach Rentals
29 votes



Skate Park
29 votes



Dining and Cafes
24 votes



Expanded Boat Dock
23 votes



Community Classes
19 votes



Community BBQ
22 votes

“Something needs to be done with the boat launch area. As of today it’s already stretched out over its capacity and limits... We need to seriously think about pedestrian safety and walkways in front of the boat launch.”



Outdoor Oven
17 votes



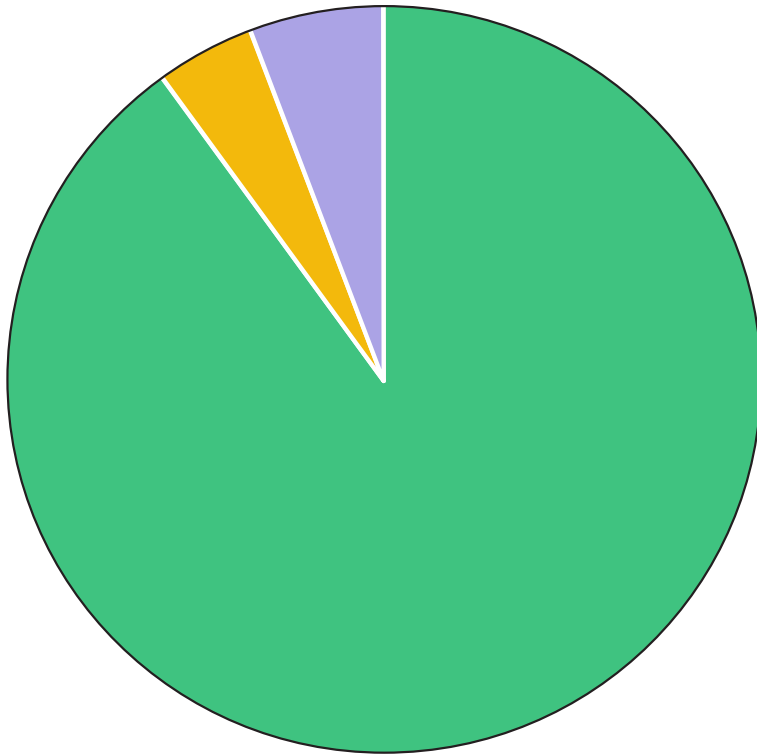
Firepits
17 votes



Retail Opportunities
18 votes

“The focus should be on introducing new smaller scale shops, food kiosks, and features that truly make the park a unique place and add to our sense of identity.”

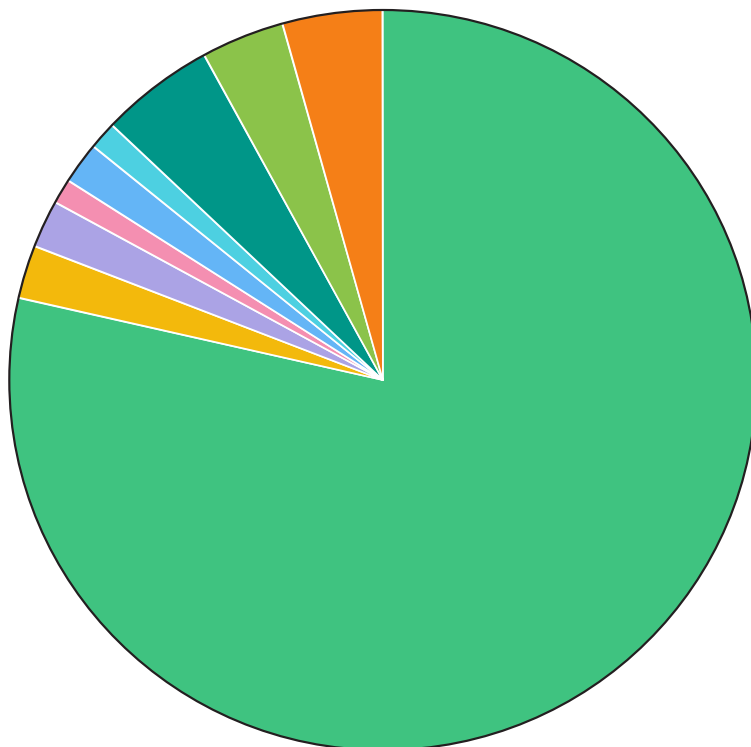
1. Select the statement that best describes you:



- I'm a year-long resident - 825 (90%)
- I'm a seasonal resident - 39 (4.3%)
- I'm a visitor - 53 (5.8%)

917 responses, 0 skipped

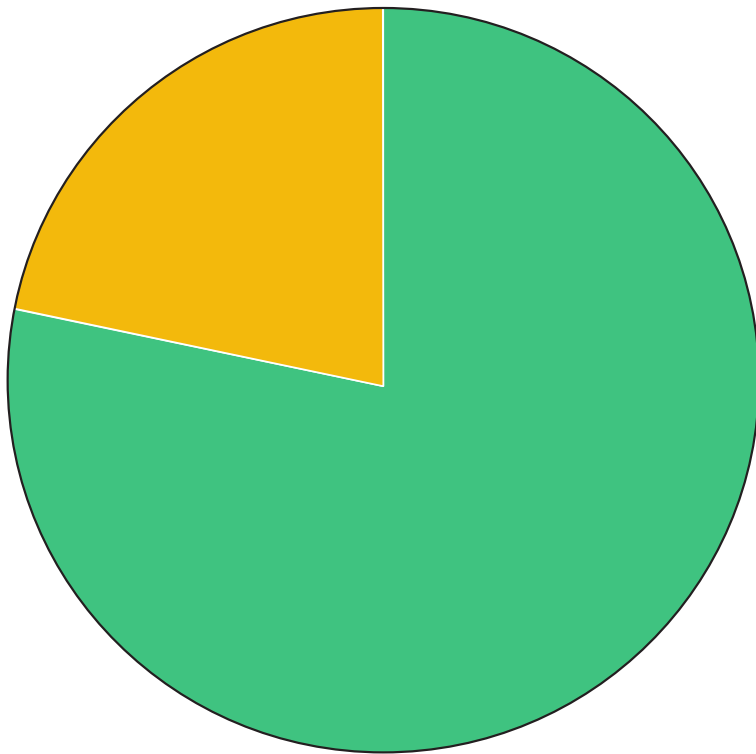
A) What area of Innisfil are you located?



- Alcona - 648 (78.5%)
- Belle Ewart - 19 (2.3%)
- Big Bay Point - 17 (2.1%)
- Churchill - 9 (1.1%)
- Cookstown - 15 (1.8%)
- Gilford - 10 (1.2%)
- Lefroy - 41 (5%)
- Sandycove - 30 (3.6%)
- Stroud - 36 (4.4%)

825 responses, 92 skipped

B) Thinking about where you live, do you consider Innisfil Beach Park a neighbourhood park?

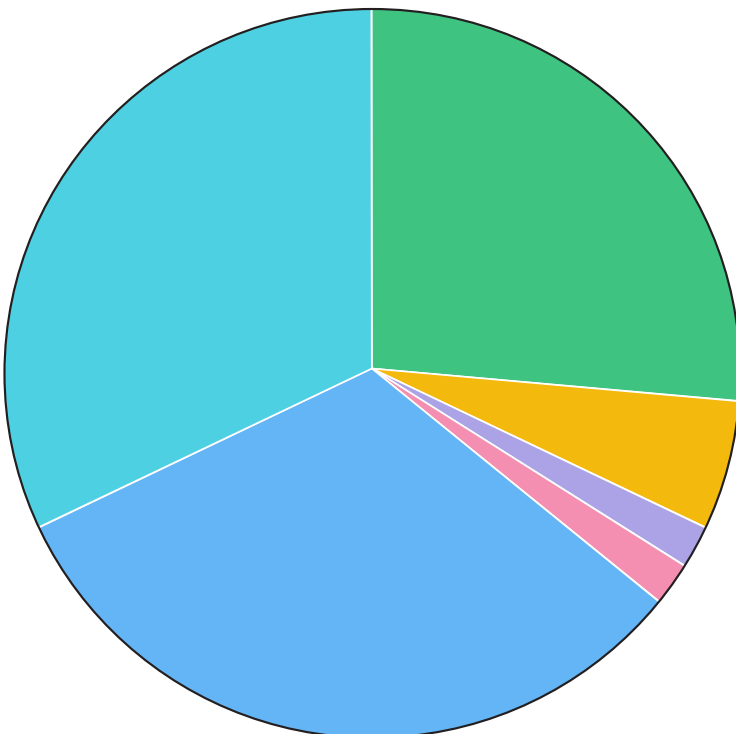


Yes - 646 (78.3%)

No - 179 (21.7%)

825 responses, 92 skipped

C) If you're a visitor, what Town/City are you visiting from?



Barrie - 14 (26.4%)

Bradford - 3 (5.7%)

Essa - 1 (1.9%)

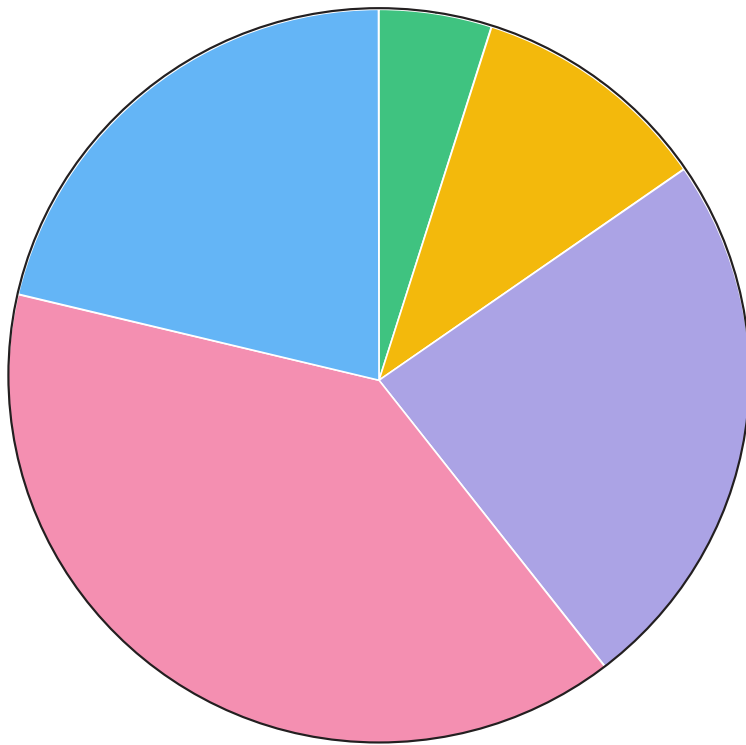
New Tecumseth - 1 (1.9%)

Toronto/GTA - 17 (32.1%)

Other - 17 (32.1%)

53 responses, 864 skipped

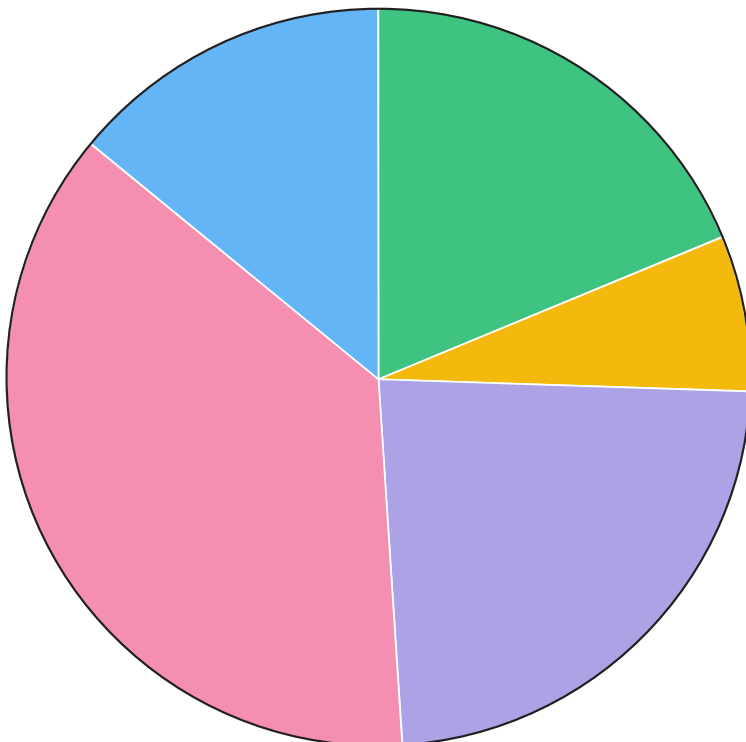
2. What age group do you fall under?



- 0-18 years - 45 (4.9%)
- 19-29 years - 96 (10.5%)
- 30-39 years - 220 (24%)
- 40-59 years - 361 (39.4%)
- 60+ years - 195 (21.3%)

917 responses, 0 skipped

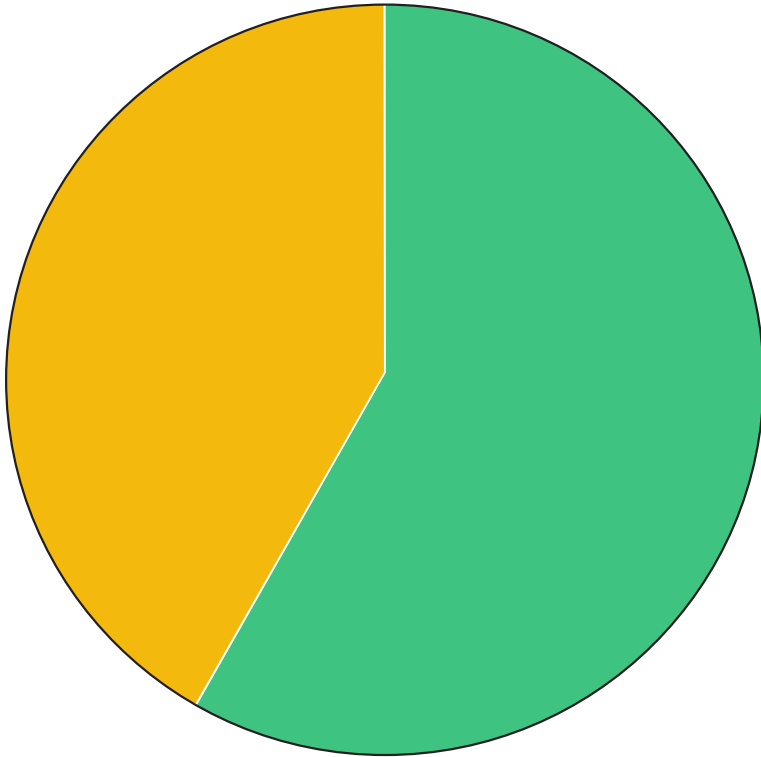
3. How frequently do you visit Innisfil Beach Park each year?



- Rarely - 172 (18.8%)
- Yearly - 62 (6.8%)
- Monthly - 215 (23.4%)
- Weekly - 339 (37%)
- Daily - 129 (14.1%)

917 responses, 0 skipped

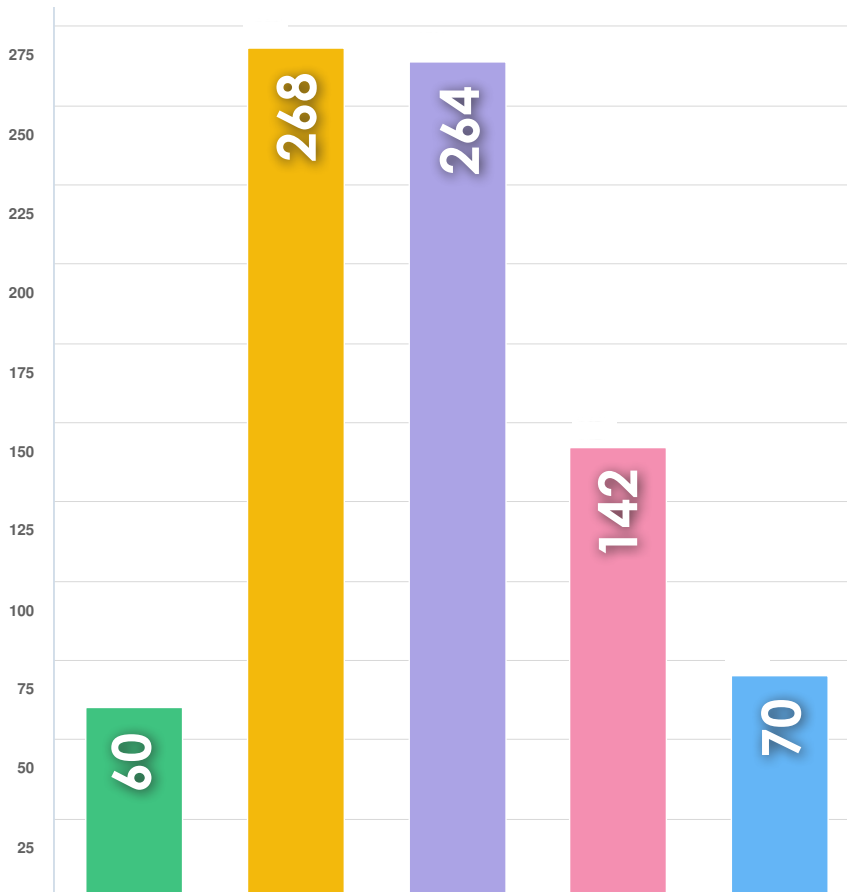
4. Do you use any other parks in Innisfil?



- Yes, I do - 534 (58.2%)
- No, I don't - 383 (41.8%)

917 responses, 0 skipped

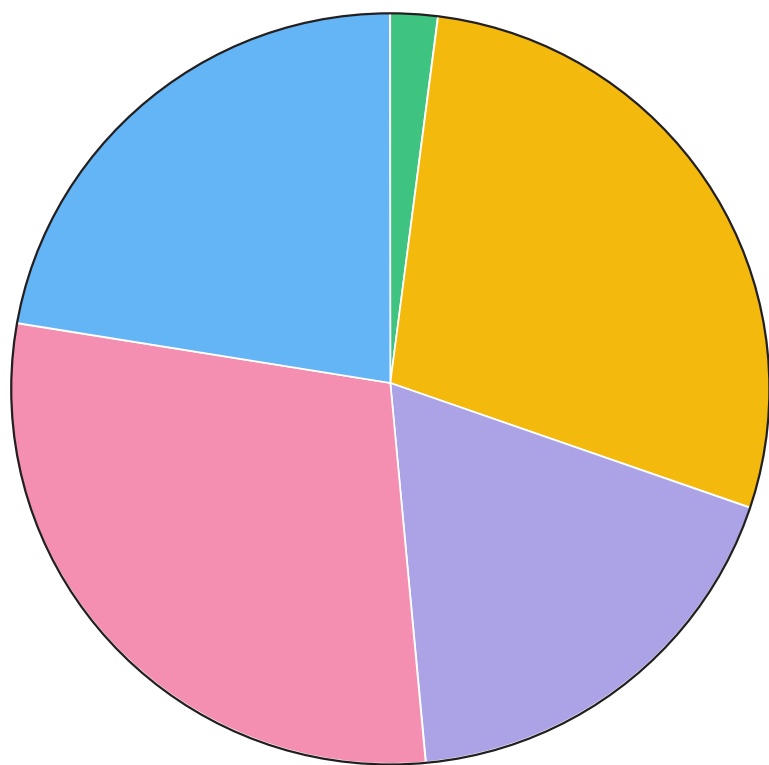
If yes, which ones?



- Cookstown Park - 60
- Alcona Road Ends (9th Line, 10th Line, etc.) - 268
- My Local Neighbourhood Parkette - 264
- Centennial Park - 142
- Other - 70

524 responses, 393 skipped

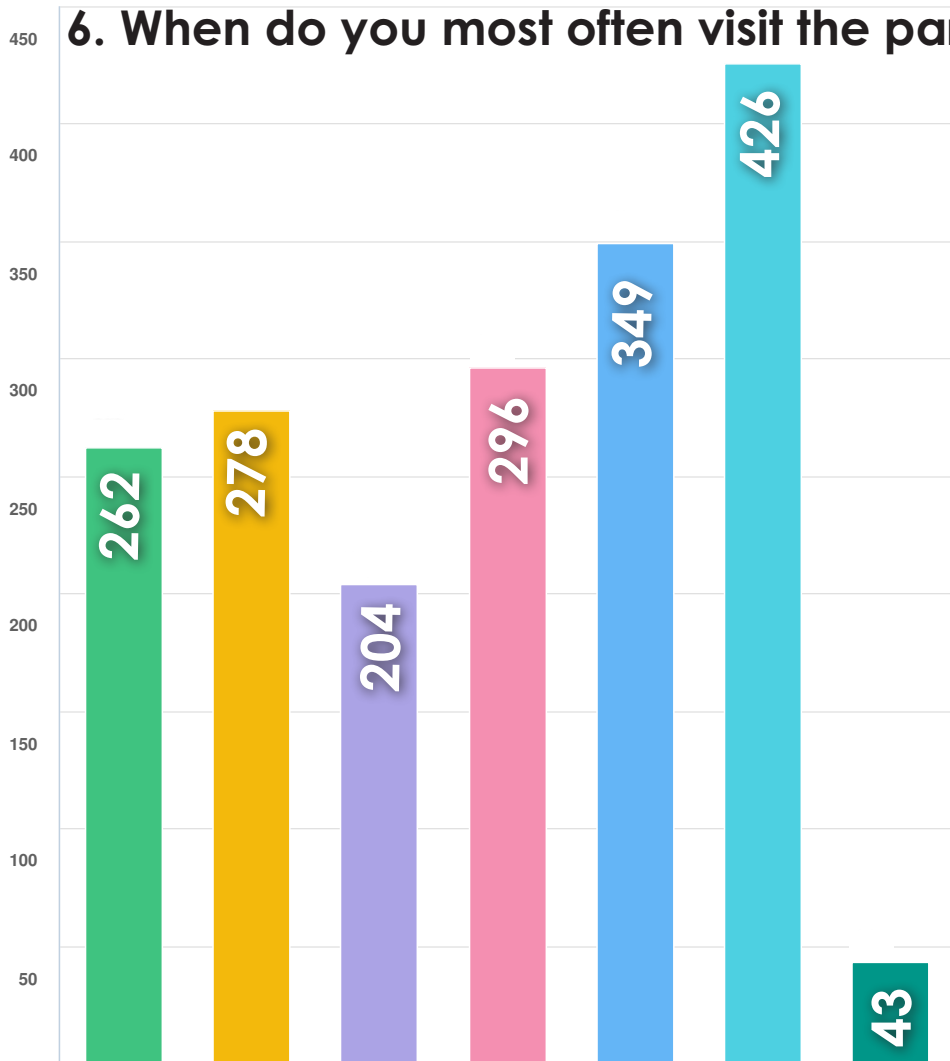
5. How many years have you been visiting Innisfil Beach Park?



- I've never been - 19 (2.1%)
- 1-5 years - 259 (28.2%)
- 5-10 years - 167 (18.2%)
- 10-20 years - 266 (29%)
- My whole life - 206 (22.5%)

917 responses, 0 skipped

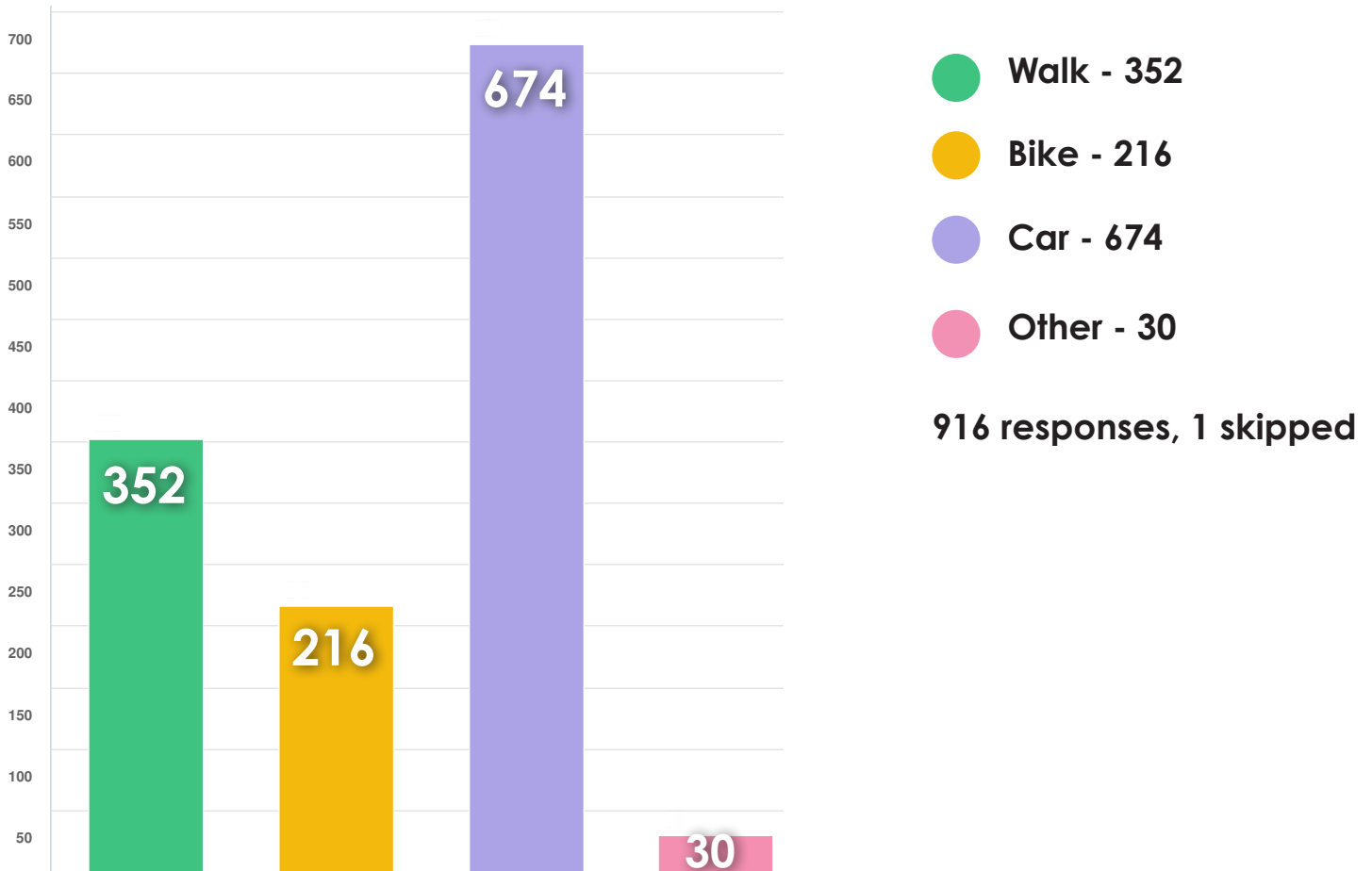
6. When do you most often visit the park?



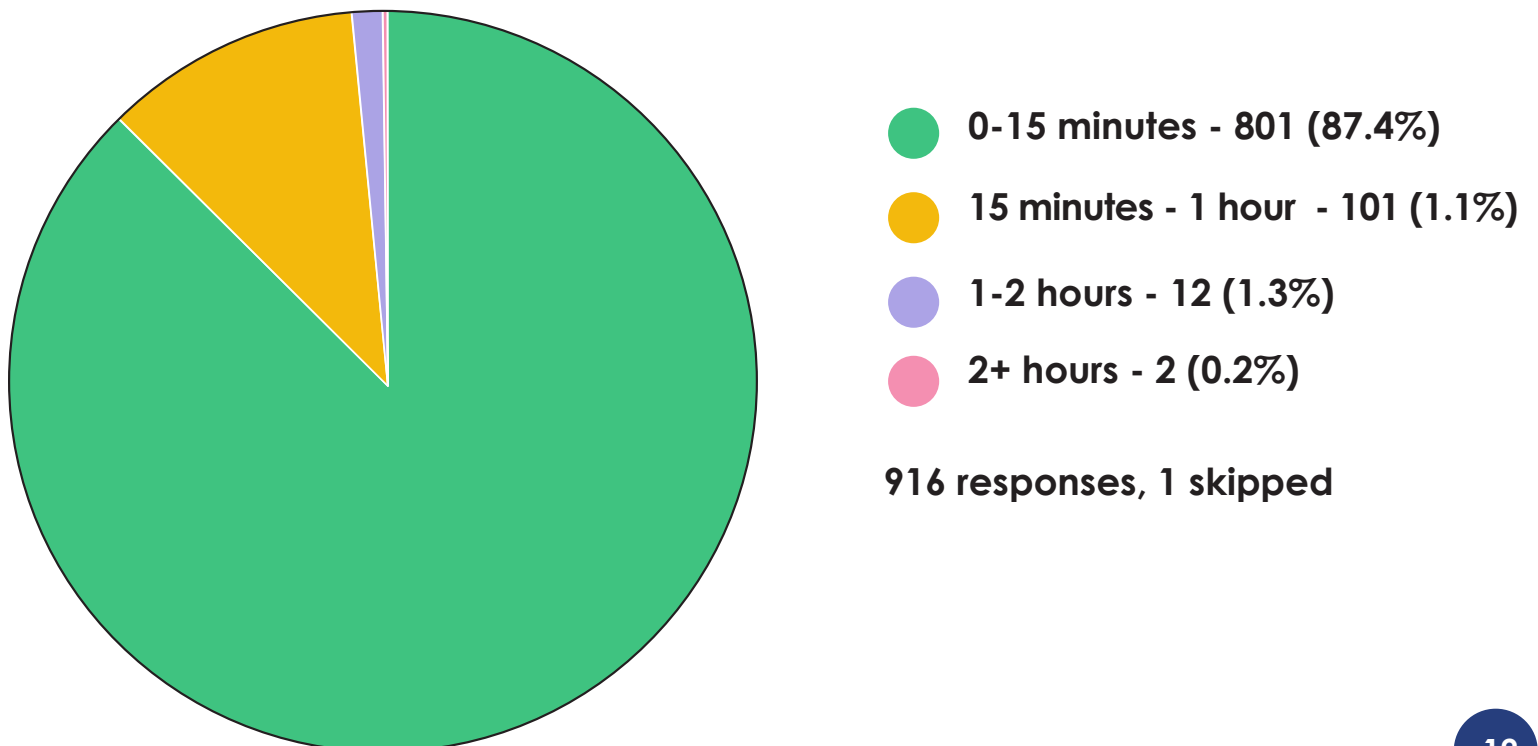
- Weekend morning - 262
- Weekend afternoon - 278
- Weekend evening - 204
- Weekday morning - 296
- Weekday afternoon - 349
- Weekday evening - 426
- I don't visit the park - 43

916 responses, 1 skipped

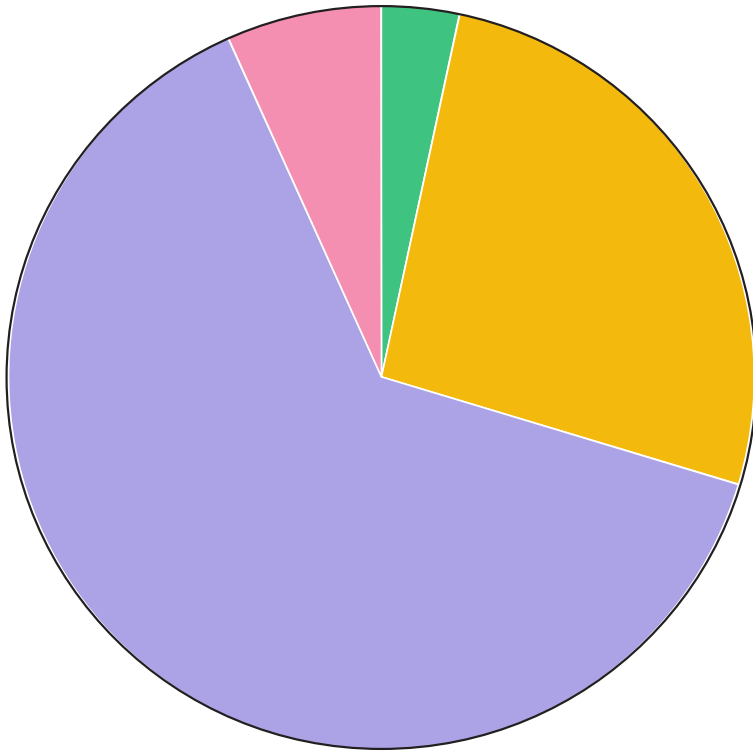
7. How do you get to the park?



8. How far do you travel to get to the park?



10. How long do you visit?



● Not at all - 31 (3.4%)

● Less than an hour - 241 (26.3%)

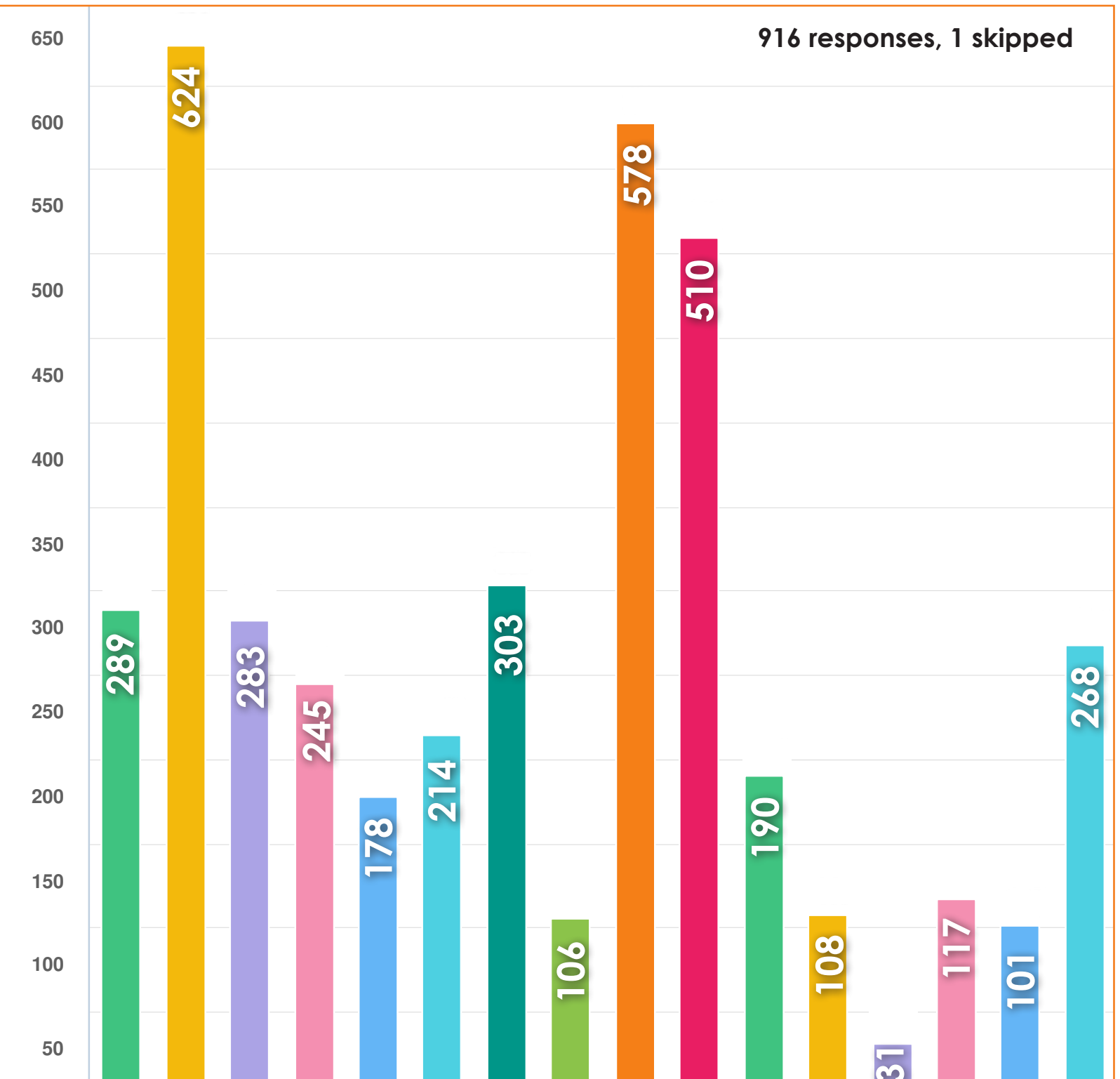
● 1-3 hours - 583 (63.6%)

● All day - 62 (6.8%)

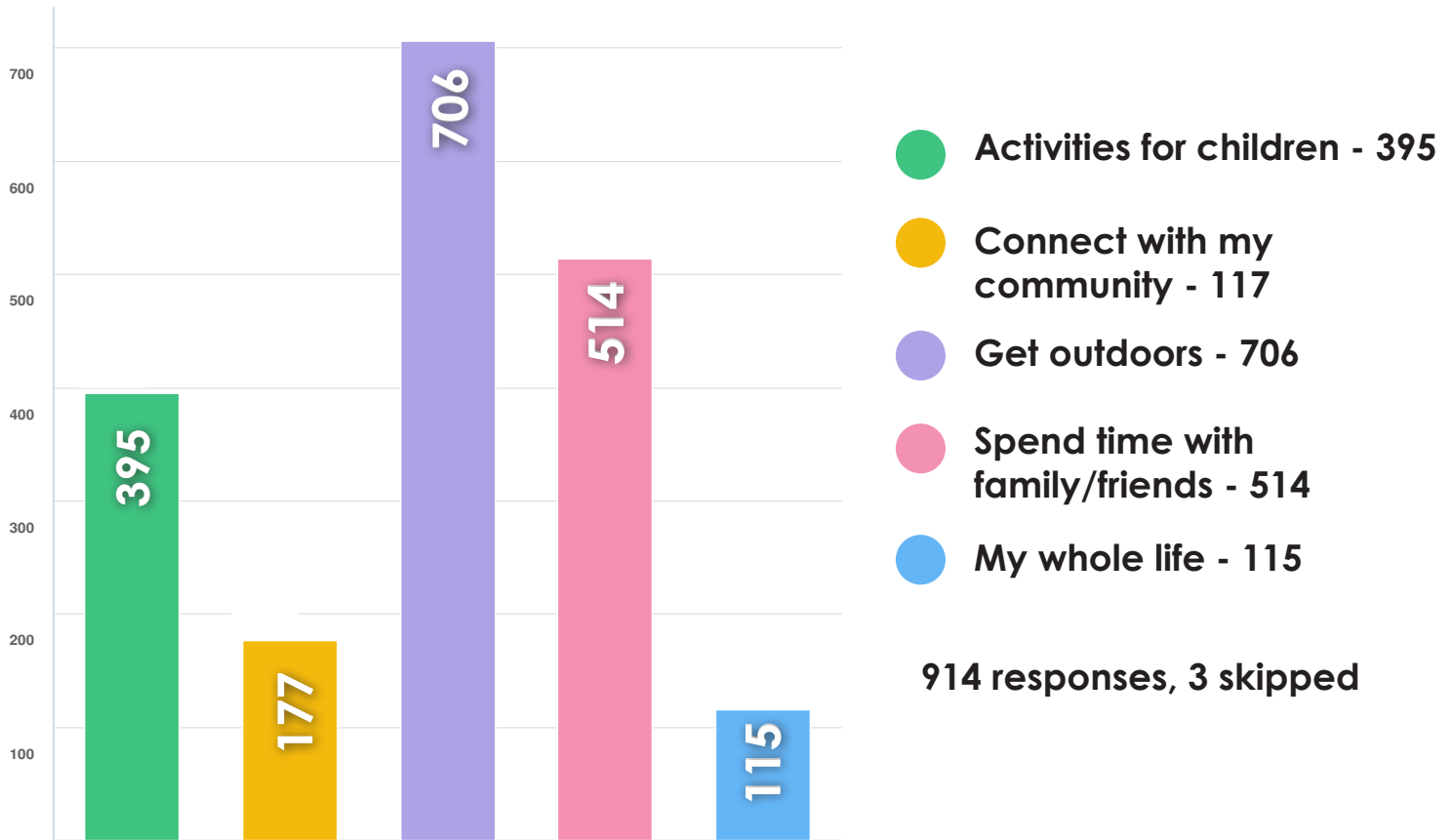
917 responses, 0 skipped

11. What activities do you do at the park?

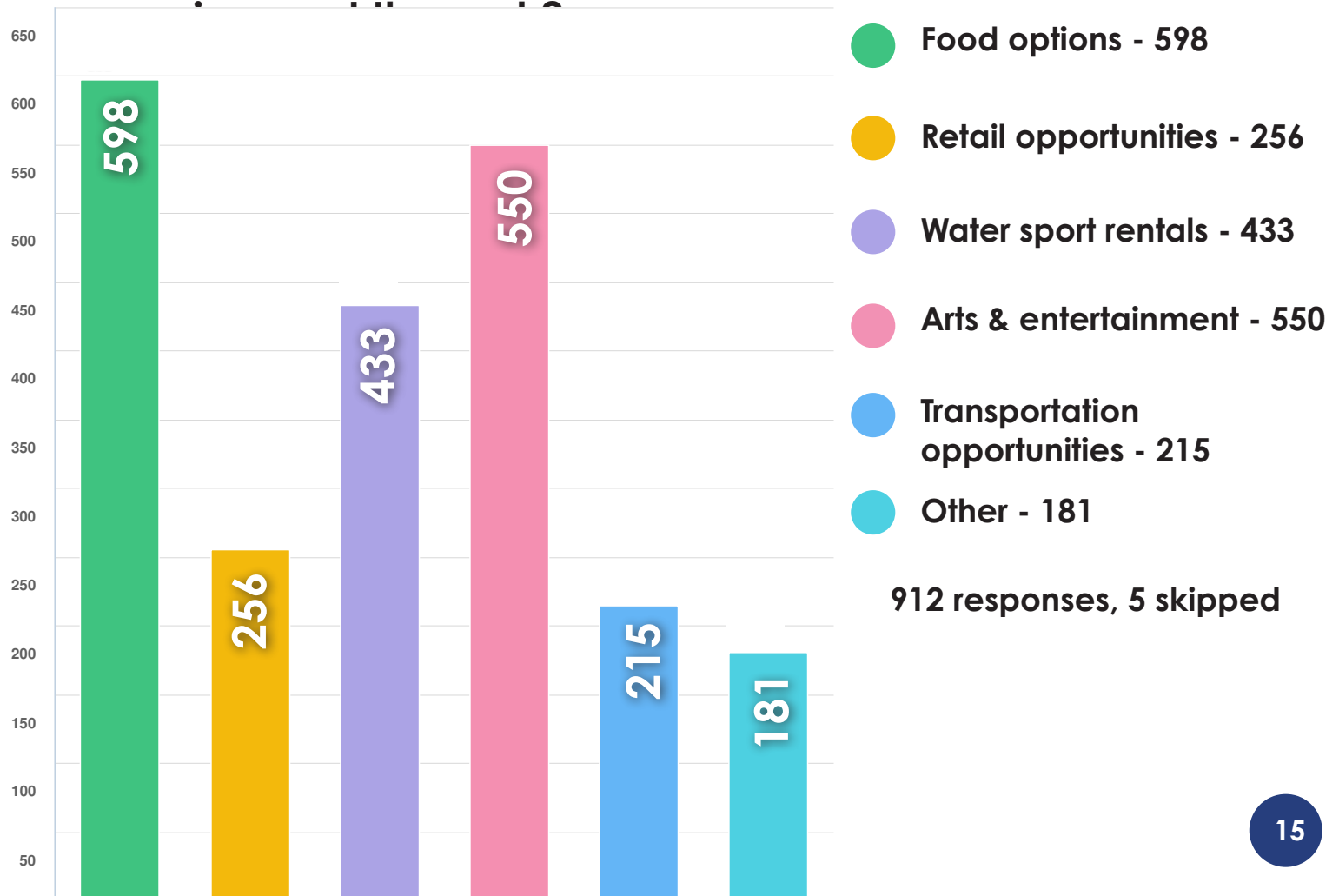
- Biking - 289
- Walking - 624
- Use jungle gym - 283
- Attend an event - 245
- Play sports - 178
- Sightseeing - 214
- Walk dog - 303
- Water sports - 106
- Relax - 578
- Swimming - 510
- Boating - 190
- Tobogganing - 108
- Snowmobiling - 31
- Ice Fishing - 117
- Other - 101
- Picnics/BBQs - 268



12. What other reasons do you go to Innisfil Beach Park?



13. What additional features/amenities would enhance your visit to Innisfil Beach Park?



What additional features/amenities would enhance your experience at the park? Please elaborate. 912 responses, 5 skipped

“Cleaner and updated washroom facilities.”

“Dog park and area for them to swim.”

“Pow Wows!”

“Recycling and compost bins. Make them FUN so people will use them.”

“Stairs on the toboggan hill!”

“We’d like a splash pad for the little kids.”

“Public art would be awesome!”

“More fun things to do and unique places to gather.”

“Information about Lake Simcoe and the local environment.”

14. What don't you like about visiting the park?

910 responses, 7 skipped

"Lack of control and rule enforcement on busy summer weekends. There needs to be more human interaction as to directing visitors to the park i.e. parking areas, where you can cook, rules concerning tents, etc."

"It does not feel like residents have any place on weekends."

"We are in the middle of summer and the water is too dirty to swim in."

"I was shocked about the dog laws when I moved here. Residents should be able to bring their dogs to their park. There also should be a place for them to swim - they get hot too!"

"I don't always feel safe there at night."

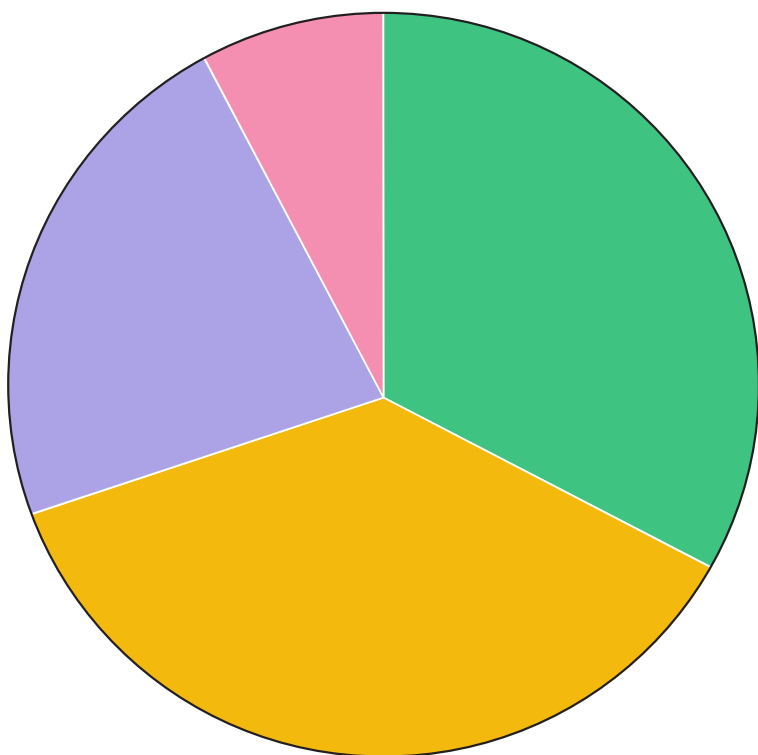
"The constant garbage laying around and coals left from BBQs."

"The parking for residents is still a problem as it is not monitored and people without passes still use the parking spaces."

"People who abuse it, it's a beautiful park and needs to have attractions that will bring people out."

"It is not a safe place for me and my family to swim. The boats are anchored way too close and seadoos are not operating in a safe manner."

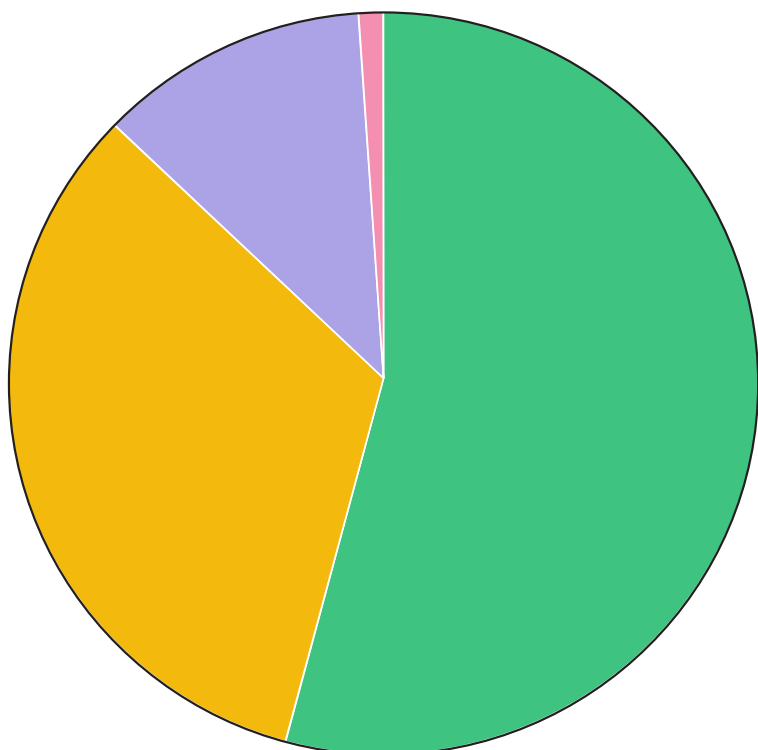
15. How likely are you to attend an organized event in the park?



- Definitely - 298 (32.5%)
- Likely - 344 (37.5%)
- Somewhat likely - 203 (22.1%)
- Not likely, because... - 72 (7.9%)

917 responses, 0 skipped

16. Do you feel safe in the park?



- Always - 497 (54.2%)
- Often - 301 (32.8%)
- Sometimes - 109 (11.9%)
- Never - 10 (1.1%)

917 responses, 0 skipped

17. How do you think safety can be improved at the park?

900 responses, 17 skipped

“There is a large problem with seadoos driving through the swimming area.”

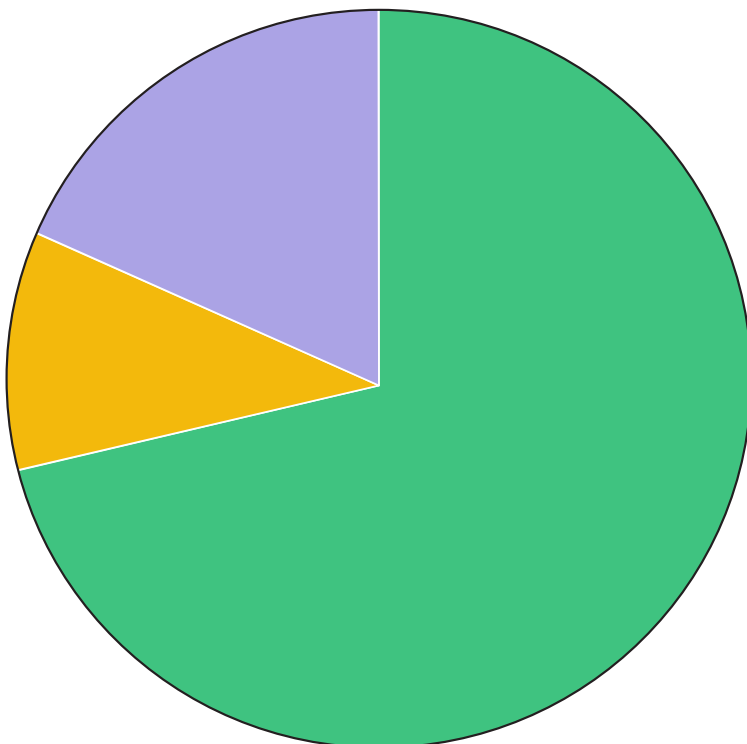
“More staffing, there have been fights in the past over the boat launch, picnic tables, and residents fighting with out of towners over parking and not following rules.”

“We need more by-law enforcement.”

“Barbeque rules should be upheld. Some people dump hot coals on the ground which children walk on.”

“Surveillance equipment strategically placed, particularly in known areas of vandalism.”

18. Are you ever discouraged from visiting the park because of crowds, traffic, or parking challenges?



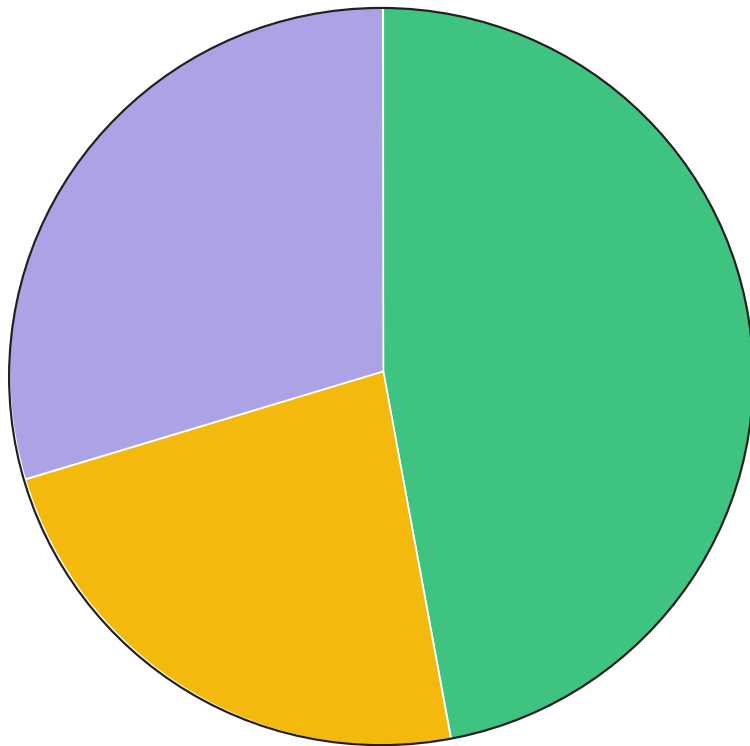
● Yes - 653 (71.2%)

● No - 98 (10.7%)

● Sometimes - 166 (18.1%)

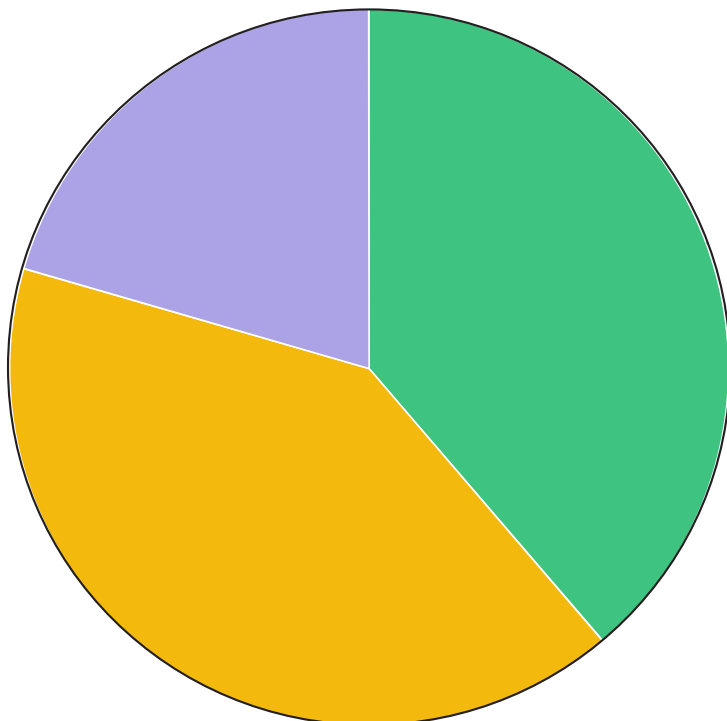
917 responses, 0 skipped

19. Would you be willing to walk 5 minutes to the park rather than drive, if it meant parking was cheaper, more services could be available in the park, and options were available to help transport your stuff?



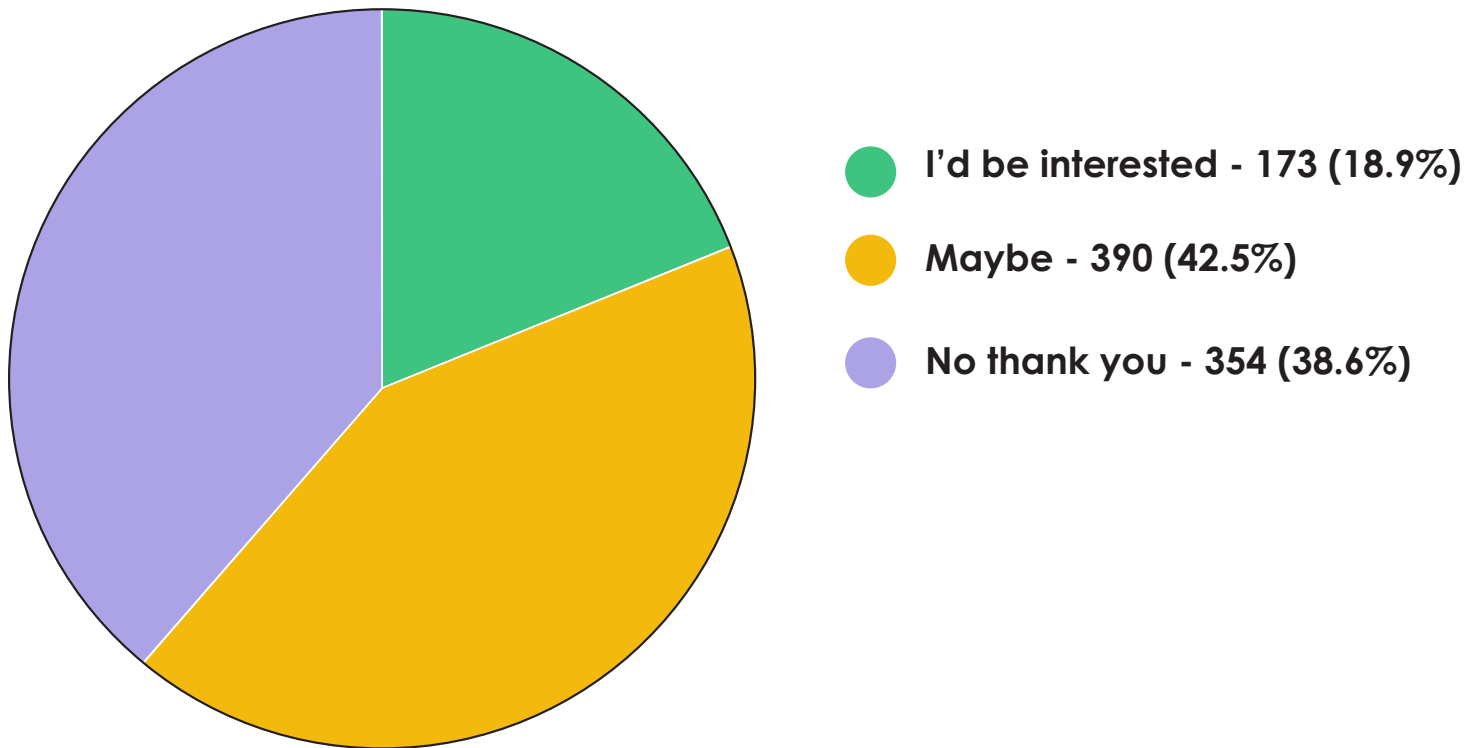
- Yes, I wouldn't mind walking in instead of driving - 432 (47.1%)**
- Maybe - 213 (23.2%)**
- No, I want to drive and park at the beach - 272 (29.7%)**

20. Having new services in the park might require new types of buildings and spaces. Are you comfortable with new buildings and patios in the park for things like restaurants? Or would you prefer to see smaller solutions like food trucks, kiosks, and hot dog stands?



- I'm all for it - 355 (38.7%)**
- I'm hesitant - 374 (40.8%)**
- I'd rather not - 188 (20.5%)**

21. How likely are you to volunteer at Innisfil Beach Park if we were to put a volunteer system in place? For example, organized clean-ups, gardening, fundraising, etc.



Overall, how does Innisfil Beach Park make you feel?



Very Happy - 147
(16%)



Happy - 412
(45%)



Neutral - 231
(25.2%)



Unhappy - 84
(9.2%)



Very Unhappy - 42
(4.6%)

 I make 
YOUR MARK
 on Innisfil
BEACH  
 PARK