

	THE CORPORATION OF THE TOWN OF COBOURG
	COMMITTEE OF THE WHOLE AGENDA
	Tuesday October 15, 2019 at 6:00 PM Council Chambers, Victoria Hall, Cobourg

A Committee of the Whole meeting of the Cobourg Municipal Council will be held on Tuesday October 15, 2019 at 6:00 PM in the Council Chambers, Victoria Hall, Cobourg.

I CALL TO ORDER

II AGENDA ADDITIONS

1. Delegation from Keith Oliver, Cobourg Resident, regarding an Outdoor Adult Fitness Park at Victoria Beach Waterfront;
2. Memo from the Senior Planner - Development, regarding a Application for Site Plan Approval - Development Agreement: 22-24 University Avenue West, Habitat for Humanity Northumberland.
3. Memo from the Director of Community Services, regarding Grant Application — Investing in Canada Infrastructure Program, Community, Culture and Recreation Funding Stream (Harbour and Victoria Square);
4. Memo from the Deputy Director of Community Services, regarding the Adult Fitness Park for the Town of Cobourg;
5. Memo from the Secretary of the Parks and Recreation Advisory Committee, regarding the Waterfront Plan – Design and Engineering Consultation Report for the East Pier; and
6. Memo from the Secretary of the Parks and Recreation Advisory Committee, regarding the Waterfront Plan – Design and Engineering Consultation Report for the Campground.

Action Recommended: THAT the matters be added to the agenda.

III DISCLOSURE OF PECUNIARY INTEREST

IV PRESENTATIONS

1. MDB Insight, regarding the Town of Cobourg Cultural Master Plan.

2. Advisory Committee Presentations, regarding their 2019 Annual Reports and 2020 Work Plans to Council: 21 - 29
 - Accessibility Advisory Committee;
 - Heritage Advisory Committee;
 - Sustainability and Climate Change Advisory Committee;
 - Parks and Recreation Advisory Committee;
 - Transportation Advisory Committee; and
 - Planning and Development Advisory Committee.

V DELEGATIONS

1. Keith Oliver, Cobourg Resident, regarding an Outdoor Adult Fitness Park at Victoria Beach Waterfront. 30 - 31

VI DELEGATION ACTIONS

VII GENERAL GOVERNMENT SERVICES

Chair, Deputy Mayor Séguin - General Government Services Coordinator

1. Memo from the Treasurer/Interim Chief Administrative Officer, regarding the Comprehensive Insurance Program - October 1, 2019 to October 1, 2020. 32 - 34

Action Recommended: THAT Council accept the recommendation from the Town's Insurance Broker and renew the Comprehensive Insurance Program with Frank Cowan Company for the October 1, 2019 to October 1, 2020 policy year in the amount of \$568,840 which includes all applicable taxes.

2. Memo from the Treasurer/Interim Chief Administrative Officer, regarding the tender for the sandstone on pillars and around the front doors of Victoria Hall. 35 - 37

Action Recommended: THAT Council reject all bids and the project be tendered again in early 2020 pending budget approval, as all the bids exceeded the amounts authorized in the 2018 and 2019 capital budget.

3. Memo from the Municipal Clerk/Manager of Legislative Services, regarding the Approval to Open additional Bids Received for the Town of Cobourg Municipal Ombudsman Request for Proposal (CO-19-11-LEG) 38

Action Recommended: THAT Council authorize and direct the Municipal Clerk to open and evaluate the two (2) bids received for the Town of Cobourg Municipal Ombudsman Request for Proposal (RFP); and

FURTHER that Council direct Municipal Staff to follow the RFP Evaluation process and prepare a report to Council providing a recommendation to accept or reject the received bids and the recommendation for appointment of the Municipal Ombudsman.

4. Memo from the Records and Committee Coordinator, regarding the 2019 Annual Reports and Proposed 2020 Work Plans for Advisory Committees. 46 - 88

Action Recommended:

THAT Council receive the Annual Report on Advisory Committees for information;

FURTHER THAT Council approve the proposed 2020 Work Plans from Advisory Committees; and

FURTHER THAT Council direct the Legislative Services Department to bring forward a Report with proposed changes to the Terms of Reference Bylaw to the first Committee of the Whole Meeting in 2020, to reflect any proposed amendments from Advisory Committees in their Annual Reports and Work Plans, as may be amended and approved by Council.

VIII PLANNING AND DEVELOPMENT SERVICES

Chair, Councillor Beatty - Planning and Development Services Coordinator

1. Memo from the Senior Planner - Development, regarding a Severance Agreement at 866 Ontario Street (Anthony John Ritchie and Cathie Annette Ritchie). 89 - 96

Action Recommended: THAT Council receive the Report for information purposes; and

FURTHER THAT Council authorize and endorse the preparation of a by-law to be presented to Council for adoption at a Regular Council meeting to authorize the Mayor and Municipal Clerk to execute a Severance Agreement with Anthony John Ritchie and Cathie Annette Ritchie for the development of a new residential lot on the property known municipally as 866 Ontario Street, subject to the finalization of details by municipal staff and applicable agencies.

2. Memo from the Secretary of the Heritage Advisory Committee, regarding Heritage Permit Application HP-2019-059 submitted by Adrian Pepper for proposed roof work, window alterations, and new two storey rear deck and entry door for property known municipally as 300 George Street. 97 - 116

Action Recommended: THAT Council endorse the recommendation of the Heritage Advisory Committee and grant a Heritage Permit HP-2019-059 to permit roof work, window alterations, and new two storey rear deck and entry door for 300 George Street, Cobourg, subject to finalization of details with planning staff.

3. Memo from the Senior Planner - Development, regarding a Application for Site Plan Approval - Development Agreement: 22-24 University Avenue West, Habitat for Humanity Northumberland. 117 - 130

Action Recommended: THAT Council authorize and endorse the preparation of a by-law to be presented to Council for adoption at a Regular Council meeting to authorize the Mayor and Municipal Clerk to execute a Development Agreement with Habitat for Humanity of Northumberland and Lakefront Utility Services Inc. for a residential development consisting of a total of four (4) dwelling units at 22-24 University Avenue West, subject to the finalization of details by municipal staff and applicable agencies; and

FURTHER THAT Council grant Habitat For Humanity Northumberland a 50% reduction in applicable Building Permit, Planning Application, and Parkland fees and Development Charges for the subject development in the amount of \$21,555.00, with a pre-commitment of \$21,555.00 being made to the 2020 Municipal Budget.

IX PUBLIC WORKS SERVICES

Chair, Councillor Darling - Public Works Services Coordinator

1. Memo from the Secretary of the Transportation Advisory Committee, regarding the Sidewalk Priority Plan. 131

Action Recommended: THAT Council receive the Memo for information purposes.

2. Memo from the Director of Public Works, regarding the Sidewalk Priority Plan – 2019 Revision (Referred from the September 23, 2019 Committee of the Whole Meeting). 132 -
148

Action Recommended: THAT Council approve the revised 2019 Sidewalk Priority Plan as provided in the Report.

X PARKS AND RECREATION SERVICES

Chair, Councillor Chorley - Parks and Recreation Services Coordinator

1. Memo from the Secretary of the Parks and Recreation Advisory Committee, regarding the Waterfront Plan – Design and Engineering Consultation Report for the East Pier. 149

Action Recommended: THAT Council receive the Memo from the Parks and Recreation Advisory Committee for information purposes.

2. Memo from the Secretary of the Parks and Recreation Advisory Committee, regarding the Waterfront Plan – Design and Engineering Consultation Report for the Campground. 150

Action Recommended: THAT Council receive the Memo from the Parks and Recreation Advisory Committee for information purposes.

3. Memo from the Director of Community Services, regarding the Waterfront Plan – Design and Engineering for East Pier & Campground – Consultation Report. 151 -
222

Action Recommended: THAT Council receive the report from the Director of Community Services for information purposes; and

FURTHER THAT Council approves the procurement of engineering and other professional services to develop drawings, costs and tender documents for the following:

1. East Pier Repairs - and/or
 - a) Pedestrian Only (Closed to Traffic); OR
 - b) Predominantly Light Vehicle Use; OR
 - c) Pedestrian with Limited Light & Heavy Vehicle Use (10m);OR
 - d) Pedestrian with Limited Light Vehicle Use (10m).
2. East Pier Enhancements: and/or
 - a) Seating/Lookouts: AND/OR
 - b) Charter Boat and Deep Water Docking; AND/OR
 - c) Pedestrian Walkway; AND/OR
 - d) Food Concession/Restaurant; AND/OR
 - e) Electrical Upgrades and Pedestrian Lighting; AND/OR
 - f) Accessibility Enhancements (From East Pier to Victoria Beach); AND/OR
 - g) Other
3. Campground: and/or
 - a) Service Upgrades (Water Sanitary and electrical); AND/OR
 - b) Beach/campground interface improvements; and/or
 - c) Extend/expand use; and/or
 - d) Service building upgrades; and/or
 - e) Registration system upgrades; and/or
 - f) Increase rates and revise policies; and

FURTHER THAT the estimated engineering and construction costs be submitted through the 2020 Budget process.

4. Memo from the Director of Community Services, regarding Grant Application — Investing in Canada Infrastructure Program, Community, Culture and Recreation Funding Stream (Harbour and Victoria Square). 223 -
233

Action Recommended: THAT Council receive the Memo from the Director of Community Services for information purposes; and

FURTHER THAT Council supports the submission by staff of two applications to the Investing in Canada Infrastructure Program, Community, Culture and Recreation Funding Stream, for funding assistance for the following two projects that will need to be completed by March 2028:

- repairs and enhancements to Cobourg's Harbour, including East Pier, for a total project cost of approximately \$10.6 million with the municipal share being approximately \$2,8 million (subject to further review and refinement); and
- development costs for Victoria Square for a total project cost of approximately \$1.65 million with the municipal share being approximately \$0.45 million.

AND FURTHER THAT the estimated costs be submitted through the 2020 Budget process.

- | | | | |
|----|--|------------|---|
| 5. | Memo from the Deputy Director of Community Services, regarding the Adult Fitness Park for the Town of Cobourg. | 234
238 | - |
|----|--|------------|---|

Action Recommended: THAT Council receive the report from the Deputy Director of Community Services for information purposes.

XI PROTECTION SERVICES

Chair, Councillor Burchat - Protection Services Coordinator

- | | | | |
|----|---|------------|---|
| 1. | Memo from the Licensing Officer, Legislative Services Department, regarding the Town of Cobourg Dog Tag Licensing Program and DOCUPET Pet Licensing Services. | 239
310 | - |
|----|---|------------|---|

Action Recommended: THAT Council authorize and endorse the preparation of a by-law to be presented to Council for adoption at a Regular Council meeting to authorize the Mayor and Municipal Clerk to execute an agreement with DOCUPET Pet Licensing Services to assist in the administering the Town of Cobourg Dog Tag Licensing Program, pursuant to the Town of Cobourg Animal Control By-law 021-2014; and

FURTHER THAT Council amend the current fees for the purchase of a Dog Tag to \$20.00 for a spayed/neutered animal and \$35.00 for a natural animal, and eliminate the early bird fee to remain consistent with the member municipalities within the Joint Animal Control Municipal Services Board (JACMSB); and

FURTHER THAT the Town of Cobourg Dog Tag Licensing Program transition from a Calendar Year System to a 365 Day System.

XII ARTS, CULTURE AND TOURISM SERVICES

Chair, Councillor Bureau - Arts, Culture and Tourism Services Coordinator

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|----|---|------------|---|
| 1. | Memo from the Director of Community Services, regarding the Town of Cobourg Draft Cultural Master Plan. | 311
386 | - |
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Action Recommended: THAT Council adopt the Town of Cobourg Cultural Master Plan and asks municipal staff to evaluate the Plan for implementation and to bring forward to Council for its consideration at the appropriate time any recommendations that require new resources or funding.

2. Memo from the Secretary of the Sustainability and Climate Change Advisory Committee, regarding a motion of support for a Natural Heritage Waterfront Park at the Cobourg Harbour. 387

Action Recommended: THAT Council receive the Memo for information purposes.

XIII UNFINISHED BUSINESS

The items listed in the order of the topics set out in the agenda of prior meetings which have not been disposed of by Council and the date of their first appearance on the agenda shall be noted and repeated on each subsequent agenda until disposed of by Council, unless removed from the agenda by leave of Council. - Council Procedural By-law No. 009-2019.

Unfinished Business Item	Meeting Date	Department/Division	Deadline Date
Extension of the RFP for the position of the Municipal Ombudsman.	05-21-19	Legislative Services	Oct 15, 2019
Staff Report regarding Adult Fitness Park in Cobourg	06-12-19	Community Services	Oct 15, 2019
Staff Report reviewing the impacts of the Traffic Study for Lower Division Street/Esplanade Area. (Originally due October 15, 2019)	04-01-19	Public Works	Extended: Nov 25, 2019
Staff Report regarding the public engagement and recommended repairs/improvements for the East Pier and Victoria Park Campground	07-02-19	Community Services	Oct 15, 2019
Staff Report Sustainability and Climate Change Advisory Committee, regarding a recommendation to support the Banning/Phasing out of Bottled Water in Municipal Facilities and Municipal Events.	06-24-19	Chief Administrative Officer	Nov 4, 2019
Report reviewing the Town of Cobourg Public Comment and Complaint Policy.	05-13-19	Legislative Department	Nov 4, 2019
Terms of Reference regarding a social planning and/or Community Development Advisory Committee, regarding affordable housing.	01-28-19	Legislative Department	Nov 25, 2019
Review of the Taxicab by-law, with the inclusion of ride sharing transportation such as Uber or Lyft, and with input by the public and taxicab owners and operators.	02-19-19	Legislative Department	Nov 25, 2019
MOU to be provided to Council Re Cobourg Dragon Boat and Canoe Club	07-22-19	Community Services	Dec 2, 2019
Report outlining suggestions for enhancing the amenities for anglers and the regulation of fishing-related activities at the Cobourg Marina.	09-03-19	Community Services	Apr 30, 2020
Staff Report in response to the Lifesaving Society's Aquatic Safety Audit Report for the Town of Cobourg Harbour, with input from the PRAC and all user groups.	09-23-19	Community Services	Mar 2020

Memo from John Ewart, Town of Cobourg Municipal Ombudsman, regarding a Town of Cobourg Ombudsman Complaint 1-2018.	11-26-18	Legislative Department	
Staff Report reviewing the impacts of the Traffic Study for Condo. Corp. #58-148 Third Street.	04-01-19	Public Works	
Traditional Land Acknowledgment Statement to be read at Council Meeting	05-13-19	Legislative Department	
Revisions to the Long Service Recognition Policy from General Government Services.	09-23-19	Human Resources	

XIV COMMITTEE OF THE WHOLE OPEN FORUM

XV CLOSED SESSION

XVI ADJOURNMENT



Town of Cobourg Cultural Master Plan

Council Presentation

Presented by: Lauren Millier MDB Insight

Date: October 15, 2019



What is Cultural Planning?

- Cultural Planning is a process for identifying and leveraging a community's cultural resources, strengthening the management of those resources and integrating those resources across all facets of local decision making



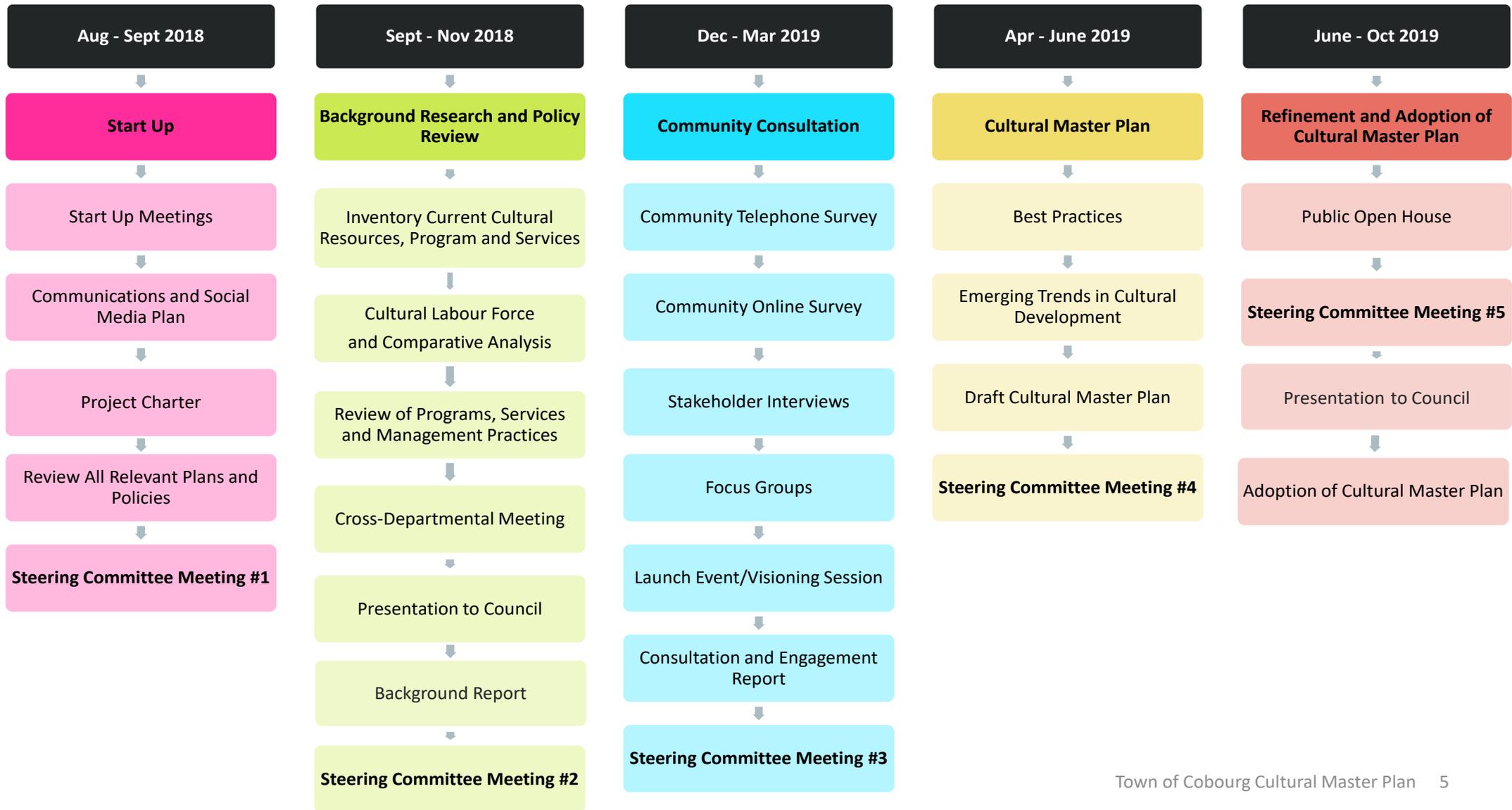
What Do We Mean When We Say Culture?

- Using a Cultural Resources Framework and with input from the community, the Town's cultural assets are defined as:
 - Community Cultural Organizations that provide arts, culture and heritage programming
 - Cultural Enterprises that create and produce art, culture and heritage goods and services
 - Cultural Spaces and Facilities that host arts, culture and heritage programming and activity
 - Cultural Heritage sites and resources that pay tribute to the Town's past.
 - Natural Heritage assets that honours the community's natural history
 - Festivals and Events that showcase local talent, animate public spaces



Strong Base of Cultural Activity

- 424 Cultural Assets across a broad range of categories
- Major cluster of cultural activity in the downtown
- 40 cultural organizations with the majority centred around music or visual arts
- 270 cultural organizations/enterprises with the majority being individual artists
- Majority of cultural facilities and spaces are located in the downtown core
- 49 cultural heritage assets predominantly heritage properties – a further 760 buildings on the Town's heritage register





- The Cultural Master Plan includes:
 - Vision
 - Strategic Directions and Action Plan
 - Town’s Role
 - Governance Recommendations
- The Cultural Master Plan is grounded in 6 Strategic Directions and 5 Governance Recommendations which frame the objectives, actions and tactics in the plan



The Town of Cobourg Envisions a Community:

- Where culture is diverse, inclusive and accessible to residents and visitors to the community
- Where our cultural organizations help shape the quality and character of our community
- Where there is an interesting and active cultural scene supported by our creative and cultural industries
- Where culture is embedded in our community decision making
- Where cultural creativity is welcomed and supported by an engaged audience
- Where the quality of our cultural attractions attracts visitors, promotes tourism and drives economic activity in the town
- Where our youth are engaged in cultural expressions and experiences



Strategic Directions

1. Embrace and Communicate a Shared Vision of Culture Across the Town
 - Objective: Embrace a shared vision for culture that extends to a wide range of arts, culture and heritage groups, the Public Library, community groups, local businesses and service organizations
2. Improve Communications and Collaboration within the Cultural Sector
 - Objective: Create opportunities for dialogue among cultural partners and invite residents to engage and participate in cultural activities
3. Promote Cobourg's Rich History and Heritage
 - Objective: Celebrate and promote Cobourg's cultural heritage resources to enhance the Town's unique identity and support economic and tourism development goals



Strategic Directions

4. Grow Culture-Led Economic Development Programs
 - Objective: Collaborate with partners to build an environment that allows for the growth of cultural ideas and cultural entrepreneurs
5. Strengthen Tourism Products by Leveraging Unique Cultural Assets
 - Objective: Recognize and support the growth of cultural tourism as an economic driver
6. Increase Community Engagement Among Youth and Volunteers
 - Objective: Collaborate with community partners to improve youth and volunteer involvement in the community



Defining the Town's Role in the Implementation of Plan

- The Town should not be the only player/contributor to cultural planning in Cobourg
- Successful implementation of the Plan must be a shared responsibility
- Primary role for the Town:
 - establishing and sustaining a broad range of relationships
 - building connections and strengthening collaboration between the not for profit and for profit cultural sectors
 - acting as an advocate for cultural development and aligning with partners that will strengthen the Town's cultural product
 - providing funding for cultural development programs and activities
 - advocating for additional provincial and federal funding grant opportunities



Governance Recommendations

- Develop a Cultural Policy Guideline for Use by Town Departments
- Establish a Municipal Cultural Team
- Conduct a Service Delivery Review of Cobourg's Cultural Programming and Support Activities
- Establish a Cultural Advisory Committee
- Host an Annual Cultural Summit



Thank You!

Contact Details

Lauren Millier, MCIP, RPP,

lmillier@mdbinsight.com

1.855.367.3535 x221



Parks and Recreation Advisory Committee

Annual Report and Work Plan

2019 - 2020



Parks & Rec Advisory Committee

Purpose

- ▶ To provide strategic and policy advice and recommendations to Council on matters related to
 - ▶ Parks
 - ▶ Open spaces
 - ▶ Waterfront
 - ▶ Recreation facilities and programs
- ▶ That enhance the quality of life, reflect the needs of the community, and encourage active and healthy lifestyles



Parks & Rec Advisory Committee

Meetings & Membership

- ▶ Held first meeting of new committee on April 2, 2019
- ▶ Held monthly meetings since then (excluding July); first Tuesday of each month
- ▶ Community members:
 - ▶ Dora Brody
 - ▶ Frederic Forfait
 - ▶ James McGrath
 - ▶ Richard Pope
 - ▶ Trish Whitney (Co-chair)
 - ▶ Beth Bellaire (Chair)
 - ▶ Councillor Rep: Emily Chorley

Parks & Rec Advisory Committee Highlights/Accomplishments

- Trash to Treasures



- Outdoor Adult Fitness Park



- Molly Baker Lane



The Start of Molly Baker Lane at Brooke Road South



Parks & Rec Advisory Committee

Future Goals & Objectives: Reference Documents

- Town of Cobourg Strategic Plan (2019 – 2022)
- Parks Master Plan (2013)
- Waterfront User Needs Assessment and Detailed Design (May 2018)
- Urban Forest Management Plan (July 2018)
- Town of Cobourg Recreation Strategy and Implementation Plan (December 2016)
- Cobourg Community Centre Campus Master Plan (December 2014)

Parks & Rec Advisory Committee

Future Goals & Objectives: Topics to Consider

- ▶ The East Pier
- ▶ The West Harbour
- ▶ Tree Canopy



Parks & Rec Advisory Committee

Future Goals & Objectives: Topics to Consider

➤ Parkland Supply



➤ Trail Connectivity



➤ CCC & Other Recreational Facilities



Parks & Rec Advisory Committee

Future Goals & Objectives: Topics to Consider

- Age-Friendly Community Designation
- Youth Advisory Committee
- Other topics and issues as raised by Council or the Public





Thank You – Questions?



The Corporation of the Town of Cobourg
 Legislative Services Department
 55 King Street West
 Cobourg, ON K9A 2M2

Delegation Request Form

Please submit the completed Delegation Request Form to the Municipal Clerk in person or by mail to 55 King Street West, Cobourg, ON K9A 2M2, by e-mail to clerk@cobourg.ca, or by fax to (905) 372-7558.

1. CONTACT INFORMATION

Name of Delegate(s): KEITH OLIVER

Group/Organization/Business Delegation Represents (if applicable):

Phone: _____ E-Mail: _____
ages

2. MEETING SELECTION

I wish to appear before:

Committee of the Whole Regular Council Advisory Committee or Local Board

If appearing before an Advisory Committee or Local Board please specify:

Meeting Date Requested:
Oct 15, 2019

3. DELEGATION REQUEST

General Nature/Purpose of the Delegation:
 (Clearly state the nature of the business to be discussed & provide a general summary of the information to be presented)

State of the Project Report
 as of Oct 15, 2019
Regarding progress being made
 toward the design, funding and construction
 of an outdoor fitness park at the Victoria
 Beach waterfront as prescribed in the
 2018 Waterfront User Needs and Design Repair
 plan and to address ^{and clarity} certain issues raised
 in the Staff Report of ~~the~~ Oct 7 from Community
 Services on the subject of the "Adult Fitness Park".

Recommendation to Council/Committee/Board:

(Please indicate below what action you would like the Town to take with respect to the above-noted subject matter)

That the Committee of the Whole approve a resolution similar to ~~the~~ ^{the that} approved on June 10th ~~that~~ directing staff to work with Ms Oliver and the citizen volunteer based "Fitness PARK Working Group" in submitting an application for a grant from the "Investing in Canada Infrastructure Program - Community, Culture and Recreation Funding Stream" (Ontario Program) in time for the November 12, 2019 deadline

Have you appeared before the Town of Cobourg's Council or its Committees or Boards in the past to discuss this issue?

Yes No

4. PRESENTATION MATERIAL

Will you have an oral or written presentation? Oral Written

Do you have any equipment needs? Yes No

If selecting yes, please indicate the type of equipment needed for your presentation:

Note: Delegates are required to provide one (1) copy of all background material/presentations prior to the deadline provided in the Delegation Rules and Guidelines below, or it will not be included in the Agenda.

I have read and understood the Delegation Rules and Guidelines attached to this Form and acknowledge that information contained on this Form, including any attachments, will become public documents and listed on the Town of Cobourg Meeting Agenda.

Print Full Name

Signature

Date (YYYY/MM/DD)

Municipal Clerk or Designate

Personal information, as defined in the *Municipal Freedom of Information and Protection of Privacy Act* (MFIPPA), is collected under the authority of the *Municipal Act, 2001*, and in accordance with MFIPPA. Personal information collected in relation to materials submitted for an agenda will be used to acknowledge receipt, however, please be aware that your name is subject to disclosure by way of publication of the agenda. All meetings are open to the public except where permitted to be closed to the public under legislative authority. Questions regarding the collection, use and disclosure of personal information contained in this Form may be directed to Brent Larmer, Municipal Clerk/Manager of Legislative Services at (905) 372-4301 extension 4401, or at blarmer@cobourg.ca.

LEGISLATIVE SERVICES DEPARTMENT | VICTORIA HALL, 55 KING ST W, COBOURG, ON K9A 2M2
T.905.372.4301 | F.905.584.4325 | www.cobourg.ca | clerk@cobourg.ca

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG
	STAFF REPORT
TO:	Mayor and Council Members
FROM: TITLE:	Ian D. Davey, BBA CPA CA Treasurer / Director of Corporate Services
DATE OF MEETING:	October 15, 2019
TITLE / SUBJECT:	Comprehensive Insurance Program – October 1, 2019 to October 1, 2020
REPORT DATE:	October 4, 2019

1.0 STRATEGIC PLAN

N/A

2.0 PUBLIC ENGAGEMENT

N/A

3.0 RECOMMENDATION

That the corporation accept the recommendation of our insurance broker and renew the comprehensive insurance program with Frank Cowan Company for the October 1, 2019 to October 1, 2020 policy year in the amount of \$568,840 which includes all applicable taxes.

4.0 ORIGIN

The Municipality's comprehensive insurance program runs from October 1, 2019 through October 1, 2020 and renews on an annual basis.

5.0 BACKGROUND

McDougall Insurance Brokers Limited provide brokerage services to the Town on a fee for service basis. This renewal is the second year of a five year agreement with our broker which was approved by Council August 13, 2018.

In addition to assisting municipal staff with questions regarding coverages and claims, our insurance broker reviews our policy renewal to ensure that coverages are adequate to protect the municipality and that premiums are fair.

The insurance market for municipalities is very small in terms of the number of companies willing to provide the type of coverage that municipalities require. Historically, our broker has gone out to market every 3 to 5 years to obtain quotes from competing insurance companies and it is anticipated that this will be done again prior to the October 1, 2020 renewal.

Earlier this year we added our first Cyber liability policy to our insurance coverage. The Cyber policy is separate from our comprehensive policy being considered in this report. The Cyber policy runs from August 6, 2019 through August 6, 2020 with an annual premium of \$6,426 including all applicable taxes.

6.0 ANALYSIS

Our brokers have reviewed our current insurance contract and renewal terms with Frank Cowan Company in detail and based on this review, their recommendation is that the coverages being offered are adequate and the renewal premiums are reasonable given our claims history and current market trends.

The quoted premium for the policy year October 1, 2019 through October 1, 2020 is \$568,840 which includes all taxes and our broker fee of \$12,960 which also includes applicable taxes.

This compares to a total cost of \$535,131 for the policy year ended October 1, 2019, an increase of \$33,709 or 6.30%. This increase is a result of increases of \$12,922 in general liability, \$11,297 on property and \$9,490 on automobile.

Current policy deductibles are \$25,000 for general liability claims and \$10,000 on property damage claims. The annual premiums could be reduced by increasing the deductible on property claims to \$25,000 for a cost saving of \$9,000. This would reduce the increase on a percentage basis to 4.6% over last year.

Our insurance broker is in attendance this evening to answer any questions from Members of Council

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

An increase of \$33,709 would represent an increase of .14 of 1% on the 2019 tax levy of \$23,985,529.

It is not recommended that the deductible on property claims be increased to \$25,000 since one property claim in excess of \$25,000 would eliminate the savings in premiums.

8.0 CONCLUSION

It is recommended that the corporation accept the renewal of the comprehensive insurance program with Frank Cowan Company for the October 1, 2019 to October 1, 2020 policy year in the amount of \$568,840 which includes all applicable taxes and brokerage fees.

9.0 POLICIES AFFECTING THE PROPOSAL

N/A

10.0 COMMUNICATION RESULTS

N/A

11.0 ATTACHMENTS

N/A

12.0 AUTHORIZATION ACKNOWLEDGMENT



Ian D. Davey, BBA CPA CA
Treasurer / Director of Corporate Services

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG
	STAFF REPORT
TO:	Mayor and Council Members
FROM: TITLE:	Ian D. Davey Treasurer / Director of Corporate Services
DATE OF MEETING:	October 15, 2019
TITLE / SUBJECT:	Sandstone Repairs / Front Doors Victoria Hall
REPORT DATE:	October 4, 2019

1.0 STRATEGIC PLAN
N/A

2.0 PUBLIC ENGAGEMENT
N/A

3.0 RECOMMENDATION
That as a result of all bids exceeding the amounts authorized in the 2018 and 2019 capital budget that all bids be rejected and this project be tendered again in early 2020 pending budget approval.

4.0 ORIGIN
This project was first approved in the 2018 capital budget with an allocation of \$20,000 for the preparation of architectural drawings and consulting costs to determine a scope of work for this project. A contribution of \$10,000 was made by the Victoria Hall Maintenance Trust for this work. A further \$65,000 was approved to be funded from the Holdco reserve in 2019.

5.0 BACKGROUND
The sandstone on pillars and around the front doors of Victoria Hall is in need of repairs where it has been damaged over the years due to weather and other attempted repairs in prior years. This project requires skilled craftsmanship to complete this work. There are also pieces missing around the front entrance doors to Victoria Hall which is now causing issues with the operation of these doors.

The firm of Fishburn Sheridan & Associates Ltd. (FSA) was hired to put together a tender package with the required drawings. The original intention was to tender this work as one project but to split the work into two parts with the work on the portico roof and drainage system being completed this fall and the remaining work on the sandstone and the front doors being completed in 2020.

A call for tenders was sent out to an invited group of six contractors who in the opinion of FSA were qualified to do this work. Tendering for this project closed on September 3, 2019 with four submissions being received.

6.0 ANALYSIS

The following are the results of the tender:

Norwood & Company \$118,460 (disqualified due to failure to include required documentation with their submissions)

Colonial Building Restoration Ltd. \$268,500 (lowest qualifying bid)

Brook Restoration Ltd. \$269,332

Heritage Restoration Inc \$348,500

Roof Tile Management Inc. (failed to attend mandatory site meeting)

Everest Restoration Limited (declined invitation to bid)

All prices are exclusive of HST.

All prices exceed the allocated combined 2018 and 2019 budgeted amount of \$85,000.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

The lowest qualified bid exceeds the budgeted funds available for this project. It should be noted that the Victoria Hall Volunteers have approved a contribution of \$20,000 towards this project should it proceed in 2020.

8.0 CONCLUSION

That as a result of all bids exceeding the budgeted funding for this project, that the tender be cancelled at this time and that the project be referred to the 2020 capital budget for consideration and if additional funds are allocated that the project be tendered again in early 2020 as a single-phase construction project.

9.0 POLICIES AFFECTING THE PROPOSAL
Purchasing Policy

10.0 COMMUNICATION RESULTS
N/A

11.0 ATTACHMENTS
N/A

12.0 AUTHORIZATION ACKNOWLEDGMENT



Ian D. Davey, BBA CPA CA
Treasurer / Director of Corporate Services

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor, Deputy Mayor and Council Members	
FROM: TITLE:	Brent Larmer Municipal Clerk/Manager of Legislative Services	
DATE OF MEETING:	October 15, 2019	
TITLE / SUBJECT:	Approval to Open additional Bids Received for the Town of Cobourg Municipal Ombudsman Request for Proposal (CO-19-11-LEG)	
REPORT DATE:	September 12, 2019	File #:

1.0 STRATEGIC PLAN
Not Applicable

2.0 PUBLIC ENGAGEMENT
Not Applicable

3.0 RECOMMENDATION
 THAT Council authorize and direct the Municipal Clerk to open and evaluate the two (2) bids received for the Town of Cobourg Municipal Ombudsman Request for Proposal (RFP); and

FURTHER that Council direct Municipal Staff to follow the RFP Evaluation process and prepare a report to Council providing a recommendation to accept or reject the received bids and the Staff recommendation for appointment of a Municipal Ombudsman for the Town of Cobourg.

4.0 ORIGIN
 On January 14, 2019 Municipal Council passed the following Resolution: #008 2019:

WHEREAS the Committee of the Whole considered a Report from the Municipal Clerk/Manager of Legislative Services, regarding the appointment of the Town of Cobourg Municipal Integrity Commissioner, Municipal Ombudsman, and Closed Meeting Investigator;

NOW THEREFORE BE IT RESOLVED THAT Council direct Staff to proceed with three (3) separate Request for Proposals (RFP) in order to start the process for the appointment of a Integrity Commissioner, Closed Meeting Investigator and Municipal Ombudsman for the Town of Cobourg; and

FURTHER THAT the Town extend the appointment of John Ewart, Ewart O'Dwyer Barristers and Solicitors as the Town of Cobourg Integrity Commissioner, Ombudsman and Closed Meeting Investigator to conclude any final on-going investigations that remains with his office and report back to Council upon their conclusion pursuant to the Town of Cobourg Ombudsman Complaint Protocol Policy; and

FURTHER THAT Council direct Staff to bring forward a report to Council for decision to provide an overview and recommendation for the appointment of a Integrity Commissioner, Ombudsman and Closed Meeting Investigator for the Town of Cobourg; and

FURTHER THAT Staff look at the option of having three (3) different individuals forming each position of Integrity Commissioner, Municipal Ombudsman and Closed Meeting Investigator separately or having one (1) individual perform all three roles.

On May 21, 2019, Staff prepared a memo for Municipal Council for permission to open the single bid received for the Town of Cobourg Municipal Ombudsman Request for Proposal (CO-19-11-LEG). This process is pursuant to the Town of Cobourg Purchasing Policy, in order to open and evaluate the single bid received, after a two (2) week extension.

As a result of the Staff Report, Municipal Council passed the following Resolution:

THAT Council authorize and direct the Municipal Clerk to extend the Request for Proposal (RFP) (CO-19-12 LEG) for the position of the Municipal Ombudsman for the Town of Cobourg until July 4, 2019; and

FURTHER THAT Council direct the Municipal Clerk to advertise the RFP in specialized legal publications/forums and through direct notification to all existing providers of Municipal Ombudsman services in Southern Ontario.

5.0 BACKGROUND

Bill 8 was introduced in July 2014 with the purpose of increasing the accountability and transparency of government and its elected representatives. There were 11 Schedules included in Bill 8, which amended various acts that govern the legislature and the public sector. Schedules 6 and 9 are applicable to all municipalities as these two schedules amend MFIPPA and the Ombudsman Act.

When the *Municipal Act, 2001* was amended in 2006 (Bill 130) it introduced enhanced accountability powers for municipalities, including the authority to appoint accountability officers such as a Municipal Ombudsman. The function of the Ombudsman is to "investigate any decision or recommendation made by or an act done or omitted in the course of the administration of a public sector body."

Section 223.13 of the Municipal Act, 2001 gives municipalities the authority, to appoint an ombudsman who reports to council and whose function is to investigate in an independent manner any decision or recommendations made or act done or omitted in the course of the administration of the municipality, its local boards and such municipally-controlled corporations as specified by the municipality.

6.0 ANALYSIS

As part of the Council direction, Municipal Staff conducted research on a number of Southern Ontario municipalities as attached to this report as Appendix "A". The Town contacted twenty-nine (29) municipalities and asked who provided Ombudsman Services for their municipality. A summary of the results are as follows:

Provincial Ombudsman: 24 Municipalities

Municipal Ombudsman: 5 Municipalities

Northumberland County:

Municipality of Trent Hills: **Ontario Ombudsman**

Municipality of Brighton: **Ontario Ombudsman**

Township of Hamilton: **Ontario Ombudsman**

Municipality of Port Hope: **Ontario Ombudsman**

Township of Alnwick/Haldimand: **Ontario Ombudsman**

In addition to the above research, Municipal Staff were asked to contact and invite those Municipal Ombudsman's currently providing services to municipalities in Ontario and ask each Ombudsman to provide a submission to the Town of Cobourg for Municipal Ombudsman Services.

As a result of the research conducted, only two (2) Municipal Ombudsman's were listed for the five (5) municipalities that have hired their own municipally appointed Ombudsman, those being: ADR Chambers Inc. and Aird & Berlis John Mascarin.

The Legislative Services Staff contacted both Municipal Ombudsman's and invited each to submit a proposal to be evaluated against the current submission already received. ADR Chambers Inc, have responded and will be submitting a proposal by October 11, 2019 for the service.

The second listed Ombudsman, Aird & Berlis – John Mascarin, was recently awarded and is currently providing Integrity Commissioner Services and Closed Meeting Investigator Services for the Town of Cobourg. Staff extended the invitation to submit a proposal for the role of Municipal Ombudsman to Aird & Berlis and their firm confirmed that they do perform this Accountability Officer position to municipalities and if Council would like to add this service to the current terms of the Agreement to be negotiated, they would happily accept the appointment.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

There are no financial implications related to this report.

8.0 CONCLUSION

THAT Council authorize and direct the Municipal Clerk to open and evaluate the two (2) bids received for the Town of Cobourg Municipal Ombudsman Request for Proposal (RFP); and

FURTHER that Council direct Municipal Staff to follow the RFP Evaluation process and prepare a report to Council providing a recommendation to accept or reject the received bids and the Staff recommendation for appointment of a Municipal Ombudsman for the Town of Cobourg.

9.0 POLICIES AFFECTING THE PROPOSAL

Town of Cobourg Purchasing Policy

10.0 COMMUNICATION RESULTS

Results to be communicated to Council and on the Website.

11.0 AUTHORIZATION/SIGNATURES



Brent Larmer
Municipal Clerk
Manager of Legislative Services



ian Davey
Treasurer/Interim CAO

Municipality	Population	Ombudsman	Investigations
Municipality of Trent Hills	12,900	Ombudsman of Ontario	0 – last five years
Municipality of Brighton	10,928	Ombudsman of Ontario	Unknown
Township of Hamilton	10,942	Ombudsman of Ontario	Unknown
Municipality of Port Hope	16,753	Ombudsman of Ontario	0 – 2019 2 – 2018
Township of Alwick / Haldimand	6,617	Ombudsman of Ontario	0 – last six months
Township of Cramahe	6,355	Ombudsman of Ontario	Unknown
City of Kawartha Lakes	75,423	Ombudsman of Ontario	Unknown
City of Peterborough	84,230	Ombudsman of Ontario	Unknown
City of Barrie	153,356	Ombudsman of Ontario	Unknown
City of Belleville	50,720	Ombudsman of Ontario	Unknown
City of Orillia	30,546	Ombudsman of Ontario	1 – LAST FOUR YEARS
Quinte West	43,577	Ombudsman of Ontario	Unknown
Midland	16,864	Ombudsman of Ontario	None

City of Brantford	102,159	Ombudsman of Ontario	Unknown
City of Cornwall	46,876	Ombudsman of Ontario	Unknown
Whitby	135,566	ADR Chambers Inc	NONE
Municipality of Clarington	92,013	ADR Chambers Inc.	Unknown
City of Guelph	135,474	Ombudsman of Ontario	Unknown
Hamilton	579,200	Ombudsman of Ontario	Unknown
Kingston	136,685	Ombudsman of Ontario	Unknown
Kitchener	242,368	Ombudsman of Ontario	Unknown
London	404,699	Ombudsman of Ontario	Unknown
Niagara	447,888	Ombudsman of Ontario	
Ottawa	994,837	Ombudsman of Ontario	Unknown
Sarnia	71,594	Ombudsman of Ontario	Unknown
Windsor	233,763	Ombudsman of Ontario	Unknown
Huron County	59,297	John Mascarin, Aird & Berlis	Unknown

Township of Ashfield-Colborne-Wawanosh	5,422	John Mascarin, Aird & Berlis	Unknown
Town of Goderich	7,628	John Mascarin, Aird & Berlis	Unknown

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG
	STAFF REPORT
TO:	Mayor and Council Members
FROM: TITLE:	Robyn Bonneau Records & Committee Coordinator
DATE OF MEETING:	October 15, 2019
TITLE / SUBJECT:	Annual Report to Council - Advisory Committees
REPORT DATE:	October 4, 2019

1.0 PURPOSE

The purpose of this Report is to provide Council with a comprehensive summary of activities undertaken by Advisory Committees in 2019, in addition to providing an overview of work Advisory Committees plan to undertake throughout the year 2020, as illustrated in their Work Plans.

This Report also describes the work the Legislative Services Department undertook since the new term of Council on its Advisory Committees.

2.0 PUBLIC ENGAGEMENT

Advisory Committees allow for the continuous opportunity for members of the public to contribute to the decision making of Council on applicable policies, programs, projects, and services. In addition, all Advisory Committee Agendas and Minutes are also routinely made available to the public through publication on the [Town of Cobourg's Civic Web](#). Advisory Committee Meetings are also open for the public to attend, unless specified otherwise under specific and limited circumstances.

In 2019, Advisory Committees also heard several delegations from interested citizens, allowing them to receive direct input from members of the public.

3.0 RECOMMENDATION

THAT Council receive the Annual Report on Advisory Committees for information;

FURTHER THAT Council approve the proposed 2020 Work Plans from Advisory Committees, as provided in Appendix 'B' of the Report; and

FURTHER THAT Council direct the Legislative Services Department to bring forward a Report with proposed changes to the Terms of Reference Bylaw to the first Committee of the Whole Meeting in 2020, to reflect any proposed amendments from Advisory Committees in their Annual Reports and Work Plans, as may be amended and approved by Council.

4.0 ORIGIN AND LEGISLATION

Municipal Council may establish Advisory Committees at any time during the Council term to provide advice and assist in its decision-making. Advisory Committees are established through approved Terms of References, as part of the Terms of Reference Bylaw which is a comprehensive bylaw that individually list the Terms of References for all active Committees, Boards and Groups, in addition to providing general provisions for these meeting groups.

The following list demonstrates the seven (7) currently active Advisory Committees of Council in the Town of Cobourg:

- Accessibility Advisory Committee;
- Civic Award Advisory Committee;
- Heritage Advisory Committee;
- Parks and Recreation Advisory Committee;
- Planning and Development Advisory Committee;
- Sustainability and Climate Change Advisory Committee; and
- Transportation Advisory Committee.

Advisory Committees are largely guided by three main (3) documents, namely the [Terms of Reference Bylaw \(008-2019\)](#), the [Procedural Bylaw \(009-2019\)](#) and the [Advisory Committees of Council Policy and Procedure \(COUN-ADM1\)](#).

Section 4.5 of the Terms of Reference Bylaw provides that Advisory Committees submit an Annual Report and Work Plan to Council:

4.5 Advisory Committees shall submit an annual report to the Clerk by the end of September of every year outlining the previous year's accomplishments and a work plan for the upcoming year for Council to approve. The work plan shall set out the proposed initiatives to be undertaken that are directly linked to the purpose, mandate and duties of the Advisory Committee and the priorities as set out in the Town of Cobourg's Strategic Plan. The work plan shall also address any responsibilities that are required under their Terms of Reference and/or applicable legislation.

Upon receiving the Annual Report, Council may provide direction to the Advisory Committee, determine if amendments to the Terms of Reference are required, or determine the advisability of the Committee continuing.

5.0 BACKGROUND

The Legislative Services Department functions as the administrator of Advisory Committees on behalf of Council. As part of the mass revision undertaken by this Department earlier this year to the former [Terms of Reference Bylaw \(008-2016\)](#), section 4.5 which requires Advisory Committees to submit an Annual Report and Work Plan, was a newly added provision from the former bylaw which then only required Advisory Committees to conduct an annual review of their Terms of Reference, as provided in section 13.1(c) of the bylaw.

The rationale behind implementing this new requirement was to allow Council to receive an overview of the activities undertaken by its Committees every year, in addition to a summation of the high priority objectives of its Advisory Committees and an action plan to achieve those objectives. The Annual Report and Work Plan from

Advisory Committees would award Council with a higher level of oversight on its Advisory Committees to ensure that they are fulfilling current and/or future needs of the Municipality.

In recognizing that this requirement was a new initiative for Advisory Committees, the Legislative Services Department constructed templates for both the Annual Report and Work Plan to assist the Committees undertake this work, as required by Council. The templates were provided as part of a Staff Report that was sent to all Advisory Committees on July 23, 2019 (Appendix 'A').

The Annual Report and Work Plan templates were established following a comparison review of other Municipalities who have implemented this reporting requirement on their Advisory Committees. Both templates were developed to equally allow Council to review previous and upcoming work, while additionally educating and informing members of the public on the Town's Advisory Committees.

6.0 2019 ANNUAL REPORTS AND 2020 WORK PLANS

The full listing of the Annual Reports and Work Plans of Advisory Committees are provided in Appendix 'B' of this Report. Table 1 below provides an overview of each Advisory Committee's purpose and direct links to their 2019 Annual Report and 2020 Work Plan for ease of reference.

Table 1

Advisory Committee	Purpose	Annual Report & Work Plan
Accessibility Advisory Committee (AAC)	Advise and assist in promoting and facilitating a barrier-free Cobourg for citizens of all abilities (universal accessibility), including persons with disabilities	Annual Report Work Plan
Heritage Advisory Committee (HAC)	Provide information and knowledge for Council, administration and the community on all matters relating to heritage planning and conservation	Annual Report Work Plan
Parks and Recreation Advisory Committee (PRAC)	Provide strategic and policy advice and recommendations to Council on matters related to parks, open spaces, waterfront, recreation facilities and recreation programs	Annual Report Work Plan
Planning and Development Advisory Committee (PCAC)	provide advice and recommendations to Council with respect to a wide range of matters related to land use, development and community planning	Annual Report Work Plan
Sustainability and Climate Change Advisory Committee (SCCAC)	Promote the protection, maintenance and awareness of the environment within the community and to provide advice concerning environmental and climate change policy, planning and sustainability	Annual Report Work Plan
Transportation Advisory Committee (TAC)	Promote community participation regarding the design, development, implementation and monitoring of policies, programs and facilities to enhance and promote a safe, sustainable and accessible transportation system	Annual Report Work Plan

The Annual Report and Work Plan responsibility was well received by all Advisory Committees. Representatives from the Legislative Services Department attended majority of the Advisory Committee Meetings in which the Report and Work Plan were discussed to provide assistance and to clarify any questions from members.

7.0 ANALYSIS

The following information provides a summary of key events that have occurred since the start of the new term of Council regarding Council's Advisory Committees.

Modernization of the Advisory Committee Recruitment Process

Membership to Advisory Committees in the Municipality typically coincides with the term of Council. Therefore, as a result of the Municipal Election in 2018, all former Advisory Committee members were notified in early October 2018 on their term completion. The Legislative Services Department took this opportunity to engage in several initiatives to support, revise and modernize the recruitment of new Advisory Committee members. This included:

1. Revision of the Advisory Committee and Local Board Application Form

The former 'Local Board/Committee Application Form' was revamped to introduce a cleaner and more uniformed appearance with the capability to be fillable online. The changes implemented in the new 'Advisory Committee and Local Board Application Form' included:

- Two (2) new questions that further assessed the skills, knowledge and experience of the interested applicants;
- The option for applicants to select and prioritize up to three (3) committees or boards of their interest;
- An individualized section for Cobourg Public Library Board applicants, which eliminated the former Public Library Application Form that was being used separate and apart from the Town of Cobourg Application Form.
- A Conditions of Appointment page which requires applicants to agree that, if appointed to a committee or board, they will subscribe to the Declaration of Interest (duty to declare a direct or indirect pecuniary interest) and abide by the Town of Cobourg's Duties and Conduct.

Through implementing the above, Council was able to receive a higher depth of information from interested applicants that assisted them, as the Nominating Committee, to appoint the most suitable and qualified applicants for Advisory Committees. In addition, through allowing applicants to select multiple committees and/or boards of their interest, Council Service Coordinators was able to select from a broader pool of interested applicants.

2. Revision of the 'Committees and Boards' Webpage

The Committees and Boards webpage on the Town of Cobourg website was modernly revised and to include relevant information on the application and selection process for Advisory Committees and Local Boards vacancies. New, easy to click tabs were implemented to allow browsers to select information on our eligibility criteria, the 'how-to-apply' process, details and timelines on our selection process and the term of appointments.

3. Public Engagement

The Legislative Services Department liaised with the Communications Department to promote our Advisory Committees on our social media platforms to reach a broader spectrum of audiences of different age groups. Members of the Legislative Services Department also participate in the 2018 Volunteer Fair held by the Northumberland Volunteer Coordinators Network in November 2018, to directly engage with Cobourg residents to participate in, and answer any questions, relating to Advisory Committees. Individualized handouts regarding each Advisory Committees and were also made at that time and distributed to interested applicants.

Advisory Committee Orientation Sessions

The Legislative Services Department conducted two (2) orientation sessions in April and May of 2019. The sessions provided an overview of applicable policies, procedures and by-laws that govern the duties and functions of Advisory Committees; their role in relation to Council; Governance Structure of Council; Meeting procedures and the distinguishing roles between Chairs, Vice-Chairs and Committee Members; Code of Conduct and conflict of interest requirements; and ongoing issues and priorities currently of relevant to the Municipality.

The orientation sessions were both well attended and members of the public were also encouraged to attend. The Legislative Services Department also made efforts at this time to engage with our youth to participate in our Advisory Committees by inviting them to the orientation session to learn on the roles and opportunities of Advisory Committees. The May session had approximately five (5) students from William Academy in attendance.

Dissolution of Advisory Committees and Member Resignations

In 2019, the Legislative Services Department recommended the dissolution of the following Advisory Committees: 1) Economic Development Advisory Committee; 2) the Environmental Active Transportation Advisory Committee; and 3) the Downtown Coalition Advisory Committee. All were supported by Council and were dissolved through removal of the Terms of Reference Bylaw.

During the current year, a total of four (4) members resigned from Council's Advisory Committees. In particular three (3) members resigned from the Sustainability and Climate Change Advisory Committee and one (1) member from the Parks and Recreation Advisory Committee.

Future Goals

The Legislative Services Department will review the Terms of Reference for all Advisory Committees in early 2020 to reflect any potential changes that may arise from the Annual Reports and Works Plans that are approved by Council. Further administrative changes will be implemented in the bylaw to ensure the continued relevance, need and role of Council's Advisory Committees. The Advisory Committees of Council Policy and Procedure (COUN-ADM1) will also be subject to a revision.

As noted in the 2019 – 2022 Strategic Plan Work Plan, formally passed through Resolution 379-19, Council is seeking to implement a Youth Advisory Committee.

Therefore, the Legislative Services Department will also explore opportunities on engaging with our youth in our Advisory Committees. Similar consideration will be given to a Community Arts and Culture Advisory Committee following the formal adoption of the Cultural Master Plan, and a Social Planning and/or Community Development Advisory Committee.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

This Report does not have a financial or Budget Impact.

8.0 SUMMARY AND CONCLUSION

As a result of a new term of Council being in place, 2019 marked a transitional year for Advisory Committees in the Town. Advisory Committees were dissolved or amended, and new ones were created. Membership to Council's Advisory Committees were largely replaced by new members and majority of their Meetings commenced in the Spring of 2019. Advisory Committee Meetings were well attended throughout the year and several recommendations were provided to Council on a variety of matters relevant to the Municipality.

The Legislative Services Department will continue to engage in innovative ways to continue to strengthen the relationship between Council and its Advisory Committees, and to actively engage in advancing the role of Advisory Committees.

9.0 POLICIES/BY-LAWS AFFECTING THE PROPOSAL

By-law No. 008-2019 – Terms of Reference By-law

10.0 COMMUNICATION RESULTS

Legislative Services Department
55 King Street West, Cobourg ON K9A 2M2
Telephone: (905) 372-4301
E-Mail: clerk@cobourg.ca

11.0 ATTACHMENTS

- Staff Report to Advisory Committees – July 26, 2019 (Appendix 'A');
- Annual Report and Work Plans (Appendix 'B')

12.0 AUTHORIZATION ACKNOWLEDGMENT



Brent Larmer
Municipal Clerk/Manager of Legislative Services

APPENDIX 'A'

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG
	STAFF REPORT
TO:	All Town of Cobourg Advisory Committees
FROM: TITLE:	Robyn Bonneau Records and Committee Coordinator
TITLE / SUBJECT:	2019 – 2020 Annual Report and Work Plan
REPORT DATE:	July 23, 2019

1.0 STRATEGIC PLAN

Partnerships #5 – Facilitate meaningful collaboration with Cobourg citizens

2.0 PUBLIC ENGAGEMENT

Not Applicable

3.0 RECOMMENDATION

THAT Advisory Committees receive the Report for information; and

FURTHER THAT Advisory Committees submit their Annual Report and Work Plan to the Municipal Clerk no later than September 30, 2019.

4.0 ORIGIN AND LEGISLATION

Sections 4.5 and 4.6 of the Terms of Reference By-law (008-2019) outlines the requirement for Advisory Committees of the Town of Cobourg to submit an Annual Report and Work Plan:

Sections 4.5 and 4.6 (Annual Report and Work Plan)

4.5 Advisory Committees shall submit an annual report to the Clerk by the end of September of every year outlining the previous year's accomplishments and a work plan for the upcoming year for Council to approve. The work plan shall set out the proposed initiatives to be undertaken that are directly linked to the purpose, mandate and duties of the Advisory Committee and the priorities as set out in the Town of Cobourg's Strategic Plan. The work plan shall also address any responsibilities that are required under their Terms of Reference and/or applicable legislation.

4.6 Upon receiving the annual report, Council may provide direction to the Advisory Committee, determine if amendments to the Terms of Reference are required, or determine the advisability of the Committee continuing.

Sections 7.11 – 7.14 of the Terms of Reference By-law (008-2019) also outlines Budget and Expenditures for Advisory Committees:

Sections 7.11 – 7.14 (Budget and Expenditures)

7.11 Any annual budget allocation to a Committee shall be at the sole discretion of the Municipal Council and subject to the Municipal Council's annual Budget deliberations.

7.12 A Committee may make a budget item recommendation to Council which may, at the decision of Council, be referred to Municipal Staff for inclusion in the respective divisional budget.

7.13 All motion of recommendations regarding a Committee budget request to Council shall be provided to the Clerk prior to the end of September preceding the year in which the Committee or Board is requesting funds.

7.14 All expenditures by a Committee or Board must relate to matters directly within its mandate and/or special projects undertaken by the Committee or Board that received prior approval by Council.

Section 10.1 (h) of the Advisory Committees of Council Policy and Procedure (COUN-ADM1) specifies that the Chair of the Advisory Committee shall lead the preparation of the Annual Work Plan submission/presentation to Council:

Section 10.1 (h) (Lead Support for the Annual Work Plan)

10.1 (h) The Chair each Advisory Committee is expected to lead the preparation of the annual work plan submission/presentation to Council.

5.0 **BACKGROUND**

Advisory Committees are created through Council to provide recommendations, advice and information on those specialized matters which relate to the purpose of the Advisory Committee, to facilitate public input to Council on programs and ideas and to assist in enhancing the quality of life of the community, in keeping with the Municipal Council's Strategic Plan principles.

The Annual Report and Work Plan from Advisory Committees allows the Municipal Council to receive an overview of the activities undertaken by its Committees during that year, in addition to a summation of the high priority objectives of its Committees and an action plan to achieve those objectives.

As provided in Section 4.5 of the Terms of Reference By-law, Advisory Committees are required to submit their Annual Report and Work Plan by the end of September of every year. To assist with this responsibility, the Legislative Services Department created templates for the Annual Report and Work Plan that will be required to be completed by all Advisory Committees of Council.

The Annual Report and Work Plan must be submitted to the Municipal Clerk no later than September 30, 2019 to be included in the October 15, 2019 Committee of the Whole Agenda. Advisory Committees will also be given the opportunity to verbally present their Annual Report and Work Plan to Council at the October 15, 2019 Meeting. Advisory Committees may designate the Chair or select representative(s) from the Committee to present the material to Council.

6.0 ANALYSIS

The Templates for the Annual Report and Work Plan prepared by the Legislative Services Department are enclosed in this Staff Report. There are two (2) distinctive documents that will be required to be completed by each Advisory Committee, namely the 'Advisory Committee Annual Report and Work Plan' and the '2020 Work Plan'.

The Advisory Committee Annual Report and Work Plan is a Report that will be provided through the Chair of the Advisory Committee and is addressed directly to the Municipal Council. The Template provided in this Staff Report provides direction on the information to be filled out by the Chair, or their designate(s), on behalf of the Advisory Committee. The Annual Report shall provide a clear and concise summary of the Committee's activities and future focus areas.

The 2020 Work Plan will form part of the Report as a separate attachment. The Work Plan Template provides the opportunity for Advisory Committees to list their key objectives for the upcoming year. All Advisory Committee Work Plans will be subject to the review and approval of Municipal Council. The Work Plan shall set out proposed initiatives to be undertaken that are directly linked to the mandate of the Advisory Committee and the priorities as set out in the Town of Cobourg's 2019 – 2022 Strategic Plan. The Work Plan shall include any work required under their mandate and applicable legislation.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

Advisory Committees may, as part of their Annual Report and Work Plan, list in Section 11.0 of their Report any Budget Item Recommendations to Council for the 2020 Budget Deliberations. In response to any listed budget recommendation(s), Council may refer the item(s) to Municipal Staff for inclusion in the respective divisional budget.

As provided in Section 7.11 of the Terms of Reference By-law, any annual budget allocation to a Committee shall be at the sole discretion of the Municipal Council and is subject to the Municipal Council's annual Budget deliberations.

8.0 CONCLUSION

Advisory Committees of the Town of Cobourg are required to submit an Annual Report and Work Plan to the attention of Council through the Municipal Clerk by the end of September of every year. Upon receiving the Annual Report and Work Plan, Council may provide direction to Advisory Committees to determine if amendments to their Terms of Reference are required, and to approve their proposed Work Plan for the upcoming year.

The Annual Report and Work Plan provide the opportunity for Council and members of the public to both learn about and engage with our Advisory Committees in the Town of Cobourg.

9.0 POLICIES AFFECTING THE PROPOSAL

Not Applicable

10.0 COMMUNICATION RESULTS

Robyn Bonneau (rbonneau@cobourg.ca (905) 372-4301, ext. 4402); and Brent Larmer (blarmer@cobourg.ca (905) 372-4301, ext. 4401)

11.0 ATTACHMENTS

Annual Report and Work Plan Template
Work Plan Template
[Resolution 129-19 \(2019 – 2022 Strategic Plan\)](#)
[Terms of Reference By-law \(008-2019\)](#)

12.0 AUTHORIZATION ACKNOWLEDGMENT

Brent Larmer – Municipal Clerk/Manager of Legislative Services

APPENDIX 'B'

2019 ANNUAL REPORTS & 2020 WORK PLANS

Advisory Committee	Annual Report & Work Plan	
Accessibility Advisory Committee (AAC)	Annual Report / Work Plan	2 - 5
Heritage Advisory Committee (HAC)	Annual Report / Work Plan	6 - 9
Planning and Development Advisory Committee (PCAC)	Annual Report / Work Plan	10 - 14
Parks and Recreation Advisory Committee (PRAC)	Annual Report / Work Plan	15 - 23
Sustainability and Climate Change Advisory Committee (SCCAC)	Annual Report / Work Plan	24 - 28
Transportation Advisory Committee (TAC)	Annual Report / Work Plan	29 - 33

	THE CORPORATION OF THE TOWN OF COBOURG
	ADVISORY COMMITTEE ANNUAL REPORT AND WORK PLAN
TO:	Mayor and Council Members
FROM: TITLE	Kathryn Richards Chair, Accessibility Advisory Committee
DATE OF MEETING:	Committee of the Whole – October 15, 2019
SUBJECT:	Accessibility Advisory Committee – Annual Report and Work Plan
REPORT DATE:	September 30, 2019.

1.0 MEMBERSHIP

Kathryn Richards, Chair
Troy Mills, Vice Chair
Elizabeth Sheffield
Estelle Morrill
Susan Caron
Jerry Ford
Laurie Wills, Director of Public Works
Cr. Aaron Burchat, Committee Coordinator
Desta McAdam, Secretary

2.0 EXECUTIVE SUMMARY

Since its first meeting in May 2019, the Committee submitted four (4) Motions to Council reflecting Committee Terms of Reference Items, including a Motion to continue the extended Accessible Transit Hours through December 2019.

3.0 MEETINGS OF THE COMMITTEE

A total of five (5) meetings have been held during the period covered by this Annual Report.

4.0 COMMITTEE PURPOSE

The role of the Accessibility Advisory Committee is to provide sound advice and

recommendations to the Cobourg Municipal Council on matters relating to the goal of ensuring that individuals with disabilities shall be assured access to basic services generally available in the community.

5.0 HIGHLIGHTS/ ACCOMPLISHMENTS

1. The passing by Council of four (4) motions endorsing the following:
 - The continuation of extended accessible transit services to 11:00 p.m. beyond December 2019.
 - Applications for Draft Plan of Subdivision, Official Plan Amendment and Zoning By-law Amendment for East Village, Phase 5.
 - To use the 2019 Accessibility budget to cost-share with Northumberland County for the provision of an AODA compliant pedestrian signal upgrade at the Burnham Street, William Street and Elgin St W intersection; and
 - The approval of the Sidewalk Priority Plan and List dated September 12, 2019.
2. Provided input and comments on four (4) Site Plan Applications and two (2) Plan of Subdivision Applications.
3. Advocated to Municipal Staff regarding the need for an Accessible Taxi Service.

6.0 FUTURE GOALS/OBJECTIVES

Building more accessibility awareness and improving accessibility in the Town of Cobourg. The 2020 Work Plan (attached) provides concrete goals for the Committee to work towards this ongoing objective.

7.0 PUBLIC ENGAGEMENT

Accessibility Advisory Committees are open to members of the Public. Accessibility Advisory Committee Agendas and approved Meeting Minutes are available online for members of the public to view. The Accessibility Advisory Committee welcomes input from the public.

8.0 EDUCATION

Offers to attend other Committee meetings to inform on matters relating to Accessibility.

9.0 TERMS OF REFERENCE AMENDMENTS (IF APPLICABLE)

To provide for more opportunities for citizens of Cobourg with developmental disabilities to be represented as members of the Committee, the Accessibility Committee suggests expanding the membership of the Committee beyond six (6) members.

10.0 2020 BUDGET ITEM RECOMMENDATIONS (IF APPLICABLE)

Consideration of Special Projects budget to help the Accessibility Committee achieve the action items in the 2020 Work Plan.

11.0 SUMMARY AND CONCLUSION

The Accessibility Committee thanks Council for their support of accessibility objectives of the Committee and community wide. The Accessibility Committee looks forward to continue working with Council from in advisory and advocacy role.

12.0 COMMUNICATION RESULTS

Kathryn Richards, Chair, Accessibility Advisory Committee
Desta McAdam, Secretary, Accessibility Advisory Committee

13.0 ATTACHMENTS

Accessibility Advisory Committee – 2020 Work Plan

Accessibility Advisory Committee 2020 Work Plan

Action Item (Identify specific action items integral to accomplish the stated objective)	Timeline (Identify target start and completion dates)	Actions and Resources (Describe what actions will be taken to achieve the listed item and identify what Committee resources, if any, will be necessary (Sub-Committees and/or Committee Member(s) responsible to lead the objective, as appropriate)	Expected Outcome (Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success which can be reported through Annual Reports)	Partners or Stakeholders (Identify opportunities or needs to collaborate with groups or organizations within or outside of the Town)	Alignment to the Strategic Plan (Describe how the Action Item is aligned to the current Town of Cobourg Strategic Plan)
Increase the number of AODA compliant pedestrian signals at intersections	Annual	1) Make recommendations to Council in support of AODA Compliant Pedestrian Signals	1) New signal annually 2) Increased accessibility of public spaces 3) Improved safety at intersections	Traffic Signal maintenance contractor, Municipal Staff (Engineering/Public Works Department), Northumberland County	People Action 5: Invest in programs, services and infrastructure to make Cobourg more accessible.
Improve Accessibility Downtown	Ongoing	1) Create a Sub-Committee to complete the following checklist for the downtown: Measure grade of intersections, identify high contrast painting opportunities at downtown intersections; identify quality and any repair needed for sidewalks along King St, list areas for repair/improvement of any pavers and pavement, observe slope of intersections; survey accessibility to entrances for business and stores; identify opportunities for store entrances to have ramps and store bells. 2) Raise awareness of Downtown Vitalization CIP	1) Awareness of many areas of improvement needed to be fixed to make Cobourg Downtown Accessible. 2) Awareness of how difficult and challenging and safe it is just to use the downtown main street. 3) The more accessible Cobourg downtown is, the more will come to shop, spend time and enjoy our beautiful downtown.	Heritage Committee, DBIA, Communications Department, Municipal Staff (Communications Department, Public Works/Engineering, Building & Planning Department), Council	People Action 5: Invest in programs, services and infrastructure to make Cobourg more accessible.
Organize Accessibility Awareness Interactive Experience Downtown for AccessAbility Week	May 25th - 31st 2020	1) Committee to organize events in the months leading up to AccessAbility Week, including: Find businesses and groups to provide accessibility devices for event; develop a budget for event; create a Motion for Council's Support; create a Motion to Council for the use of Accessibility budget for the event.	1) Increase accessibility awareness in the community.	The Oddfellows Community Group, Businesses with similar accessibility objectives and values, community caregivers, Council, Municipal Staff, Wheels service provider	People Action 5: Invest in programs, services and infrastructure to make Cobourg more accessible.
Increase capacity and efficiency of accessible transit services	Ongoing	1) Nominate two members of the Accessibility Advisory Committee to consult with Municipal Staff and Wheels service provider, and report back to the Committee. 2) Create and distribute a survey for existing ridership of Wheels transit and other members of the community. 3) Staff to investigate opportunities for enhanced services through new partnerships, such as Community Care. 4) Generate rules for no shows or frequent cancelation of pre-bookings. 5) Contact Wheels drivers for understand their needs, observations, and discuss opportunities for enhanced service. 6) Take steps to resolve booking issues.	1) Service provider is to utilize Routematch software to its fullest capabilities in order to transport more people per trip. Operating Service is to enforce the rules of the Wheels service including cancellation policy in order to ensure booking times are more available and trip destinations are prioritized. Decrease trip cancellations for Wheels. 2) Ensure continued compliance with AODA Standard for accessible customer service. 3) Gain better understanding of needs and extra care required for the clients. 4) Make necessary adjustments to system.	Community Care Northumberland, Wheels service provider, Municipal Staff (Engineering Department), Wheels transit ridership	Partnership Action 4: Work with transit authorities in the area to integrate transit services, including accessible and active transportation services. Partnership 5: Invest in programs, services and infrastructure to make Cobourg more accessible.
Increase the usage of the Town website to report accessibility concerns	Ongoing	1) Create awareness campaign for Report It Webpage (newspaper, social media, press release, radio, etc.) 2) Create accessibility specific email address for citizens to use to report concerns.	1) Collect data on accessibility concerns. 2) Learn about improvements required. 3) Develop action plan to address concerns. 4) Create a place for people to address accessibility issues so that it can be dealt with.	Municipal Staff (Communications Department, Engineering Department), Wheels ridership, Citizens of Cobourg	People Action 5: Invest in programs, services and infrastructure to make Cobourg more accessible.

	THE CORPORATION OF THE TOWN OF COBOURG
	ADVISORY COMMITTEE ANNUAL REPORT AND WORK PLAN
TO:	Mayor and Council Members
FROM: TITLE	Graham Andrews Chair, Cobourg Heritage Advisory Committee
DATE OF MEETING:	Committee of the Whole – October 15, 2019
SUBJECT:	Cobourg Heritage Advisory Committee – Annual Report and Work Plan
REPORT DATE:	September 30, 2019

1.0 MEMBERSHIP

Members of the Cobourg Heritage Advisory Committee is comprised of six (6) appointed members of the community and one (1) member of Council.

Graham Andrews – Chair
Ken Bagshaw – Vice Chair
Loren Turner – Member
Jolinka Burnie – Member
Felicity Pope – Member
Catherine Richards – Member
Councillor Nicole Beatty

2.0 EXECUTIVE SUMMARY

- 54 total heritage permits were approved
- 38 dealt with by staff alone
- 16 approved by the Committee
- Members of the Committee sit on Downtown CIP team and Cultural Master Plan Steering Committee
- Committee hosts an annual educational event – October 26, 2019

3.0 MEETINGS OF THE COMMITTEE

Meetings are held monthly on Wednesdays at 4:00PM in the Committee Room of Victoria Hall, with four (4) additional back-up meetings through-out the year.

4.0 COMMITTEE PURPOSE

The Cobourg Heritage Advisory Committee is a resource base for information and knowledge for Council, administration and the community on all matters relating to heritage planning and conservation of cultural heritage resources, applications, and removal or demolition of heritage properties and matters relating to the conservation and designation of heritage properties and districts in accordance with the Ontario Heritage Act and the Town of Cobourg's Heritage Master Plan.

5.0 HIGHLIGHTS/ ACCOMPLISHMENTS

- Proposed plaque on 22 Queen Street (former curling rink) with historical interpretation to ensure legacy of demolished building remains present
- Recommended the protection of a notable linden tree on Bay Street during demolition/construction
- 230 Perry Street was added to the Heritage Register
- Approval given for the restoration of a heritage porch on 465 George Street
- Added the name "Jackson" to the list of approved new street names
- Committee supported the nomination of a Cobourg resident for a civic award

6.0 FUTURE GOALS/OBJECTIVES

- Creation of a new Heritage Conservation District
- Studying the feasibility of a Cultural Heritage Landscape
- Implement the Cultural Master Plan initiatives in conjunction with other Committees and staff
- Provide information to property owners about the benefits of heritage designation under the Ontario Heritage Act.

7.0 PUBLIC ENGAGEMENT

- Host annual educational event

8.0 EDUCATION

- Annual educational event in fall
- Council Coordinator reported to Committee on her attendance at the Ontario Heritage Conference

9.0 TERMS OF REFERENCE AMENDMENTS (IF APPLICABLE)

N/A

10.0 2020 BUDGET ITEM RECOMMENDATIONS (IF APPLICABLE)

\$1,500.00 for hosting annual educational event

\$750.00 for attendance at conferences/seminars

11.0 SUMMARY AND CONCLUSION

The Committee works closely with Staff and stakeholders to ensure that Cobourg's built and cultural heritage is maintained for current and future residents. This involves reviewing Staff Reports based on submitted Applications and approving, amending or rejecting the recommendations contained therein as well as making recommendations to Council for additional methods of protection for its consideration. The Committee hosts an annual event designed to raise awareness of heritage issues and to educate residents on the manifold benefits of preserving built heritage.

12.0 COMMUNICATION RESULTS

Graham Andrews, Chair, Cobourg Heritage Advisory Committee

Adriane Miller, Secretary, Cobourg Heritage Advisory Committee

13.0 ATTACHMENTS

[Advisory Committee] – 2020 Work Plan

Heritage Advisory Committee 2020 Work Plan

Objective (Identify the objective to be achieved in 2020)	Timeline (Identify target start and completion dates)	Actions and Resources (Describe what actions will be taken to achieve the listed objective and identify what Committee resources, if any, will be necessary (Sub-Committees and/or Committee Member(s) responsible to lead the objective, as appropriate)	Expected Outcome (Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success which can be reported through Annual Reports)	Partners or Stakeholders (Identify opportunities or needs to collaborate with groups or organizations within or outside of the Town)	Alignment to the Strategic Plan (Describe how the Action Item is aligned to the current Town of Cobourg Strategic Plan)
Committee review of Town incentives and grants for heritage buildings	Ongoing	Heritage Advisory Committee	Approval/rejection of proposed incentives/grants	Staff, Council and property owners	Improve economic viability of the built heritage of Cobourg
Additional Heritage Conservation District(s)	January - December 2020	Heritage Advisory Committee	Implementation of new Heritage Conservations District(s)	Staff, Council and residents	Ensure preservation of built and cultural heritage in Cobourg

	THE CORPORATION OF THE TOWN OF COBOURG
	ADVISORY COMMITTEE ANNUAL REPORT AND WORK PLAN
TO:	Mayor and Council Members
FROM: TITLE	R.Stinson - Vice-Chair, Planning and Development Advisory Committee
DATE OF MEETING:	Committee of the Whole – October 15, 2019
SUBJECT:	Planning and Development Advisory Committee Annual Report and Work Plan
REPORT DATE:	September 17, 2019

1.0 MEMBERSHIP

The Planning and Development Advisory Committee is comprised of six (6) citizens and one (1) Member of Council.

Jim Doubt- Chair
Rick Stinson – Vice-Chair
Alistair Commins – Member
George Kamphorst – Member
Kristina Nairn – Member
Don Wilcox- Member
Councillor Nicole Beatty - Member

2.0 EXECUTIVE SUMMARY

The Planning and Development Advisory Committee has submitted Five (5) recommendations to Council regarding various planning applications

Trinity Housing – Zoning By-Law Amendment (ZBA) Application / Official Plan Amendment (OPA). For the consolidated properties known as 25 James Street East and 321 John Street to increase the maximum density from 20 dwelling units to 47 dwelling units and changing the existing zoning to a site-specific 'High Density Residential 5 (R5) Zone'

WND /Balder Corporation - Zoning By-law Amendment Application (ZBA)
For the property known as 311-325 University Avenue West and 387 William Street to facilitate the development of a 4-storey, 71-unit rental apartment building with a combination of surface and underground parking.

JMCD Holdings - Application for Approval of Official Plan and Zoning By-law Amendments (OPA /ZBA) and a Draft Plan of Subdivision for the 334 unit residential development known as “East Village Phase 5” King Street East at Willmott Street

Landrich - Zoning By-law Amendment Application (ZBA)
for the property known municipally as 900 Division Street to permit a 665 m² medical clinic use consisting of eight (8) medical practitioners in part of the existing easterly building, referred to as 9 Elgin Street East, and to permit the extension of the existing parking lot.

Mason Homes – Site Plan Application (SPA) 425 King Street East
The application proposes twenty-seven (27) new freehold townhouse lots within five (5) residential blocks.

The Planning and Development Advisory Committee (PDAC) has also been briefed on the Comprehensive Zoning By-law Review, the Tannery District Master Plan, the Community Improvement Plan for Affordable Housing, as well as a proposed natural heritage waterfront park located at the west harbour front.

3.0 MEETINGS OF THE COMMITTEE

Since January 2019 the Planning and Development Advisory Committee (PDAC) has had three (3) public committee meetings held at Victoria Hall Committee Room at 4:00PM to 6:00PM

4.0 COMMITTEE PURPOSE

The purpose of the Planning and Development Advisory Committee is to facilitate greater collaboration and exchange of ideas between Council and the public and to provide advise and recommendations to Council with respect to a wide range of matters related to land use, development and community planning

5.0 HIGHLIGHTS/ ACCOMPLISHMENTS

Committee Member G. Kamphorst was nominated to sit on the Downtown Community Improvement Evaluation team for 2019

Committee Member R. Stinson was nominated to sit on the Community Improvement Plan – RFP Affordable Housing evaluation team

6.0 FUTURE GOALS/OBJECTIVES

1. Provide comments and recommendations to Council on future developments, Zoning By-law Amendment applications and Official Plan Amendment Applications.
2. Provide appropriate responses to delegations from members of the public
3. Be active members in the consultation process for and development of, the Affordable and Rental Housing Community Improvement Program, the Tannery District Master Plan and the Comprehensive Zoning By-Law Review.

7.0 PUBLIC ENGAGEMENT

All PDAC meetings are open to the public. PDAC members make an effort to attend Council public meetings on planning applications to hear and understand public concerns; and PDAC ensures public consultation is part of special project work plans that the committee is responsible for (eg. affordable housing CIP).

8.0 EDUCATION

Members of the Planning and Development Advisory Committee attended a two hour orientation session with the Director of Planning G. McGlashon and Brent Larmer, Municipal Clerk and Manager of Legislative Services on March 26, 2019.

The presentation provided an overview of the responsibilities, policies and procedures of advisory committees as well as the function, governing rules and resources of the Building and Planning Department.

9.0 TERMS OF REFERENCE AMENDMENTS (IF APPLICABLE)

N/A

10.0 2020 BUDGET ITEM RECOMMENDATIONS (IF APPLICABLE)

N/A

12.0 COMMUNICATION RESULTS

Jim Doubt, Chair, Planning and Development Advisory Committee

R.Stinson, Vice-Chair, Planning and Development Advisory Committee

Adriane Miller, Secretary, Planning and Development Advisory Committee

13.0 ATTACHMENTS

Planning and Development Advisory Committee – 2020 Work Plan

Planning and Development Advisory Committee - 2020 Work Plan

Action Item (Identify specific action items integral to accomplish the stated objective)	Timeline (Identify target start and completion dates)	Actions and Resources (Describe what actions will be taken to achieve the listed item and identify what Committee resources, if any, will be necessary (Sub-Committees and/or Committee Member(s) responsible to lead the objective, as appropriate)	Expected Outcome (Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success which can be reported through Annual Reports)	Partners or Stakeholders (Identify opportunities or needs to collaborate with groups or organizations within or outside of the Town)	Alignment to the Strategic Plan (Describe how the Action Item is aligned to the current Town of Cobourg Strategic Plan)
Tannery District Sustainable Master Plan	Apr-20	Special Project Steering Committee	PDAC Recommendation & Council Adoption	Sustainable Cobourg, public, advisory	N/A - Previous Council Term Strategic Plan
Comprehensive Zoning By-Law Review	Jun-20	Special Project Steering Committee	PDAC Recommendation & Council adoption	Public, advisory committees	N/A - Previous Council Term Strategic Plan
Provide Recommendations to Council on Planning Applications	Ongoing	Review municipal staff reports	PDAC Recommendation	Municipal staff, agencies	Supports all 5 Pillars and PDAC TOR
Affordable & Rental Housing CIP	Sept 2019-Mar 2020	Special Project Steering Committee	PDAC Recommendation & Council Adoption	Public, advisory committees, stakeholders	Pillar: People--Support & Care for social and physical well-being of its citizens

	THE CORPORATION OF THE TOWN OF COBOURG
	ADVISORY COMMITTEE ANNUAL REPORT AND WORK PLAN
TO:	Mayor and Council Members
FROM: TITLE	Beth Bellaire Chair, Parks and Recreation Advisory Committee
DATE OF MEETING:	Committee of the Whole – October 15, 2019
SUBJECT:	Parks and Recreation Advisory Committee – Annual Report and Work Plan
REPORT DATE:	[Date]

1.0 MEMBERSHIP

Dora Body
 Frederic Forfait
 James McGrath
 Richard Pope
 Patricia Whitney (Co-Chair)
 Emily Chorley(Councillor, Coordinator of Parks and Recreation Services)

2.0 EXECUTIVE SUMMARY

Since its first meeting in April, 2019, the Committee submitted four (4) motions to Council reflecting Committee responses to presentations and to proactive initiatives.

3.0 MEETINGS OF THE COMMITTEE

April 2, 2019
 May 7, 2019
 June 4, 2019
 August 6, 2019
 September 10, 2019

4.0 COMMITTEE PURPOSE

The purpose of the Parks and Recreation Advisory Committee is to provide strategic and policy advice and recommendations to Council on matters related to parks, open spaces, waterfront, recreation facilities, and recreation programs that enhance the quality of life of residents and visitors, reflect the needs of the community, and support and encourage active and healthy lifestyles.

5.0 HIGHLIGHTS/ ACCOMPLISHMENTS

Given that 2018 was an election year, the Parks and Recreation Advisory Committee was not active from September 19, 2018 to April 2, 2019. This section will focus on the five-month period April 2, 2019 to the present, September 10, 2019.

Although the majority of our first meeting was spent on administration actions and sharing members' goals for the committee, we did address a proposal presented by Wally Keeler and Lydia Smith to transform the trash bins in our various parks, particularly those in Victoria Park and along the waterfront, to "venue[s] for creativity and art as a bonding opportunity for community and as an enhancement to our waterfront." In May, a recommendation was sent to Council that recommended "the use of up to 20 garbage cans in a highly visible area such as the Marina, Waterfront, and Legion Fields for the Trash-to-Treasure Pilot Program in 2020 and that \$2000 be added to the budget." This motion was supported by Council at their June 10th meeting, and we look forward to another successful partnership similar to the Piano-in-the-Parks program.

In May, The Committee also requested "Council review the procedural by-law that incorporates the audio and visual recordings of all Committees." Council approved this recommendation at their June 10th meeting. This concern will be addressed through the Record and Information Management Program Review and Implementation Project that was also approved at that time.

Our June meeting primarily focused on identifying items from the Town's Strategic Plan that overlapped with our mandate. Several items were identified that are reflected in the next section and in our work plan for next year. We also responded to Keith Oliver's Outdoor Adult Fitness Park presentation and recommended that "Council consider the concept and determine potential timelines for implementation."

At our request, Mason Homes made a presentation at our August meeting on their proposed development at 425 King Street East with a focus on its impact on Molly Baker Lane. The Committee was reassured that recommendations made at the Cobourg Heritage Advisory Committee meeting and by the Town's arborist had already been incorporated into the project. We stressed a continued focus on the important natural heritage function of Molly Baker Lane and the mitigation of any impact of the development on the trees in that area.

6.0 FUTURE GOALS/OBJECTIVES

On April 29, 2019, the Council approved a Strategic Plan for the 2019 – 2022 Municipal Council Term. Much of what the Parks and Recreation Committee has identified as its future goals and objectives spring from this plan.

The Committee also referred to the Parks Master Plan (2013), the Waterfront User Needs Assessment and Detailed Design (May 2018), the Urban Forest Management Plan (July 2018), the Town of Cobourg Recreation Strategy and Implementation Plan (December 2016), and the Cobourg Community Centre Campus Master Plan Final Report (December 2014). Each of these documents have goals, objectives, and action items that have provided guidance to Staff and Council. It is important that these reports are reviewed to ensure they are not just “sitting on a shelf gathering dust,” but are being actively used to direct improvements in programming and development of resources. The Committee sees part of its mandate is to review progress against these plans.

However, the Committee also recognizes that it cannot request too many reports from staff, since there needs to be a balance between making progress and reporting on that progress. Therefore, the Committee has included a limited number of requests for updates from Staff over the course of the year with hopes of striking the right balance.

Given these considerations, the Committee has determined the following goals for the next fifteen months:

- Repair and Rejuvenate the East Pier: This is a major undertaking of the Town over the next several years. The Committee has identified successful completion of this task as one of the major goals. We look forward to responding to the results of the Public Engagement.
- The West Harbour: Also a central goal of the Town’s Strategic Plan, the Committee includes the safeguarding and protection of the West Harbour as one of its central goals as well. We look forward to responding to the planned Public Engagement.
- The Town’s Tree Canopy: The Urban Forest Management Plan recognized that Cobourg needed to increase its tree canopy and set a long-term goal of achieving a coverage level of 35% by 2037 (pg. 31). The Committee’s goal is that the Town will have improved from the 27.2% coverage of 2018 (pg. 12).
- The Town’s Parkland Supply: The Cobourg Parks Master Plan (2013) identified that Cobourg lagged behind other waterfront communities of similar size in Ontario in its ratio of hectares of parkland per 1000 persons. The Committee’s goal is for Cobourg to increase its coverage from the 2013-level of 4.3 to narrow the gap to the average of the comparator towns, that is, 5.7, while taking financial impacts into consideration.

- Trail Connectivity, including the Waterfront Trail: The Cobourg Parks Master Plan (2013) set a goal to “create an integrated and connected network of park and public open spaces.” The Cobourg Waterfront User Needs Assessment and Detailed Design Plan (2018) also recognizes the need for connectivity, especially in the waterfront area. Finally, the Town’s Strategic Plan notes a desired outcome to be “a community that prioritizes biking, walking, and public transportation as means to mitigate the effects of climate change.” The Parks and Recreation Advisory Committee will set a goal of measuring where we are now and identifying areas needing attention to realize the goals set by the Town.
- The CCC and other Town-operated Recreational Facilities: Coinciding with Town’s Strategic Plan actions of (1) improving the financial performance of Town-operated facilities and (2) implement a comprehensive management plan for all of the Town’s assets, and on the data provided in the Parks Master Plan (2013) that identified deficiencies in the number of various types of facilities (eg; baseball diamonds, tennis courts, etc.), the Committee will focus on a goal of measuring where we are now.
- Outdoor Adult Fitness Park: The Committee will continue to track progress on this addition to Cobourg’s commitment to the Canadian Sport for Life Program. Grant applications are pending approval, but the community group spearheading this initiative is optimistic. The Committee’s goal is for Cobourg to provide an outdoor fitness park that will encourage adults of all ages to not only become more active but to maintain their activity levels as they age.
- Age-Friendly Community Designation: Identified in the Strategic Plan is a goal to achieve this designation. This robust designation consists of eight dimensions. The goal of the Parks and Recreation Advisory Committee is that the Town of Cobourg will achieve the designation for the dimensions related to our mandate, that is, Outdoor Spaces and Public Buildings, Social Participation, Respect and Social Inclusion, and Civic Participation and Employment.
- Youth Advisory Committee: A focus on engaging youth is present in several of the plans. Staff has already identified this as an action item for the fall of 2019. The Committee’s goal is that Cobourg will have a Youth Advisory Committee that represents the breadth of the youth demographic, that is both creative and productive, and that provides meaningful participation for the youth involved.

7.0 PUBLIC ENGAGEMENT

Subject to approval of the Parks and Recreation Advisory Committee’s 2020 Work Plan, in 2020, assist with consulting on relevant issues as required. Presently, there is a public engagement planned for The East Pier and for the

Campground. Another public engagement is indicated by Council for the West Harbour. The Committee also sees a need for a public information session on the potential impact of Bill 108 on the Town, particularly as it affects the Parks and Recreation portfolio.

8.0 EDUCATION

Subject to approval of the Parks and Recreation Advisory Committee's 2020 Work Plan, in 2020, assist with consulting on relevant issues as required.

9.0 TERMS OF REFERENCE AMENDMENTS (IF APPLICABLE)

Once Council has approved the Sustainability and Climate Change Committee's definition of sustainability, we will provide recommendations on how best to embed sustainability into our terms of reference

10.0 2020 BUDGET ITEM RECOMMENDATIONS (IF APPLICABLE)

To provide the necessary resources for the Parks & Recreation Department to undertake the action items identified in the 2020 Work Plan, in particular, to include \$2000 for the Trash-to-Treasure pilot project.

11.0 SUMMARY AND CONCLUSION

In these first six months, the Committee has focussed on procedures that govern us as well as identifying segments of the Strategic Plan that require our input. Our work plan for next year reflects the issues we've identified as needing attention this year. We have also responded to presentations from the public and look forward to addressing more such ideas in the future.

12.0 COMMUNICATION RESULTS

Beth Bellaire, Chair, Parks and Recreation Advisory Committee
[Jodi Ware-Simpson Secretary, Parks and Recreation Advisory Committee

13.0 ATTACHMENTS

Parks and Recreation Advisory Committee – 2020 Work Plan

Parks and Recreation Advisory Committee 2020 Work Plan

Action Item (Identify specific action items integral to accomplish the stated objective)	Timeline (Identify target start and completion dates)	Actions and Resources (Describe what actions will be taken to achieve the listed item and identify what Committee resources, if any, will be necessary (Sub-Committees and/or Committee Member(s) responsible to lead the objective, as appropriate)	Expected Outcome (Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success which can be reported through Annual Reports)	Partners or Stakeholders (Identify opportunities or needs to collaborate with groups or organizations within or outside of the Town)	Alignment to the Strategic Plan (Describe how the Action Item is aligned to the current Town of Cobourg Strategic Plan)
Strategic Plan: People, Strategic Action #2: Implement a municipal youth program Provide advice to Staff through Council on setting up a Youth Advisory Committee	Staff target of Nov. 2019 to start process; will provide feedback accordingly		1. Cobourg's youth participate in community activities and events 2. The Town is enriched by the skills, ideas, and perspectives of its youth	Collaborate with the Coordinator of Arts, Culture, and Tourism	Strategic Plan: People, Strategic Action #2: Implement a municipal youth program
Strategic Plan: People, Strategic Action #3: Encourage healthy lifestyles across all age groups by promoting and raising awareness about public health and active transportation Follow up on progress of Outdoor Adult Fitness Park (status of applications for funding; location of park; choice of equipment, evaluation of usage, etc.)	Feb-20		1. Residents of all ages are engaged in a wide variety of physical activities 2. Cobourg residents are healthy and happy	Request an update from the Fitness Park Working Group (Keith Oliver)	Strategic Plan: people, Strategic Action #3: Encourage healthy lifestyles across all age groups by promoting and raising awareness about public health and active transportation
Strategic Plan: People, Strategic Action #4: Continue to pursue the Age-Friendly Communities Designation Provide advice to Council regarding best practices for creating an age-friendly community; in particular, identify areas for improvement related to the mandate of Parks and Recreation - request report from Staff on progress to date and	Mar-20		1. Residents of all ages are engaged in a wide variety of physical activities 2. Cobourg residents are healthy and happy	Collaborate with the Accessibility Advisory Committee	Strategic Plan: People, Strategic Action #4: Continue to pursue the Age-Friendly Communities Designation

<p>Strategic Plan: Places, Strategic Action #6 - Repair and rejuvenate the East Pier Provide analysis and feedback on results of public engagement process regarding the East Pier</p>	Oct-19		<p>1. The Town of Cobourg will be good stewards and practise sustainable actions 2. A community that prioritizes biking, walking, and public transportation as a means to mitigate the effects of climate change</p>		Strategic Plan: Places, Strategic Action #6 - Repair and rejuvenate the East Pier
<p>Strategic Plan: Places, Strategic Action #7, part two: The natural environment of the West Harbour will be safeguarded and protected Consider actions that could best achieve this goal and make recommendations to Council</p>	Jan-20		<p>1. Cobourg's natural environment will be safeguarded and protected 2. The Town of Cobourg will be good stewards and practise sustainable actions</p>		Strategic Plan: Places, Strategic Action #7, part two: The natural environment of the West Harbour will be safeguarded and protected
<p>Strategic Plan: Partnerships, Strategic Action #3: Continue to work with Sustainable Cobourg and other stakeholders on greening Cobourg initiatives Consider ways to increase tree canopy of Cobourg, particularly within its parks - staff in process of preparing a report by October 2019, so address this accordingly</p>	Nov-19		<p>1. Cobourg's natural environment will be safeguarded and protected 2. The Town of Cobourg will be good stewards and practise sustainable actions</p>	Sustainable Cobourg Sustainability and Climate Change Advisory Committee	Strategic Plan: Partnerships, Strategic Action #3: Continue to work with Sustainable Cobourg and other stakeholders on greening Cobourg initiatives
<p>Strategic Plan: Prosperity, Strategic Action #1: Develop a policy for establishing shovel-ready development lands Study the impact of Bill 108 on parkland in new developments and make recommendations to Council as required to coincide with a review of policy on this</p>	According to staff schedule to Amend Parkland Dedication by-law (estimate Spring 2020)				Strategic Plan: Prosperity, Strategic Action #1: Develop a policy for establishing shovel-ready development lands

<p>Strategic Plan: Prosperity, Strategic Action #4: Explore innovative solutions to improve the connectivity between the beach/waterfront and downtown Cobourg Include an analysis of impact of special events on parks in conjunction with other committees developing a new policy to address this</p>	Apr-20			Collaborate with the Coordinator of Arts, Culture, and Tourism	Strategic Plan: Prosperity, Strategic Action #4: Explore innovative solutions to improve the connectivity between the beach/waterfront and downtown Cobourg
<p>Strategic Plan: Programs, Strategic Action #3: Implement a comprehensive management plan for all of the Town's assets Provide Feedback to Council on Staff's Asset Management Plan for Parks and Recreation</p>	Aug-20				Strategic Plan: Programs Strategic Action #3 "Implement a comprehensive management plan for all of the Town's assets."
<p>Feedback on Budget for Parks and Recreation component for 2020 and 2021</p>	October 2019 October 2020		The 2020 and the 2021 Budgets will address the needs of Parks & Rec Department, as determined by Council		Strategic Plan: Financial responsibility is woven throughout the pillars of the Town's plan
<p>Parks Master Plan (2013) Recommendation #2: Trails Master Plan Request Staff to prepare a comparative report that indicates progress in the past six years towards what was envisioned, that is, "a connected network of pedestrian trails and cycling routes that link parks together and integrate other Town destinations."</p>	May-20		The Town will achieve its goals as outlined in the Parks Master Plan		Strategic Plan: Places - Desired Outcome "A community that prioritizes biking, walking, and public transportation as means to mitigate the effects of climate change."

<p>Parks Master Plan (2013) Supply of Parks and Services (page10) Request Staff to prepare an updated chart that compares level of service (amount of parkland provided per 1000 persons) to other similar communities, to determine whether we have increased our level of service both in absolute terms as well as relative to the other comparator communities and to provide a report on any financial implications of any suggested actions.</p>	May-20		The Town will achieve its goals as outlined in the Parks Master Plan, page 10, of 5.7 ha/1000people.		Strategic Plan: Places - Desired Outcomes "Cobourg's natural environment will be safeguarded and protected" "The Town of Cobourg will be good stewards and practise sustainable actions."
<p>Parks Master Plan (2013) Park Facility Standards (page11) Request Staff to prepare a report showing our present level of service with respect to recommended levels</p>	May-20		The Town will achieve its goals as outlined in the Parks Master Plan		Strategic Plan: Programs Strategic Action #3 "Implement a comprehensive management plan for all of the Town's assets."
Provide comment and advice on issues as requested by Council, from time to time	ongoing				
Respond to Presentations and Delegations to the Parks & Recreation Advisory Committee as required	ongoing				

	THE CORPORATION OF THE TOWN OF COBOURG
	ADVISORY COMMITTEE ANNUAL REPORT AND WORK PLAN
TO:	Mayor and Council Members
FROM: TITLE	Minnie de Jong Chair, Sustainability and Climate Change Advisory Committee
DATE OF MEETING:	Committee of the Whole – October 15, 2019
SUBJECT:	Sustainability and Climate Change Advisory Committee – Annual Report and Work Plan
REPORT DATE:	September 4, 2019

1.0 MEMBERSHIP

Minnie de Jong; Gigi Ludorf-Weaver, Vice Chair; Councillor Adam Bureau;
Antony Pitts; Judy Smith; Marius Marsh; Gillian Berridge Kassela

2.0 EXECUTIVE SUMMARY

Since its first meeting in May 2019, the Committee submitted 4 Motions to Council reflecting Committee initiatives, and submitted one Motion to Council in response to a request from Council to provide comment on an OPA/Rezoning application.

3.0 MEETINGS OF THE COMMITTEE

The Committee has met each month with the first meeting occurring on May 8, 2019, meaning six meetings have been held during the period covered by this Annual Report.

4.0 COMMITTEE PURPOSE

To promote the protection, maintenance and awareness of the environment within the community, and to provide advice concerning environmental and climate change policy, planning and sustainability.

5.0 HIGHLIGHTS/ ACCOMPLISHMENTS

1. The passing by Council of three SCCAC motions:
 - a. that safe drinking water and sanitation services are fundamental a fundamental human right
 - b. banning or phasing out of the sale of bottled water in municipal facilities and municipal events
 - c. Include in the 2020 budget the cost of installing two outside water bottle filling stations
2. Providing the Town with a Motion containing SCCAC comments on the East Village Phase 5 OPA/Rezoning application

6.0 FUTURE GOALS/OBJECTIVES

1. Subject to Council decision to move forward on developing an Integrated Community Sustainability Plan (ICSP), provide comment on drafts and assist with community outreach
2. Assist with implementing Cobourg's Climate Action plan
3. Support other Advisory Committees to carry out their mandate through a Climate Emergency lens
4. Provide comment on initiatives referred to the SCCAC by Cobourg Council.
5. Provide appropriate response to delegations from members of the public

7.0 PUBLIC ENGAGEMENT

Subject to approval of the Sustainability and Climate Change Advisory Committee's 2020 Work Plan, in 2020, assist the Environmental Officer with consulting on Cobourg's Climate Action Plan.

8.0 EDUCATION

Subject to approval of the Sustainability and Climate Change Advisory Committee's 2020 Work Plan, in 2020 assist the Environmental Officer with consulting on Cobourg's Climate Action Plan.

9.0 TERMS OF REFERENCE AMENDMENTS (IF APPLICABLE)

N/A

10.0 2020 BUDGET ITEM RECOMMENDATIONS (IF APPLICABLE)

To provide the necessary resources for the Planning Department to undertake the development and implementation of an Integrated Community Sustainability Plan.

11.0 SUMMARY AND CONCLUSION

In these first six months the Committee has developed a better understanding of the Town processes, which will assist it in its future endeavors. The Committee is now focussing its efforts on identifying and supporting the implementation of initiatives to assist the Town of Cobourg to take the necessary action to address the Climate Emergency we are facing.

12.0 COMMUNICATION RESULTS

Minnie de Jong, Chair, Sustainability and Climate Change Advisory Committee
Robyn Bonneau Secretary, Sustainability and Climate Change Advisory Committee

13.0 ATTACHMENTS

Sustainability and Climate Change Advisory Committee – 2020 Work Plan

Sustainability and Climate Change Advisory Committee 2020 Work Plan

Objective (Identify the objective to be achieved in 2020)	Timeline (Identify target start and completion dates)	Actions and Resources (Describe what actions will be taken to achieve the listed objective and identify what Committee resources, if any, will be necessary (Sub-Committees and/or Committee Member(s) responsible to lead the objective, as appropriate)	Expected Outcome (Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success which can be reported through Annual Reports)	Partners or Stakeholders (Identify opportunities or needs to collaborate with groups or organizations within or outside of the Town)	Alignment to the Strategic Plan (Describe how the Action Item is aligned to the current Town of Cobourg Strategic Plan)
Provide comment and advice on ICSP and assist with community outreach on the ICSP	As requested by Cobourg staff or Council	1. Subject to Council decision to move forward on an Integrated Community Sustainability Plan (ICSP), provide comment on drafts prepared by staff; and 2. Assist with community outreach and consultation	1. Advice reflected in the ICSP; and 2. Cobourg staff feel benefit of assistance from the SCCAC	Planning and Building Department	Mandate: promote the protection, maintenance and awareness of the environment within the community; Strategic Plan: The Town engages in strong, sustainable public private partnerships to improve the quality of life for everyone
Assist with implementing Cobourg's Climate Action Plan	Start date: Early 2020; Completion date: ongoing	1. Together with the Environmental Officer develop overarching principles, goals and objectives to ground the Climate Action Plan mitigation measures; 2. Provide advice on climate action mitigation measures developed by the Environmental Office in 2020; 3. Provide advice to the Environmental Officer on a community outreach plan and communication messaging; and 4. Support the Environmental Officer at outreach and consultation events	1. Guiding principles, goals and objectives are developed and approved by Council; 2. Effective climate action measures are developed and prioritized according to largest energy and GHG reductions; 3. Education and outreach material produced; 4. Initial outreach meetings attended by SCCAC members	Environmental Officer; Sustainable Cobourg; Ganaraska Region Conservation Authority	Committee mandate: The SCCAC shall provide advice and make recommendations on educational and/or outreach to the public regarding climate change. Strategic Plan: the Town protects, preserves and promotes its natural assets.
Support other Advisory Committees to carry out their mandate through the lens of the Climate Emergency we are facing	Start date: Jan 2020; Completion date: ongoing	1. Meet with each Advisory Committee to discuss the climate emergency we are facing, and invite them to work with the SCCAC to develop guidance on climate crisis measures to consider when fulfilling their mandate; and 2. Assist in finding documents to support Advisory Committees to more fully understand the climate mitigation measures application to their mandate	1. Guidance documents developed jointly with each committee; 2. More cross pollination will occur and siloed thinking replaced with information sharing including documents and videos related to global warming; and 3. Advisory committees have appreciation for fulfilling their mandate through the lens of the Climate Emergency we are facing.	Other Advisory Committees; relevant Town departments; Sustainable Cobourg	Committee mandate: The SCCAC shall provide advice and make recommendations on educational and/or outreach to the public regarding climate change. Strategic Plan: the Town protects, preserves and promotes its natural assets.
Review all initiatives that have been referred to the SCCAC by Cobourg Council	Ongoing	Review documents on which Council has asked for SCCAC comment, and prepare a Motion containing SCCAC's comments, and a recommendation if applicable	Motions prepared providing SCCAC comments and recommendation in response to request for same from Council	As appropriate on a case by case basis	Committee Mandate: The SCCAC shall provide advice and make recommendations to Council on other related environmental and climate change matters as referred to the Committee by Council. Strategic Plan: the Town protects, preserves and promotes its natural assets.

Provide response to Delegations from Members of the public	Ongoing	Receive delegations from members of the public and provide appropriate response	The SCCAC is able to provide response it feels is appropriate to the request of the Delegate	As appropriate on a case by case basis	Committee Mandate: The SCCAC shall provide advice and make recommendations to Council on other related environmental and climate change matters as referred to the Committee by Council. Strategic Plan: the Town protects, preserves and promotes its natural assets.
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	THE CORPORATION OF THE TOWN OF COBOURG
	ADVISORY COMMITTEE ANNUAL REPORT AND WORK PLAN
TO:	Mayor and Council Members
FROM: TITLE	Randy O. Curtis Chair, Transportation Advisory Committee
DATE OF MEETING:	Committee of the Whole – October 15, 2019
SUBJECT:	Transportation Advisory Committee – Annual Report and Work Plan
REPORT DATE:	September 30 th , 2019

1.0 MEMBERSHIP

Councillor Brian Darling
Bruce Bellaire, Vice Chair
Anneke Russell
Harry Meester
Randall Ross
William Glover
Randy Curtis, Chair
Terry Hoekstra, Manager of Engineering and Capital Projects
Bobby-Jo Preston, Engineering and Public Transit Administrator

2.0 EXECUTIVE SUMMARY

Reduce operating cost, while improving safety and participation in all forms of active transportation.

3.0 MEETINGS OF THE COMMITTEE

4th Thursday of each month, meetings held to date:

April 25, 2019
May 23, 2019
June 27, 2019
July 25, 2019
August 22, 2019
September 26, 2019

4.0 COMMITTEE PURPOSE

The purpose of the Transportation Advisory Committee (TAC) is to promote the community participation in advising the Cobourg Municipal Council regarding design, development, implementation and monitoring policies, programs and facilities to enhance and promote a safe, sustainable and accessible transportation system within the Town of Cobourg.

5.0 HIGHLIGHTS/ ACCOMPLISHMENTS

- Motion to Council to allow formation of Sub-committee, being 3 members of Transportation Advisory Committee and up to 4 member of the Public
- Motion to Council to endorsement of Sidewalk Priority Plan
- Allocating funds from Active Transportation to purchase and install bicycle racks in public parks.

6.0 FUTURE GOALS/OBJECTIVES

- Considering opportunities to reduce operational costs, receive further funding to cover Capital costs, reduce Town of Cobourg's carbon footprint, while increasing ridership and providing necessary services to the Community
- Explore benefits and opportunities for Active Transportation, setting safety standards, ways to promote and increase participation within the community
- Review parking structure to increase revenue for the Town of Cobourg, therefore reducing citizen tax contributions, while increasing available spaces for community and tourists to enjoy all aspects of Cobourg

7.0 PUBLIC ENGAGEMENT

- Formation of sub-committee requiring public application to committee
- Presentation from Winston Emery, BAC (Bicycle Action Committee), to speak on Share The Road and discuss protected bicycle lanes
- Presentation from community member Ted Williams on parking lot and free access for citizens
- Contact with Paul Buck, Manager of Transit from Bellville Transit, with future agreement to attend meeting to discuss transit

8.0 EDUCATION

N/A

9.0 TERMS OF REFERENCE AMENDMENTS (IF APPLICABLE)
N/A

10.0 2020 BUDGET ITEM RECOMMENDATIONS (IF APPLICABLE)
N/A

11.0 SUMMARY AND CONCLUSION
The Transportation Advisory Committee would like to provide recommendations to the Council to move forward in providing a safe, healthy, and active community for the Town of Cobourg

12.0 COMMUNICATION RESULTS
Randy Curtis, Chair, Transportation Advisory Committee
Bobby-Jo Preston, Secretary, Transportation Advisory Committee

13.0 ATTACHMENTS
Transportation Advisory Committee – 2020 Work Plan

Transportation Advisory Committee 2020 Work Plan

Action Item (Identify specific action items integral to accomplish the stated objective)	Timeline (Identify target start and completion dates)	Actions and Resources (Describe what actions will be taken to achieve the listed item and identify what Committee resources, if any, will be necessary (Sub-Committees and/or Committee Member(s) responsible to lead the objective, as appropriate)	Expected Outcome (Outline expected achievements and deliverables from each action item. Ideally, these are measurable indicators of success which can be reported through Annual Reports)	Partners or Stakeholders (Identify opportunities or needs to collaborate with groups or organizations within or outside of the Town)	Alignment to the Strategic Plan (Describe how the Action Item is aligned to the current Town of Cobourg Strategic Plan)
Recommendations to develop standards for bicycle use on shared roadways	March, 2020	Transportation Sub-Committee will submit monthly reports to TAC and final report in March 2020	Develop acceptable set of standards for cycling facilities and infrastructure for the Town of Cobourg	Community organizations and Town of Cobourg staff	Follows strategic plan by having better tracking and setting standards to make available to community
Explore benefits and opportunities for active transportation including Public Transit, cycling and walking.	6 - 18 months	Sub-Committee to report back to Transportation Advisory Committee	Substantially improve participation in active transportation	Community organizations and Town of Cobourg staff	Relating to the Town of Cobourg Strategic Master plan; Pillar:Partnership , to meet the strategic plan outline
Determine ability and benefits of installing bicycle racks on transit vehicle	October 19 - December 2020	Research the applicability of bicycle racks on existing buses. Generate a report on whether or not this is a feasible option and how much it cost to complete. Liaise with other transit facilities to find out how they get their bus mounted bike racks, how much they cost and what is required	Increase active transportation co-ordinating bicycling and Public Transit.	Public Works, Town of Cobourg Community	The Action item is aligned with the Town of Cobourg Strategic Plan as it provides access to public transportation and promotes active transportation and sustainability
Install additional parking meters and Pay & Display terminals in the Waterfront and Downtown areas	6 mths - 2 years, completion to be done in phases	Identify areas of high demand to be fitted with additional parking meters, and areas that would benefit from Pay & Displays to cover more meters in one area.	Higher revenue, lessen tax burden, allow for more parking for people from out of town to enjoy facilities and beach. Allows for credit card payment at machine with Pay & Display, less collection required and less man hours	Collaborate with Parking and By-Law to lessen burden of collection with meters and have dense areas covered by Pay & Display to make for quicker collection. Also help with overhead costs by lessening the risk of damages to meter heads	Parking revenue collected helps offset costs of By-Law enforcement. Influx helps offset costs of machines and repairs.
Conversion of municipal lots all being only 1hr, 2hr, or 3 hr free, and change to option of paying at Pay & Display machine	6 mths - 2 years, completion to be done in phases	By changing lots to paid lots will increase revenue and encourage people to purchase permits. Lessens burden of By-Law enforcement to chalk tires and circulate back to locations. Lots are often prime areas, often difficult to enforce lots as many people move locations in same lot	Higher revenue, lessen tax burden, encourage more local workers and residence to by permits. Allows for credit card payment at machine with Pay & Display, less collection required and less man hours. Covers a larger area with a machine	Quicker collection and options for people that come for a day or parkig for work rather then ,ove vehicle can stay at lot if paid parking or permit.	Allowing lots to pay and display allows people to pay for as much time as they need. Offsets cost and man hours to ticket lot and chalk tires.
Review budget for Active Transportation, considering the total 5 year plan and timing	2019/2020	Consider acceptable amount for Active Transportation budget in order to increase participation.	Increase active transportation (Bicycling, Public Transit etc.)	Community organizations and Town of Cobourg staff & Public Works	Relating to the Town of Cobourg Strategic Master plan; Pillar:Partnership , to meet the strategic plan outline

Electric Vehicles (Trucks, Buses, Paratransit)	2020-2024	Reduce mechanical and maintenance costs Reduce emission Reduce sound and engine noise Apply for funding and grants to reduce Town of Cobourg's costs	Increase Town's image and mitigate environmental impact on local footprint, while reducing ongoing operating costs	Town of Cobourg Staff and Community citizens	Following Strategic plan; People, Action #3: Encourage Healthy Lifestyles across all age groups by promoting and raising awareness about public health and active transportation
On Demand bus service	2020-2022	Improve ridership service while reducing operating cost.	Ability to service ridership with one bus during low demand periods allowing extended service without increasing overhead costs	Town of Cobourg Staff and Community citizens	Improve use of operational funding while meeting needs of the community. Follow Strategic Plan: Partnership; Action#3 Continue to work with Sustainable Cobourg and other stakeholders on greening Cobourg initiatives And Prosperity; Action #2 Coordinate funding opportunities to optimize community development capital and special project funding opportunities

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	COMMITTEE OF THE WHOLE REPORT	
TO:	Mayor and Council	
FROM: TITLE:	Desta McAdam, MCIP, RPP Senior Planner - Development	
DATE OF MEETING:	October 15, 2019.	
TITLE / SUBJECT:	Severance Agreement 866 Ontario Street Anthony John Ritchie & Cathie Annette Ritchie	
REPORT DATE:	October 3, 2019.	File #: B-03/19

1.0 **CORPORATE STRATEGIC PLAN OBJECTIVE**

N/A

2.0 **RECOMMENDATION**

THAT the By-law attached to this Report as *Figure 3* be endorsed and be presented to Council for adoption which authorizes the Mayor and Municipal Clerk to execute a Severance Agreement with Anthony John Ritchie and Cathie Annette Ritchie for the development of a new residential lot on the property known municipally as 866 Ontario Street, subject to the finalization of details by municipal staff and applicable agencies.

3.0 **PUBLIC ENGAGEMENT**

An application for Consent to Sever a new residential lot for 866 Ontario Street was submitted to the Committee of Adjustment in March 2019, and approved May 14, 2019.

With regard to this application, the Municipality followed the statutory notice requirements of the Planning Act R.S.O 1990, c.P. 13, as amended, including providing notice by personal service or ordinary service mail to every land owner within a 60 m radius of the area to which the application applies, and publication in a newspaper that is of sufficient circulation in the area which the

application applies. Following the public meeting held to consider the application, a Notice of Decision was provided to the applicant.

4.0 **ORIGIN AND LEGISLATION**

On May 14 2019, the Owner was granted Provisional Consent to sever a new 542.44 m² residential lot from the property known municipally as 866 Ontario Street, see *Figure 1: Location Map*. The application was received Provisional Consent at the Committee of Adjustment meeting of May 14, 2019.

One of the conditions of Consent requires that a Severance Agreement be registered over the property to address matters including but not limited to, servicing; grading; drainage; driveways and access; tree identification and protection; urban design and landscaping. In accordance with the provisions of the Planning Act, if the conditions of the Consent are not satisfied within one (1) year of the decision (May 14, 2020), the Consent lapses and the Owner would need to re-apply.

Section 53(12) of the Planning Act, R.S.O. 1990, c.P. 13, as amended, authorizes the Municipality to enter into Agreement(s) with the proponent as a condition of approval for the Consent.

Since Provisional Consent approval, the proponent has provided submissions to the Municipality with the intent to clear the conditions of the Consent, and to enter into a Severance Agreement with the Municipality.

5.0 **BACKGROUND**

The subject lands are designated 'Stable Residential Area' in the Town of Cobourg Official Plan (2017), and zoned Residential 3 (R3) Zone in the Town of Cobourg's Comprehensive Zoning By-law #85-2003.

The approved Consent to sever a new lot from 866 Ontario Street is conditional on the following:

i) That a Severance Agreement be registered on title of the Severed Parcel in accordance with Section 51 of the Planning Act prior to the stamping of the deed that requires the owner or subsequent owners to address any municipal and/or agency comments and items including but not limited to servicing; grading; drainage; driveways and access; tree identification and protection; urban design and landscaping;

ii) That a cash-in-lieu of parkland payment equal to 5% of the value of the subject lands be provided to the Municipality in accordance with Section 51.1 of the Planning Act;

iii) That the Owner shall provide confirmation that the existing garden shed is located in a complying location on the retained lands or that the shed is removed from the subject property, prior to the stamping of the deeds;

iv) That a minimum of two parking spaces be constructed on the Retained Parcel in a complying location, at the Owner's expense;

v) That a 1.5 m road widening across the Ontario Street frontage of the subject property be conveyed to the Town of Cobourg;

vi) All conditions are subject to the approval of the Town of Cobourg, but at no cost to the Municipality.

6.0 **ANALYSIS**

The following attachments are included in this Report for reference purposes:

Figure 1 – Location Map

Figure 2 – Survey Plan

Figure 3 – Agreement Authorization By-law

The following are the key points associated with the proposal:

- The property known as 866 Ontario Street is approximately 1,332.1 m² in lot area with frontage on both Ontario Street and Huycke Street. See *Figure 1: Location Map*.
- Provisional Consent was granted by the Committee of Adjustment on May 14, 2019, which permitted the creation of a 542.44 m² lot with 19.2 m frontage on Huycke Street. See *Figure 2: Survey Plan*.
- As a condition of Consent, the applicant was required to enter into and register a Severance Agreement with the Town to address matters including but not limited to: servicing; grading; drainage; driveways and access; tree identification and protection; urban design and landscaping.
- In accordance with Planning Act regulations, if conditions to a Provisional Consent are not fulfilled within one year of the decision (May 14, 2020), the Consent lapses.
- The technical matters associated with the proposed new lot creation are now more carefully defined, and therefore Planning staff are in a position to recommend approval of a Severance Agreement.

- In accordance with Condition ii) of the Consent Decision, a 5% cash-in-lieu of Parkland payment in the amount of \$7,500.00 will be transferred to the Municipality prior to the registration of the Severance Agreement;
- In accordance with Condition iii) of the Consent Decision, the garden shed has been removed from the property;
- In accordance with Condition iv) of the Consent Decision, the Owners are in the process of developing a new driveway to accommodate the required parking for the Retained Parcel;
- In accordance with Condition v) of the Consent Decision, a 1.5 m road widening across the Ontario Street frontage of the Subject Property has been defined in the Survey Plan, and will be dedicated to the Municipality prior to the registration of the Severance Agreement;
- The Severance Agreement stipulates that the Municipality will not approve any development or issue any Building Permits on the Severed Lands until the Municipality's Director of Planning & Development or his/her designate is satisfied that all of the Municipality's requirements for development and construction have been fulfilled in accordance with the relevant policies, guidelines, regulations and standards of the Municipality (Official Plan, Urban and Landscape Design Guidelines, Zoning By-law, Engineering Design Guidelines and Standards), including the submission and approval of such plans, reports and/or other documentation addressing matters such as but not limited to: building location and design; driveway location; servicing; grading; tree identification and preservation; landscaping; screening; and, financial security.
- The subject proposal conforms to the applicable policies of the Official Plan, particularly the Residential Area and Community Design policies, complies with Comprehensive Zoning By-law #85-2003, and satisfies Condition #1 of the Consent Decision.

7.0 **FINANCIAL IMPLICATIONS/BUDGET IMPACT**

There are no anticipated negative financial implications imposed on the Municipality as a result of granting final approval of the subject request. A cash-in-lieu of parkland payment in the amount of \$7,500.00 will be required prior to the registration of the Severance Agreement. Development Charges will be applied to the vacant lot at the Building Permit Stage. All legal, registration and other costs incurred by the Municipality shall be borne by the Owner.

8.0 **CONCLUSION**

It is the opinion of the Planning Department that the submission made by the Owners to clear Condition #1 of the Consent for the land area known municipally as 866 Ontario Street satisfies this condition of approval, subject to the finalization of details by planning staff and applicable agencies, and the registration of the Severance Agreement.

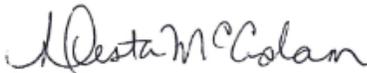
9.0 **POLICIES AFFECTING THE PROPOSAL**

The Cobourg Official Plan is the primary municipal policy affecting this proposal, and it is the opinion of Planning staff that the proposal conforms to the Plan.

10.0 **COMMUNICATION RESULTS**

THAT the By-law attached to this Report as *Figure 3* be endorsed and be presented to Council for adoption which authorizes the Mayor and Municipal Clerk to execute a Severance Agreement with Anthony John Ritchie and Cathie Annette Ritchie for the development of a new residential lot on the property known municipally as 866 Ontario Street, subject to the finalization of details by municipal staff and applicable agencies.

Yours very truly,
THE CORPORATION OF THE TOWN OF COBOURG



Desta McAdam, MCIP, RPP
Senior Planner - Development

Reviewed by:



Glenn J. McGlashon, MCIP, RPP
Director of Planning & Development



FIGURE 1: LOCATION MAP

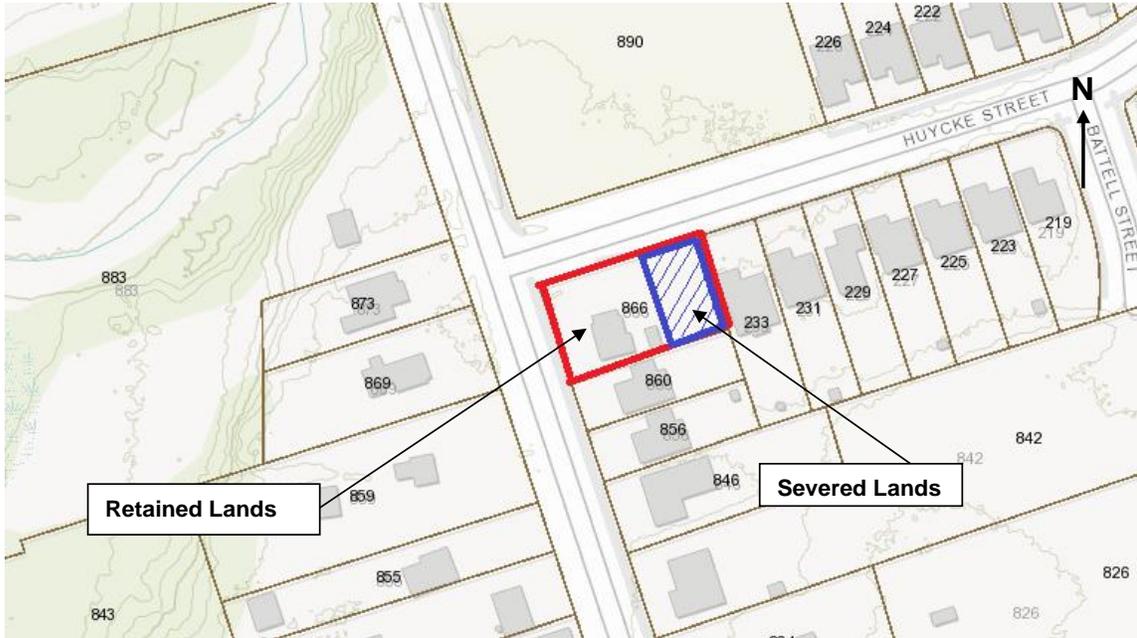


FIGURE 3: AGREEMENT AUTHORIZATION BY-LAW

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG
	BY-LAW NUMBER _____-2019

A BY-LAW TO AUTHORIZE THE EXECUTION OF A SEVERANCE AGREEMENT WITH ANTHONY JOHN RITCHIE AND CATHIE ANNETTE RITCHIE AND THE CORPORATION OF THE TOWN OF COBOURG (866 ONTARIO STREET).

WHEREAS the Committee of Adjustment for the Town of Cobourg granted Consent to sever from the Subject lands one (1) new residential lot by virtue of application B-03-19 along with one (1) retained lot;

AND WHEREAS as a condition of the Consent, the Committee of Adjustment required the Owner to enter into an agreement with the Municipality in accordance with the provisions of the *Planning Act*, R. S. O. 1990, c. P. 13, as amended, and in particular Section 53(12) and 51(26) which provides in part that a municipality has the authority to enter into one or more agreements in dealing with matters subject to Subdivision of Land and Consent to Sever;

NOW THEREFORE the Municipal Council of the Corporation of the Town of Cobourg enacts as follows:

1. THAT the Mayor and Municipal Clerk are hereby authorized and instructed to execute on behalf of the Corporation a Severance Agreement with Anthony John Ritchie and Cathie Annette Ritchie Cobourg for the development of one (1) residential lot on the property known municipally as 866 Ontario Street, subject to the finalization of details by municipal staff and applicable agencies.
2. THAT this By-law shall come into force and effect upon final passing hereof, and shall expire two (2) years from the date of passing.

By-law read and passed in Open Council this 21st day of October, 2019.

MAYOR

MUNICIPAL CLERK

	THE CORPORATION OF THE TOWN OF COBOURG
	COBOURG HERITAGE ADVISORY COMMITTEE
TO:	Brent Larmer, Municipal Clerk/Manager of Legislative Services
FROM:	Adriane Miller, Secretary
MEETING DATE:	October 2, 2019
SUBJECT:	HP-2019-059 – 300 George Street

The following Motion was adopted at the October 2, 2019 Cobourg Heritage Advisory Committee Meeting:

Moved by Member L.Turner

WHEREAS, Heritage Planning Staff has reviewed the applicant's proposal to replace an existing rear skylight, replace a portion of the asphalt shingles on the east (rear) portion of the roof, install eleven (11) new windows, and construct a new two storey deck and entry door at 300 George Street, and has determined that the proposal would represent compatible alterations within the context of the character of the existing building and neighbourhood and conform to the George Street Heritage Conservation District Plan;

THEREFORE, it is recommended that Heritage Permit Application HP-2019-059, as submitted by Adrian Pepper, be approved for the proposed roof work, window alterations, and new two storey rear deck and entry door at the property known municipally as 300 George Street.

CARRIED

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Cobourg Heritage Advisory Committee	
FROM: TITLE:	Dave Johnson Planner I - Heritage	
DATE OF MEETING:	October 2, 2019	
TITLE / SUBJECT:	Staff Report – 300 George Street – Roof work -- New windows – New rear two storey rear deck/door (Pepper)	
REPORT DATE:	September 27, 2019	File #: HP-2019-059

1.0 STRATEGIC PLAN

Places: The Town protects, preserves and promotes its natural assets, heritage, arts, culture and tourism.

2.0 PUBLIC ENGAGEMENT

The Cobourg Heritage Advisory Committee (CHC) operates in accordance with the Advisory Committee and Local Board Policy and Procedures for municipal boards and committees in the Town of Cobourg.

In general, the CHC is comprised of seven (7) members: one (1) member of Council and six (6) citizen members which reflect the diverse interests of the community.

The agenda for a CHC meeting is prepared and distributed to all committee members and is posted on the Municipal Website at least forty-eight (48) hours in advance of the scheduled meeting date, in an electronic format where possible.

Existing heritage legislation does not prescribe public notification or meetings for approval of alterations to designated properties, however the Cobourg Heritage Master Plan and implementing Heritage Conservation District Plans and associated regulations/guidelines underwent extensive public consultation and engagement prior to their approval. Review and approval of Heritage Permits by the Town are undertaken within the context of these documents.

The CHC also receives public delegations and communications/correspondence from citizens in accordance with the Advisory Committee and Local Board Policy and Procedures for municipal boards and committees in the Town of Cobourg.

3.0 RECOMMENDATION

WHEREAS, Heritage Planning Staff has reviewed the applicant's proposal to replace an existing rear skylight, replace a portion of the asphalt shingles on the east (rear) portion of the roof, install eleven (11) new windows, and construct a new two storey deck and entry door at 300 George Street, and has determined that the proposal would represent compatible alterations within the context of the character of the existing building and neighbourhood and conform to the George Street Heritage Conservation District Plan;

THEREFORE, it is recommended that Heritage Permit Application HP-2019-59, as submitted by Adrian Pepper, be approved for the proposed roof work, window alterations, and new two storey rear deck and entry door at the property known municipally as 300 George Street.

4.0 ORIGIN

An application for a Heritage Permit was received on September 17th, 2019 from Adrian Pepper to undertake roof improvements, window alterations and construct a new two storey deck and entry door at 300 George Street.

The subject property is located in the George Street Heritage Conservation District designated under Part V of the *Ontario Heritage Act*, and by By-law #7-2003 and by By-law # 045-2016.

In accordance with the *Ontario Heritage Act*, the 90-day deadline for Council to deal with the application is December 16th, 2019

Scope of Work

Roof

1. New asphalt shingles on the south-facing roof elevation and replace an existing skylight with equal dimensions.

Windows

2. Replace 3 street west-facing main floor windows (w1-w3) with double hung vinyl windows from Northstar (wood frames to remain). 2 windows are 19.5" x 65.5" and one is 37" x 65.5" with no change in window opening size. Wood trim to remain and sill to be repaired.
3. Replace 8 upper floor windows (w4-w11)

- a) One south-facing 26"x52" window (w4) proposed to be white vinyl double hung from Northstar. Currently filled in with brick and glass tile. Original lintel to be maintained.
 - b) One south-facing 31.5" x 61.5" window (w5) proposed to be white vinyl double hung.
 - c) Replace three upper floor street-facing windows (west elevation) with double hung vinyl windows (w6-w8). Two windows are 27.5"x 61¼" and one is 31.5"x61.5". Lintel to remain, wood trim to be maintained and sill to be repaired.
 - d) Replace one east-facing (rear) window (w9) with double hung white vinyl. Window is 31.5"x61.5". Lintel to remain, and sill to be repaired.
 - e) Replace two 3rd floor street-facing windows (west w10 – w11) with white double hung vinyl windows. Both are 20"x49.5". Lintel to remain, wood trim to be maintained and sill to be repaired.
- 4. Rebuild lower rear deck.
 - 5. Add new upper deck and black steel railings, with new south-facing steel door in white.

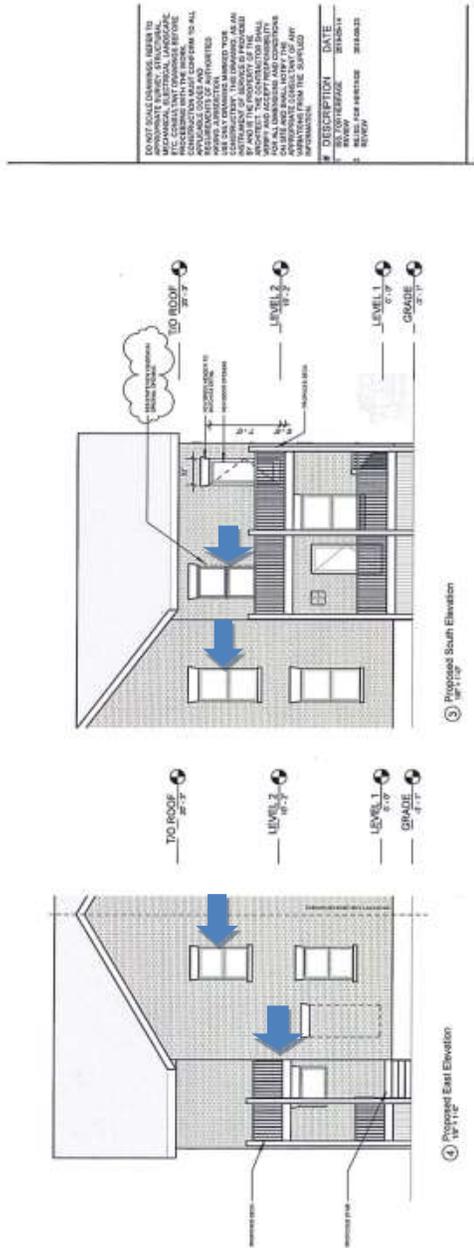


Figure 1: Proposed window and door changes at the south and east side and rear of 300 George St.



Figure 2: Existing conditions of w1. Wood trim to remain and sill to be repaired. Proposed to be replaced with double hung vinyl



Figure 3: Existing conditions of w2&w3. Wood trim to remain and sills to be repaired. Proposed to be replaced with double hung vinyl.



Figure 4: Existing conditions of w4. Notice the glass tile that was installed sometime in the past. Proposed to be double hung vinyl in white. Lintel to be maintained.



Figure 5: Existing conditions of w5 (upper floor). Proposed to be double hung white vinyl. Sill to be repaired. Main floor vinyl window to remain as is, with sill repaired.



Figure 6: Existing conditions of w6 (upper floor). Proposed to be double hung vinyl. Lintel to remain, wood trim to be maintained and sill to be repaired.



Figure 7: Existing conditions of w7&w8 (upper floor). Proposed to be double hung vinyl. Lintel to remain, wood trim to be maintained and sills to be repaired.



Figure 8: Existing conditions of east-facing w9 (upper floor). Proposed to be double hung white vinyl. Lintel to remain, and sills to be repaired. Main floor vinyl window to remain as is.



Figure 10: Existing conditions of windows w10 & w11. W10 is currently a vinyl with a broken crank and w11 is seen with an A/C unit installed. Both are proposed to be vinyl double hung in white. Wood trim to be maintained and sills to be repaired.



Figure 11: 300 George Street.



Figure 12: Current conditions of the rear deck. The applicant proposes a new two storey wood deck with black steel railing and a new door for the second floor deck. The white paint on the main floor exterior will also be removed.

Double Hung Windows



Figure 9: New proposed window product for window replacements. North Star 1000 series vinyl product in white.

Windows Condition Checklist

The Town's Window Condition Checklist submitted by the applicant notes that the windows that are proposed to be replaced have are single pane and do not open, have cracks and/or broken glass. All windows have damaged or missed pieces of wood, evidence of previous repairs, wood decay in the sills and wood decay in hidden parts of the frame. One of the windows (w4) has had an inappropriate alteration sometime in the past, in which the window was removed and glass tiles were put in. A site inspection was conducted by the Heritage Planner, which confirmed that three windows have been converted to vinyl sometime in the past.

When evaluating windows staff take into consideration the context of the windows, their orientation to the public realm and whether the proposed replacements are suitable/desirable and appropriate.

5.0 BACKGROUND

The subject property is located at 300 George Street on the east side of George Street and is designated by the George Street HCD.

Geographic Context

The subject property is located on the east side of George Street between Covert Street and Buck St.



Above: The subject property is shown outlined in blue in the context of the George Street HCD highlighted in yellow. The properties shaded in pink are listed on the Municipal Heritage Register but are not formally designated. Properties shaded in purple are individually designated under Part IV of the *Ontario Heritage Act*. Properties shaded in blue are located in the Commercial Core HCD are shaded in blue.

Historical and Architectural Context

Staff would normally give an overview of the historical and architectural context of the subject property, however, one is not available.

6.0 ANALYSIS

The Town of Cobourg's Heritage Master Plan was adopted by Council to direct conservation and management of the Town's heritage resources. As part of this project, the existing Heritage Conservation District guidelines for all of the Town's Heritage Conservation Districts designated under Part V of the *Ontario Heritage Act* were reviewed, and Heritage Conservation District Plans were prepared. The George Street Heritage Conservation District Plan was adopted by By-law 045-2016 on May 24th, 2016.

The Plan contains policies and guidelines for conservation and the management of growth and change in the George Street Heritage Conservation District. Policies are requirements that must be followed when undertaking alterations to buildings or changes to properties. Guidelines are best-practice suggestions to be considered when undertaking alterations to buildings or changes to properties.

The following section of this report provides excerpts from the George Street Heritage Conservation District Plan that are relevant to the evaluation of the proposed scope of work.

4.3 Windows

Policies

- a) Protect and maintain original/historic window openings and entrances as well as their distinguishing features such as materials, surrounds, frames, shutters, sash and glazing.
- b) The removing or blocking up of window and entrance openings that are important to the architectural character and symmetry of the building is not permitted.
- c) When contemplating replacement of windows, the Town of Cobourg window assessment checklist shall be completed in order to determine the feasibility of repair. Condition is important to assess early in the planning process so that the scope of work can be based on current conditions.
- d) Where the need for new windows is demonstrated through the Town's window assessment checklist, new replacement windows shall be compatible with the original/historic windows in terms of material (such as wood), proportions (such as ratio of horizontal to vertical dimensions), rhythm and scale (such as number of openings per building façade). Replacement windows shall convey the same appearance as the historic window and be physically and visually compatible.
- e) Entrance ramps may be permitted for barrier-free access in accordance with applicable legislation, but shall not be physically attached to avoid damage to the heritage building fabric. In exceptional circumstances, attachments may be permitted where they cause the least amount of damage to heritage building fabric.

Guidelines

- f) Repairing, rather than replacing original / historic windows is encouraged, and should focus on the minimal intervention required in order to ensure the integrity of the resource. This includes limited replacement in kind, or replacement with appropriate substitute material of irreparable elements, based on documentary or physical evidence where possible.
- g) Removing or replacing windows and doors that can be repaired is not recommended. Peeling paint, broken glass, stuck sashes, loose hinges or high

air infiltration are not, in themselves, indications that these assemblies are beyond repair. See window assessment checklist.

- h) Replacing in kind irreparable windows should be based on physical and documentary evidence where possible. If using the same materials and design details is not technically or economically feasible, then compatible substitute materials or details may be considered.
- i) Improvement in energy efficiency of single glazed units may be achieved with traditional exterior wood storm windows or contemporary interior magnetic storm glazing.
- j) Where new entrances or exterior staircase are required, they should be installed on secondary elevations wherever possible.
- k) Where historic documentation is available, replacement windows may be reproductions of earlier windows.

4.4 Entrances

Policies

- a) Protect and maintain entrances on principal elevations.
- b) Character-defining porches or verandahs shall only be removed where they pose a life / safety threat. In such cases, they shall be thoroughly recorded prior to removal to allow for their accurate reconstruction.
- c) The design and construction of a new entrance / porch is required to be compatible with the character of the building. Restoration of a missing porch must be based upon historical, pictorial and physical documentation.

Guidelines

- d) Entrance ramps may be permitted for barrier-free access in accordance with applicable legislation, but should not be physically attached to avoid damage to the heritage building fabric. In exceptional circumstances, attachments may be permitted where they cause the least amount of damage to heritage building fabric.
- e) Important features such as doors, glazing, lighting, steps and door surrounds should be conserved wherever possible.
- f) Where new entrances or exterior staircases are required, they should be installed on secondary elevations.
- g) Wood is encouraged to be used in the construction of new entrances and porches. Other materials, such as synthetic wood products are discouraged on

façades facing the street, and will be considered on a case by case basis through the heritage permit process.

Discussion

Prior to Council's adoption of the George Street Heritage Conservation District (HCD) Plan in 2016, Heritage Permit applications were primarily evaluated against the Town of Cobourg's Heritage Conservation District Guidelines and Parks Canada's *Standards and Guidelines for the Conservation of Historic Places in Canada*. The George Street Heritage Conservation District Plan provides the same level of heritage conservation using best practices as expressed in the *Standards and Guidelines for the Conservation of Historic Places in Canada*, while continuing with a similar management of future change and potential new development within the George Street Heritage Conservation District Plan as the previous Heritage Conservation District guidelines. The George Street Heritage Conservation District Plan is also consistent with the 2005 changes to the *Ontario Heritage Act*, the 2014 Provincial Policy Statement and the Ontario Heritage Toolkit.

The George Street Heritage Conservation District is a cultural landscape that is representative of incremental residential development in Cobourg from the 1830s onward. The George Street District is predominantly residential, but has contained other uses over time. The George Street District varies in character with the influence of several architectural styles including Neoclassical, Regency, Classical Revival, Gothic Revival, Italianate, Ontario Cottage Vernacular, Queen Anne Revival, Arts and Crafts, Edwardian Classical, Georgian Revival, Dutch Colonial and Tudor Revival. Therefore, prior to making any changes to the exterior form, it is important to understand how the proposed changes may affect the setting of the historic place.

Roof

The applicant is proposing to replace an existing skylight with a new one in the same dimensions as well as replace a portion of the asphalt shingles on the south-facing rear portion of the roof. This proposal is considered to be an appropriate alteration.

Windows

As noted earlier, the applicant completed the Town's Window Assessment Checklist and noted a number of physical deficiencies with the current windows. In addition, one (1) front window, two (2) side and one (1) rear window have been altered to vinyl, and one window (w4) has had an inappropriate alteration in the past. While staff prefer repair over replacement of original windows, without historical background information it is not clear if the unaltered windows are indeed original. The front, street facing (west elevation) window wood trims will be repaired and maintained as they are

viewable from the public realm. Furthermore, the applicant has noted that the wood sills on all windows will be repaired, and that the south and east-facing window trims will be capped white vinyl when the new windows are installed. When considering the south and east-facing windows, these windows are on the side and rear of the house and are less visible from the public realm (and will likely be blocked by future development on the vacant parcel to the south and east), and therefore the applicant's proposal is reasonable and appropriate in my opinion. The windows that are currently vinyl do not form part of this application and will be maintained.

The windows subject to the application are single pane and do not open and, in the absence of available historical background information on the property, it is unclear whether they are original. Other heritage houses on George Street, including the other half of the semi, feature double or single hung windows of various styles and material composition to those proposed.

Rear deck proposal

In my opinion, the proposal to replace the rear deck with a new, two storey deck represents an improvement over the current deck, which is in disrepair. The new two storey deck will be constructed of wood and feature black steel railings. As a result of the new two storey deck, there will be a new door constructed on the second floor on the south facing wall toward the rear of the house. This new access point does not damage heritage material/fabric or the heritage character of the building. Furthermore, the proposal for the rear two storey deck meets the intent of the George Street HCD Plan as these particular changes to the structure are being made to secondary elevations (at the rear and less visible from the public realm).

In the case of 300 George Street, it is Heritage Planning Staff's opinion that the proposed alterations to the south and east side of the building for new double hung vinyl windows and second floor deck and entry door are appropriate given that the alterations are not on the primary elevations. Currently, this elevation has been impacted by prior unsympathetic window alterations and, in the case of the bricked/blocked in window, the proposal serves to improve the situation.

The applicant's proposed alterations on the west-facing (street elevation) are reasonable and appropriate within the context of the overall building and neighbourhood. It is important to note that the existing wood trim will be maintained, and the wood sills of all windows will be repaired as part of this project. The applicant will consult with the Heritage Planner before undertaking this work to ensure the correct process/product is used.

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	COMMITTEE OF THE WHOLE REPORT	
TO:	Mayor and Council	
FROM: TITLE:	Desta McAdam Senior Planner – Development	
DATE OF MEETING:	October 15, 2019.	
TITLE / SUBJECT:	Application for Site Plan Approval - Development Agreement: 22-24 University Avenue West Habitat for Humanity Northumberland	
REPORT DATE:	October 11, 2019.	File #: SPA-04-19

1.0 STRATEGIC PLAN

N/A

2.0 RECOMMENDATION

THAT the attached By-law be endorsed and be presented to Council for adoption which authorizes the Mayor and Municipal Clerk to execute a Development Agreement with Habitat for Humanity of Northumberland and Lakefront Utility Services Inc. for a residential development consisting of a total of four (4) dwelling units at 22-24 University Avenue West, subject to the finalization of details by municipal staff and applicable agencies.

AND FURTHER THAT Council grant Habitat For Humanity Northumberland a 50% reduction in applicable Building Permit, Planning Application, and Parkland fees and Development Charges for the subject development in the amount of \$21,555.00, with a pre-commitment of \$21,555.00 being made to the 2020 Municipal Budget.

3.0 PUBLIC ENGAGEMENT

The Planning Act R.S.O 1990, c.P. 13, as amended does not prescribe any statutory public notice or engagement requirements for Site Plan Applications and Amendments, as these particular applications are recognized as being a detailed, technical review of matters relating to site development, including building layout, access, parking, landscaping, servicing and grading to name a few.

However, the Municipality requires that the applicant provide notice by posting a 1 m x 1.8 m sign on the Subject Lands, in an area visible from the public realm, notifying the public that an application for Site Plan approval has been submitted to the Municipality. The sign must include a contact number for both the applicant and the Town of Cobourg Planning Department, where plans can be made available for the public to view. A sign was posted on the frontage of the subject property in accordance with this procedure.

Additionally, the Planning Department provided written notice of the Complete Site Plan Application to Council on June 3rd 2019, and all Site Plan Applications are considered by Council in open session prior to final approval.

4.0 ORIGIN & LEGISLATION

In May 2019, the Planning Department received an application for Site Plan Approval from Habitat for Humanity of Northumberland for a 1,294.96 m² parcel, located at 22-24 University Avenue West, Cobourg.

In accordance with the provisions of the Ontario Planning Act, a municipality has the authority to designate site plan control area(s), and where an application has been made for site plan approval, a municipality may require the owner of the land to enter into one or more agreements with the municipality.

5.0 BACKGROUND

The Subject Lands are designated as “Residential Area” in the Town of Cobourg Official Plan (2017), and zoned “Multiple Residential 4 Exception 30 [R4-30 (H)] Zone” in the Comprehensive Zoning By-law No. 85-2003.

6.0 ANALYSIS

The following attachments are included for reference purposes:

Figure 1 – Location Map

Figure 2 – Site Plan

Figure 3 – Landscape Plan

Figure 4 – Building Renderings & Elevations

Figure 5 – Agreement Authorization By-law

Summary of Key Points:

The following are the key points associated with the proposal:

- The subject property, known as 22-24 University Avenue West is a 1,294.96 m² parcel, with 21.64 m frontage along University Avenue West.

The site is currently improved with a two (2) unit residential building (see **Figure 1: Key Map** attached).

- The applicant is proposing to further develop the existing two (2) unit residential property into a four (4) unit residential condominium development. The proposal seeks to preserve the existing heritage building currently improving the property, and add a new two (2) storey building addition consisting of two (2) additional dwelling units to the rear of the existing building, for a total of four (4) dwelling units (see **Figure 2: Site Plan** attached).
- The subject property is located in the George Street Heritage District, and therefore is designated under Part V of the Ontario Heritage Act. Accordingly, a Cultural Heritage Impact Assessment (CHIA) was completed for the subject property during the Zoning By-law Amendment application stage, which considered the creation of two (2) new residential units in a rear addition. The CHIA found that the proposed addition to the heritage maintained the property's cultural heritage value and heritage attributes, and recommended screening of the proposed front yard parking space, which was originally located directly in front of the building. The applicant has since relocated the front yard parking space, offset from the immediate front of the building. The new parking space location mitigates the visual impact of the front yard parking, maintains the visual prominence and integrity of the historic house, and is consistent with the front yard context of adjacent properties. A Heritage Permit application is required for the proposed addition which is being considered concurrent with this application by the Cobourg Heritage Advisory Committee.
- The proposed building design is a compatible fit within the George Street Heritage District, and its positioning at the rear of the existing building will minimize its impact on existing heritage resources and the streetscape (see **Figure 4 – Building Elevations and Rendering** attached).
- The project is funded through Habitat for Humanity of Northumberland, which helps individuals and families in financially vulnerable situations build and buy affordable homes. In order to qualify for this program, homebuyers must be able to demonstrate their need, their ability carry a mortgage, and contribute a minimum of 500 hours of "sweat equity" into building their own home or providing other assistance to Habitat for Humanity. This proposal represents a desirable affordable housing infill project in the Town of Cobourg, and therefore, will positively contribute to the Town's affordable housing supply.
- The proposed development will provide six (6) parking spaces, including one (1) barrier free space on the Subject Property. To avoid congestion from vehicle cueing along University Avenue West, a one-way circular

driveway with separate ingress and egress from University Avenue West is proposed on the Subject Property to ensure traffic is appropriately managed on-site. One (1) of the parking spaces will be accessed through the circular driveway, otherwise, all other associated site parking will be provided in the rear of the property.

- With respect to landscaping, fifteen (15) Emerald Cedar trees will be planted along the east side lot line, adjacent to the existing wood board privacy fence to provide a soft vegetative buffer between the designated parking area on the Subject Property and the abutting residential property to the east. The proposal also seeks to retain a number of trees and ornamental shrubs already improving the property, including the significant sugar maple tree located in the front yard of the Subject Property (see **Figure 3 – Landscape Plan** attached).
- Modest private outdoor amenity space for the residences will be accommodated through the combined use of porches, decks and/or patios as well as open lawn area;
- The proposed development supports transit and active transportation in the Town of Cobourg as it is situated within close proximity to both existing Town of Cobourg transit routes (Transit Route 2 operates along University Avenue West, and Transit Route 1 operates along Division Street, within close walking distance).
- To manage stormwater, the site will be graded such that surface water runoff in the rear yard will be directed to an infiltration trench. The trench will include a sub-drain which will discharge into the private storm sewer system, and convey stormwater to the existing municipal storm sewer system on University Avenue West. Run-off from the east side and front portions of the site will be directed to an on-site catchbasin in the driveway, which will also accept run-off from the abutting driveway to the east, before discharging into the municipal storm sewer system.
- Temporary stormwater quality control will be provided by installing a silt fence along the west property line, and by placing filter fabric covered with clear stone over the grate on the front yard catchbasin/manhole. Permanent stormwater quality control in the rear yard will be provided by the grassed yard and infiltration trench.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

The Owner has submitted the requisite Site Plan application fee and deposit in the amount of \$3,250.00. The Planning Department is also in receipt of a request to Council from Habitat For Humanity Northumberland to grant a full or partial refund, as applicable, to the Site Plan Application Fee, as well as the following fees:

- Building Permit Fee: \$3,877.00
- Development Charges: \$26,784.00
- Cash-in-Lieu of Parkland Levy: \$7,500.00
- Condominium Application Fee: \$1,700.00

Total: \$43,111.00

As Council has been advised by municipal staff in previous reports on the subject matter, the *Municipal Act* prohibits municipalities from providing grants or other means of financial assistance to private, for-profit enterprises unless otherwise permitted in accordance with a Community Improvement Plan (CIP) adopted by Council under the *Planning Act*. In staff's opinion, however, the Act does not restrict the Municipality from providing grants or other incentives to non-profit organizations such as Habitat For Humanity Northumberland.

On September 30, 2019, in accordance with a municipal staff report recommendation, Cobourg Municipal Council enacted modifications to its Building Permit Fees, Planning Application Fees and Parkland Dedication By-laws to permit reductions or waivers of such applicable fees in accordance with relevant legislation, including the *Municipal Act*. As part of this staff report, it was recommended to Council that any lost revenues as a result of reductions or waivers in fees should be accounted for and replaced by a budget transfer(s) from a specified source (ie. Housing and Community budget, Holdco, etc.).

In accordance with the above, it is recommended that Habitat For Humanity Northumberland be granted relief from applicable Building and Planning fees, Development Charges and the Parkland levy for the subject development in the total amount of \$21,555.00, or 50% of the applicable fees and charges owing. It is also recommended that the lost revenue necessary to support this action in the amount of \$21,555.00 be reserved as a pre-commitment in the 2020 Municipal Budget. It should be noted that Council is already committing ~\$37,000.00/year for 3 years in the 2020-2022 Municipal Budget for the Trinity Housing of Cobourg affordable and rental housing project.

8.0 CONCLUSION

It is the opinion of the Planning Department that the application by Habitat For Humanity of Northumberland to permit a residential development consisting of a total of a total of four (4) dwelling units at 22-24 University Avenue West meets all applicable policies and standards, subject to the finalization of details by municipal staff and external agencies. Further, it is the opinion of planning staff that a 50% reduction in Building Permit, Planning Application and Parkland fees and Development Charges for the subject development in the amount of \$21,555.00 is appropriate and in compliance with applicable legislation, subject to a pre-commitment of \$21,555.00 being made in the 2020 Municipal Budget to account for the revenue shortfall.

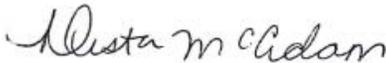
9.0 POLICIES AFFECTING THE PROPOSAL

The primary policies affecting this application relate to the Residential Area designation, Affordable Housing, Cultural Heritage Conservation, and Community Design and Improvement policies of the Cobourg Official Plan, as well as the George Street Heritage Conservation District Plan and associated policies and guidelines.

10.0 COMMUNICATION RESULTS

That the By-law attached to this report be passed by Council (see **Figure 5** Agreement Authorization By-law).

Submitted by:



Desta McAdam, MCIP, RPP
Senior Planner – Development

Approved by:



Glenn McGlashon, MCIP, RPP
Director of Planning & Development

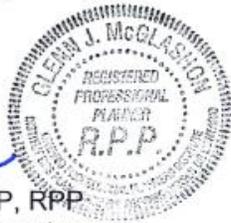


FIGURE 1: LOCATION MAP



FIGURE 4: BUILDING RENDERINGS & ELEVATIONS

- LIST OF DRAWINGS
 1. Cover Sheet
 2. Site Plan
 3. Site Layout
 4. Foundation Plan
 5. Ground Floor Plan
 6. Second Floor Plan
 7. Exterior Elevations

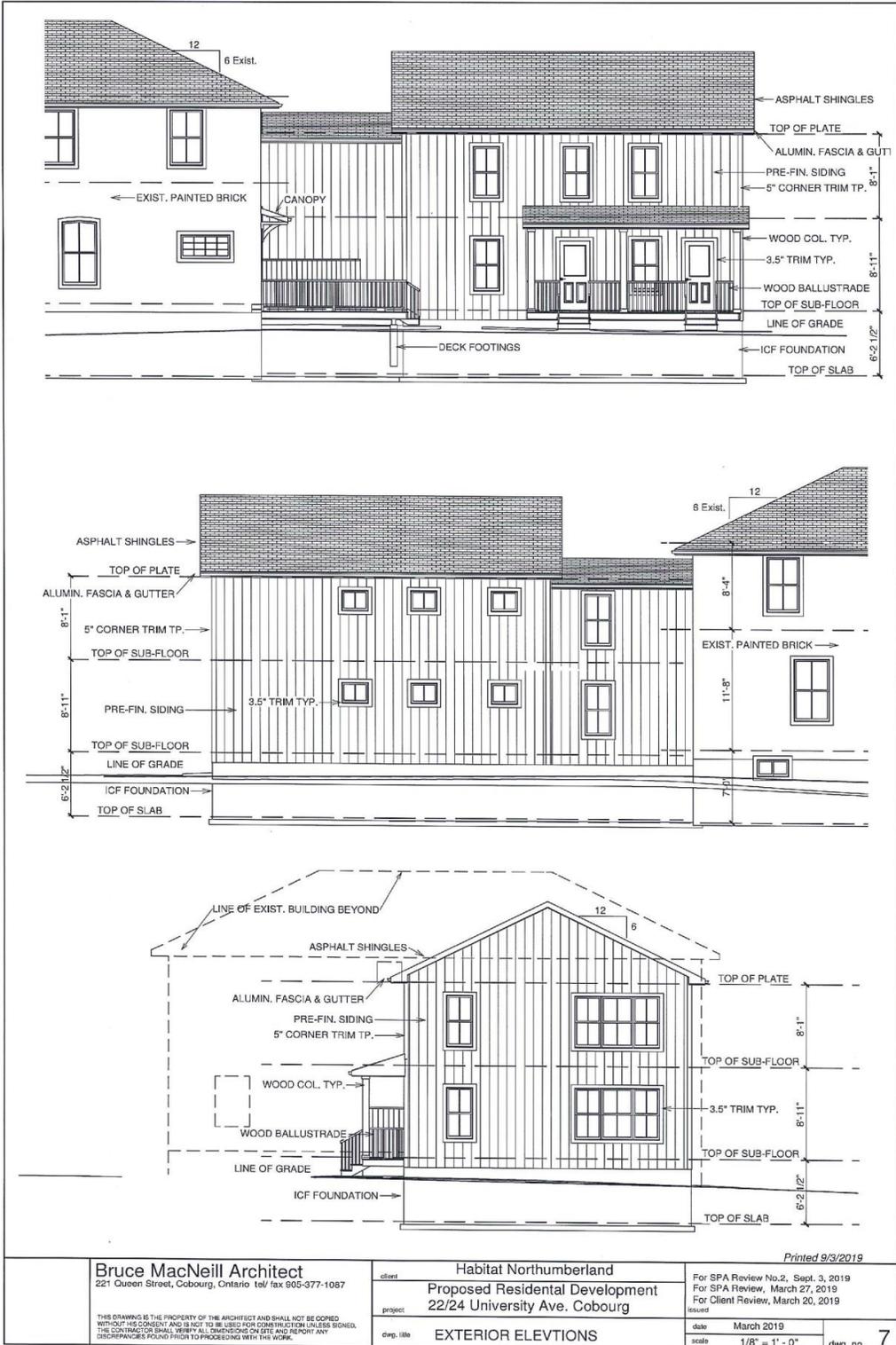


VIEW OF ADDITION FROM NORTHEAST



VIEW OF ADDITION FROM EAST

<p>Bruce MacNeill Architect 221 Queen Street, Cobourg, Ontario tel/fax 905-377-1087</p> <p><small>THIS DRAWING IS THE PROPERTY OF THE ARCHITECT AND SHALL NOT BE COPIED WITHOUT HIS CONSENT AND IS NOT TO BE USED FOR CONSTRUCTION UNLESS SOICED. THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS ON SITE AND REPORT ANY DISCREPANCIES FOUND PRIOR TO PROCEEDING WITH THE WORK.</small></p>	<p>client Habitat Northumberland</p>	<p>Printed 9/3/2019</p> <p>For SPA Review No.2, Sept. 3, 2019 For SPA Review, March 27, 2019 For Client Review, March 20, 2019</p>
	<p>project Proposed Residential Development 22/24 University Ave. Cobourg</p>	<p>date March 2019</p>
<p>deg. file COVER SHEET</p>		



Bruce MacNeill Architect
 221 Queen Street, Cobourg, Ontario tel/ fax 905-377-1087

client: Habitat Northumberland
 project: Proposed Residential Development
 22/24 University Ave. Cobourg

Printed 9/3/2019
 For SPA Review No.2, Sept. 3, 2019
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THIS DRAWING IS THE PROPERTY OF THE ARCHITECT AND SHALL NOT BE COPIED WITHOUT HIS CONSENT AND IS NOT TO BE USED FOR CONSTRUCTION UNLESS SIGNED. THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS ON SITE AND REPORT ANY DISCREPANCIES PRIOR TO PROCEEDING WITH THE WORK.

dwg. title: EXTERIOR ELEVATIONS

date: March 2019
 scale: 1/8" = 1' - 0"
 dwg. no. 7

FIGURE 5: AGREEMENT AUTHORIZATION BY-LAW

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG
	BY-LAW NUMBER <u> -2019 </u>

A BY-LAW TO AUTHORIZE EXECUTION OF A DEVELOPMENT AGREEMENT WITH HABITAT FOR HUMANITY OF NORTHUMBERLAND, LAKEFRONT UTILITY SERVICES INC. AND THE CORPORATION OF THE TOWN OF COBOURG (22-24 UNIVERSITY AVENUE WEST)

WHEREAS pursuant to Section 41(7) of the *Planning Act*, R. S. O. 1990, c. P. 13, as amended, which provides in part that a municipality has the authority to enter into one or more agreements in dealing with matters subject to Site Plan Control;

NOW THEREFORE the Municipal Council of the Corporation of the Town of Cobourg enacts as follows:

1. That the Mayor and Municipal Clerk are hereby authorized and instructed to execute on behalf of the Corporation an agreement with Habitat for Humanity of Northumberland, Lakefront Utility Services Inc. and the Corporation of the Town of Cobourg for a residential development consisting of four (4) dwelling units total at 22-24 University Avenue West, Cobourg, subject to the finalization of details and documentation by municipal staff and applicable agencies.
2. THAT this By-law come into effect as of its final passing thereof, and shall expire two (2) years from the date of passing.

By-law read and passed in Open Council this 21st day of October, 2019.

MAYOR

MUNICIPAL CLERK

October 9, 2019

The Corporation of the Town of Cobourg
55 King Street West
Cobourg ON K9A 2M2

Dear Mayor and Council,

Habitat for Humanity Northumberland is the owner of the semi-detached home located at 22 and 24 University Avenue in Cobourg. We acquired the two units in the summer of 2018 through a partnership with the congregation at Trinity United Church. Over the fall and winter months, we renovated the existing semi and two Habitat future homeowner families moved into the refreshed units at the end of April this year. However, this semi is located on a lot that is sufficient to allow for an increase in density. It is for this reason that we have submitted a Site Plan application to build an addition on the back of the existing building which will create two more affordable homeownership units.

I commend the leadership that this Council has taken in identifying the need for affordable housing as a high priority and investigating opportunities to support the development of affordable housing. It is in that context that I ask that you consider your ability to support this particular project. I am writing to request that you consider a partial or full waiver of the development and building charges associated with the construction of these two additional units totalling approximately \$43,000.

Since 1998 Habitat for Humanity Northumberland has supported 58 families in achieving affordable homeownership in Northumberland County. Of the 58 families, 37 have been residents of the Town of Cobourg. The Habitat program supports families to achieve strength, stability and independence through affordable homeownership. Habitat homes are sold to the family at fair market value and all interest-free mortgage payments are reinvested back into the "Fund for Humanity" which is used to build more affordable houses. However this fund does not cover all costs associated with building so we depend on support from the community, both in time and money, to help build more Habitat homes.

While the Habitat program focuses primarily on helping families secure affordable homeownership, over the last 20 years we have demonstrated our impact on the larger affordable housing continuum. Not only do Habitat homes provide safe, decent and affordable housing to the purchasing family, but it also frees up much needed rental housing in Cobourg. In a community with a consistent vacancy rate below 1%, our program is helping to alleviate some of the strain on the social and rental housing market. Additionally, by converting renters into homeowners, we are helping families to build a long-term, stable connection and commitment to their local community.

We build strength, stability and independence through affordable homeownership.

Habitat for Humanity Northumberland | 764 Division Street, Cobourg, ON, Canada K9A 5V2
tel (289) 252-0999 | fax (289) 252-2211 | info@habitatnorthumberland.ca | habitatnorthumberland.ca

Thank you for considering our request. I believe that this is an opportunity for the Town of Cobourg and Habitat for Humanity Northumberland to demonstrate to the community one of the many ways we can work together to build local affordable housing and work towards a community where every resident has a decent place to live.

Sincerely,



Meaghan Macdonald
Executive Director

We build strength, stability and independence through affordable homeownership.

Habitat for Humanity Northumberland | 764 Division Street, Cobourg, ON, Canada K9A 5V2
tel (289) 252-0999 | fax (289) 252-2211 | info@habitatnorthumberland.ca | habitatnorthumberland.ca

	THE CORPORATION OF THE TOWN OF COBOURG
	TRANSPORTATION ADVISORY COMMITTEE
TO:	Brent Larmer, Municipal Clerk/Manager of Legislative Services
FROM:	Bobby-Jo Preston, Secretary
MEETING DATE:	September 26, 2019
SUBJECT:	Sidewalk Priority Plan

The following Motion was adopted at the September 26, 2019 Transportation Advisory Committee (TAC) Meeting:

Moved by Member Curtis:

WHEREAS the Town of Cobourg's 2019 – 2022 Strategic Plan supports and cares for social and physical wellbeing of its citizens;

AND WHEREAS the safety of the community recommends its implementation in an immediate and timely manner;

NOW THEREFORE BE IT RESOLVED THAT the TAC strongly endorses the Sidewalk Priority Plan dated September 12, 2019, and for the safety of the community, recommends its implementation in an immediate and timely manner.

CARRIED

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor and Council	
FROM: TITLE:	Laurie Wills Director of Public Works	
DATE OF MEETING:	September 23, 2019	
TITLE / SUBJECT:	Sidewalk Priority Plan – 2019 Revision	
REPORT DATE:	September 12, 2019	File #:

1.0 STRATEGIC PLAN
NA

2.0 PUBLIC ENGAGEMENT
The original plan was brought to the Transportation Advisory Committee (TAC) and Accessibility Advisory Committee (AAC) in 2018 prior to Council approval. The subject of sidewalk priorities has been discussed at the following Committee of the Whole and Council meetings:
2017: May 29 and June 5
2018: April 23, April 30, June 4, June 11 and June 25
2019: February 19 and February 25
In preparation for construction on Northwood and Spencer, notices were sent to residents on June 13, 2018 following council approval. The revised plan will be discussed at the next TAC meeting on September 26 and at the next AAC meeting on September 18.

3.0 RECOMMENDATION
That the Town of Cobourg Council approve the revised sidewalk priority plan.

4.0 ORIGIN
On June 5, 2017, Council requested that staff prepare a sidewalk priority plan for the construction of new sidewalk around Cobourg. The plan was to establish a set of criteria to evaluate available locations and rank streets in an order of priority based on how well they meet the criteria.

5.0 BACKGROUND

On April 30, 2018, Council approved the Sidewalk Priority Plan for determining a logical order to construct new sidewalks annually. On February 25, 2019, Council passed a motion to revise the Sidewalk Priority Plan using walking distances between each road section to each criteria location instead of a straight line distance.

6.0 ANALYSIS

The following is a description of the revisions made to the Sidewalk Priority Plan:

1. At the request of Council, Town staff developed a GIS application to illustrate the area around a destination that is a predetermined walking distance by way of a road allowance.

By using the buffer distances from the originally approved plan, it was determined that the distances were too short and not enough of the Town was being incorporated into any of the buffers. This resulted in many of the road sections not receiving additional points for parks, transit, pedestrian generators, or intersections with arterial/collector roads and therefore resulted in too many roads having the same score.

To mitigate this issue, the buffer distances were all updated to 250 m (3 minute walk) regardless of the type of destination and this solution resulted in acceptable coverage for the priority plan.

2. Industrial lands have been excluded.
3. Official notice to residents that private gardens/obstructions are to be removed from the municipal road allowance has been reduced from a minimum of 90 days to 60 days.
4. Several road sections were either added or deleted since the previously approved version:

Added	Reason
Densmore Road from Division Street to Birchwood Trail	Road is classified as collector in TMP. Previous report referenced local classification.
Frei Street from Booth Street to Glenhare Street	Required to complete sidewalk on both sides of Frei
Carlisle Street from Northwood Drive to Burnham Street	Sidewalk dead ends across from Curtis. Proposed plan to extend sidewalk on south side to Burnham.
Glenhare Street from sidewalk dead	Partial sidewalk to be completed

end to Booth Street	when sidewalk constructed on Booth Street.
D'Arcy Street from Bay Street to Water Street	Parking lot on east is considered the one complete sidewalk. Second sidewalk required on west side (Collector).
Deleted	Reason
Nickerson Drive from D'Arcy Street to End	Development
Burnham Street from King Street to CP ROW	No room under bridge
Anne Street	Very narrow ROW, no room for sidewalk
Bagot Street from Sydenham Street to Albert Street	Partial sidewalk extends only one property. Local road with a full sidewalk already, no requirement to extend entire length.
Paul Currelly Way	Multi-Use Trail on one side.
Henry Street from James Street to University Avenue	Henry was just reconstructed with no funding for new sidewalk.
Sinclair Street from Kerr Street to Boulton Street	Park frontage. Accessible alternative to sidewalk is recommended.
Cottesmore Avenue from King Street to University Avenue	Two sidewalks from King to Gravely. Local road does not require a second sidewalk from Gravely to University.
Stuart Street from Monk Street to King Street	Park frontage. Accessible alternative to sidewalk is recommended.
Delanty Road from Carroll Crescent to Willmott Street	Park frontage. Accessible alternative to sidewalk is recommended.
Westwood Drive from Burnham Street to Willow Crescent	Sidewalk exists from Burnham to major pedestrian generator at townhouse complex. Local road, no requirement to extend further west with complete sidewalk on other side.
Furnace Street from Ball Street to Victoria Street	Only industrial lands remain. Area is part of Tannery MP.
D'Arcy Street from Queen Street to King Street	Development

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT
NA

8.0 CONCLUSION

The sidewalk priority plan has been updated per Council's request to use

walking distances instead of straight line distances to determine the proximity between roads requiring sidewalks and the various entities identified in the plan.

9.0 POLICIES AFFECTING THE PROPOSAL
NA

10.0 COMMUNICATION RESULTS
Some residents want sidewalk, others do not.

12.0 AUTHORIZATION/SIGNATURES

A handwritten signature in black ink, appearing to read "L. Wills", written in a cursive style.

Laurie Wills
Director of Public Works

Approved By:
Ian Davey, Treasurer/Director of Corporate
Services

Department:
Finance



THE CORPORATION OF THE TOWN OF COBOURG
Public Works & Engineering Department
740 Division Street Bldg. #7
Cobourg ON K9A 0H6
Telephone: 905-372-9971
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September 12, 2019

RE: Sidewalk Priority Plan

1 Background

The Town of Cobourg has an annual sidewalk capital program where new sidewalk is installed by Public Works staff or a private contractor. The budget for the program ranges from \$75,000 - \$100,000 which would typically cover the cost of construction for 250 to 500 linear metres of sidewalk and includes labour, equipment, and materials for the sidewalk as well as any restoration of disturbed areas as needed.

In 2017, Council requested that Town staff prepare a master list of priorities for new sidewalk locations in order to eliminate subjectivity and dispute in the future. In 2018 a plan was prepared and approved by Council however in 2019 a new motion was brought forth to revise the approved plan to incorporate walking distances instead of straight line distances.

The purpose of the enclosed master sidewalk plan is to clearly identify the criteria by which new sidewalk locations will be evaluated and prioritized.

The objective of the plan is for the Town to have a justifiable long term list of priority sidewalks endorsed by Council.

1.1 Transportation Master Plan

The Town of Cobourg's Official Plan (OP) and Transportation Master Plan (TMP) recommend that all collector and arterial roads have sidewalk on both sides and local roads have sidewalk on at least one side. Cul-de-sacs and short streets are the exception, unless the sidewalk forms part of a connecting link to a destination (ie. a sidewalk which leads to a walkway into a park).

For more information visit Cobourg.ca, 'like' us on Facebook, follow us on Twitter and watch us on YouTube.



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[Town of Cobourg](https://www.linkedin.com/company/Town-of-Cobourg)

2 Approach and Methodology

2.1 Criteria One: Existence of Sidewalk

- a) No Sidewalk: The highest priority roads are those with no sidewalk on either side.

Scenario: All roads with no sidewalk on either side will have priority over roads with sidewalk on one side or partial sidewalks.

- b) Partial Sidewalks on One Side, None on the Other: Sidewalks that end mid-block have been considered in the analysis only if the subject block has residential units existing on the entire side of the road with the partial sidewalk. However, if the sidewalk ends at a destination and no buildings exist beyond the end of the sidewalk then this block has been excluded from the analysis.

Scenario: Frei Street between Glenhare Street and Booth Street is included in the analysis whereas Furnace Street between the Curling Club and Ontario Street has been excluded from the analysis.

- c) Partial Sidewalks on One Side, Complete Sidewalk on the Other: Roads that already have a complete sidewalk on one side of the road but are missing part of a sidewalk on the other side have been considered as long as there is a necessity to complete the partial sidewalk for existing adjacent residences.

Scenario: Munroe Street between Ryerson Commons and Division Street is considered a partial sidewalk that will be considered in the analysis where as King Street East between Coverdale Avenue and Maplewood Boulevard, the sidewalk on the north side ends at the last residence and will only be extended upon development of the vacant lands to east. This section between Coverdale and Maplewood has not been included in the analysis.

2.2 Criteria Two: Road Classification

The second highest priority of roads is based on the volume of traffic or classification. Those that are classified as Arterial are the highest, followed by Collector, and then Local roads.

Scenario: An arterial road with no sidewalk will have priority over a collector or local road with no sidewalk.

2.3 Criteria Three: Proximity to Various Entities

The third consideration is how close a road is to important community infrastructure that exists within the Town's GIS database. The following are what have been considered in the analysis:

- a) Schools
- b) Major Pedestrian Generators/Destinations ie. Hospital, library, YMCA, shopping, employment areas, downtown, etc.
- c) Transit Stops
- d) Parks
- e) Local roads that Intersect with arterial or collector roads

It should be noted that specific private businesses such as medical clinics, nursing homes, dental offices, etc. are not identified in the Town's GIS. The major pedestrian generator/destination category typically encompasses the institutional and commercially zoned areas of the Town.

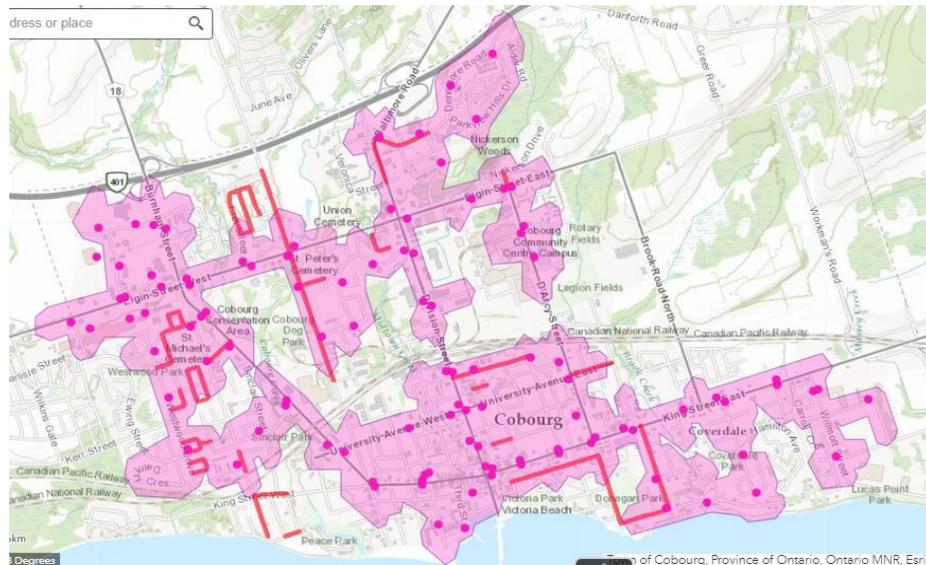
GIS can also identify which classes of roads intersect with other classes of roads so the data extracted for the final entity of Criteria 3 included local roads that start or end at arterial or collector roads. These local roads were assigned a higher weighting because they connect lower density areas to higher density areas where sidewalk is more likely to already exist.

2.3.1 Buffer Distance

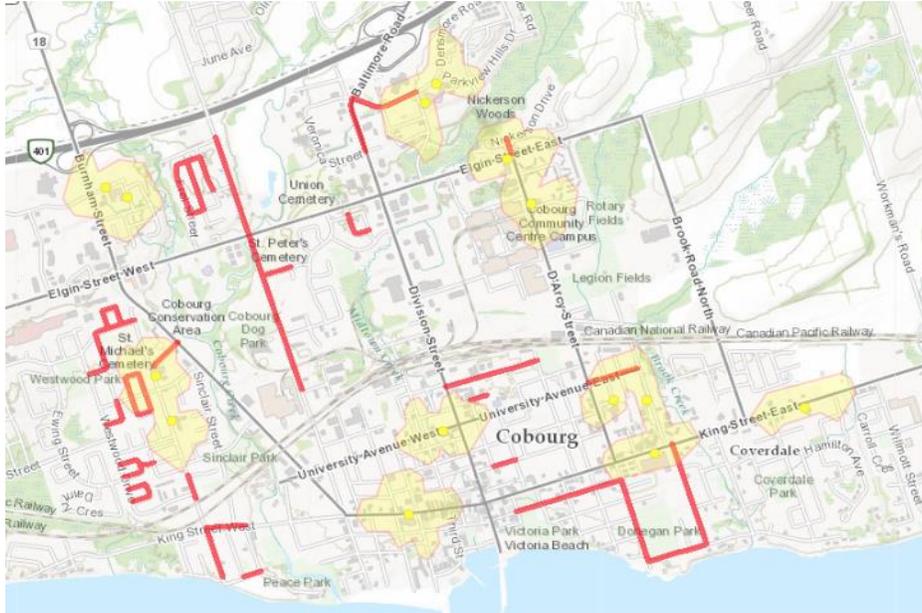
In order to identify the streets that are in close proximity to important community infrastructure, a walking distance buffer of 250 m was assigned to all schools, major pedestrian generators, transit stops and parks. Typically, a block length in Cobourg is less than 250m or approximately a 3 minute walk, which indicates that pedestrians on local roads will almost always be within 250m of a more major road where sidewalk is more likely to exist.

The walking distance buffer was established using a GIS application that essentially draws a 250 m line in all possible directions along the adjacent road ways which creates a polygon or buffer area and identifies all of the streets that intersect with that polygon.

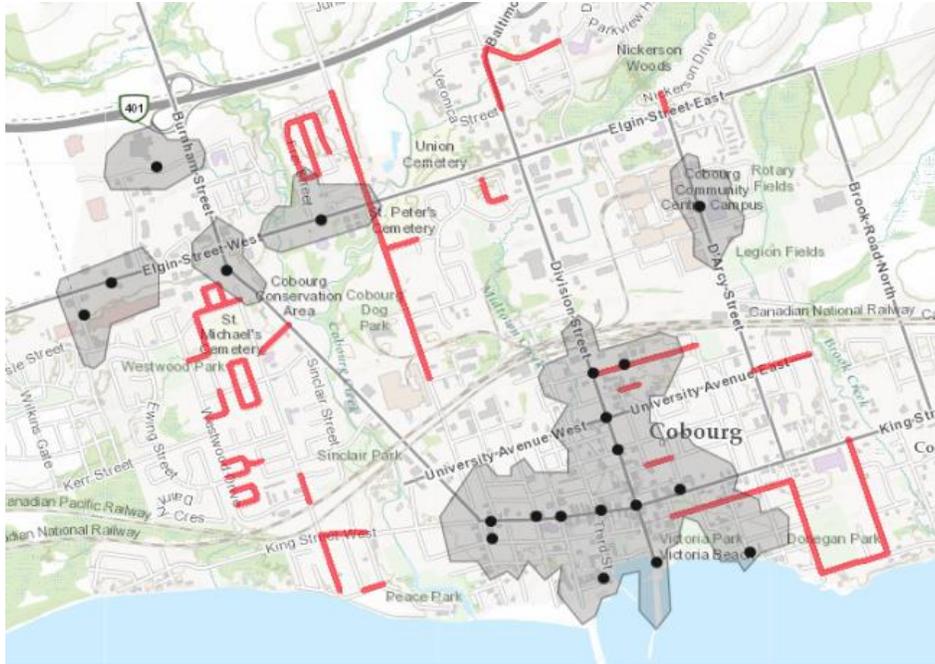
Below is an illustration of the 250 m walking distance buffer around each transit stop.



Below is an illustration of the 250m walking distance buffer around schools.



Below is an illustration of the 250 m walking distance buffer around major pedestrian generators/destinations.

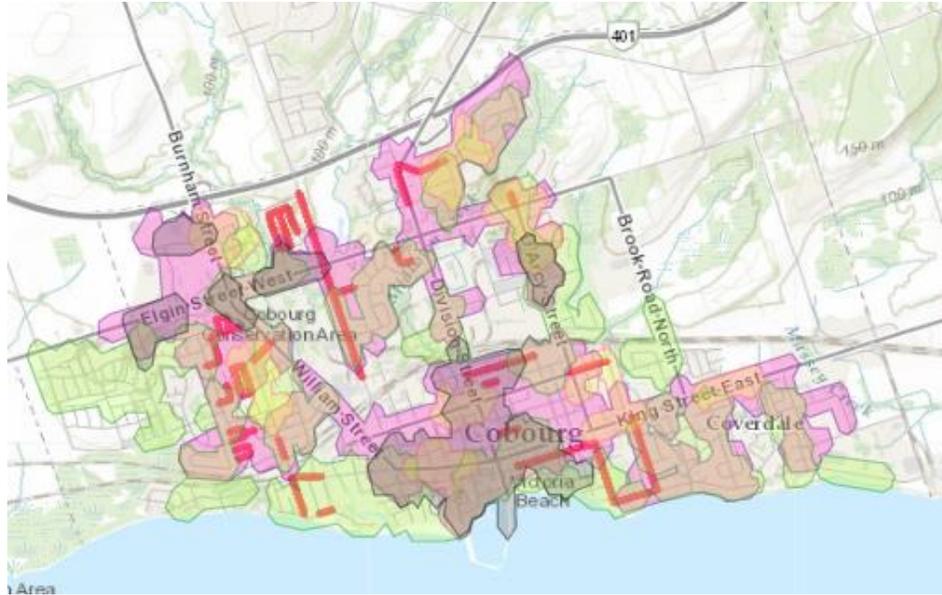


Below is an illustration of the 250m walking distance buffer around parks.



Once all of the buffers were established and mapped, they were overlapped onto each other and the data for each layer was exported to a spreadsheet for analysis.

Below is an illustration of all the buffers superimposed.



2.4 Exclusions

For this study, the following roads have been excluded from the analysis:

1. Local roads that already have sidewalk on one side.
2. All roads that do not have curb and gutter.
3. Dead end streets or cul-de-sacs.
4. Industrial Lands
5. Park frontages
6. Special circumstances ie. Furnace Street there is an existing sidewalk from Victoria Street to the entrance of the curling club on the north side. There are no other residences or buildings on the north side of Furnace Street between the Curling Club and Ontario Street and therefore the extension of the sidewalk to Ontario Street will not be considered. Typical scenarios such as this have been excluded from the study.

The Sidewalk Priority Plan does not include repairs. Existing sidewalks that is in need of repair are identified and repaired by the Public Works Department and costs associated with the repairs are included in the annual operations budget. New sidewalks are only included in the Town's capital works budget.

Road reconstruction projects are also not included in the Sidewalk Priority Plan. Where ever possible, all streets that are reconstructed or rehabilitated will also be considered for new or replacement sidewalk.

Costs associated with the construction of new sidewalk in accordance with the Sidewalk Priority Plan do not include engineering fees, if required. Some of the more challenging streets in Town that require substantial restoration and/or retaining walls may require a topographic survey and detailed engineering plans for construction and these costs have not been included in the financial analysis of this plan.

Along with the implementation of new infrastructure comes increased maintenance costs. Operations and maintenance costs associated with new sidewalks have not yet been considered in this plan. A subsequent investigation and report will be conducted to determine the current costs associated with all sidewalk maintenance in order to determine the required annual operating budget increases associated with the new infrastructure.

3 Evaluation

In order to evaluate all of the roads in Town that require sidewalk, each of the criteria were assigned a corresponding weight. Weighting is a common way to assess the relative merits of a range of options as opposed to a rating which is typically a score of results. Criteria that receive a higher weight are considered to have a higher priority to be serviced by a sidewalk.

The criteria were assigned the following weights for analysis:

	Criteria	Description	Assigned Weight
1	Existence of Sidewalk		
	No Sidewalks on Either Side	Roads with curb and gutter	25
	Partial Sidewalk on One Side No sidewalk on Other side	Roads with curb and gutter	15
	Sidewalk on One Side Only	Roads with curb and gutter	10
	Partial Sidewalk on One Side	Roads with curb and gutter	5
2	Road Classification		
	Arterial (4 lanes)	Roads with curb and gutter	15
	Arterial (2 lanes)	Roads with curb and gutter	10
	Collector	Roads with curb and gutter	5
	Local	Roads with curb and gutter	1
3	Proximity to Various Entities		
	School Zone	Within 250m of a school	20
	Major Pedestrian Generators/Destinations	Within 250m of Hospital, library, YMCA, Downtown, Beach, Shopping	15
	Transit	Within 250m of transit stop	10
	Parks	Within 250m of Parks	5
	Intersecting with Arterial or Collector Roads	Only local roads intersecting with arterials or collectors	10

It should be noted that the weightings for Criteria 1 and 2 were specifically assigned, through an iterative process, so that the following circumstances would always be met if road classification and sidewalk existence were the only considerations:

1. An arterial (2 lane) and collector with no sidewalk on either side must always score higher than a local road with no sidewalk on either side.
2. A local road with no sidewalk must always score higher than an arterial (2 lane) or collector with sidewalk on one side.

Although the TMP recommends sidewalk on both sides for arterial and collectors and one side for locals, this strategy will ensure that local roads receive one sidewalk before a two lane arterial or collector receives a second sidewalk. However, any collectors or arterials that also fall under Criteria 3 may result in a collector or arterial receiving a second sidewalk before a local road receives one sidewalk.

4 Analysis

All roads with curb and gutter have been mapped within the Town's Geographic Information System (GIS) and can be assigned their weighting for Criteria 1 and 2. For each of the entities of Criteria 3, a walking distance buffer was created to capture all of the roads within the buffers in order to assign an associated weight. Data was then extracted from GIS into a spreadsheet to sum up all of the weighting assigned to each section of road.

Constructability

This evaluation has been completed strictly based on spatial GIS data that does not consider topography and the fact that there are often obstructions in the road allowance that will make building a sidewalk challenging and more costly. Obstructions such as overhead utilities and poles, fire hydrants, and trees will significantly add to the cost of constructing a sidewalk. Having to construct a retaining wall to make up a grade differential is not ideal, expensive and typically not desired on municipal property.

At any given time, there may be several streets that have the same total score on the priority list. Staff will inspect the subject streets to identify any additional factors that may determine which street should be the higher priority for the upcoming year of construction. The cost to construct the sidewalks may also impact its priority ie. If it is a very expensive section with many challenges, it may require additional funding before it can be constructed or it may have to be constructed over two or more years.

Complete Streets

As illustrated in the priority list, the sections of road that are being evaluated are actually block lengths (intersection to intersection) and all connecting blocks on a single street have been grouped together and highlighted with the same colour. This is so that a single block will not be constructed in isolation. The block with the highest score in a grouping is what indicates the street's priority.

How to Choose Which Side

For roads with no sidewalk, there are many factors involved in deciding which side of the road the new sidewalk will go on. This decision will be provided by staff recommendation after a thorough review of road.

Considerations will include but not be limited to the following:

1. Overhead utilities – avoid having to relocate hydro poles and hydrants due to costs.
2. Underground utilities – avoid building sidewalk over top in case buried utility requires maintenance in the future and sidewalk has to be removed and replaced.
3. Driveways – ideal to have sidewalk on the side with the least amount of driveways.
4. Trees – ideal to construct sidewalk where there are fewer trees impacted.
5. Transit stops – ideal to construct sidewalk on the same side as a transit stop, if possible.
6. Retaining walls – ideal to avoid any if possible due to safety and capital/maintenance costs.

5 Implementation

Based on a typical unit rate for construction of a linear metre of sidewalk, the priority list is also showing the cost estimate of each section of road and a cumulative cost estimate to complete all of the sidewalks on the priority list. In summary, with an annual budget of \$100,000, it will require approximately 20 years to complete the list of sidewalk priorities based on current market rates. This estimate is variable based on bid prices, time of year and weather, and difficulty or ease of construction.

Funding and government grants may arise from time to time that allow for additional construction projects and Town staff will continue to watch for these opportunities as well as identifying other budget alternatives.

The top priorities will be physically assessed in the fall of the preceding year to determine any constraints or extenuating circumstances that are unique and particular to the street that may otherwise change its priority ie. a street that is slated for reconstruction in the near future as part of the Town's Asset Management Plan would be deferred until that time. An annual report to Council will be prepared to document the results of the assessment in support of the next priority sidewalk.

Town of Cobourg Sidewalk Standards

The following standards will apply for all new sidewalks constructed on existing streets.

1. All new sidewalks will be constructed parallel to the curb line and are not to be constructing around trees with the exception of any trees that are designated to be preserved by the Town Arborist.
2. The Town will not be constructing around private obstructions that have been installed on municipal property. Any private works must be relocated prior to sidewalk construction or they will be removed and disposed of by the Town or the Town's contractor. The Town will provide one site visit and one written notice to home owners at least sixty (60) days in advance of the sidewalk construction if private works are to be relocated.

3. Boulevards will be maximized where possible. All new sidewalks will have a minimum setback of 1.2m from the back of the curb as a boulevard between the road and the sidewalk is required for snow storage.
4. Sidewalks will be 1.5m wide and constructed in accordance with Ontario Provincial Standard Specifications and Drawings.
5. Tactile walking surface indicators will be installed on all curb ramps where new sidewalk is installed at an intersection.
6. Existing driveways and private walkways will be restored in kind. Private walkways are not permitted between the sidewalk and the curb.

6 Closing and Next Steps

The Sidewalk Priority Plan is a tool to implement the recommendations of the Transportation Master Plan, Official Plan, and make Cobourg a more accessible and pedestrian friendly town in a systematic and rational manner. The Plan will be reviewed and updated regularly to ensure that the criteria and weightings remain relevant and applicable. New criteria can also be added as data becomes available.

The next steps will be for the Town to develop an official policy for the implementation of new sidewalks in the Town of Cobourg, based on the subject Sidewalk Priority Plan.

TOWN OF COBOURG SIDEWALK PRIORITY PLAN
SEPTEMBER 2019

Street Name	Location / Road Section	Sidewalk Location	Sidewalk Weight	Road Class Weight	School Weight	Major Ped. Gen. Weight	Transit Weight	Parks Weight	Intersects with Art/Citr	Total Road Section Score	TOTAL ROAD SCORE	Road Section Length (m)	Total Road Length (m)	\$/ Road Section	\$/ Total Road
Abbott Boulevard	ABBOTT BV FROM CORONATION TO KING	NONE	25	1	20	0	10	5	10	71	71	161	668	\$ 32,200.00	\$ 133,600.00
Abbott Boulevard	ABBOTT BV FROM LAKESHORE TO CORONATION	NONE	25	1	0	0	10	5	10	51		248		\$ 49,600.00	
Abbott Boulevard	ABBOTT BV FROM CORONATION SOUTH TO CORONATION NORTH	NONE	25	1	0	0	10	5	0	41		259		\$ 51,800.00	
D'Arcy Street	D'ARCY ST FROM ELGIN TO NICKERSON	NONE	25	1	20	0	10	5	10	71	71	104	104	\$ 20,800.00	\$ 20,800.00
Hayden Crescent	HAYDEN CR FROM BURWASH EAST TO BURWASH WEST	NONE	25	1	20	0	10	5	0	61	61	330	330	\$ 66,000.00	\$ 66,000.00
Murray Crescent	MURRAY CR FROM BURWASH EAST TO BURWASH WEST	NONE	25	1	20	0	10	5	0	61	61	329	329	\$ 65,800.00	\$ 65,800.00
Heath Street	HEATH ST FROM WILLIAM TO BURNHAM	ONE COMPLETE	10	5	20	0	10	5	10	60	60	213	213	\$ 42,600.00	\$ 42,600.00
Densmore Road	DENSMORE RD FROM DIVISION TO OTTO	ONE COMPLETE	10	5	20	0	10	0	10	55	55	194	415	\$ 38,800.00	\$ 83,000.00
Densmore Road	DENSMORE RD FROM OTTO TO BIRCHWOOD	ONE COMPLETE	10	5	20	0	10	5	0	50		221		\$ 44,200.00	
Curtis Crescent	CURTIS CR FROM EAST CARLISLE TO WEST CARLISLE	NONE	25	1	0	15	10	0	0	51	51	310	310	\$ 62,000.00	\$ 62,000.00
University Avenue East	UNIVERSITY AV E FROM DARCY TO CAMPBELL	ONE COMPLETE	10	10	20	0	10	0	0	50	50	113	315	\$ 22,600.00	\$ 63,000.00
University Avenue East	UNIVERSITY AV E FROM MAJOR TO COTTESMORE	ONE COMPLETE	10	10	20	0	10	0	0	50		111		\$ 22,200.00	
University Avenue East	UNIVERSITY AV E FROM CAMPBELL TO MAJOR	ONE COMPLETE	10	10	20	0	10	0	0	50		91		\$ 18,200.00	
Munroe Street	MUNROE ST FROM DIVISION TO SIDEWALK DEAD END	ONE COMPLETE ONE PART	5	1	0	15	10	5	10	46	46	311	311	\$ 62,200.00	\$ 62,200.00
Chapel Street	CHAPEL ST FROM JOHN TO COLLEGE	ONE COMPLETE	10	5	0	15	10	5	0	45	45	141	141	\$ 28,200.00	\$ 28,200.00
Lakeshore Drive	LAKESHORE DR FROM DARCY TO BAYVIEW	NONE	25	5	0	0	10	5	0	45	45	267	367	\$ 53,400.00	\$ 73,400.00
Lakeshore Drive	LAKESHORE DR FROM BAYVIEW TO ABBOTT	NONE	25	5	0	0	10	5	0	45		100		\$ 20,000.00	
Ontario Street	ONTARIO ST FROM HUYCKE TO ELGIN	ONE COMPLETE	10	5	0	15	10	5	0	45	45	274	1674	\$ 54,800.00	\$ 334,800.00
Ontario Street	ONTARIO ST FROM ELGIN TO ADELE	ONE COMPLETE	10	5	0	15	10	0	0	40		330		\$ 66,000.00	
Ontario Street	ONTARIO ST FROM MCGUIRE TO SUTHERLAND	ONE COMPLETE	10	5	0	0	10	5	0	30		370		\$ 74,000.00	
Ontario Street	ONTARIO ST FROM SUTHERLAND TO HUYCKE	ONE COMPLETE	10	5	0	0	10	5	0	30		388		\$ 77,600.00	
Ontario Street	ONTARIO ST FROM ADELE TO WHITE	ONE COMPLETE	10	5	0	0	0	0	0	15		312		\$ 62,400.00	
Queen Street	QUEEN ST FROM GREEN TO HENRY	ONE COMPLETE	10	5	0	15	10	5	0	45	45	177	611	\$ 35,400.00	\$ 122,200.00
Queen Street	QUEEN ST FROM CHURCH TO GREEN	ONE COMPLETE	10	5	0	15	10	5	0	45		166		\$ 33,200.00	
Queen Street	QUEEN ST FROM MCGILL TO CHURCH	ONE COMPLETE	10	5	0	15	10	5	0	45		108		\$ 21,600.00	
Queen Street	QUEEN ST FROM HENRY TO DARCY	ONE COMPLETE	10	5	0	0	10	0	0	25		160		\$ 32,000.00	
Heenan Street	HEENAN ST FROM HEENAN CRT TO FAIRBANKS	NONE	25	1	0	0	10	5	0	41	41	93	213	\$ 18,600.00	\$ 42,600.00
Heenan Street	HEENAN ST FROM FAIRBANKS TO HEENAN CRT	NONE	25	1	0	0	10	5	0	41		120		\$ 24,000.00	
Northwood Drive	NORTHWOOD DR FROM WESTWOOD TO CARLISLE	NONE	25	1	0	0	10	5	0	41	41	339	339	\$ 67,800.00	\$ 67,800.00
Sandmere Crescent	SANDMERE CR FROM BARBARA TO WESTWOOD	NONE	25	1	0	0	10	5	0	41	41	100	242	\$ 20,000.00	\$ 48,400.00

TOWN OF COBOURG SIDEWALK PRIORITY PLAN
SEPTEMBER 2019

Street Name	Location / Road Section	Sidewalk Location	Sidewalk Weight	Road Class Weight	School Weight	Major Ped. Gen. Weight	Transit Weight	Parks Weight	Intersects with Art/Citr	Total Road Section Score	TOTAL ROAD SCORE	Road Section Length (m)	Total Road Length (m)	\$/ Road Section	\$/ Total Road
Sandmere Crescent	SANDMERE CR FROM WESTWOOD TO BARBARA	NONE	25	1	0	0	10	5	0	41		142		\$ 28,400.00	
Spragge Crescent	SPRAGGE CR FROM WESTWOOD TO BURWASH	NONE	25	1	0	0	10	5	0	41	41	224	224	\$ 44,800.00	\$ 44,800.00
Barbara Street	BARBARA ST FROM SHIRLEY TO SANDMERE	NONE	25	1	0	0	10	0	0	36	36	85	85	\$ 17,000.00	\$ 17,000.00
Frei Street	FREI ST FROM BOOTH TO SIDEWALK DEAD END	ONE COMPLETE ONE PART	5	1	0	15	10	5	0	36	36	110	193	\$ 22,000.00	\$ 38,600.00
Frei Street	FREI ST FROM BOOTH TO GLENHARE	ONE COMPLETE	10	1	0	0	0	0	0	11		83		\$ 16,600.00	\$ -
Spencer Street East	SPENCER ST E FROM JOHN TO RYERSON COMMONS	NONE	25	1	0	15	10	0	0	51	51	101	101	\$ 20,200.00	\$ 20,200.00
Glenhare Street	GLENHARE ST FROM BOOTH TO SIDEWALK DEAD END	ONE COMPLETE ONE PART	5	1	0	15	10	5	0	36	36	35	357	\$ 7,000.00	\$ 71,400.00
Booth Street	BOOTH ST FROM GLENHARE TO FREI	NONE	25	1	0	0	0	0	0	26		322		\$ 64,400.00	\$ -
Willow Crescent	WILLOW CR FROM WESTWOOD NORTH TO WESTWOOD SOUTH	NONE	25	1	0	0	10	0	0	36	36	292	292	\$ 58,400.00	\$ 58,400.00
Burnham Street	BURNHAM ST FROM 142 BURNHAM (SIDEWALK DEAD END) TO KING	ONE COMPLETE ONE PART	5	1	0	0	10	5	10	31	31	250	250	\$ 50,000.00	\$ 50,000.00
Carlisle Street	CARLISLE ST FROM CURTIS TO BURNHAM	ONE COMPLETE ONE PART	5	1	0	15	10	0	0	31	31	83	209	\$ 16,600.00	\$ 41,800.00
Carlisle Street	CARLISLE ST FROM CURTIS TO SIDEWALK DEAD END	ONE COMPLETE ONE PART	5	1	0	0	10	5	0	21		43		\$ 8,600.00	\$ -
Carlisle Street	CARLISLE ST FROM CURTIS TO CURTIS	ONE COMPLETE ONE PART	5	1	0	0	10	0	0	16		83		\$ 16,600.00	\$ -
Huycke Street	HUYCKE ST FROM 226 HUYCKE TO ONTARIO	ONE COMPLETE ONE PART	5	1	0	0	10	5	10	31	31	95	95	\$ 19,000.00	\$ 19,000.00
Monk Street	MONK ST FROM STUART TO TREMAINE	NONE	25	1	0	0	0	5	0	31	31	110	110	\$ 22,000.00	\$ 22,000.00
Burnham Street	BURNHAM ST FROM WESTWOOD TO BURNHAM MANOR	ONE COMPLETE	10	5	0	0	10	5	0	30	30	108	128	\$ 21,600.00	\$ 25,600.00
Burnham Street	BURNHAM ST FROM 436 BURNHAM TO WESTWOOD	ONE COMPLETE	10	5	0	0	10	5	0	30		20		\$ 4,000.00	
D'Arcy Street	D'ARCY ST FROM BAY TO LAKEVIEW	ONE COMPLETE	10	5	0	0	10	5	0	30	30	94	540	\$ 18,800.00	\$ 108,000.00
D'Arcy Street	D'ARCY ST FROM PERRY TO ROCKINGHAM	ONE COMPLETE	10	5	0	0	10	5	0	30		70		\$ 14,000.00	
D'Arcy Street	D'ARCY ST FROM LAKEVIEW TO PERRY	ONE COMPLETE	10	5	0	0	10	5	0	30		27		\$ 5,400.00	
D'Arcy Street	D'ARCY ST FROM ROCKINGHAM TO QUEEN	ONE COMPLETE	10	5	0	0	10	0	0	25		51		\$ 10,200.00	
D'Arcy Street	D'ARCY ST FROM WATER TO LAKE	ONE PART	15	5	0	0	0	5	0	25		125		\$ 25,000.00	
D'Arcy Street	D'ARCY ST FROM BAY TO WATER	ONE COMPLETE	10	5	0	0	0	5	0	20		121		\$ 24,200.00	
D'Arcy Street	D'ARCY ST FROM LAKESHORE TO LAKE	ONE COMPLETE	10	5	0	0	0	5	0	20		52		\$ 10,400.00	
Division Street	DIVISION ST FROM VERONICA SOUTH TO VERONICA NORTH	ONE COMPLETE	10	10	0	0	10	0	0	30	30	351	351	\$ 70,200.00	\$ 70,200.00
King Street West	KING ST W FROM STUART TO BURNHAM	ONE COMPLETE	10	5	0	0	10	5	0	30	30	122	285	\$ 24,400.00	\$ 57,000.00
King Street West	KING ST W FROM WPCP DRIVEWAY TO SINCLAIR	ONE COMPLETE	10	5	0	0	0	5	0	20		110		\$ 22,000.00	
King Street West	KING ST W FROM SINCLAIR TO STUART	ONE COMPLETE	10	5	0	0	0	5	0	20		53		\$ 10,600.00	
Glenhare Street	GLENHARE ST FROM ADELE TO FREI	NONE	25	1	0	0	0	0	0	26	26	224	224	\$ 44,800.00	\$ 44,800.00

	COMMUNITY SERVICES DIVISION MEMORANDUM	
	PARKS & RECREATION ADVISORY COMMITTEE	
TO:	Brent Larmer, Municipal Clerk	
FROM:	Jodi Ware-Simpson, Secretary	
DATE OF MEETING:	October 15, 2019	
REPORT TITLE/SUBJECT:	Motion to Council Regarding The East Pier and Campground Staff Report and Public Engagement Report	

The following motion was approved at the October 10, 2019 special meeting of the Parks and Recreation Advisory Committee:

Moved by Councillor Chorley:

THAT Having considered the East Pier and Campground Staff Report of October 4, 2019 and the accompanying Public Engagement Report, the Parks and Recreation Advisory Committee recommends that Council approves the procurement of engineering and other professional services to develop drawings, costs and tender documents for the following:

- *East Pier structural repairs to enable a combination of pedestrian and light vehicle use (Option 4);*
- *East Pier enhancement as deemed appropriate by Council.*

	COMMUNITY SERVICES DIVISION MEMORANDUM	
	PARKS & RECREATION ADVISORY COMMITTEE	
TO:	Brent Larmer, Municipal Clerk	
FROM:	Jodi Ware-Simpson, Secretary	
DATE OF MEETING:	October 15, 2019	
REPORT TITLE/SUBJECT:	Motion to Council Regarding the Waterfront Plan Public Engagement Report: Campground	

The following motion was approved at the October 1, 2019 meeting of the Parks and Recreation Advisory Committee:

Moved by Member McGrath:

THAT the Parks and Recreation Advisory Committee has observed that the public will seem to be to retain the campground, that service upgrades are a necessary cost and should be adopted but cosmetic upgrades such as the interface improvements require more in depth study before a thoughtful recommendation can be made by this Committee.

Carried



THE CORPORATION OF THE TOWN OF COBOURG

COMMITTEE OF THE WHOLE
Report

To:	Mayor John Henderson and Members of Council	
From:	Dean A. Hustwick, Director of Community Services	
Date of Meeting:	October 15, 2019 Committee of the Whole Meeting	
Title/Subject:	Waterfront Plan – Design and Engineering for East Pier & Campground – Consultation Report-Back	
Report Date:	October 04, 2019	File #

1.0 **STRATEGIC PLAN**

The Town of Cobourg Strategic Plan Components (2019 – 2022) includes the following Strategic Actions:

- *Invest in programs, services and infrastructure to make Cobourg more accessible*
- *Repair and rejuvenate the East Pier*

2.0 **PUBLIC ENGAGEMENT**

2017-18

The Waterfront User Needs Assessment and Detailed Design (Waterfront Plan) included extensive public engagement, including surveys with the following results related to the East Pier and the Campground.

EAST PIER

The most common issues raised during the public consultation pertaining to the East Pier included:

- The pier is an important destination for citizens to view the water;
- Vehicular access is important for those who cannot walk the length of the pier to enjoy its benefits;
- Unique feature of Cobourg's waterfront;
- Safety is an ongoing concern - structural integrity of pier needs to be addressed;
- Lack of barriers can be a safety concern, especially during special events;
- Access to light house is desired;
- Street racing is a problem during summer months; and,
- Potential as a deep-water dock not fully realized.

The report stated that:

The pier has significant potential as a key attraction, not only on Cobourg's waterfront but along the shore of Lake Ontario. Its size, proximity to Victoria Park Beach, and ability to accommodate large vessels on the west side make it a unique asset with unrealized potential. However, the pier will require significant investment to make it a safe destination to continue and/or expand its use and revenue generating potential from a wide range of events and users.

Nine initiatives pertaining to the East Pier were identified:

- 4.1 Structural repairs
- 4.2 Seating/lookouts
- 4.3 Pedestrian walkway
- 4.4 Infrastructure for charter boats and deep water docking
- 4.5 New Coast Guard building
- 4.6 Food concession / restaurant
- 4.7 Light house improvements
- 4.8 Seasonal closure to motorized vehicles
- 4.9 Electrical upgrades and pedestrian lighting

Survey results:

- 60% of respondents to the survey indicated that they use the East Pier.

Resident Survey

East Pier (Q.11)	Cobourg Residents		All Respondents	
	%	#	%	#
Access to the end of the pier and lighthouse should be part of improvement plans.	64% Agree	752	63% Agree	975
The pier should be upgraded and developed into a feature space that is pedestrian and vehicle-friendly and can accommodate special events, entertainment, services for users, etc.	59% Agree	700	59% Agree	907
With the exception of access for emergency vehicles and those needed for special events and to facilitate accessibility, the pier should be a pedestrian-only space.	44% Agree	520	43% Agree	663
No changes should be made to the east pier.	44% Disagree	503	42% Disagree	621

Business Survey

East Pier (Q.28)	Businesses	
	%	#
Access to the end of the pier and lighthouse should be part of improvement plans.	69% Agree	44
The pier should be upgraded and developed into a feature space that is pedestrian and vehicle-friendly and can accommodate special events, entertainment, services for users, etc.	53% Disagree	34
No changes should be made to the east pier.	49% Agree	30
With the exception of access for emergency vehicles and those needed for special events and to facilitate accessibility, the pier should be a pedestrian-only space.	45% Agree	29
Capitalize on the sports fishing industry by providing infrastructure necessary to support a charter fishing/tour boat base of operations along the east pier	40% Agree	25

CAMPGROUND

Resident Survey

Campground (Q.09)	Cobourg Residents		All Respondents	
	%	#	%	#
Land should be made available for development of a waterfront hotel	81% Disagree	948	80% Disagree	1,345
Make the property available in future for needed community facilities (e.g., cultural centre, art gallery, etc.).	65% Disagree	759	64% Disagree	1,075
The space should be converted to a day use/picnic area and special event space to alleviate the pressure on Victoria Park.	63% Disagree	731	62% Disagree	1,035
Consideration should be given to extending the campground's season by providing rental cabins.	61% Disagree	709	57% Disagree	953
The campground should remain in its present use as a trailer park with capital upgrades (e.g., electrical supply, services building, aesthetic improvements, etc.)	56% Agree	658	58% Agree	980

Business Survey

Campground (Q.26)	Businesses	
	%	#
Land should be made available for development of a waterfront hotel.	71% Disagree	49
The space should be converted to a day use/picnic area and special event space to alleviate the pressure on Victoria Park.	68% Disagree	47
Make the property available in future for needed community facilities (e.g., cultural centre, art gallery, etc.).	64% Disagree	44
The campground should remain in its present use as a trailer park with capital upgrades (e.g., electrical supply, services building, aesthetic improvements, etc.).	52% Agree	37
Consideration should be given to extending the campground's season by providing rental cabins.	51% Disagree	35

2019

As per Council direction, the Community Services Division worked with the Communications Department to conduct additional public engagement. Staff carried out six weeks of additional online engagement that ran from August 12 until September 23 and held an open house on September 12 to solicit additional public input into the recommendations of the Waterfront User Needs Assessment and Detailed Design (Waterfront Plan) as well as the repair options for the East Pier as outlined by Shoreplan Engineering.

The online engagement utilized for the first time EngageCobourg.ca which uses *Bang the Table*, an online community engagement platform that provides the opportunity to give more people access to information and to enable them to have their say on public issues. It helps to drive inclusive, transparent and measurable community engagement processes that empower collaborative learning, discussion, and debate.

EAST PIER

The public engagement objectives were to:

1. Identify the best option for the structural repair of the East Pier
2. Provide commentary on the nine enhancement initiatives proposed for the East Pier
3. Brainstorm ideas and develop a vision for the future of the East Pier

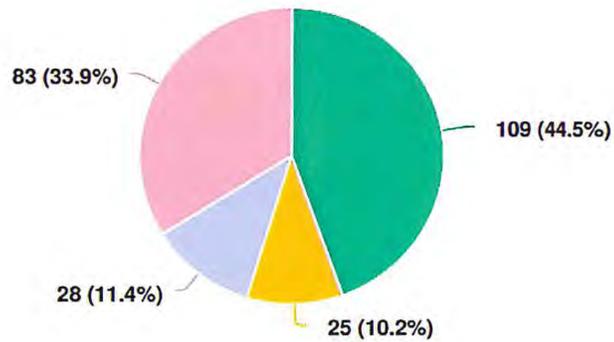
In total, there were 681 “aware” visitors who visited the site page but did not open a document or participate in an engagement tool. There were 503 “informed” visitors who visited the site and opened a document or looked at an image but did not actively participate in an engagement tool (survey, forum, etc.). And there were 250 “engaged” visitors who made 518 “contributions” by participating in the survey or providing comments, responses or votes.

A survey tool was used to allow each registered user to select their preferred option from the four different repair options for the East Pier as outlined in the Shoreplan engineering report.

A total of 245 users completed the survey with the following results:

Option #	Option Description	User Selections
1	Pedestrian Only (closed to traffic)	109 (44.5%)
2	Predominantly Light Vehicle Use	25 (10.2%)
3	Predominantly Pedestrian with Light & Heavy Vehicle Use	28 (11.4%)
4	Predominantly Pedestrian with Light Vehicle Use	83 (33.9%)

Q1 Please select the best repair option for the East Pier.



Question options

- Option 1 - Pedestrian only. Closed to Traffic
- Option 2 - Predominantly Light Vehicle Use
- Option 3- Piled Deck. Limited Heavy Use, along with Pedestrian and Light Vehicle
- Option 4 – Predominantly Pedestrian with Light Vehicle Use

(245 responses, 0 skipped)

Forum Engagement Summary

A series of online forums were also provided giving citizens an opportunity to go into more detail in some areas, and to allow participants to provide more focused feedback on enhancement initiatives and their vision for each project.

Question 1 – What East Pier structural repair option did you select and why?

95 registered Cobourg citizens visited the forum resulting in 39 unique contributors and 159 contributions (comments, votes, replies). Please see the full Public Engagement Report (attached) for more detailed information on the engagement results.

Question 2 – The Waterfront Plan identified nine initiatives pertaining to the enhancement of the East Pier. Let us know your thoughts on any of them.

61 registered Cobourg citizens visited the forum resulting in 16 unique contributors and 23 contributions (comments, votes, replies). There were a total of **six comments**, which were generally supportive of the enhancement options. Please see the full Public Engagement Report (attached) for more detailed information on the engagement results.

Question 3 - Do you have another idea for the East Pier? What's your vision?

76 registered Cobourg citizens visited the forum with 29 unique contributors and 91 contributions (comments, votes, replies). A total of **17 comments** were received with the majority being supportive of the enhancement options while encouraging the repairs to be significant enough to accommodate food, beverage and other retail and commercial operations. Please see the full Public Engagement Report (attached) for more detailed information on the engagement results.

Definitions:

Visitors: Total number of citizens who visited the forum page.

Contributors: Total number of citizens who provided a comment, comment vote (thumbs up or thumbs down) or reply.

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (thumbs up or thumbs down)

CAMPGROUND

The public engagement objectives were to:

1. Provide commentary on the eight initiatives identified for the Campground
2. Brainstorm ideas and develop a vision for the future of the Campground

In total, there were 760 “aware” visitors who visited the site page but did not open a document or participate in an engagement tool. There were 393 “informed” visitors who visited the site and opened a document or looked at an image but did not actively participate in an engagement tool (survey, forum, etc.). And there were 151 “engaged” visitors who made 1,805 “contributions” by participating in the survey or providing comments, responses and votes.

Question 1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

294 registered Cobourg citizens visited the forum with 102 unique contributors and 943 contributions (comments, votes, replies). While most of the comments related to either eliminating or retaining the campground (which was not a posed question), the vast majority

of comments that related to enhancements were supportive of most of the eight specific initiatives, with mixed results regarding the beach/campground interface and all-season cottages/yurts.

Question 2: Do you have another idea for the Campground? What's your vision?

207 registered Cobourg citizens visited the forum with 76 unique contributors and 863 contributions (comments, votes, replies). While most of the comments related to either eliminating or retaining the campground (which was not a posed question), the vast majority of comments that related to enhancements were supportive of most of the eight specific initiatives, with mixed results regarding the beach/campground interface and all-season cottages/yurts.

Definitions:

Visitors: Total number of citizens who visited the forum page.

Contributors: Total number of citizens who provided a comment, comment vote (thumbs up or thumbs down) or reply.

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (thumbs up or thumbs down)

3.0 RECOMMENDATION

THAT Council receive the staff memo from the Director of Community Services for information purposes; and

FURTHER THAT Council approves the procurement of engineering and other professional services to develop drawings, costs and tender documents for the following:

1. East Pier repairs; and/or
 - a. Pedestrian Only (closed to traffic); or
 - b. Predominantly Light Vehicle Use; or
 - c. Pedestrian with Limited Light & Heavy Vehicle Use (10m); or
 - d. Pedestrian with Limited Light Vehicle Use (10m).
2. East Pier Enhancements; and/or
 - a. Seating/lookouts; and/or
 - b. Charter boat and deep water docking; and/or
 - c. Pedestrian walkway; and/or
 - d. Food concession/restaurant; and/or
 - e. Electrical upgrades and pedestrian lighting; and/or
 - f. Accessibility enhancements (from East Pier to Victoria Beach); and/or
 - g. Other
3. Campground
 - a. Service upgrades (water, sanitary and electrical); and/or
 - b. Beach/campground interface improvements; and/or
 - c. Extend/expand use; and/or
 - d. Service building upgrades; and/or
 - e. Registration system upgrades; and/or
 - f. Increase rates and revise policies.

FURTHER THAT the estimated engineering and construction costs be submitted through the 2020 Budget process.

4.0 ORIGIN

Campground

The Victoria Park Campground is a 3.8-acre parcel of land on Cobourg's central waterfront and consists of 71 serviced R/V sites and 5 unserviced tent sites. There is an on-site sanitary disposal station.

The 2015 Tourism Asset Feasibility Study, which originated from the 2013 Downtown Vitalization Action Plan, was intended to: *Identify current cultural assets and consider potential new cultural assets/activities that will enhance downtown as a multi-day destination.* Emphasis was placed upon identifying the impact of a four-season destination product for downtown Cobourg with a goal of increasing overnight visitation and spending in the downtown.

The report concluded that using the Victoria Park Campground site for a Waterfront Inn and Restaurant was by far the best 'match' between the sites and the list of tourism investment opportunities being considered.

However, during the consultations for the Waterfront Plan, it was determined that there was strong support for the campground to remain in operation in its current location due to both the amenity and revenue it provides. Nevertheless, it was determined that there was also strong opposition by those who feel it is an eyesore. The Waterfront Plan concluded that while there is very little support to use the land for a waterfront hotel, as was proposed in the Tourism Asset Feasibility Study, many people support the idea of phasing out the campground and integrating it with the larger waterfront.

Nevertheless, the recommendation of the Waterfront Plan is to leave the campground, which turns a healthy profit each year, in its current location, and make a number of improvements to help reduce its visual and operational impact on the waterfront. Eight initiatives related to the campground were identified:

- 6.1 Service upgrades at campground (water, sanitary and electrical)
- 6.2 Beach/campground interface improvements
- 6.3 Extend/expand use
- 6.4 Service building upgrades
- 6.5 Registration system upgrades (online) (in process)
- 6.6 Increase rates and revise policies
- 6.7 General landscape improvements
- 6.8 Provide multi-use trail connection around campground perimeter

East Pier

The East Pier dates back more than 180 years and had not been structurally assessed since 2011. On February 15, 2018, the Town announced that the East Pier would undergo a condition assessment and would remain closed to community events and vehicular access until further notice due to:

- age;
- regular appearance of voids in the asphalt surface that require various repairs; and
- extremely high water level of Lake Ontario in 2017 that caused damage to other shoreline structures.

On June 25, 2018, the Town of Cobourg Council awarded a contract to Shoreplan Engineering to conduct an extensive condition assessment on the East Pier.

WHEREAS the Committee of the Whole has considered a report from the Director of Public Works, regarding approval of the re-allocation of funds and award of the East Pier Condition Assessment;

NOW THEREFORE BE IT RESOLVED THAT Council approve the East Pier Condition Assessment to be awarded to Shoreplan Engineering Ltd. to be funded by the re-allocation of funds in the amount of \$48,793.92 including non-refundable HST from the approved 2018 Public Works Capital Parks Walkway Paver Stone replacement Budget in the amount of \$25,000; and

FURTHER THAT the remaining amount be funded from the 2017 East Pier Sink Hole Repair Budget in the amount of \$19,000 and the Waterfront Master Plan surplus funds from the 2018 Parks Capital Budget in the amount of \$4,793.92.

On July 03, 2018, Town of Cobourg Council adopted the Waterfront User Needs Assessment and Detailed Design Plan (Waterfront Plan) and required major projects to undergo additional public consultation and to be brought back to Council for further consideration:

WHEREAS the Committee of the Whole has received a report from the Director of Recreation and Culture and from consulting firm thinc design the Waterfront User Needs Assessment and Detailed Design Plan and presentation; and

WHEREAS the Parks and Recreation Advisory Committee supports the Waterfront User Needs Assessment and Detailed Design Plan as a framework for further planning and decision-making by Council and staff and recommends that the Waterfront User Needs Assessment and Detailed Design Plan be adopted by Council;

NOW THEREFORE BE IT RESOLVED THAT Council adopt the Waterfront User Needs Assessment and Detailed Design Plan; and FURTHER THAT Municipal Staff consider the Waterfront User Needs Assessment and Detailed Design Plan and bring major recommended projects forward to Municipal Council and public consultation for final determination prior to implementation.

In December 2018, Shoreplan provided the Town with its final East Pier Condition Assessment Report. In January 2019, the Council Coordinator for Parks and Recreation was briefed on the Shoreplan Report and on February 25, 2019, all members of Council received the Report.

Budget Process

On March 12, 2019, four detailed staff memos from the Community Services Division were emailed to Council members on proposed Budget items, including on the following subjects:

- Preliminary Planning for Boat Handling and Storage Services; and
- East Pier Repairs and Enhancements - Design and Tendering.

On March 13, the memos were published on CivicWeb.

On March 14, the Community Services Division Budget proposals for 2019 (as outlined in the previously distributed and published draft municipal Budget documents), were reviewed with Council, including four waterfront capital proposals:

- \$20,000 for a detailed engineering design for a travel lift well;
- \$25,000 for detailed engineering designs for the West Harbour, West Headland and West Beach (pedestrian paths/walkways, naturalization, storage compounds, parking, etc.);
- \$100,000 for design and tender preparation for East Pier repairs and enhancements; and
- \$30,000 for the investigation and design of service (water, sanitary and electrical) improvements and building upgrades.

On April 08, Council approved the following 2019 capital projects with the proviso that they all undergo additional public engagement:

- \$25,000 for detailed engineering designs for the West Harbour, West Harbour and West Headland (pedestrian paths/walkways, naturalization, storage compounds, parking, etc.);
- \$100,000 for engineering and tender preparation for East Pier repairs and enhancements; and
- \$30,000 for the investigation and design of Campground service (water, sanitary and electrical) improvements and building upgrades.

Council had removed the \$20,000 for the travel lift well engineering but stated that the Division could bring the funding request back to Council if it too undergoes additional public consultation.

At the regular Council Meeting on July 2, 2019, Council considered a memo from the Director of Community Services from the June 24, 2019 Committee of the Whole Meeting entitled *Waterfront Plan – Design and Engineering for East Pier & Campground* and passed the following motion:

NOW THEREFORE BE IT RESOLVED THAT Council direct staff to conduct a public engagement process regarding the repair/improvement of the East Pier and Victoria Park Campground that includes:

- *A public open house, to be held at the Cobourg Community Centre (CCC) as a working meeting in early September 2019, that provides citizens with the opportunity to review and discuss the options and conceptual drawings in the Waterfront User Needs Assessment and the Shoreplan East Pier Engineering Assessment; and*
- *The use of Bang the Table (Public Engagement Software) ideally beginning in August 2019 for a period of at least six (6) weeks; and*

FURTHER THAT Council direct Staff to provide a report to Council no later than October 15, 2019 that includes:

- *A summary of the feedback obtained during the public engagement process;*
- *Recommendations for the nature and scope of East Pier and Campground repairs/improvements based on the feedback obtained during the public engagement process; and*
- *A request for Council authorization to begin the procurement of engineering or other services to develop drawings, costs and tender documents for the preferred options; and*

FURTHER THAT the additional estimated engineering and construction costs be submitted through the 2020 Budget Process.

5.0 **BACKGROUND**

Campground

The Campground is an important economic pillar for the community that attracts thousands of visitors each year and hundreds of thousands of dollars in economic benefits. However, the campground has not undergone any major improvements for years and with the popularity of large RVs, the campground's services are being stretched to the breaking point. For example, during a long weekend in 2018, the electrical system reached its capacity and temporarily left customers without power.

Furthermore, the Waterfront Plan recommends a reconfiguration of the boardwalk in front of the Campground in order to create a buffer between the Campground operations and other beach and waterfront users. The Canadian Coast Guard is also in the process of designing its property for a new facility that aligns with the Waterfront Plan, particularly redesigned pathways.

East Pier

Shoreplan Engineering Limited (Shoreplan) was retained by the town of Cobourg to investigate the condition of the East Pier and delivered its report in December 2018.

Specific deficiencies were noted to be responsible for the sink holes in the deck. The pier was determined to be beyond its design life and the factors contributing to the settlement issues are related to the age of the structure and modifications to the pier that have been completed over the decades.

Shoreplan concluded that if left as is there will be additional deterioration and settlement as times goes on and offered four options intended to mitigate the settlement issues. The report stated that a full replacement of the pier designed to today's standards would be the only way of ensuring an as-new function, but this option was not considered due to the exorbitant costs.

In considering options for repair and remediation of the East Pier, Shoreplan considered intended use as a driving force. Shoreplan recognized that past use included pedestrian and vehicle access for residents and visitors as well as boat lifting for the marina and a Midway for Waterfront Festival.

Shoreplan presented four alternatives for retaining all or some of these functions.

Option 1 - Pedestrian Only (closed to traffic)

This option considers naturalization of the pier for use as a park space. This option closes the pier to any vehicular traffic. In choosing this option the only permitted use would be pedestrian traffic. You would lose any ability to use the pier for removal and launching of boats in the marina or for operating carnival rides for the local fair.

Naturalization would include removal of the asphalt topping and supporting material down 0.5m and replacement with fill material topped with grass and an asphalt pedestrian path. Natural settlement would still occur as this option does not repair any of the deficiencies discussed in this report. Regular maintenance would be required to address this settlement. However, the settlement would not lead to any serious or safety related consequences. Repairs could likely be carried out by Town's owned forces and part of typical park maintenance.

Option 2 - Predominantly Light Vehicle Use

This option retains the current look of the pier while addressing the settlement issues associated [with] poor fill material and poor compaction and attempts to minimize backfill penetration into the lower parts of the pier. It replaces the top 1m of existing fill with proper granular fill material, compacting it to accepted standards. This then allows for repaving of the surface. A geotextile would be used under and around the placed backfill fill and geogrid reinforcing mesh would be incorporated under the paved surface areas for added reinforcement.

This option will mitigate the settlement issues but will probably not eliminate them entirely. Maintenance will be required for occasional settlement however this option will reduce the likelihood of it occurring. As complete stability of the surface cannot be guaranteed it is recommended that access be restricted to pedestrians and small vehicles travelling at low speeds.

Any lifting operations or carnival rides would be prohibited. The one exception would be if localized installation of concrete pads, described under Option 3 below, were adopted. These pads could be specifically designed for their intended use to ensure stability over the long term.

Option 3- Predominantly Pedestrian with Light & Heavy Vehicle Use

This option leaves the current pier in place but creates a stable concrete deck using a steel piled foundation within its footprint. The concrete deck could span any portion of the pier or the entire pier. In this option we describe a span of 10m in width and the entire length of the existing pier. It could be placed to line with the west side of the existing pier to allow movement of boats in and out of the marina. As it would be supported by a piled foundation it would not be affected by any settlement of the existing structure. As such there would be no restriction for use of this deck.

The remaining foot print of the pier could be naturalized for pedestrian access, as described under Option 1 above. Assuming the 10m wide concrete deck is aligned to the west part of the pier, this would create an approximately 10 to 20m wide area to the east for park space. This area would be subjected to settlement as the removal of asphalt and placement of grass would not repair the deficiencies. Regular maintenance would be required to address future settlement. Option 2 could be also implemented in this area.

Option 4 – Predominantly Pedestrian with Light Vehicle Use

This option considers a combination of Option 1 and Option 2. It includes a 10m wide paved area on the west side of the pier as described in Option 2 and the naturalization of the remaining area to the east as described in Option 1.

This option allows for light vehicle use on the west, paved area and pedestrian only traffic on the east park space. The park space would include a paved pedestrian pathway.

6.0 ANALYSIS

Campground

There are a number of design issues related to the Campground that could impact other parts of the waterfront including the East Pier, such as the re-aligned beachfront walkway, washroom facility and others.

East Pier

The East Pier is a critical and popular part of Cobourg's Waterfront District. Repairs and enhancements are required to beautify the waterfront, allow vehicle access and to enhance the pedestrian experience.

The Waterfront Plan, based on extensive public engagement, recommends mixed pedestrian and vehicle use (pedestrian only during the peak season). This would exclude Shoreplan's Option 1 (pedestrian only) and Option 2 (predominantly vehicle-focused). Option 3 would cost almost \$4 million and only allow heavy use on a small portion of the East Pier (mainly for boat lifting by a crane). Therefore, Option 4 matches the recommendations of the Waterfront Plan.

While Shoreplan's options only deal with structural repairs to the East Pier, the Waterfront Plan outlines recommendations to enhance the aesthetic and functional use of the Pier (e.g., landscaping, lighting, railings, seating, etc.).

While estimated engineering and construction costs for both the repair and enhancements of the East Pier are included in this report, proceeding with the proposed design/engineering work will allow staff to bring back to Council in 2020 final engineering and construction cost estimates for both Phase 1 (infrastructure repairs to re-open the East Pier) and Phase 2 (aesthetic and functional enhancements outlined in the Waterfront Plan). Implementation of the construction phases could be spread over a number of years, although total costs would likely be higher than completing them as part of a single project.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

2019 Capital Budget:

West Harbour/West Headland/West Beach (Capital Budget page 76 – <u>from debenture</u>)	\$25,000
East Pier (Capital Budget page 77 – <u>from debenture</u>)	\$100,000
Campground (Capital Budget page 78 – from Campground Reserve)	\$30,000
Bang the Table (Operating Budget page 13 – Citizen Engagement)	<u>\$10,000</u>
Total	<u>\$165,000</u>

Estimated Project Management Costs:

Engineering Services (initial estimates):	
Campground:	\$92,000
East Pier Repairs:	\$105,000*
East Pier Enhancements:	\$104,000*
Landscape Architects:	\$35,000
Public Consultation	\$15,000
Contingency:	<u>\$50,000</u>
Total	<u>\$401,000</u>

*Engineering costs for the East Pier could be lower if done at the same time.

Campground

Based on the Waterfront Plan recommendations, Campground improvements were estimated to cost \$911,000 plus \$92,000 in planning and engineering costs:

6.1	Service upgrades at campground (water, sanitary and electrical)	\$200,000
6.2	Beach/campground interface improvements	\$435,000
6.3	All season: extend camping season, introduce all season cottages and host special events	\$150,000
6.4	Washroom building upgrades at campground	\$50,000
6.5	Registration system upgrades (online) for campground	-
6.6	Increase campground rates and revise policies	-
6.7	General landscape improvements at campground	\$25,000
6.8	Provide multi-use trail connection around campground	\$51,000

East Pier - Repairs

Future repair cost estimates were developed by Shoreplan for each option and are summarized below. These estimates exclude design fees and taxes.

Construction Cost Summary

Option 1	Pedestrian Only (closed to traffic)	\$440,220	Cost/m2 \$ 70.00
Option 2	Predominantly Light Vehicle Use	\$1,091,420	Cost/m2 \$ 173.00
Option 3	Predominantly Pedestrian with Light & Heavy Vehicle Use	\$3,795,660	Cost/m2 \$ 602.00
Option 4	Predominantly Pedestrian with Light Vehicle Use	\$719,180	Cost/m2 \$ 114.00

Shoreplan's estimates are only for infrastructure improvements and some naturalization and are very similar to the estimates provided by *thinc design* in its Waterfront Plan of \$700,000, as outlined below, plus \$105,000 in planning and engineering costs.

4.1	Structural repairs to the East Pier (phase 1)	\$500,000
4.1	Structural repairs to East Pier (phase 2)	\$200,000

*Further work needs to be completed, both during the design and engineering processes, to assess needs and costs related to potential improvements and extensions of utilities to the East Pier.

East Pier – Enhancements

The Waterfront Plan also outlines estimated costs for East Pier enhancements, beyond the structural repairs, of \$1,031,000, as outlined below, plus \$104,000 in planning and engineering costs.

4.2	Seating/lookouts	\$145,000
4.4	Charter boat and deep water docking	\$130,000
4.3	Pedestrian walkway	\$380,000
4.6	Food concession/restaurant	\$20,000
4.8	Seasonal closure of pier to motorized vehicles (signage)	\$1,000
4.9	Electrical upgrades and pedestrian lighting	\$250,000
5.4	Accessibility enhancements (from East Pier to Victoria Beach)	\$105,000

Other Required Harbour Expenses

As part of the Town's Asset Management program, condition assessments are being completed on the Harbour's assets, including north/east wall, breakwaters, Centre Pier and electrical system. As outlined in the Conclusion below, there is significant deterioration in some of the Harbour's permanent infrastructure that will need to be repaired in the very near future and considered in the Town's multi-year capital budget.

8.0 CONCLUSION

As directed by Council, staff carried out six weeks of online engagement that ran from August 12 until September 23 and held an open house on September 12 to solicit additional public input into the recommendations of the Waterfront User Needs Assessment and Detailed Design (Waterfront Plan).

The results of this consultation supported the findings and recommendations of the Waterfront User Needs Assessment and Detailed Design (Waterfront Plan). Participants expressed support for the repair and enhancement of both the East Pier and the Campground. While survey results for the type of repair option for the East Pier were mixed, 44.5% (109 respondents) favoured pedestrian only while 33.9% (83) preferred predominantly pedestrian with light vehicle access.

There was support expressed for incorporating some food and beverage and other retail and commercial opportunities into the East Pier enhancements. However, it must be noted that incorporating such activities may require heavier reinforcement of the East Pier for those areas, which was not included in any of the four repair options. Furthermore, neither the repair options nor the enhancement recommendations included upgrades for services and utilities. These considerations will need to be reviewed during the design and engineering processes to determine feasibility and costs.

It is recommended that the Town proceeds with the procurement process for engineering and other professional services to develop drawings, costs and tender documents for the repair and enhancement of the Campground and East Pier based on the preferred options of Council.

It must be noted, however, that the Community Services Division is working with engineers to complete underwater condition assessments of the Harbour's permanent infrastructure as part of the Town's Assessment Management program. Very preliminary findings indicate some significant and severe deterioration of assets that will need to be repaired in the very near future (likely 1 – 5 years), including:

- North Wall – approx. \$2 million
- East Wall – approx. \$1.2 million
- West Breakwater – approx. \$1 million
- East Breakwater – approx. \$1.4 million
- Centre Pier – not completed

These preliminary costs do not include design/engineering costs, taxes or contingencies.

A previous condition assessment of the Centre Pier (above water) identified approx. \$400,000 in repairs within the next seven years and almost \$4 million in repairs over the next approximately 30 years (2018 dollars).

Furthermore, the Division is also conducting an assessment of the Harbour's electrical system to determine upgrade costs, including for the Marina.

The Community Services Division is investigating the possibility of applying to the Canada Infrastructure Program (Community, Culture and Recreation Funding Stream) for some or all of these projects. The deadline for applications is November 12, 2019.

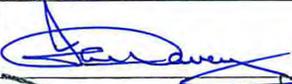
Funding conditions stipulate that contracts awarded before the approval of funding are not eligible for reimbursement. Therefore, if engineers are hired before a final funding decision, which is not expected until the spring or summer of 2020, the related costs would not likely be eligible for reimbursement. However, these engineering and related costs will represent a small percentage of the overall project(s).

9.0 POLICIES AFFECTING THE PROPOSAL

- Public Engagement Policy
- Purchasing Policy

10.0 COMMUNICATION RESULTS

See Public Engagement Report (attached).

Title:	Signing Official:	Signature:	Date:
Chief Administrative Officer (Interim)	Ian Davey		OCT 4/19
Director, Community Services	Dean Hustwick		OCT 14/19



ENGAGE COBOURG

Your voice, your town.

Public Engagement Report

Project: Waterfront Plan: East Pier and Campground
Date: October 15, 2019
Communications Department

Table of Contents

4	Background
5	Objectives
6	Engagement Strategy & Approach
7	Engagement Process
8	Key Values of the Engagement Process
9	Communication and Marketing Materials
11	Waterfront Plan: East Pier
	<i>Summary of Project Engagement</i>
	<i>Summary of Online Survey Results</i>
	<i>Summary of Forum Responses</i>
22	Waterfront Plan: Campground
	<i>Summary of Project Engagement</i>
	<i>Summary of Forum Responses</i>
28	Appendices
	<i>A: East Pier Forum Responses</i>
	<i>B: Campground Forum Responses</i>
	<i>C: East Pier Written Responses</i>
	<i>D: Campground Written Responses</i>

Background

About the Waterfront User Needs Assessment and Detailed Design Plan

Cobourg's waterfront is a defining part of the town. Previously an industrial port, community and political will has transformed the waterfront into an important community destination focused on recreation, cultural, tourism and the environment. However, this transformation is ongoing. While the industrial past is well hidden, there is still work to be done to address the needs of the community now and in the future.

The Waterfront User Needs Assessment and Detailed Design Plan (Waterfront Plan), which was adopted by Council in 2018, provides the community with a roadmap for creating a beautiful, accessible and sustainable waterfront. The Plan recommends 83 initiatives in 24 projects to enhance Cobourg's waterfront over a 24-year period. Each project requires Council's approval, and the repair and enhancement of the East Pier is one of the first projects under consideration.

Project #1: Waterfront Plan - East Pier

The East Pier is a popular, year-round destination for residents and tourists. Situated on the east side of the harbour, the main trunk of the pier is 400 metres long and 30 metres wide at its widest point. It is largely unobstructed and features a toe rail along the edge and several seating nodes. The coast guard building and dock are at the north end. At the south end, the pier ends and connects to the breakwater which leads to the lighthouse. However, the pier is showing its age. Having been modified and expanded since 1832, the pier now has structural issues and requires ongoing maintenance and repair to fix sinkholes.

In 2018, the East Pier was closed to vehicular traffic due to health and safety concerns following a period of high water levels (Award of East Pier Condition Assessment and Reallocation of Funds). In 2018, Shoreplan conducted an engineering assessment of the pier and provided four options for addressing its structural integrity. Once the East Pier is structurally repaired, enhancements will be made to improve its functionality (nine enhancements are recommended by the Waterfront User Needs Assessment and Detailed Design Plan).

Project #2: Waterfront Plan - Campground

The Victoria Park Campground is a 3.8-acre parcel, bordered by Division Street to the west, Cobourg Beach to the south, Victoria Park to the east, and mixed-use residential and commercial development and Centennial Pool to the north. The park consists of 71 serviced R/V sites and 5 unserviced tent sites. There is an on-site sanitary disposal station.

While there is strong support for the campground to remain in operation in its current location due to both the amenity and revenue it provides, there is also strong opposition by those who feel it is an eyesore. While there is very little support to use the land for a waterfront hotel as was proposed in a tourism asset study in 2015, many support the idea of phasing out the campground and integrating it with the larger waterfront.

The Waterfront User Needs Assessment and Detailed Design Plan recommends leaving the campground in its current location, and making a number of improvements to help reduce its visual and operational impact on the waterfront.

Objectives

The objectives of the public engagement for the Waterfront Plan: East Pier and Campground strategy were to inform, consult, and involve the citizens of Cobourg regarding the future use of the East Pier and Campground.

The public engagement objective for the East Pier was to:

1. Identify the best option for the structural repair of the East Pier
2. Provide commentary on the nine enhancement initiatives proposed for the East Pier
3. Brainstorm ideas and develop a vision for the future of the East Pier

The public engagement objective for the Campground was to:

1. Provide commentary on the eight initiatives identified for the Campground
2. Brainstorm ideas and develop a vision for the future of the Campground

The goal was to solicit feedback, create awareness, and create a shared understanding.

Waterfront Plan: East Pier



COMMUNITY SERVICES
WATERFRONT PLAN: EAST PIER

About the Waterfront User Needs Assessment and Detailed Design Plan
Cobourg's waterfront is a defining part of the town. Previously an industrial port, community and political will has transformed the waterfront into an important community destination focused on recreation, cultural, tourism and the environment. However, this transformation is ongoing. While the industrial past is well hidden, there is still work to be done to address the needs of the community now and in the future.

The Waterfront User Needs Assessment and Detailed Design Plan (Waterfront Plan), which was adopted by Council in 2018, provides the community with a roadmap for creating a beautiful, accessible and sustainable waterfront. The Plan recommends 83 initiatives in 24 projects to enhance Cobourg's waterfront over a 24-year period. Each project requires Council's approval, and the repair and enhancement of the East Pier is one of the first projects under consideration.

Project #1: Waterfront Plan - East Pier
The East Pier is a popular year-round destination for residents and tourists. Situated on the east side of the harbour, the main trunk of the pier is 400 metres long and 30 metres wide at its widest point. It is largely unobstructed and features a tree rail along the edge and several seating nooks. The coast guard building and dock are at the north end. At the south end, the pier ends and connects to the breakwater which leads to the lighthouse. However, the pier is showing its age. Having been modified and expanded since 1832, the pier now has structural issues and requires ongoing maintenance and repair to fix sinkholes.

In 2018, the East Pier was closed to vehicular traffic due to health and safety concerns following a period of high water levels (**Award of East Pier Condition Assessment and Reallocation of Funds**). In 2018, Shorepoint conducted an **engineering assessment of the pier** and provided four options for addressing its structural integrity. Once the East Pier is structurally repaired, enhancements will be made to improve its functionality (nine enhancements are recommended by the **Waterfront User Needs Assessment and Detailed Design Plan**).

The public engagement objective for the East Pier is to:

- Identify the best option for the structural repair of the East Pier
- Provide commentary on the nine enhancement initiatives proposed for the East Pier
- Brainstorm ideas and develop a vision for the future of the East Pier

We're looking for your feedback:
To share your thoughts on the East Pier in respect to both structural repair and enhancement please contribute to the following public engagement opportunities below:

Register to **HAVE YOUR SAY**

Who's listening

Teresa Behan
Deputy Director of Community Services
Town of Cobourg
Phone: 905-372-7371
Email: tbeh@cobourg.ca

Dean Hustwick
Director of Community Services
Town of Cobourg
Phone: 905-372-7371
Email: dhustwick@cobourg.ca

Councillor Emily Chou
Coordinator of Parks & Rec
Town of Cobourg
Email: echou@cobourg.ca

Councillor Brian Darling
Coordinator of Public Works
The Town of Cobourg
Email: bdarling@cobourg.ca

Laurie Wills
Director of Public Works
The Town of Cobourg
Phone: 905-372-9071
Email: lwills@cobourg.ca









Waterfront Plan: Campground



COMMUNITY SERVICES
WATERFRONT PLAN: CAMPGROUND

About the Waterfront User Needs Assessment and Detailed Design Plan
Cobourg's waterfront is a defining part of the town. Previously an industrial port, community and political will has transformed the waterfront into an important community destination focused on recreation, cultural, tourism and the environment. However, this transformation is ongoing. While the industrial past is well hidden, there is still work to be done to address the needs of the community now and in the future.

The Waterfront User Needs Assessment and Detailed Design Plan (Waterfront Plan), which was adopted by Council in 2018, provides the community with a roadmap for creating a beautiful, accessible and sustainable waterfront. The Plan recommends 83 initiatives in 24 projects to enhance Cobourg's waterfront over a 24-year period. Each project requires Council's approval, and the proposed upgrades to the Campground is one of the first projects under consideration.

Project #2: Waterfront Plan - Campground
The Victoria Park Campground is a 3.8-acre parcel, bordered by Division Street to the west, Cobourg Beach to the south, Victoria Park to the east, and mixed-use residential and commercial development and Centennial Pool to the north. The park consists of 71 serviced RV sites and 5 unserviced tent sites. There is an on-site sanitary disposal station.

While there is strong support for the campground to remain in operation in its current location due to both the amenity and revenue it provides, there is also strong opposition by those who feel it is an eyesore. While there is very little support to use the land for a waterfront hotel as was proposed in a tourism asset study in 2015, many support the idea of phasing out the campground and integrating it with the larger waterfront.

The **Waterfront User Needs Assessment and Detailed Design Plan** recommends leaving the campground in its current location, and making a number of improvements to help reduce its visual and operational impact on the waterfront.

The public engagement objective for the Campground is to:

- Provide commentary on the eight initiatives identified for the Campground

We're looking for your feedback:
To share your thoughts on the Campground in respect to the eight initiatives please contribute to the following public engagement opportunities below:

Register to **HAVE YOUR SAY**

Who's listening

Teresa Behan
Deputy Director of Community Services
Town of Cobourg
Phone: 905-372-7371
Email: tbeh@cobourg.ca

Dean Hustwick
Director of Community Services
Town of Cobourg
Phone: 905-372-7371
Email: dhustwick@cobourg.ca

Councillor Emily Chorley
Coordinator of Parks & Recreation
Town of Cobourg
Email: echorley@cobourg.ca

Councillor Brian Darling
Coordinator of Public Works
The Town of Cobourg
Email: bdarling@cobourg.ca

Laurie Wills
Director of Public Works
The Town of Cobourg
Phone: 905-372-9071
Email: lwills@cobourg.ca









Engagement Strategy & Approach

The engagement approach for the Waterfront Plan: East Pier and Campground projects was comprised of the following public engagement tools on Engage Cobourg (www.engagecobourg.ca), the Town of Cobourg's new online engagement platform.



A comprehensive survey



Open-ended forums

The survey reviewed four options for the East Pier giving alternatives for retaining all or some of its functions. Multiple choice and long answer survey questions focused on asking citizens to express their preference towards one of the four repair options for the East Pier including cost.

A series of online forums were also provided giving citizens an opportunity to go into more detail in some areas, and to allow participants to provide more focused feedback on enhancement initiatives and their vision for each project.

Those forum questions included:

1

What East Pier structural repair option did you select, and why?

2

The Waterfront User Needs Assessment and Detailed Design identified nine initiatives pertaining to the enhancement of the East Pier. Let us know your thoughts on any of them.

3

The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

4

Do you have another idea for the Campground? What's your vision?

To enhance the success and reach the greatest audience, the Communications Department developed a brand and clear messaging, and launched the survey and forums during a combined Committee of the Whole/Regular Municipal Council Meeting which was broadcast live through the Town of Cobourg's YouTube channel.

A social media campaign was launched simultaneously to support the online engagement, further raising awareness of the outreach process and garnering interest across a wide range of citizens.

Engagement Process

The Waterfront Plan: East Pier and Campground public engagement process was launched in tandem with the launch of the Town of Cobourg's new online engagement platform, Engage Cobourg. Powered by Bang the Table, a complete end-to-end online platform driving inclusive, transparent and measurable community engagement that empowers collaborative learning, discussion, and debate.

Interested members of the public were encouraged to complete the online survey and numerous forums. Background information was provided to offer context where needed for the Waterfront Plan and input. The Communications Department provided hands-on assistance to the community to ensure their onboarding and registration experience was successful.

A second public engagement event was held: Waterfront Plan: East Pier & Campground Open House on September 12, 2019 at the Cobourg Community Centre from 6-8 p.m. where over 100 citizens attended. The Community Services Division had poster size easels created with key pieces of information on the enhancement initiatives being recommended for the campground and East Pier as well as a diagram showcasing the four different repair options for the East Pier. Town Staff from across the Community Services Division and Public Works Division were stationed at each easel to provide background and answer questions to enquiring citizens.

Both the online engagement and Open House engagement processes were advertised by inviting citizens to either the online platform to participate or in-person at the Open House. The timing of the Open House was scheduled from 6-8 p.m. in an effort to provide the best range of time for potential attendees.

Public notice to both the online engagement platform and Open House were managed by the Communications Department through a variety of communication vehicles and tactics, including:

- ✓ Media Release
- ✓ Print advertisement in local newspaper Northumberland News
- ✓ Online posts through social media including Facebook, Twitter and Instagram
- ✓ Website notices on the municipal homepage
- ✓ Poster distribution across municipal buildings (Victoria Hall, Cobourg Community Centre, Tourism Desk, DBIA Office, Cobourg Public Library, etc.)
- ✓ Print 5x7 Handouts distributed at Victoria Hall, Cobourg Marina, Victoria Park Campground and the Waterfront Plan Open House

Key Values of the Engagement Process

The Engagement Spectrum that the Town of Cobourg follows is a globally recognized standard for identifying levels of participation, which has been adopted from the International Association of Public Participation.



The spectrum outlines the Town of Cobourg’s objectives for each type of engagement process delivered. As the Waterfront Plan projects progress through the engagement spectrum, the Town of Cobourg can ensure citizens understand their role in the decision-making process.

IAP2 Public Participation Spectrum - Increasing Level of Public Impact				
Inform	Consult	Involve	Collaborate	Empower
<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>
To provide the public with balance and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of preferred solution.	To place final decision-making in the hands of the public.
<i>Promise to Public:</i>	<i>Promise to Public:</i>	<i>Promise to Public:</i>	<i>Promise to Public:</i>	<i>Promise to Public:</i>
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
<i>Example Tools:</i>	<i>Example Tools:</i>	<i>Example Tools:</i>	<i>Example Tools:</i>	<i>Example Tools:</i>
<ul style="list-style-type: none"> • Fact Sheets • Web Sites • Open Houses 	<ul style="list-style-type: none"> • Public comment • Focus Groups • Surveys • Public Meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate Polling 	<ul style="list-style-type: none"> • Citizen Advisory Committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen Juries • Ballots • Delegated Decisions

Communication and Marketing Materials

The Communications Department designed a distinct brand and visual identity for the Waterfront Plan: East Pier and Campground projects that was used across all marketing collateral. The collateral were branded with the 'Engage Cobourg' budget, Town of Cobourg brand colours (blue and green gradients) to create a unique and friendly identity for surveying. This identity further helped enhance the concise messaging for the public engagement process.



Instagram Post



Ad Block: Northumberland News

Town of Cobourg News

- We're Hiring!** Community Services Division
- Sustainability & Climate Change Advisory Committee** Need Advisory Applications
- Full Program Registration Now Open** Cobourg Community Centre
- Arts & Culture** 23
- Property** 30
- Waterfront Plan: East Pier & Campground**
- Public Engagement Opportunities** Engage Cobourg
- Special Meeting of Council**

Poster

WATERFRONT PLAN: EAST PIER & CAMPGROUND

JOIN OUR FORUMS **COMPLETE THE PIER SURVEY** **SHARE YOUR STORIES**

VISIT www.engagecobourg.ca

Waterfront Plan: East Pier
Tell us which repair option is best for the East Pier and provide input on enhancement initiatives.

Waterfront Plan: Campground
Provide commentary on the eight initiatives identified for the Victoria Park Campground.

Your Next Public Engagement Opportunities:
Open House (September 12, 2019 from 6-8 p.m.)
Provide feedback and select the best option for repair and enhancement.
Location: Cobourg Community Centre, Council Room A & B, 750 D'Arcy St.
Committee of the Whole Meeting (October 15, 2019 at 6 p.m.)
Presentation, discussion and opportunity for citizen delegations.
Location: Victoria Hall, Council Chambers, 55 King St. W. Cobourg
Regular Council Meeting (October 21, 2019 at 6 p.m.)
Council will make a decision based on the final report.
Location: Victoria Hall, Council Chambers, 55 King St. W. Cobourg

What is Engage Cobourg?
Engage Cobourg is a new online community engagement platform. Follow and participate in engagement opportunities to help shape projects, policies and initiatives in your community. Help us build a better Cobourg! Powered by [Bang the Table](http://bangthetable.com).

QUESTION?
Contact the Communications Department at communications@cobourg.ca or by calling 905-372-4301.

Facebook Post

Town of Cobourg, Ontario
Published by Maddie Forestell 191 · August 13

ENGAGE COBOURG. The Town's Community Services Division is seeking input from residents on two projects identified by the Waterfront User Needs Assessment and Detailed Design, the East Pier and the Victoria Park Campground, using its new online public engagement platform, #EngageCobourg.

REGISTER TODAY www.engagecobourg.ca
Participate online until September 23, 2019. See More

WATERFRONT PLAN: EAST PIER & CAMPGROUND

JOIN OUR FORUMS **COMPLETE THE PIER SURVEY** **SHARE YOUR STORIES**

REGISTER AT www.engagecobourg.ca

5,326 People Reached 1,267 Engagements **Boost Post**

18 Comments 12 Comments 32 Shares

Twitter Post

Town of Cobourg @TownofCobourg · Aug 23

ENGAGE COBOURG: We want your feedback on the repair options and enhancements for the Waterfront Plan: East Pier and Campground. Register at engagecobourg.ca to have your say and you'll be entered to win a #GoogleHomeMini.

ENGAGE COBOURG
Your voice, your town.

Media Release on Town Website

Town Seeks Input on Waterfront Plan Initiatives: East Pier and Campground

Posted Tuesday, August 13, 2019

(Cobourg, ON) August 13, 2019 – The Town of Cobourg's Community Services Division is seeking input from residents on two projects identified by the Waterfront User Needs Assessment and Detailed Design, the East Pier and the Victoria Park Campground, using its new online public engagement platform, Engage Cobourg (engagecobourg.ca).

Department, Engage Cobourg allows citizens to follow progress... [Read More...](#)

Facebook Event for Open House

WATERFRONT PLAN: EAST PIER & CAMPGROUND

SEP 12 Open House: Waterfront Plan - East Pier & Campground



100+
in attendance

Waterfront Plan Open House
Cobourg Community Centre
September 12, 2019, 6 - 8 p.m.



ENGAGE COBOURG
Your voice, your town.

WATERFRONT PLAN: EAST PIER

Engagement Results



Summary of Project Engagement

This section presents a summary of the public engagement received for the Waterfront Plan – East Pier project through the Town of Cobourg’s online public engagement platform, Engage Cobourg, outreach results.

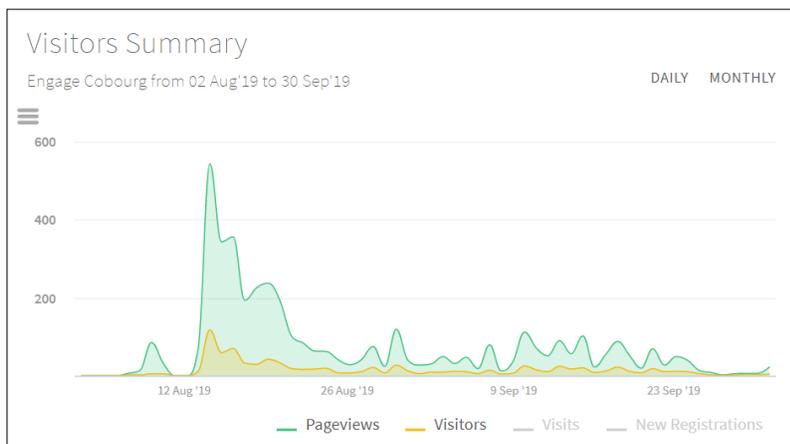
Engagement Tools Utilized:



Participant Summary

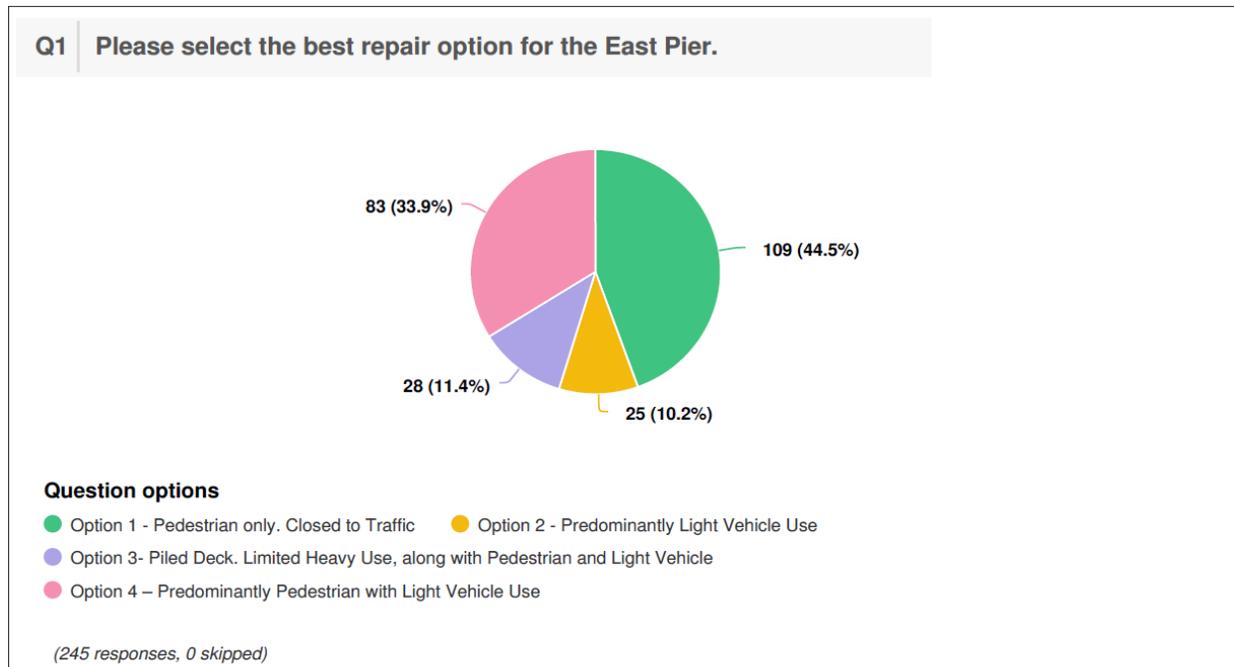
The engagement for the project was measured in three distinct variables:

- **Engaged:** Unique visitors who have actively participated in completing a survey or providing feedback in a forum, etc.
- **Informed:** Unique visitors who have visited the site and opened a document, looked at an image, read the project page but have not actively participated in an engagement tool (survey, forum, etc.).
- **Aware:** Unique visitors who have visited the site page but have not opened a document or participated in an engagement tool.



Summary of Online Survey Results

Citizens were asked to select the repair option they thought was best for the East Pier. Here are the results:



Options for repair of the East Pier including cost:

Option 1 - Pedestrian only. Closed to Traffic. This option involves naturalization of the pier for use as a pedestrian space and closes the pier to all vehicular traffic. In choosing this option the only permitted use would be pedestrian traffic. Estimated Cost: \$440,220.00 (plus design fees & taxes)

Option 2 - Predominantly Light Vehicle Use. This option retains the current look and use of the pier while addressing settlement issues. Access will be restricted to pedestrians & light vehicles only. Heavy trucks, lifting operations and carnival rides would be prohibited. Estimated Cost: \$1,091,420.00 (plus design fees & taxes)

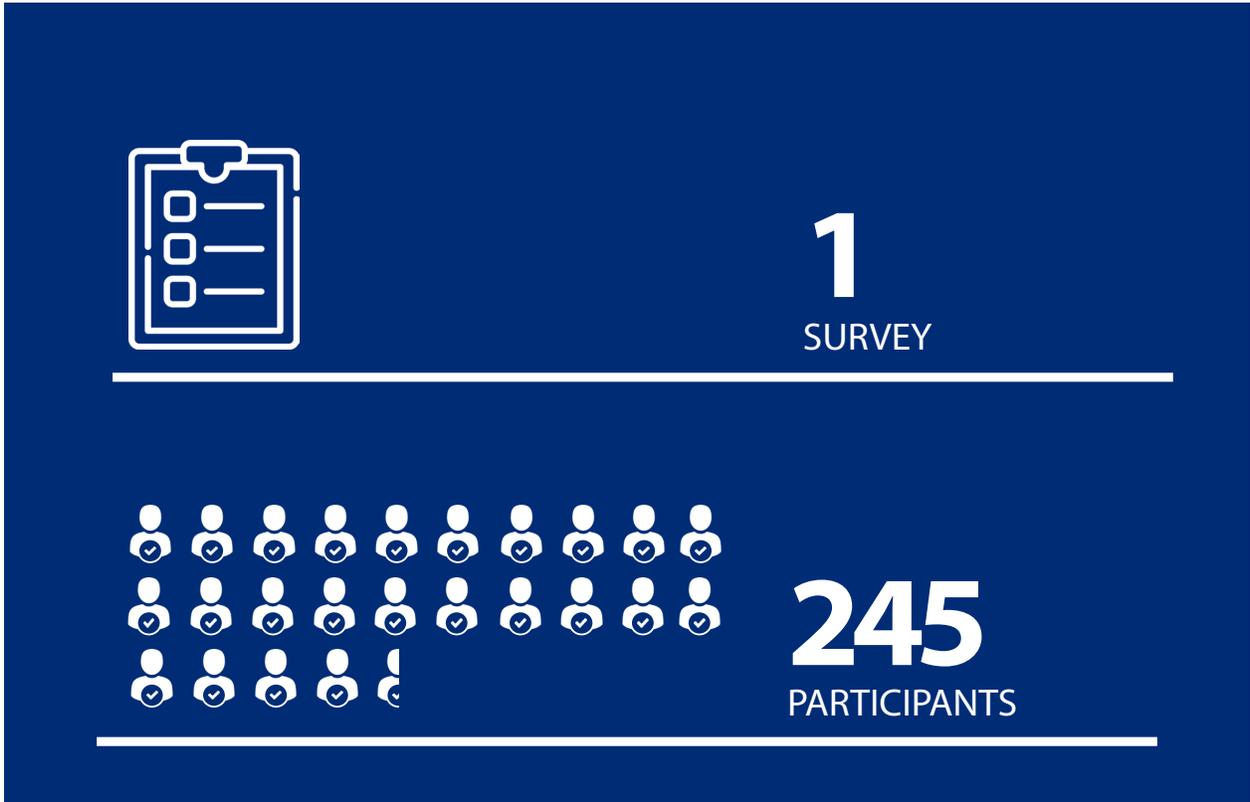
Option 3- Limited Heavy Use, Along with Pedestrian and Light Vehicle. This option creates a stable concrete deck within the existing footprint for heavier use along a 10-metre wide concrete deck that could allow movement of boats in/out of the marina. The remaining footprint of the pier could be naturalized for pedestrian access. Estimated Cost: \$3,795,660.00 (plus design fees & taxes)

Option 4 – Predominantly Pedestrian with Light Vehicle Use. This option involves a combination of Options 1 & 2 and allows for light vehicle use on the west side of the pier and pedestrian use only on the remaining portion of the pier. Estimated Cost: \$719,180.00 (plus design fees & taxes).

Survey Engagement Summary

According to the analytical data provided by HQ Engagement the East Pier survey had 245 citizens actively participate.

[Take Survey](#)



Summary of Forum Responses

Citizens were asked to provide open dialogue and feedback on the following Forum questions:

1. What East Pier structural repair option did you select, and why?
2. The Waterfront Plan identified nine initiatives pertaining to the enhancement of the East Pier. Let us know your thoughts on any one of them.
3. Do you have another idea for the East Pier? What's your vision?

Forum Question #1

What East Pier structural repair option did you select, and why?

27 Responses

about 2 months ago

CLOSED: This discussion has concluded. Thank you for your input!

Please let us know your thoughts on the option for repair and enhancement you selected and why that was the best choice.

[Go to discussion](#)

Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the East Pier forum question #1 had 95 registered Cobourg citizens visit the forum with 39 unique contributions and 159 contributions (comments, likes and replies) participate.

PROJECT	FORUM TOPIC	VISITORS	CONTRIBUTORS	COMMENTS	VOTES
East Pier	What East Pier structural repair option did you select, and why?	95	39	27	132

Visitors: Total number of citizens who visted the forum page.

Contributors: Total number of citizens who provided a comment or comment vote (agree or disagree).

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (agree or disagree thumbs up/down)

What We Heard

Respondents were given the opportunity to provide further feedback on why they chose the repair option they did. The top reoccurring responses categorized by Options included:

Option 1 - Pedestrian only. Closed to Traffic.

Themes included: tranquility, financially viable, environmentally friendly.

- “The pier should be a tranquil place where one can escape vehicular noise and fumes.”
- “Keep the cost down and minimize impact on taxpayers.”
- “The waterfront has become more peaceful and pedestrian friendly since the pier was closed to vehicular traffic.”
- “It’s a pier and not meant to be a road/driveway. It’s a focal point for Cobourg so keep it visually appealing. A place where people can sit and enjoy the view.”
- “To enhance the waterfront and pier closing it to vehicular traffic is the most financially viable option. While restricting to pedestrians only this will encourage more citizens and tourists to enjoy the pier with worrying about moving vehicles.”
- “More environmentally friendly.”
- “Less people using the Town garbage cans to dump residential waste in. Lessen our carbon footprint. Encourage exercise.”
- “Consistent with Active Transportation goals.”
- “Enjoying increased space with vehicles not allowed on pier now. Would like to see more pedestrian amenities included such as benches, covered seating areas, etc.”
- “I love walking the pier on a warm summer evening, but what spoils it for me is the loud music coming from vehicles on the pier. Also the revving of engines is really annoying.”

Option 2 - Predominantly Light Vehicle Use.

- “The only option that allows for the disabled as well as pedestrians is that which includes light vehicles. Otherwise I would support pedestrian only.”

Option 3 - Limited Heavy Use, Along with Pedestrian and Light Vehicle.

Themes included: most flexible, future forward, accessible to all.

- “This option provides the most flexibility for today and for the future should needs or desires change. It would meet the wishes of everyone to a large extent. Limiting it to pedestrians only would deny access to a number of people with mobility issues.”
- “When opened to vehicles, the pier is very much enjoyed and appreciated by many all year round. Closing it to vehicles means it would really only be used in pleasant weather and by a limited number. There is already no shortage of greenspace. Please don’t limit the pier to summertime walks in fair weather!”
- “The option I wanted is a complete rebuild, this is the only way for Cobourgers to have a choice for the future. What if we choose to allow a full commercialization of the Pier and find we have to rebuild what we have done because it was not strong enough to support any commercialization? If we cannot do the complete job we should not be doing it on the cheap nor restricting future uses.”
- “I want it fixed, and done right the first time so it doesn’t need to be redone in 10 years should we decide to change the use at that point. Even if we end up just making it pedestrian only, I think it would be a huge mistake to not fully fix the foundation in case we decide to allow cars in the future.”

What We Heard cont.

- “It allows for many multi uses for this pier. People like to drive out there in the winter time. Many seniors cannot walk so far. Allows for midway to be put there along with other events. Allows for safe lifting of boats in and out of water. Can be enjoyed by pedestrians and cyclists. Years ago the Edward was tied up there and the restaurant was enjoyed by many tourists.”

Option 4 – Predominantly Pedestrian with Light Vehicle Use.

Themes included: accessible to all, most economical, usage increase.

- “I do have a concern about planting trees in tree well on the refurbished pier. The suggestion of summertime venues has some merit. The suggestion should be explored.”
- “Mobility issues are not restricted to those who use wheelchairs or walkers. There are numerous invisible health conditions, such as heart or pulmonary disease that restrict a person’s ability to walk the distances from local parking to the start of the pier. By providing light vehicle access, the pier will be accessible to all!”
- “I selected #4 for the following reasons: 1. Pedestrians already have full use of both the centre pier and the west headland. Leave some of the East Pier for 2 reasons: so cars can bring those who are unable to walk and also to expand the pier’s usage when the weather is too cold or rainy for pedestrians. 2. I really can’t see what we would gain by making it pedestrian only. The pier has been pedestrian only since it was closed in 2018. And yet, in spite of all the comments, there doesn’t appear to have been a sudden influx of crowds of pedestrians. Where are they? 3. I really like my small town life and small town pier. #4 is good enough for me. I don’t want to spend anything on a more expensive option because I don’t want my Cobourg to turn into another Oakville or Port Credit. 4. Laurie Wills, Director of Public Works, told me that in her professional opinion, Option 4 seemed the easiest, most sensible and most economical choice.”
- “I feel that passenger vehicles do not need to be on the pier. I feel change can also provide a new enjoyable experience! I would like to see green space with the addition of food/ beverage trucks and or carts (amount limited to restrictions). To walk out onto the pier to have lunch or supper and perhaps listen to a live band in a small setting would be amazing and an attraction people would come from far to appreciate. A liquor licensed small open air venue would be the highlight.”
- “Still allows vehicle use and the rest for pedestrian use. Would be nice to have some naturalization instead of a concrete/ pavement slab. Would miss the midway being there but there is more room at Victoria Park.”



For the complete summary of comments submitted please refer to Appendix A and C.

Forum Question #2

The Waterfront Plan identified nine initiatives pertaining to the enhancement of the East Pier. Let us know your thoughts on any of them.

6 Responses

about 2 months ago

CLOSED: This discussion has concluded. Thank you for your input!

1. Structural repairs (*Note: The structural repairs is currently being addressed using the **survey** tool.*)
2. Seating/lookouts
3. Pedestrian walkway
4. Infrastructure for charter boats and deep water docking
5. New Coast Guard building*
Note: The Town of Cobourg is currently working with Fisheries and Oceans on a new Coast Guard administration and station house. Site plan approval will be received by Council on August 12 and submitted to the Planning Department for a full report. Read the **Application Site Plan Approval – Coast Guard Search and Rescue Station, 114 Division Street report.*
6. Provide food concession...

Continue reading

[Go to discussion](#)

Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the East Pier forum question #2 had 61 registered Cobourg citizens visit the forum with 16 unique contributors and 23 contributions (comments, likes and replies) participate.

PROJECT	FORUM TOPIC	VISITORS	CONTRIBUTORS	COMMENTS	VOTES
East Pier	The Waterfront Plan identified nine initiatives pertaining to the enhancement of the East Pier. Let us know your thoughts on any of them.	61	16	6	17

Visitors: Total number of citizens who visted the forum page.

Contributors: Total number of citizens who provided a comment or comment vote (agree or disagree).

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (agree or disagree thumbs up/down)

What We Heard

Respondents were given the opportunity to provide further feedback on the nine enhancement initiatives for the East Pier as outlined in the Waterfront User Needs Assessment and Detailed Design report.

A total of **6 responses** were received with the majority of comments related to:

- “Yes to seating and seasonal closure to motor vehicles.”
- “Place benches and trash cans around. No food/drink venues on pier.”
- “Create viewing platforms and upgrade the lighthouse.”
- “I like the development plans for improvements on our East pier.
- “There should be a way to nominally charge visitors to the area for an individual (\$2) or family (\$5) pass that can be purchased at machines near the beach, that can assist in paying for and the overall upkeep of the area.”
- “I don’t agree with food concessions on the pier due to an increase in litter.”
- “Washrooms are not necessary on the pier.”
- “Cater to the locals with something the average family can enjoy and afford. These are the people who would be there all year round and not just during the summer months.”



For the complete summary of comments submitted please refer to Appendix A and C.

Forum Question #3

Do you have another ideas for the East Pier? What's your vision?

17 Responses

about 2 months ago

CLOSED: This discussion has concluded. Thank you for your input!

[Go to discussion](#)

Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the East Pier forum question #3 had 76 registered Cobourg citizens visit the forum with 29 unique contributors and 91 contributions (comments, likes and replies) participate.

PROJECT	FORUM TOPIC	VISITORS	CONTRIBUTORS	COMMENTS	VOTES
East Pier	Do you have another idea for the East Pier? What's your vision?	76	29	17	74

Visitors: Total number of citizens who visted the forum page.

Contributors: Total number of citizens who provided a comment or comment vote (agree or disagree).

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (agree or disagree thumbs up/down)

What We Heard

Respondents were given the opportunity to any additional feedback or commentary and their vision of the East Pier.

A total of **17 responses** were received with the majority of comments related to:

- “Cobourg can do way more to increase its waterfront vibrancy.”
- “Make the pier an attraction and not just a parking lot.”
- “Vendors who provide food, beach products and tourist trinkets.”
- “Seating areas, a café that serves local beers and wine.”
- “The deep water spot for ships is a good idea. Great Lakes cruising has become popular and ships stop for day trips.”
- “Put the carnival back on the pier. Residents on Church, Perry and Bay Street should not have it right in front of our homes.”
- “I envision a partially naturalized area along with cultivated gardens to turn the current hardscape into a softer landscape.”
- “Enhance the pedestrian experience by making spaces available for a few kiosks that could sell small food & beverage offerings along with goods & services. Seating areas & pergolas such as are currently along the beach area would make this a desirable area to visit for locals as well as tourists.”



For the complete summary of comments submitted please refer to Appendix A and C.



ENGAGE COBOURG
Your voice, your town.

WATERFRONT PLAN: CAMPGROUND

Engagement Results



Summary of Project Engagement

This section presents a summary of the public engagement received for the Waterfront Plan – Campground project through the Town of Cobourg’s online public engagement platform, Engage Cobourg, outreach results.

Engagement Tools Utilized:



Participant Summary

The engagement for the project was measured in three distinct variables:

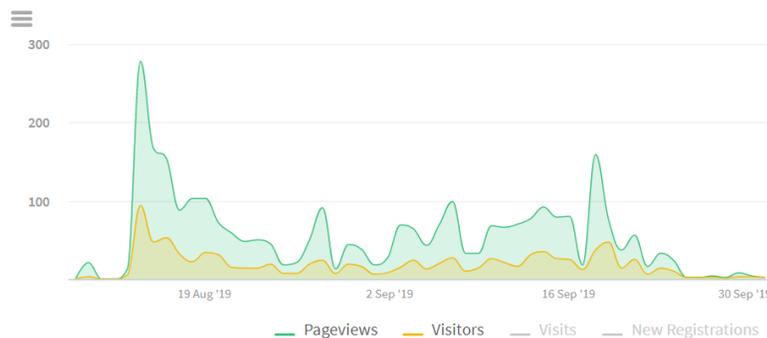
- **Engaged:** Unique visitors who have actively participated in completing a survey or providing feedback in a forum, etc.
- **Informed:** Unique visitors who have visited the site and opened a document, looked at an image, read the project page but have not actively participated in an engagement tool (survey, forum, etc.).
- **Aware:** Unique visitors who have visited the site page but have not opened a document or participated in an engagement tool.



Visitors Summary

Engage Cobourg from 02 Aug '19 to 30 Sep '19

DAILY MONTHLY



TOTAL PROJECT VISITS

1,275

*including multiple user visits

TOTAL PROJECT CONTRIBUTIONS

1,805

*including multiple user comments, replies and votes

Summary of Forum Responses

Citizens were asked to provide open dialogue and feedback on the following Forum questions:

Forum Question #1:

The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

99 Responses

7 days ago

CLOSED: This discussion has concluded. Thank you for your input!

- 6.1 Service upgrades at campground (water, sanitary and electrical)
- 6.2 Beach/campground interface improvements
- 6.3 Extend/expand use
- 6.4 Service building upgrades
- 6.5 Registration system upgrades (online) (in process)
- 6.6 Increase rates and revise policies
- 6.7 General landscape improvements
- 6.8 Provide multi-use trail connection around campground perimeter

Read Further Detail on the Eight Initiatives for the Campground:

6.1 Service upgrades at campground (water, sanitary and electrical)

- Upgrade existing services for each campsite

6.2 Beach/campground interface improvements

- Realign walkway along south end of campground/north end of beach to provide a visual and physical buffer
- Space to include both the realignment ...

[Continue reading](#)

Replies Closed

[Go to discussion](#)

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the Campground forum question #1 had 294 registered Cobourg citizens visit the forum with 102 unique contributors and 943 contributions (comments, likes and replies) participate.

PROJECT	FORUM TOPIC	UNIQUE VISITORS	CONTRIBUTORS	COMMENTS	VOTES
Campground	The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.	296	102	99	844

Visitors: Total number of citizens who visited the forum page.

Contributors: Total number of citizens who provided a comment or comment vote (agree or disagree).

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (agree or disagree thumbs up/down)

What We Heard

Respondents were given the opportunity to provide further feedback on the eight enhancement initiatives for the Campground as outlined in the Waterfront User Needs Assessment and Detailed Design report.

A total of **99 responses** were received with the majority of comments related to:

- “Service upgrades and improvements to the registration system make sense to keep the campground current and popular as a destination.”
- “It is an eyesore and will become archaic.”
- “I believe the campground should stay! It gets tons of use from locals and out of town people, and gives many the chance to experience our beautiful town.”
- “I feel that the campground should continue to make strategic improvements and charge a fair market value.”
- “I don’t believe the revenue that would come from the addition of the yurts and small cabins would favourably offset the cost, and this opens up the possibility for vandalism or squatters.”
- “Replace with picnic tables, upgraded washrooms, change rooms, food kiosks and a wading pool for small children. It should be a welcoming beach for families to enjoy.”
- “We need to give the campground a facelift, eliminate seasonal camping and improve the services within the campground itself. All the trailer lots should be fully serviced and the tent campers moved closer to the bathrooms as they are the ones that need that building the most.”
- “I do agree we could use another bathroom facility as the one by the canteen gets pretty lined up during the summer peak times.”
- “As a resident and a business owner I think the campground is a wonderful asset for the town. It’s one of the amazing things that makes Cobourg unique. As a business owner I witness first-hand the benefit it is to the downtown businesses and restaurants. Make whatever improvements are recommended but please keep this campground on our waterfront.”
- “Agree with recommendations as long as evidence supports the need,(e.g. not sure about 6.6 or 6.3-first bullet)and, strongly endorse keeping the campground in its current location.”
- “Such a wonderful space for so few! Million dollar view for a few hundred bucks.”
- “I like the campground because it fits in with my vision of small town life/cottage country vs. Port Credit or Oakville.”
- “I agree, a buffer is needed between the RV’s and the boardwalk.”
- “Campers bring revenues to our town, day trippers for the most part do not. A camper who makes use of the site for the whole summer is more likely to shop locally whereas a camper who stays for a week will have filled their cupboards and fridge and will be less likely to support our local shops. Absolutely, make improvements to the site, but leave the campground where it is.”
- “Eliminate seasonal - long term - campers. This campground - with its proximity to the beach and downtown restaurants - is a real gem. It should be a campground and not a trailer park.”
- “I think most people find trailer camps rather unsightly, part of why they are usually hidden away in the woods. It’s weird to have one in the middle of a town. It’s also poor use of valuable land.”



For the complete summary of comments submitted please refer to Appendix B and D.

Forum Question #2:

Do you have another idea for the Campground? What's your vision?

7 days ago **74** Responses

CLOSED: This discussion has concluded. Thank you for your input!

[Go to discussion](#) Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the Campground forum question #2 had 207 registered Cobourg citizens visit the forum with 76 unique contributors and 863 contributions (comments, likes and replies) participate.

PROJECT	FORUM TOPIC	VISITORS	CONTRIBUTORS	COMMENTS	VOTES
Campground	Do you have another idea for the Campground? What's your vision?	207	76	74	789

Visitors: Total number of citizens who visited the forum page.

Contributors: Total number of citizens who provided a comment or comment vote (agree or disagree).

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (agree or disagree thumbs up/down)

What We Heard

Respondents were given the opportunity to any additional feedback or commentary and their vision of the Campground.

A total of **74 responses** were received with the majority of comments related to:

- “A nice restaurant by the water where we can sit and enjoy the views would be wonderful. Why does Cobourg not have a waterfront cafe.”
- “The grass area at the boardwalk would be great for wine garden, cafe etc. Move the parking to Queen Street and let the boardwalk generate revenue.”
- “Remove the Front row of trailers and incorporate that land into a park. Create more of a division or border from the park.”
- “The trailer park is a totally inappropriate use of such a prime piece of real-estate. It is an eyesore and I am sure there are other ways to generate revenue from it.”
- “I love the idea of reclaiming the 1st row of rental spaces and a division between park and beach is totally needed.”
- “I am very happy with the plan for the campground. Upgrades need to be made and advertising needs to ensure travelers are aware of it.”
- “Putting any type of business on that property will only cut into the profits of businesses that already exist in the downtown area and when the land was donated to the town the agreement was that it would never be developed.”
- “I don’t think it’s an eyesore, it gives Cobourg some of its charm and the town feeling of being a cottage or weekend destination an hour away from the concrete jungles.”
- “A trailer park on some of the Town’s most valuable shoreside land is an anachronism at best. Move forward. Make the area appealing to many, not just a few trailer owners. A clean, modern washroom facility with change rooms is overdue, so combine this with an overhaul to the pool facilities and rent out café space.”
- “Eliminate totally. The land is perfect to develop restaurants shops etc. Just like any good beach should have.”
- “Putting restaurants on the beach would mean cutting the legs out from under the restaurants and cafes downtown.”
- “The trailer park space should be used as park space for the citizens of the town not used by visiting campers.”
- “We should leave the campground alone, yes upgrade it as it needs beautification and to be modernized.”
- “A way to help the downtown merchants is to increase the population density in the core. The trailer camp land could be sold for mixed use residential and commercial. Everybody wins, especially taxpayers who would no longer be subsidizing the camp by accepting such a low return-on-investment of that valuable land.”
- “No taxpayer money, from medium or low income families should be spent on the Campground. I believe the allocation of campsites could be improved to better satisfy the campers and increase profit.”
- “We should not settle with just trying to improve on such an ill-advised use of prime real-estate.”
- “The trailer park should be eliminated and the space used perhaps as a recreation centre, cafes, restaurants. That is prime location in Cobourg and it is inaccessible 6 months of the year.”



For the complete summary of comments submitted please refer to Appendix B and D.

Appendices

A East Pier Forum Responses

- 1. What East Pier structural repair option did you select, and why?*
- 2. The Waterfront Plan identified nine initiatives pertaining to the enhancement of the East Pier. Let us know your thoughts on any of them.*
- 3. Do you have another ideas for the East Pier? What's your vision?*

B Campground Forum Responses

- 1. The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.*
- 2. Do you have another idea for the Campground? What's your vision?*

C Written Responses - East Pier

D Written Responses - Campground

1: What East Pier structural repair option did you select, and why?

I picked option 3. It allows for many multi uses for this pier. People like to drive out there in the winter time. Many seniors cannot walk so far. Allows for midway to be put there along with other events. Allows for safe lifting of boats in and out of water. Can be enjoyed by pedestrians and cyclists. Years ago the Edward was tied up there and the restaurant was enjoyed by many tourists.

Maria , 13 Aug 2019, 10:49 AM Agrees: 5, Disagrees: 4

I picked option 3 but the option that I wanted - none of the above was not listed nor was there a place for justifying the choice. The survey appears to be restrictive, why do we get to pick these choices when the whole subject of repairs to the pier is being discussed and all options should be considered. The option I wanted is a complete rebuild, this is the only way for Cobourgers to have a choice for the future. What if we choose to allow a full commercialisation of the Pier and find we have to rebuild what we have done because it was not strong enough to support any commercialisation? If we cannot do the complete job we should not be doing it on the cheap nor restricting future uses

cobourgladdie , 13 Aug 2019, 03:29 PM Agrees: 5, Disagrees: 8

Reply: I agree with your point that the survey on pier options appears restrictive. The question posed above re: why an option was selected, should have been part of the survey. And option 'Other' with a text box with reasonable character number limit to explain 'Other' also part of the survey. Some platform coordination would also be needed to share comments with this forum.

miriam.m , 17 Aug 2019, 01:56 PM Agrees: 1, Disagrees: 0

I picked 4 since it still allowed vehicle use and the rest for pedestrian use. Would be nice to have some naturalization instead of a concrete/pavement slab. Would miss the midway being there but there is more room at Victoria park

KevinS , 14 Aug 2019, 04:22 PM Agrees: 2, Disagrees: 5

I chose number 1. I love walking the pier on a warm summer evening, but what spoils it for me is the loud music coming from vehicles on the pier. Also the revving of engines is really annoying.

Beach walker , 14 Aug 2019, 05:22 PM Agrees: 6, Disagrees: 4

Option 3, because I want it fixed, and done right the first time so it doesn't need to be redone in 10 years should we decide to change the use at that point. Even if we end up just making it pedestrian only, I think it would be a huge mistake to not fully fix the foundation in case we decide to allow cars in the future.

Lindy , 14 Aug 2019, 05:46 PM Agrees: 5, Disagrees: 4

How many people who picked 3 because it would be super nice to have a nice thing would be okay with their taxes being increased to shoulder picking the option more than 3 times more costly than the second most pricey option?

D Ruffolo , 14 Aug 2019, 09:33 PM Agrees: 2, Disagrees: 3

As much as I have enjoyed showing visitors our waterfront from the pier and loved driving out there myself, as the town grows, vehicular traffic will simply not be feasible on the pier. It would make greater sense to design a 4-season space for pedestrians.

Anne , 15 Aug 2019, 01:02 PM Agrees: 8 Disagrees: 6

Option 1. I made this based on the fact that the repairs would last just as long as the other options.

I would like to see more pedestrian amenities, such as benches, some covered seating areas. I don't want to see increased vehicular traffic, as it already a little too congested with the marina parking lot, especially as I have two toddlers. While having a fair would be great, I am thoroughly enjoying the increased space and options at Victoria Park. What isn't mentioned would be to make the pier also usable by visiting larger ships. One doesn't need it to be open to vehicular traffic for that imho.

IANeri , 15 Aug 2019, 02:40 PM Agrees: 5 Disagrees: 5

Pedestrian. Consistent with active transportation. I assume bicycles and mobility devices are included. NO VEHICLES.

pdr , 15 Aug 2019, 02:53 PM Agrees: 7 Disagrees: 7

Provides naturalization which is desirable in that portion of the harbour which is largely concrete at present. Cost is also a factor. Support each and every effort to enhance the greening of our waterfront.

Wen , 16 Aug 2019, 04:27 PM Agrees: 2 Disagrees: 3

1: What East Pier structural repair option did you select, and why?

East Pier: Forum Responses

Appendix **A**

The pier should be for pedestrians only. There is much less litter there now as many previous users were unable to use the provided garbage cans. We are supposed to lessen our carbon footprint and driving out onto the pier does not help. As far as watching storms, sunsets, sunrises etc, do it by foot, walker or wheelchair, with increasing obesity in Canada (60%), people must get more active not less. As far as more benches that will likely mean more picnic users who save the benches by leaving their food/clothing on them, so only they use the bench. Greenery means having to water and the town of Cobourg staff only does by truck. BTW I see the pier has now been left with open gravel portions leading to more rapid structural damage. Great thinking town of Cobourg engineering staff.

northumberlan , 19 Aug 2019, 10:33 AM Agrees: 4 Disagrees: 3

leave the pier as pedestrian only, seal the open surfaces (gravel) with asphalt or concrete to prevent infiltration that will further damage the integrity of the pier. If you open the pier to traffic they will bring their garbage and maybe put it in containers otherwise it blows into the lake further damaging our fish life. Let people park in paid parking areas (so the taxpayer gets some relief from high taxes in cobourg) and force them to walk out to the pier and get some exercise! Shake a leg get some exercise people are growing more rotund everyday!! And maybe people won't throw as much residential garbage in the town receptacles and will be forced to buy a garbage tag!!

slump , 19 Aug 2019, 11:58 AM Agrees: 3 Disagrees: 3

The option #1 seems to be more environmentally responsible. I often visit White Rock BC where they have a wonderful wood and steel pier. It's over 100 years old and experienced damage in winter storm. This link shows the enthusiasm of the rebuilding <https://www.friendsofthepier.com/> There are many fundraising options White Rock is using to boost their funds for their waterfront.

Ava B , 20 Aug 2019, 10:44 AM Agrees: 3 Disagrees: 2

Reply: Great idea! Just a head's up; the one the thumb's down was accidentally me and I definitely give your comment a double thumb's up!

northumberlan , 21 Aug 2019, 12:02 PM Agrees: 0 Disagrees: 0

I believe to enhance the Waterfront and Pier, closing it to vehicular traffic seems like the most financially viable option plus, while restricting the access to pedestrians only , the pier will encourage more residents and visitors to enjoy the waterfront without the worry of moving vehicles. Get out and walk!

Trish , 23 Aug 2019, 09:24 PM Agrees: 4 Disagrees: 4

I chose option 3 because it provides the most flexibility for today and for the future should needs or desires change. It would meet the wishes of everyone to a large extent. Limiting it to pedestrians only would deny access to a number of people with mobility issues . Especially in the winter time, I love to drive out on the pier, turn the car off and enjoy looking at the lake. Being surrounded by water provides a sense of peace and calm. I don't get that feeling at all when I walk out there in freezing temperatures. When opened to vehicles, the pier is very much enjoyed and appreciated by many all year round. Closing it to vehicles means it would really only be used in pleasant weather and by a limited number. There is already no shortage of greenspace. Please don't limit the pier to summertime walks in fair weather!

Edward , 06 Sep 2019, 10:29 PM Agrees: 1 Disagrees: 0

option 4 was the best of both worlds

Richard Pope , 09 Sep 2019, 03:49 PM Agrees: 2 Disagrees: 0

The only option that allows for the disabled as well as pedestrians is that which includes light vehicles. Otherwise I would support pedestrian only.

COBOURGER , 09 Sep 2019, 05:43 PM Agrees: 2 Disagrees: 0

I chose option 4 because I feel that passenger vehicles do not need to be on the pier although my family and I have great memories of the free car washes it provided during heavy winds. That was great but I feel change can also provide a new enjoyable experience! I would like to see green space with the addition of food/ beverage trucks and or carts (amount limited to restrictions). To walk out onto the pier to have lunch or supper and perhaps listen to a live band in a small setting would be amazing and an attraction people would come from far to appreciate. A liquor licensed small open air venue would be the highlight. Also (a throwback to the car wash times) perhaps an area at the midpoint of the pier where the waves crash in could be a plexiglass structure so visitors can still get the wave experience. So many ideas, I'm sure whatever is decided on, it will be great!

JamieCavanaugh , 09 Sep 2019, 07:01 PM Agrees: 0 Disagrees: 0

Option 4 Light Vehicle and Naturalization - I selected #4 for the following reasons: 1. Pedestrians already have full use of both the centre pier and the west headland. Leave some of the East Pier for 2 reasons: so cars can bring those who are unable to walk and also to expand the pier's usage when the weather is too cold or rainy for pedestrians. 2. I really can't see what we would gain by making it pedestrian only. The pier has been pedestrian only since it was closed in 2018. And yet, in spite of all the comments, there doesn't appear to have been a sudden influx of crowds of pedestrians. Where are they? 3. I really like my small town life and small town pier. #4 is good enough for me. I don't want to spend anything on a

1: What East Pier structural repair option did you select, and why?

East Pier: Forum Responses

Appendix **A**

more expensive option because I don't want my Cobourg to turn into another Oakville or Port Credit. 4. Laurie Wills, Director of Public Works, told me that in her professional opinion, Option 4 seemed the easiest, most sensible and most economical choice.

lydia , 10 Sep 2019, 12:11 PM Agrees: 0 Disagrees: 0

Option 4 - Light Vehicle & Pedestrian: Mobility issues are not restricted to those who use wheelchairs or walkers. There are numerous invisible health conditions, such as heart or pulmonary disease, that restrict a person's ability to walk the distances from local parking to the start of the pier. By providing light vehicle access, the pier will be accessible to all.

Dora , 12 Sep 2019, 11:29 AM Agrees: 2 Disagrees: 0

Pedestrian only. It is a pier not a road or driveway and meant as a focal point for Cobourg, which keeps it visually pleasing. Also could be used for boaters to dock. As well, temporary summertime venues such as cafes and restaurants, (could be stands opposed to buildings). A place where people can sit and enjoy the view.

Karen Baksh , 12 Sep 2019, 09:22 PM Agrees: 1 Disagrees: 1

I'm worried about where the money is going to come from. According to Dean Hustwick's report, the total cost of his recommended enhancements is over \$1 Million; i.e. over and above the cost of structural repairs only. His breakdown is as follows: Seating/Lookouts \$145,000, Pedestrian Walkway \$380,000, Electrical Upgrades & Pedestrian Lighting \$250,000, Accessibility Enhancements (to Beach) \$105,000, Charter Boat and Deep Water Docking \$130,000...Total = \$1,010,000.000

I moved to Cobourg because I wanted small town life - not Port Credit or Oakville. Above all, I would like to preserve that small town feel. Re: lighting - I don't think \$250K invested in that makes sense since the pier is really only usable for walking (at best) for about 6 months of the year. Lights would likely not be needed for the long days of summer or for the cold winter nights. Re: seating and lookouts - I can't understand why we would have to invest \$145K in a few benches and shade shelters. What's wrong with ones like those currently on the centre pier? I must add that in the 8 years I have lived in town, I have never seen those be busy. I could always find a spot to sit. I seriously doubt that there is a real need (as opposed to a want). If there was a true need, wouldn't the ones on the centre pier be used frequently? In addition, I have not seen crowds of pedestrians flocking to the east pier either - in spite of the fact that it has been traffic-free for over a year. In comparison, it is hard to get a parking spot at the boat launch because it is now more heavily used than ever since the east pier has been closed to cars.

Re: Charter boat and deep water-docking - who is it who wants this? The only people I hear talk about it are town staff. And surely the west side would be bad in that the prevailing winds come from the west. I have heard the Cobourg Yacht Club Commodore say visitors don't like to berth on the west side of the centre pier because the winds throw them up against the pier. So wouldn't it be an issue at the east pier too?

lydia , 13 Sep 2019, 05:02 PM Agrees: 0 Disagrees: 0

Option 1. Pedestrians only. I for one do not miss the hot rodders on the pier, and the loud music coming from their cars. The waterfront has become a more peaceful and pedestrian friendly place since the pier was closed to vehicular traffic I'm 2018. And the fact that it is the least expensive option, is a bonus.

Hobbit , 14 Sep 2019, 09:14 AM Agrees: 0 Disagrees: 0

I have chosen Option 1, pedestrian access only, because the pier should be a tranquil place where one can escape vehicular noise and fumes. With numerous benches, bicycle parking stands and other simple features such as suitable plantings and subtle night illumination, the pier could be an attractive destination for those on foot as well as users of bicycles or electric scooters (with movement of the latter two limited to designated paths). The repair-and-enhancement project does not have to be ambitious to effect a major improvement in quality of life, and moreover it would be desirable to keep the cost down and minimize the potential impact on taxpayers.

EMacB , 16 Sep 2019, 12:46 PM Agrees: 0 Disagrees: 0

Option #4 Light Vehicle and Naturalization Although I do have a concern about planting trees in tree well on the refurbished pier. The suggestion of summertime venues has some merit. The suggestion should be explored.

Donald , 16 Sep 2019, 03:45 PM Agrees: 0 Disagrees: 0

2: The Waterfront Plan identified nine initiatives pertaining to the enhancement of the East Pier. Let us know your thoughts on any of them.

Keep pier only for pedestrians, place benches and trash cans around. No food/drink venues on pier.

Be sure to do due diligence and get three quotes for any work done. Study was done by one company however they should not be given the contract without it going to bid.

DEP, 15 Aug 2019, 08:48 AM Agrees: 5 Disagrees: 1

Reply: Agreed, as long as we open bids to companies outside of Cobourg, as well, to ensure fairness and a fresh vision to what the pier could look like.

CaringforCobourg, 15 Aug 2019, 07:52 PM Agrees: 4 Disagrees: 0

I like the development plans for improvements on our East pier. I would like to know where the money will come from, as I haven't read anything regarding that.

There should also be a way to nominally charge visitors to the area for an individual (\$2) or family (\$5) pass that can be purchased at machines near the beach, that can assist in paying for and the overall upkeep of the area.

Cobourg allday, 15 Aug 2019, 09:33 AM Agrees: 0 Disagrees: 6

What charter boats? Deep (define?) water docking for who?

pdr, 15 Aug 2019, 02:57 PM Agrees: 1 Disagrees: 0

I think pedestrian with light vehicles is a good idea. There are many seniors who used to drive out and sit and enjoy a good book and a coffee. I don't agree with food concessions on the pier. More litter. Seating and lighting with perhaps some raised gardens. Keep with the feel of the harbour with the lighting we have already. Something else needs to be constructed for the lifting of boats into the water. Perhaps a study of how many of the boats that dock here seasonally are local to help decide whether or not putting them in the water here is required. I can't speak to that as I do not have a boat down there. Washrooms don't need to be on the pier I don't view as necessary. Lighthouse improvements is a great idea but keep the area beyond the end of the pier to the lighthouse restricted for wildlife. Move the Canada day rides over in the park where the baseball diamonds used to be. Perhaps the vendors with the lower end wears move to the upper park to make room for the art tents and keep the higher end vendors over along the harbour as we do now. Food vendors behind the spectator area in front of the bandshell. Use Havelock Jamboree set up as a model. They have food vendors in a horseshoe shape way back behind seating area for the bandshell. Some vendor could possibly be up by the rink. Maybe the art tents. Keep a decent amount of space in front of the bandshell for entertainment and spectators. Cameras on the pier and in the harbour area to help with vandalism. It's sad but it does happen. Lastly cater to the residents of the town of Cobourg for a change and not the many tourists. Great that they come but we need policing of the beach area to stop the willful disrespect for the area. Litter, tents on the beach and anything that blocks the view of the lifeguards. I always wished a couple of nice restaurants had been put where the condos are. A nice steak and seafood restaurant without the ridiculous pricing would be great. Cater to the locals with something the average family can enjoy and afford. These are the people would would be there all year round and not just during the summer months.

K2Kraky, 29 Aug 2019, 01:36 PM Agrees: 0 Disagrees: 0

yes to seating, to seasonal closure to motor vehicles, to keeping east breakwater closed off, to viewing platforms, to railings and to upgrading lighthouse

Richard Pope, 09 Sep 2019, 03:58 PM Agrees: 0 Disagrees: 0

3: Do you have another ideas for the East Pier? What's your vision?

How about setting up some cafe on the pier. Imagine walking out on the pier and stopping for a coffee or a glass of wine at sunset!

Linda C , 13 Aug 2019, 11:35 AM Agrees: 13 Disagrees: 2

Reply: That's a great idea. The Santa Monica Pier in California is a great example. Perhaps not as large as that but something in that vein.

Cobourg_resident , 13 Aug 2019, 07:41 PM Agrees: 5 Disagrees: 2

Reply: Love this idea, but no smoking on the pier, so it is comfortable for everyone.

CaringforCobourg , 13 Aug 2019, 07:43 PM Agrees: 6 Disagrees: 1

Reply: As long as it 1) generates income for Cobourg, 2) ecologically responsible facility (e.g. Olympus Burger business practices)

Mags0828 , 15 Aug 2019, 08:43 AM Agrees: 3 Disagrees: 0

Reply: Totally for this option, but I fear it will increase the littering of the water. There needs to be better littering bylaw enforcement (along with the beach area....hate going there on a Sunday evening to see what visitors have decided to leave behind....:())

IANeri , 15 Aug 2019, 02:45 PM Agrees: 6 Disagrees: 0

Reply: NO!

Keef , 01 Sep 2019, 04:53 PM Agrees: 0 Disagrees: 0

I envision a partially naturalized area along with cultivated gardens to turn the current hardscape into a softer landscape. Also - to enhance the pedestrian experience - make spaces available for a few kiosks that could sell small food & beverage offerings along with goods & services. Seating areas & pergolas such as are currently along the beach area would make this a desirable area to visit for locals as well as tourists.

JimO , 13 Aug 2019, 12:43 PM Agrees: 9 Disagrees: 1

Reply: I generally agree with this proposal. However, it's important to ensure that cultivated gardens are such that they can be reasonably maintained. Also I feel that access for light vehicles must be continued. In the off-tourist season Cobourg residents enjoy a short stop on the pier for their coffee.

Keef , 01 Sep 2019, 05:18 PM Agrees: 1 Disagrees: 0

Whatever the choice for landscaping and enhancement it must be done on top of a fully repaired structure. If that means rebuilding the Pier to withstand the stresses and strains of a large load sobeit.

My idea of a refinished Pier would be multi use - capable of taking a Midway, capable of servicing many commercial establishments (this option would be taken if the people wanted it) and as much public access for all. Parking and vehicular access if wanted and as much sedentary spots as needed.

Whatever the Citizens of Cobourg decide in the future - don't forget we are building a hundred year Pier here - the Pier must be ready for it now. That means in the renovation we need to install full service sewage and water pipes as well as the electrical needs for intensive use. Underground electrical conduits need to be placed but not wired, just have the capacity to wire them.

To sum up we need a Pier that can be built on, if a commercial need is wanted and with the servicing capacity to handle it. You asked what I want to see - I would want to see a vibrant people place with ample commercial activity to attract more people. A restaurant for sure, kiosks selling all types of merchandise and places for people to watch the sunset.

cobourgladdie , 14 Aug 2019, 08:14 AM Agrees: 5 Disagrees: 5

If this is to continue as a true harbour than the East pier should be fully repaired, not simply repeatedly patched. The issue then becomes who pays the bill. Does the burden fall to the campgrounds, marina, Coast Guard, beach goers and other physical users or the Cobourg taxpayers at large? Is there any reserve in the Town treasury for this type of foreseeable expense? If fairness dictates that we all should "pay-to-play" than shouldn't the various pier users pay?

MCGA , 17 Aug 2019, 10:45 AM Agrees: 3 Disagrees: 0

Do you have another vision for the East Pier? What's your vision?

East Pier: Forum Responses

Appendix **A**

The east pier should not be dedicated to water fowl (foul) - Yesterday when returning to the Harbour by boat, the east pier was busy with roosting cormorants and gulls. The smell of guano was thick in the air as our boat passed by. Given the predominant wind is from the south-west, the beach and Victoria Park is downwind of the pier. Something to keep in mind.

Yes, fix the Pier properly, don't skimp out now! Return the Ferris wheel to the pier. The best Canada Day photos ever taken of our town depict the midway reflected on the water.

Mike H , 19 Aug 2019, 09:04 AM Agrees: 3 Disagrees: 0

What would be useful to both this conversation and future consideration is some measure of understanding, from the Town Councillors and staff moderators, as to the amount of financial reserves already saved for any East Pier repairs or modifications. Wishing for stuff is great, paying for it a bit tougher. We should all know where we are starting from.

MCGA , 24 Aug 2019, 08:10 AM Agrees: 1 Disagrees: 0

I think that the East Pier should be a sort of extension to Victoria Park. Rip out the old concrete and make a nice area to spend time in. I think that more seating would be great and maybe a bike path.

BL , 02 Sep 2019, 09:04 PM Agrees: 3 Disagrees: 0

Reply: Thank you for your feedback. I like the bike path idea!

Brian Darling, Councillor , 03 Sep 2019, 02:27 PM Agrees: 0 Disagrees: 0

None of the options include putting the carnival back on the pier! It is unfair to the residents on Church, Perry and Bay street that we have to be assaulted for a week with a carnie show, trailers and rides on site next to our homes. This is a residential neighbourhood! It was an attractive sight to see the carnival out on the pier and now it is not happening at all! Also the damage to the grass and the park from the heavy equipment is punishing especially when there is a period of summer drought. It is the first of many heavy uses of the park which is becoming more of a fairground than a park. an you know what a fairground looks like over time.. a dust bowl.

Judy Smith , 04 Sep 2019, 10:00 AM Agrees: 4 Disagrees: 1

Reply: I accidentally clicked the mark for review by administrator button while trying to hit the thumbs up on my small phone screen. There's nothing inappropriate to review in the above comment, just an accident.

Lindy , 11 Sep 2019, 01:05 PM Agrees: 0 Disagrees: 0

Having traveled to many waterfront cities, a common theme is always a vibrant waterfront. I have always felt Cobourg could do way more. I like the idea of making the pier an attraction, not just a parking lot. Vendors who provide food, beach products, tourist trinkets. Multiple food vendors with a seating area, and a cafe that serves local beer and wine, with rent charged accordingly. Offer to Cobourg establishments first, if they decline then go to others. Repair the pier correctly, as patchwork repairs never last. Maybe have an open area for special events, such as weekly car meets, etc. The deep water spot for ships is a good idea. Great Lakes cruising has become popular, and ships stop for day trips. Build to attract tourists who spend money, build what they want to spend money at. Limited food services at the beach, also limit what beach goers spend money at.

Jeremy Coulis , 18 Sep 2019, 10:23 AM Agrees: 0 Disagrees: 0

Remove the Front row of trailers and incorporate that land into a park. Create more of a division or border from the park. How about a cafe or two, or a bistro that can be enjoyed while walking about the beach. Add park benches and some tables

Linda C , 13 Aug 2019, 11:47 AM Agrees: 15 Disagrees: 11 Replies: 5

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Last year in "tried" to book friends into the campground. Emails, phone calls and three visits to the office did not secure them a campsite. I walk past the campground at least e times every week. I regularly (saw) see empty camp sites. The current booking process doesn't work, to say the least.

Gail B , 13 Aug 2019, 11:35 AM Agrees: 14 Disagrees: 5

Reply: These problems could be simply that they wanted a full service site or the site would not accommodate their size or it could have been booked and someone had to cancel. This is not unusual in a campground.

Jg , 26 Aug 2019, 08:48 PM Agrees: 4 Disagrees: 3

Reply: You could be right, but that doesn't mean you shouldn't be given the opportunity to accept a site that isn't exactly what you wanted. It's like going to the restaurant and asking for a seat by the window. They say they have no seats by the window, but you can wait or take a seat at the bar. Sometime you can't wait and the lessor choice will do.

Wes Witlox , 05 Sep 2019, 05:54 PM Agrees: 5 Disagrees: 1

I would like to see the campground remain as is, with some improvements made to the facilities for campers. As a walker who uses the boardwalk frequently, I would like to be able to see - and sometimes, talk to - the campers when they sit outside their trailer/tent. Camping is about camaraderie as well as interacting with local folk. A barrier between the campground prohibits that interaction. Planting trees - as long as they don't impede the view for walkers or for campers - is a good idea.

MacCulloch , 13 Aug 2019, 12:17 PM Agrees: 19 Disagrees: 9

Reply: Like and agree!

Julia , 25 Aug 2019, 02:22 PM Agrees: 5 Disagrees: 1

First, keep the campground. It's a unique feature of our community that there is a fully serviced campground so close to downtown. We've camped here ourselves and found the proximity to downtown an amazing feature.

Second, do undertake improvements. Booking, check-in, etc do not compare favourably with other campgrounds. Also, the sites are not clearly identified. Fewer sites, with gravel pads, clearly identified fire pits and adequate space between campers would enhance the camping experience. And, yes, you could easily charge more for such an experience.

Third, eliminate seasonal - long term - campers. This campground - with its proximity to the beach and downtown restaurants - is a real gem. It should be a campground and not a trailer park. I believe that one week, perhaps two weeks is long enough. Make space for more campers to come visit downtown Cobourg.

Fourth, for the un-serviced sites, they should be repositioned to be in proximity to the washroom block. Campers who are tenting or camping in a smaller RV need access to washrooms and clean-up facilities more than those who are in a fully self-contained RV. Don't make them walk most of the way across the campsite.

JimO , 13 Aug 2019, 01:07 PM Agrees: 36 Disagrees: 10

Reply: Bravo! Excellent ideas

Jg , 26 Aug 2019, 08:45 PM Agrees: 6 Disagrees: 5

Reply: totally agree that we have made most of the campground a trailer park what better way to encourage folks to visit our great town and beach there is always criticism about the marina and boats owned by the so-called elite when if fact some of the RV's cost more than cottages and move on to Florida for the winter short term would most likely produce more revenues

Bprawecki , 03 Sep 2019, 01:41 PM Agrees: 8 Disagrees: 1

Reply: I agree with the above ideas

Martha , 05 Sep 2019, 10:16 AM Agrees: 3 Disagrees: 2

Reply: Good plan!

Wes Witlox , 05 Sep 2019, 05:37 PM Agrees: 2 Disagrees: 1

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix **B**

Reply: I like all of these thoughtful ideas, but would like to add that as a Cobourg taxpayer I would like to see improvements come out of added revenue from the upgraded sites and the reserves we are told that exist, and not added to our taxes.

Luna , 06 Sep 2019, 01:49 PM Agrees: 8 Disagrees: 1

Reply: The campground makes over \$120,000 in profit a year. There is plenty of money to upgrade, at no cost to taxpayers.

Kris M , 13 Sep 2019, 01:07 PM Agrees: 1 Disagrees: 0

Reply: Yes!...eliminate seasonal - long term - campers.

Van , 12 Sep 2019, 07:14 PM Agrees: 4 Disagrees: 0

As a resident and a business owner I think the campground is a wonderful asset for the town. It's one of the amazing things that makes Cobourg unique. As a business owner I witness first hand the benefit it is to the downtown businesses and restaurants. Make whatever improvements are recommended but please keep this campground on our waterfront !!!

LoriA , 13 Aug 2019, 01:27 PM Agrees: 29 Disagrees: 11

Reply: I absolutely agree

Bruce Wood , 16 Aug 2019, 04:22 PM Agrees: 12 Disagrees: 7

Reply: I vehemently disagree. It is an eyesore on what is otherwise a beautiful waterfront. Flatten the grounds and turn it into more parking.

ParadoxInsanity , 18 Sep 2019, 05:22 PM Agrees: 0 Disagrees: 1

Reply: Exactly.....well said!

Julia , 25 Aug 2019, 02:15 PM Agrees: 8 Disagrees: 3

Reply: I agree

Martha , 05 Sep 2019, 10:20 AM Agrees: 4 Disagrees: 3

Reply: 100% agree!

Wes Witlox , 05 Sep 2019, 05:36 PM Agrees: 3 Disagrees: 3

Reply: Absolutely agree..

Krysia , 06 Sep 2019, 09:10 AM Agrees: 3 Disagrees: 3

Reply: What about moving it up from the waterfront? Most residents have to walk to the beach and the park - a specific campground with excellent facilities moved up from the water means that the RVers can take their chairs or picnic to the beach like the rest of the community. And I am sure that they would pay more for better facilities - even if it's a block from the beach.

HJJ , 15 Sep 2019, 07:20 PM Agrees: 0 Disagrees: 2

Reply: Flatten the campgrounds and open it to parking. The campgrounds are a vitriolic patent eyesore and embarrassment to the community.

ParadoxInsanity , 18 Sep 2019, 05:24 PM Agrees: 0 Disagrees: 0

Reply: Thank you for your feedback. It is nice to hear from a local business owner.

Brian Darling, Councillor , 18 Sep 2019, 09:07 AM Agrees: 0 Disagrees: 1

Has any study been done since the seasonal trailers have been banned from the South of the Park? I see empty spots in what used to be seasonal spaces and wonder why this is. These spaces used to generate revenue for the whole season now how much do they bring in?

cobourgladdie , 13 Aug 2019, 03:34 PM Agrees: 2 Disagrees: 4

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix **B**

The campground should be self sufficient and pay fees relative to the prime location that they hold. Any improvements should be fully paid for by the campers with money to spare... just like any property owner... ie reserve fund in case of emergency repairs.

CaringforCobourg , 13 Aug 2019, 07:05 PM Agrees: 26 Disagrees: 2

My ideal scenario would be for the town to purchase the west high school track and field if it were to become available, move the campground to that location. It is more private but also has beach frontage (would need to start taking the west beach as well at that point), and is still very walkable distance from downtown and Victoria beach. This would help alleviate traffic flow issues when trailers are arriving at once, trying to get into campground on a busy beach day when traffic is already congested at that spot.

I would then turn the northern part of the current campground into a through parking lot, with two rows on each side of the current through road, which would also help alleviate the bottleneck traffic at harbour by allowing people to turn into that road and either park alongside it, or continue driving through to the beach parking lot roundabout.

I would keep all the trees, and make the southern part of the current campground into shaded parkland/an improved shady playground, with lots of benches.

Lindy , 14 Aug 2019, 12:04 PM Agrees: 7 Disagrees: 20

Reply: How would you suppose we pay for that ? I am sure it is upwards of 2 million to buy and people are pushing back at money for upgrades at the current location that already generates income and has a proven record of occupancy. Seems a little extreme expense to push out the campers.

Jg , 26 Aug 2019, 08:40 PM Agrees: 4 Disagrees: 1

Seasonal campers take pride in their surroundings and enhance the look of their site. They have more respect for the park and the bylaws than transient campers. Fees should be reviewed and put in line based on uniqueness of facility. While defining/enhancing individual sites is important, no need for asphalt paths, etc. Modernize to online registration. No change in boardwalk required.

Mags0828 , 15 Aug 2019, 09:05 AM Agrees: 14 Disagrees: 6

The campground is a big asset to the town. It has never caused a problem and brings people to Cobourg and specifically to the downtown area. It provides security for the beach area AND it makes money! Leave it alone. Some want to remove it and replace it with more parkland. Cobourg has enough parks, parks cost money and lead to higher taxes, the campground makes money and therefore leads to reduced taxes. Cobourg's taxes are already way too high, I think that most of our tax money is spent from King St south. Leave well enough alone on this one.

Jboy , 15 Aug 2019, 09:26 AM Agrees: 20 Disagrees: 9

Reply: Unless we are reassured that the campground improvements will come from that revenue, or the reserve fund, those improvements will come from taxpayer dollars, too.

Luna , 06 Sep 2019, 01:55 PM Agrees: 0 Disagrees: 1

After a very long discussion with my better half, my original get rid of opinion has been tempered by a practical and rational approach... provided it can 'pay for itself' where costs are concerned, I am now a proponent to keep it as is. Projects which require an increase in what are already high property taxes must benefit all in order for me to at least swallow the bitter pill. I am not a fan of tax increases which benefit the few.

IANeri , 15 Aug 2019, 02:52 PM Agrees: 10 Disagrees: 1

Cobourg has a surplus of parks. The campground makes money. Improve it but leave it.

pdr , 15 Aug 2019, 03:03 PM Agrees: 17 Disagrees: 7

Since "The Waterfront User Needs Assessment and Detailed Design Plan recommends leaving the campground in its current location, and making a number of improvements to help reduce its visual and operational impact on the waterfront" ... the residents that do not care to have a Campground at all, basically have Zero say. So, yeah, go ahead, implement all your recommended plans (put Lipstick on a Pig). But as a commenter wisely suggested, Make the Campers pay for ALL upgrades and charge rent accordingly for their million dollar view.

LRS , 16 Aug 2019, 10:05 AM Agrees: 17 Disagrees: 5

Reply: Wholeheartedly agree!

Luna , 06 Sep 2019, 01:52 PM Agrees: 4 Disagrees: 1

Reply: Such a wonderful space for so few! Million dollar view for a few hundred bucks.

HJJ , 15 Sep 2019, 07:18 PM Agrees: 1 Disagrees: 1

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix **B**

The campground could benefit from many of the proposed changes. That said, as it produces over \$100,000 in net profits annually there should be over \$1 million in aggregate reserves to fund these various projects. Correct?

MCGA, 16 Aug 2019, 10:49 PM Agrees: 5 Disagrees: 3

Reply: Only if the profit each year has been put into reserves instead of going towards general expenses. How much currently is in reserves is unclear.

Paul Pagnuelo, 17 Aug 2019, 12:55 PM Agrees: 7 Disagrees: 1

Reply: Absolutely agree Paul. Part of this "Engage Cobourg" exercise includes timely feedback from the listening Town Councillors and Senior Staff. Not sure at what point they move from listening to writing. I have asked the same type of reserve question in the East Pier forum. Hopefully, one or more of the listeners will answer. As they use to say: enquiring minds want to know.

MCGA, 26 Aug 2019, 02:58 PM Agrees: 1 Disagrees: 0

It is a shame that the campers bring in everything they need from home & do not frequent the downtown shopping area!

jacquie, 18 Aug 2019, 07:35 PM Agrees: 9 Disagrees: 6

Reply: That's not really true. I have met many of the campers who frequent the daily Aqua-Fit classes. I have also talked with the store owners who will confirm the long term campers shop locally. It's the day people at the beach who bring all their own stuff and "never" shop locally and leave their garbage!

Julia, 25 Aug 2019, 02:14 PM Agrees: 8 Disagrees: 3

Reply: Absolutely agree. I have camped there many times and the beach/campground/downtown stores and restaurants is a perfect mix. We have travelled to many areas for camping and you do not get this combination very often. Upgrade it perhaps but do not take it away.

Jg, 25 Aug 2019, 07:51 PM Agrees: 7 Disagrees: 1

I think we should upgrade the services at the camp ground and maybe pave the road in the campground to get rid of the pot holes also it would be nice to add bigger spots for the bigger trailers and have it so people can use the Campgrounds all year instead of spring to fall. It would be also nice if we add a community area near or in the Campgrounds so we could have events there all year round something like the lions pavilion.

Paul Fisher, 18 Aug 2019, 08:38 PM Agrees: 0 Disagrees: 6

Any changes to the campground should be paid for by the supposed revenue it makes, not by the Cobourg taxpayer. If the director of community services can confirm this go ahead. Let us see the numbers.

northumberland, 19 Aug 2019, 10:21 AM Agrees: 20 Disagrees: 0

Reply: Absolutely!

Luna, 06 Sep 2019, 01:51 PM Agrees: 3 Disagrees: 1

I like the campground, do the improvements needed ,but keep it where it is .

Jake, 19 Aug 2019, 11:43 AM Agrees: 11 Disagrees: 7

I like the campground as it is, however the \$100,000.00 profit per year (reported) is highly suspect given the the resources the town uses to maintain it. Rather than hire consultants use existing town staff (planners, engineers etc.) to upgrade where necessary get more value out of town employees. Provide a clear and concise accounting of the trailer park (and marina) so the tax payer can see value in keeping it, don't forget to allow for the lost property tax that could be collected if it is developed that would help provide relief to already overtaxed cobourg residents.

slump, 19 Aug 2019, 12:28 PM Agrees: 6 Disagrees: 4

Reply: I have previously reviewed the campground (and marina) financials for the fiscal years from 2009 through 2014, net profit exceeded \$100K for the campground each of those years. Appears unlikely there would have been a decline in profitability post 2014 to present. Easy to suspect, harder and better to actually know.

MCGA, 20 Aug 2019, 01:03 PM Agrees: 5 Disagrees: 1

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix **B**

Reply: Any development of buildings would make the waterfront non accessible to others and definitely not improve the look. Have you seen the waterfronts of the bigger cities. Just lots of big buildings blocking the view. Campers bring in revenue and add to the people attending the events hosted by Cobourg. It also keeps the space greener which we enjoy in the off season.

Wes Witlox , 05 Sep 2019, 06:10 PM Agrees: 3 Disagrees: 3

Upgrade the campground with water, sanitary and electrical and increase the rates to cover these enhancements. The campground is eclectic and provides a ready form of revenue. I suggest opening up the fenced in area for music entertainment and food like the 2018 year which allows for a "feel good experience".

P Hacking , 19 Aug 2019, 01:06 PM Agrees: 8 Disagrees: 5

I definitely would like a buffer between the boardwalk and the campers living rooms. I know they want to see the water directly but we do not want to see them getting up making breakfast and/or drinking in the evenings. People are not allowed alcohol on the beach but the campers can drink and smoke all they want because it is deemed their living space. Lets put a green buffer between the board walk and the campground. They can just walk out to the beach like rest of us taxpayers.

Mandy , 19 Aug 2019, 03:11 PM Agrees: 12 Disagrees: 9

Reply: it would be interesting to see the campground rules and guidelines relating to drinking and smoking if allowed to smoke would this would include cannabis???

Bprawecki , 03 Sep 2019, 01:49 PM Agrees: 1 Disagrees: 2

Reply: Buffer would be great. Trees or any greenery would beautify and improve the environment.

Krysia , 06 Sep 2019, 09:15 AM Agrees: 5 Disagrees: 3

Reply: Mandy, I can't agree with you about a buffer. Just spent a week on the front row. Mostly older couples, no beer cans rolling around, no smoking & not a whiff of weed. What's wrong with the smell of bacon & eggs in the morning.

Kris M , 13 Sep 2019, 01:41 PM Agrees: 1 Disagrees: 1

I agree, a buffer is needed between the RV's and the boardwalk. The size of the RV's over the past 10 years seems to have increased and is it the size or has the town increased the number of units along the front row at boardwalk. The suggestion to move tent sites closer to the washrooms makes sense.

Ava B , 20 Aug 2019, 11:22 AM Agrees: 4 Disagrees: 4 Replies: 1

Reply: And why do you feel we need a buffer?

Kris M , 13 Sep 2019, 01:50 PM Agrees: 2 Disagrees: 0

Eliminate the campground. It is an eyesore. Replace with picnic tables ,upgraded washrooms,change rooms, food kiosks and a wading pool for small children. It should be a welcoming beach for families to enjoy.

John Mcdougall , 24 Aug 2019, 01:05 PM Agrees: 5 Disagrees: 21

Reply: Our campground at the beach is a unique feature for the town of Cobourg. It blends well with the beach and harbour. I understand that it brings in a healthy profit every year. It is great to see it full every year and the people who stay there for the summer shop locally and use other facilities like the Centennial pool. I don't personally use the camp but I am very happy and proud that it is there and being well used!

Julia , 25 Aug 2019, 02:07 PM Agrees: 16 Disagrees: 4

Reply: Disagree, keep and improve campground

Martha , 05 Sep 2019, 10:21 AM Agrees: 6 Disagrees: 2

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix **B**

Reply: The campground produces revenue where as the visitors that come to the beach do not necessarily provide any revenue to care for the services offered. We need to give the campground a facelift, eliminate seasonal camping and improve the services within the campground itself. All the trailer lots should be fully serviced and the tent campers moved closer to the bathrooms as they are the ones that need that building the most.

Wes Witlox , 05 Sep 2019, 05:35 PM Agrees: 3 Disagrees: 3

Reply: I disagree. Keep campground, make improvements. Unique and open to everyone.

Krycia , 06 Sep 2019, 09:12 AM Agrees: 2 Disagrees: 3

Reply: We already have plenty of picnic tables around the beach/ Victoria Park, 2 take out restaurants (Harbour Delights & the canteen at the beach) that have ample selection for just about everyone's taste as well as tons of yummy places to eat located along King St. There is already the waterpark that was put in only a short number of years ago by the play structure. I do agree we could use another bathroom facility as the one by the canteen gets pretty lined up during the summer peak times.

No sense taking away something very unique to add more of the same of what we already have at our lovely beach.

OliviaH , 17 Sep 2019, 01:45 PM Agrees: 2 Disagrees: 1

Reply: I AGREE! Northumberland already has plenty of eyesores: Bewdley, Port No-Hope, etc. Let Cobourg stay as THE Crown Jewel of the county.

ParadoxInsanity , 18 Sep 2019, 05:26 PM Agrees: 0 Disagrees: 0

Up grade electric services as required as well as washrooms. Make washrooms available to public from beach. Keep as campground

Tim Austin , 26 Aug 2019, 10:01 AM Agrees: 5 Disagrees: 3

I'm disappointed I cannot reply to a reply (for continuity of the chain) however, the answer to my complaint was glib and did not address the issue at all. The point was that we received NO response to our phone calls and every time we went to the office, we were advised that there was zero availability (None, Nada, zilch) for any booking. We were never asked as to the size of the camp site or location sought. We were told we would be placed on a "waiting list" for cancellations. You guessed it -- lots of empty sites, no phone calls. I don't understand what you meant when you stated that "it could have been booked and someone had to cancel." Isn't that what a "waiting list" is for? I think there must be a better way. I was embarrassed.

Gail B , 27 Aug 2019, 10:38 AM Agrees: 3 Disagrees: 1

Reply: Agreed. There needs to be a better way to book sites. I know there are cases where there are last minute no shows, but that's when a call should go out to the waiting list.

Wes Witlox , 05 Sep 2019, 05:50 PM Agrees: 4 Disagrees: 1

We like most of the proposals. However, we do not want to see any new permanent structures as proposed in 6.3 (yurts & cabins). This would change the nature of the trailer park quite radically and would give a year-round presence that is too strong.

Harry Meester , 27 Aug 2019, 01:39 PM Agrees: 11 Disagrees: 3

Keep the campground with service improvements. I am a Cobourg resident and camp at Victoria Campground. It was our introduction to this campground 15 years ago that we loved the town so much that we moved from Brooklin to Cobourg. I pay taxes but our family is continually putting back into the town. Groceries- dinners out, sidewalk sale purchases, firewood, etc the list goes on. The idea of removing the front row of trailers to expand the boardwalk seems a big loss of revenue to the town. That extra green space between the trailers and boardwalk is more LARGE families bringing in their own food, and drinks and leaving litter behind that us the tax payers are responsible for. Makes no sense to me. Update the services.

MelT , 02 Sep 2019, 01:14 PM Agrees: 8 Disagrees: 4

Agree with recommendations as long as evidence supports the need,(eg not sure about 6.6 or 6.3-first bullet)and, strongly endorse keeping the campground in its current location

Susan , 03 Sep 2019, 01:10 PM Agrees: 1 Disagrees: 3

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix **B**

Reply: I think the "need" is a good point. Was there somewhere that the study concluded what type of a waiting list there is? I know in putting in a marina recently, they put in plenty of summer slips but had 35 times that number that would regularly be seeking a slip. In the laws of supply and demand, that means the slips will pay for themselves quickly. I expect the same is true of camp-grounds.

HJJ, 15 Sep 2019, 07:24 PM Agrees: 1 Disagrees: 1

I support 6.6 and would allow half of the spots upfront to those that would like to stay for at least 2 weeks. This would give younger families that cannot afford the luxury RV's to enjoy the view. This could raise revenues as long as you can book online. I know that this is sore point to many but if the land was used for condos the taxes collected would surpass any current revenues.

Bprawecki, 03 Sep 2019, 01:35 PM Agrees: 4 Disagrees: 2

Keep the campground as is - with necessary upgrading maintenance. No buffer between campground and lake, or what is the point of a choice spot? Some people live all year round in their RVs - why take away such a nice visit to Cobourg? If it was changed to just parkland, where are people going to park???? Half of the space would be parking lot. (Dah!) That's why we should keep it as a campground for RV visitors.

Sheila McCoy, 06 Sep 2019, 12:26 PM Agrees: 4 Disagrees: 4

I heartily agree with 6.6. Besides increased revenue, these new rates should include any improvements undertaken; and not shouldered by Cobourg taxpayers! The campground has no direct benefit to me as one of them. I am not a business owner, nor do I think the campground adds any "beauty" to our town. I cannot use it like our lovely beach proper and boardwalk, or our beautiful Victoria Park. I don't think we need to be rid of it - but let's call a spade a spade - it does not directly benefit all of us.

To the point of reducing maximum length of stay, the campground has the feeling of a "trailer park" because of the long-term seasonal "campers". I met someone today who is a self-proclaimed "camper" here for 6-7 months of the year (April-October). The other 5-6 are spent in a different county. If we are a town that encourages tourism, let's make our campground a "real" campground and limit long-term stays to 2 weeks maximum like our Provincial parks.

Luna, 06 Sep 2019, 05:01 PM Agrees: 7 Disagrees: 1

leave the campground as is with the updates made and payed for by the people who use the campground

teflon2, 07 Sep 2019, 03:27 PM Agrees: 2 Disagrees: 2

Reply: The users are not really paying for it. Taxpayers are subsidizing it by accepting such low return on their investment in the land.

Lawrence, 11 Sep 2019, 11:02 AM Agrees: 5 Disagrees: 2

Reply: Not true. A very profitable business, no cost to taxpayers. Campers are spending money in town.

Kris M, 13 Sep 2019, 01:29 PM Agrees: 1 Disagrees: 2

Cobourg has a one of a kind waterfront. This does create a lot of traffic and parking challenges in that area - much to the chagrin of many Cobourg taxpayers. It appears that the parking lot in front of the boats is swamped with GTA folks using the beach as their free provincial park. I have been told by some Cobourg parents that they have to go to the beach with their children mid-week after dinner so they can park their car.

The parking lot in front of the marina launch ramp is now overcome with out of province charter fishing trucks and trailers in the summer. I am not aware of any material benefit to Cobourg residents from that group.

Whereas the campground visitors park in the campground, follow the rules, pay their fees and spend money in town. Fair market campground rates and shortened stays makes sense after improvements are paid for by the taxpayers. Any other use of the campgrounds may just lead to more out of town free loading visitors upsetting Cobourg taxpayers.

Biz Guy, 08 Sep 2019, 09:30 AM Agrees: 4 Disagrees: 1

Reply: This seems to be a common thread - campers pay for usage and beach visitors do not. Maybe we should be charging a nominal rate for beach use! or maybe.....all those tents on the beach which make playing and walking hazardous, can be moved to the current trailer park and charged for the day. Then my neighbours and I can walk together on the beach and Cobourg will get paid.

HJJ, 15 Sep 2019, 07:16 PM Agrees: 0 Disagrees: 2

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix **B**

I am against re-aligning the paver sidewalk. I have spoken to "front row campers" and they do not mind the strolling people - after all they are quite close to the camper neighbours.
I believe it is a make work project and a waste of money.

Ted Williams , 09 Sep 2019, 08:00 PM Agrees: 6 Disagrees: 3

My comment is about why we should keep the Victoria Park Campground. First, it is absolutely not an eyesore and I am not sure who created this reason for getting rid of it. It is only used for a few months as a Campground and for the remaining part of the year it is a beautiful open green space with mature trees. When the Campground is in use during the season it is very nice to watch families including grand children enjoying this simple and unique beach front pleasure. Walking along the campground in the evening and smelling camp fires burning is also amazing. I believe that getting rid of it has nothing to do with it being an eyesore and has more to do with financial gains of those few who want to see condos or retail space there !!!

Glenn Burkett , 10 Sep 2019, 08:17 AM Agrees: 6 Disagrees: 3

Reply: I think most people find trailer camps rather unsightly, part of why they are usually hidden away in the woods. It's weird to have one in the middle of a town. It's also poor use of valuable land.

Lawrence , 11 Sep 2019, 11:00 AM Agrees: 5 Disagrees: 5

Reply: Well to start with Campgrounds are not hidden away in the woods or unsightly, they are very much appreciated there so they can be enjoyed with surrounding nature and green space similar to our park for those who prefer this over condo or retail development, etc. Thankfully this land is very valuable just as it is to the vast majority of Cobourg residents expressing their concerns over this issue on this site.

Glenn Burkett , 11 Sep 2019, 11:58 AM Agrees: 2 Disagrees: 3

I'm a fairly new resident of Cobourg (7years) and live close to the waterfront. One of the joys of Cobourg is walking along the boardwalk, enjoying the smell of woodsmoke from the campfires in the summer, and knowing that come Thanksgiving, the beach and campground once more returns to the residents of this wonderful town. Campers bring revenues to our town, day trippers for the most part do not. A camper who makes use of the site for the whole summer is more likely to shop locally whereas a camper who stays for a week will have filled their cupboards and fridge and will be less likely to support our local shops. Absolutely, make improvements to the site, but leave the campground where it is.

Hobbit , 10 Sep 2019, 10:06 AM Agrees: 8 Disagrees: 3 Replies: 1

Reply: Very good. Could not have said it any better.

Kris M , 13 Sep 2019, 01:30 PM Agrees: 0 Disagrees: 1 Replies: 0

I have never stayed in the campground but walk by and through it regularly. I agree with other comments that it adds some security to the beach and Victoria Park. Service upgrades and improvements to the registration system make sense to keep the campground current and popular as a destination. Let's also see if we can maximize the revenue.

I like the idea of improving the surface of the road through the park that is part of the waterfront trail. However, please investigate permeable surfaces rather than asphalt! If we can use the loop for a skating trail in the winter that would be great but I don't think there would be all that many days suitable for skating without adding artificial refrigeration. Perhaps we could simply try flooding it for one winter as a pilot.

Realigning the walkway would be a "nice to have" but I'm not sure the cost of that project is warranted.

BruceB , 12 Sep 2019, 08:49 AM Agrees: 5 Disagrees: 1

Reply: Thank you for your comment, thinking "green", permeable surfaces great for the environment.

Brian Darling, Councillor , 18 Sep 2019, 09:24 AM Agrees: 0 Disagrees: 1

Reply: This is a great idea. I feel that the rink gets lots of use but also does not allow for kids to play hockey. We need an outdoor larger skating surface that is maintained to give our kids more outdoor winter options. I've noticed most ideas that involve something for kids get thumbs down but this town needs to grow which means make it more desirable for families not just seniors.

Mama Lama , 21 Sep 2019, 12:41 PM Agrees: 0 Disagrees: 0

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix B

Having people near the beach and park improves safety - and makes things feel lively in our small town.

Alyson , 12 Sep 2019, 11:31 AM Agrees: 3 Disagrees: 1

The supposed profitability of the trailer park should be clarified.

1. What is the value of the land that the trailer park uses?
2. Does the trailer park business pay a market rent for the use of the land?
3. What taxes does the business pay to the town?
4. What would the sale of the land for a mixed residential/commercial use add to the tax base?

Lawrence , 13 Sep 2019, 03:26 PM Agrees: 2 Disagrees: 2

Reply: Tax Tax Tax. What's with the TAX??

Kris M , 14 Sep 2019, 08:57 PM Agrees: 1 Disagrees: 0

RESUBMITTING AS INTERNET WENT DOWN AND NOT SURE IF SUBMITTED RIGHT:

- 1) Mark the sites better so everyone is aware of the size and the boundaries and this info should be included on the map of the campground. When a reservation is made the office will ask the size of the camper in order to know which size of lot will accommodate their camper. The best way to do this is to have a cement pad on each site where the camper should be parked. Right now it seems to be they try to fit any camper on any lot and then it creates problems with campers having to move once set up and disputes amongst the campers themselves as to who is on who's lot. This would be make the girls in the office job a lot less of a hassle.
- 2) The sites should all have sewer, water and electricity (one station per site) close to a cement pad, this would solve the trip hazard out there now of multiple hoses and electrical cords all over the place. Also, presently the sewers are disgusting as they smell due to improper connections. If all sites had the cement pad and sewer, water and electricity (other than a few tent sites) it would be uniform in distinguishing each site, it would be tidy and organized looking for the public, so won't have the eyesore effect that some people seems to think it has now.
- 3) One way to pay for these improvements and to prevent empty sites due to cancellation is to increase the deposit amount to 1 nights stay, which is forfeited if not cancelled a minimum of 1 week in advanced. (this should be investigated with other campgrounds to see what the going policy is. Right now with the \$10. reservation fee people have no problem cancelling at the last minute. The 1 night deposit is what is required in most campgrounds.
- 4) Your online reservation page needs updated, check out other campgrounds for the programs they are using. It seems that the girls in the office are still doing everything manually, with the binders. Makes me wonder if when a reservation comes in online that the Town Office is doing everything manually at their end. Usually campgrounds have a program that ask you the size of your camper and then only the campsites available that will accommodate that size will show up on the website. Once the reservation is complete, a confirmation number is issued and emailed to the camper. (human error would be eliminated - less problems - less disputes - happier campers)
- 5) Absolutely no fires on any sites, these campsites are too close together. You could always have a community fire spot within the campground, if a location would accommodate this. People would work together take care of the fire within the guidelines of the park.
- 6) Do not put anything between the campgrounds and the beach that would obstruct the view. The view is one reason people camp there. And if the campground is upgraded with the cement pads, it would be more appealing to the public who walk the pathway. Close off the openings in the railing that is there now, that will prevent people from walking thru the campgrounds from the beach. Install a railing at the east openings to block that traffic from entering the campgrounds. More signs need to be placed at all of the railings and the main entrance regarding, "no trespassing for the use of campers only". The main opening should be the only entrance and exit to the campground. If the east entrance needs an emergency entrance a gate could be put in with the emergency companies (police, fire, ambulance) having a key, similar to what they do for apartment buildings now for the elevator.
- 7) "Reduce maximum length of stay to encourage more turnover during the season" - sorry I don't see the advantage to this. Longer stays are more dependable, and can if you so choose bring in more revenue. And, if people are staying longer they are more connected to the campground, causing less problems and more continuity.
- 8) At present the washrooms facilities are good, this maybe something that could be left till the other things are completed.

cdoy , 14 Sep 2019, 08:52 AM Agrees: 1 Disagrees: 1

I like the campground because it fits in with my vision of small town life/cottage country vs. Port Credit or Oakville. I feel safe when I walk down there on a summer evening and I enjoy visiting with the campers - many of whom are Cobourg residents. It feels like community.

I agree with with 6.1 Service upgrades at campground (water, sanitary and electrical)

- Upgrade existing services for each campsite

I disagree with 6.2 because it suits me the way it is. 6.2 Beach/campground interface improvements

- Realign walkway along south end of campground/north end of beach to provide a visual and physical buffer
- Space to include both the realignment of the multi-use recreational trail around the campground (#6.8), as well as public boardwalk/walkway adjacent to the beach
- Plantings to include shade trees to preserve views under tree canopies

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix **B**

I agree with 6.3. Why not extend use into all 4 seasons? 6.3 Extend/expand use

- Extend camping season beyond current months into shoulder seasons by adding small seasonal yurts or single room cottages for short term rental for more comfortable and/or cool weather camping

- Use campground for special features during the other seasons (e.g., skating loop in the winter)

I can't comment as I don't know what they look like now. 6.4 Service building upgrades

- Upgrade and modernize washroom and laundry facilities

I agree with 6.5. This seems long overdue. 6.5 Registration system upgrades (online) (in process)

- Upgrade registration system to allow for online reservations

I agree with increasing rates to make the campground more competitive because I believe it is under-priced now. I disagree with reducing maximum length of stay. It is a lot less work to book, invoice and collect payment once vs. doing it more frequently. In addition, a bird in the hand is worth 2 in the bush. What's the thinking behind this idea? I don't understand. 6.6 Increase rates and revise policies

- Increase rates to maximize revenue potential of campground

- Reduce maximum length of stay to encourage more turnover during the season

I agree with 6.7 General landscape improvements

- Site restoration to improve grading of drainage on individual sites

- Provide new tree planting to replace aging trees in campground

- Reconfigure layout to improve efficiencies and enhance separation between sites

I am not necessarily opposed to this depending on what the advantages are and how much it will cost to get them; i.e. I don't know if the cost-benefit is worth it. 6.8 Provide multi-use trail connection around campground perimeter

- Provide 3-metre wide asphalt trail around campground to link east and west ends of existing waterfront trail

- Align pathway to provide connection across Division Street and avoid existing jog in alignment

lydia , 14 Sep 2019, 11:40 AM Agrees: 1 Disagrees: 1

I feel that we need to keep the campground where it is as it a unique feature of Cobourg. Cobourg is designated a tourist town and what better way to show off our town than to have the tourists stay right in the heart of it. I feel that the campground should continue to make strategic improvements and charge a fair market value. I do not feel that point 6.2 would provide the value that the cost would warrant. If this would mean to create a privacy barrier between the campground and beach, this would take away part of the interaction between citizens and campers. Bringing back the skating loop in the winter, as described in point 6.3, would be a great thing. However, it would now compete with the frink. Having these two similar activities may not prove out positively. I disagree with the first part of point 6.3. I don't believe the revenue that would come from the addition of the yurts and small cabins would favourably offset the cost, and this opens up the possibility for vandalism or squatters. I firmly believe the campground is a great attribute in our town, and I don't want to see it leave. It is one of the five major elements in the heart of the downtown that makes the waterfront area of Cobourg so unique.

tdharris3817 , 15 Sep 2019, 09:18 PM Agrees: 4 Disagrees: 1

Reply: A campground isn't unique - it is an eyesore. Level the place and open it up as much-needed parking.

ParadoxInsanity , 18 Sep 2019, 05:28 PM Agrees: 0 Disagrees: 3

campground should be moved east or west. You do not get a beautiful display of the beach area, etc. coming down Division St. , the main street leading to the Beach.

Barbara McCracken , 17 Sep 2019, 07:21 PM Agrees: 0 Disagrees: 2

Reply: The campground should be moved to Bewdley. That's where Northumberland's eyesores go to die.

ParadoxInsanity , 18 Sep 2019, 05:25 PM Agrees: 0 Disagrees: 0

Time to permanently shut down the "campground". It is a sublime eyesore on what is otherwise a beautiful waterfront. Perhaps, flatten the ground and turn it into, what is VERY desperately lacking more parking. No, not more condos; Cobourg's waterfront is patently littered with enough of those.

ParadoxInsanity , 18 Sep 2019, 05:20 PM Agrees: 0 Disagrees: 1

I believe the campground should stay! It gets tons of use from locals and out of town people, and gives many the chance to experience our beautiful town.

I understand the argument about increasing the rates (modestly I hope?), but I feel a major issue with your financials is that people who are a "no-show" at the park only forfeit their \$20 reservation fee. Each and every reservation should be dsecured with a credit card and they should get charged if they don't cancel 24-48 hours ahead. Every other campground has that policy for their own protection.

AJF , 19 Sep 2019, 09:06 AM Agrees: 0 Disagrees: 1

1: The Waterfront Plan identified eight initiatives pertaining to the Campground. Let us know your thoughts on any of them.

Campground: Forum Responses

Appendix **B**

Sooner or later the campground will be gone, better sooner than later. It is an eyesore and most of the campers are permanent who plop their over sized campers along the front and sit and watch everyone all summer long. They sit and smoke cigarettes right beside the walkway as well, that can be smelled and inhaled from the walkway. I do not agree however, that this parcel of land should become parking, at least not the area nearest to the beach. It should become more green,. Like it or not, the campground will eventually become archaic, and it needs to go before it becomes a worse embarrassment at the park.

Mo , 21 Sep 2019, 12:37 AM Agrees: 0 Disagrees: 1

2. Do you have another idea for the Campground? What's your vision?

Remove the Front row of trailers and incorporate that land into a park. Create more of a division or border from the park. How about a cafe or two, or a bistro that can be enjoyed while walking about the beach. Add park benches and some tables

Linda C , 13 Aug 2019, 11:47 AM Agrees: 15 Disagrees: 11 Replies: 5

Reply: This a fantastic idea!! Maybe have a couple restaurants from the main street open up a kiosk.

CaringforCobourg , 13 Aug 2019, 07:26 PM Agrees: 13 Disagrees: 9

Reply: Cobourg already has enough restaurants. There are plenty of empty store fronts along King Street. Flatten the grounds and open much-needed parking.

ParadoxInsanity , 18 Sep 2019, 05:34 PM Agrees: 0 Disagrees: 0

Reply: Would agree only if the option to eliminate the park completely is not an option.

teagranny , 15 Aug 2019, 10:36 AM Agrees: 4 Disagrees: 3

Reply: 100% agree. The trailer park is a totally inappropriate use of such a prime piece of real-estate. It is an eyesore and I am sure there are other ways to generate revenue from it.

McGregor , 15 Aug 2019, 10:56 AM Agrees: 14 Disagrees: 8

Reply: sorry - replied to the wrong post. I think the whole thing should go. It is a poor excuse for a campground & removing one row wouldn't provide enough space to do anything well.

McGregor , 15 Aug 2019, 10:58 AM Agrees: 11 Disagrees: 7

Reply: I love the idea of reclaiming the 1st row of rental spaces and a division between park and beach is totally needed. On the reclaimed space I would put a community campfire pit and ask members of Rossville to come and educate people on the history of the First Nations and the original settlers in the area. The pipers at sun set is a great asset to the area and this would be a great reconciliation initiative for the town! The town or non-profits could also sell S'mores and generate more revenue.

JLE , 16 Sep 2019, 10:44 PM Agrees: 0 Disagrees: 0

Eliminate totally. The land is perfect to develop restaurants shops etc. Just like any good beach should have.

PReddon , 14 Aug 2019, 01:42 PM Agrees: 23 Disagrees: 16

Reply: Totally agree.

teagranny , 15 Aug 2019, 10:35 AM Agrees: 9 Disagrees: 10

Reply: 100% agree. The trailer park is a totally inappropriate use of such a prime piece of real-estate. It is an eyesore and I am sure there are other ways to generate revenue from it.

McGregor , 15 Aug 2019, 10:58 AM Agrees: 15 Disagrees: 13

Reply: Putting restaurants on the beach would mean cutting the legs out from under the restaurants and cafes downtown.

RyanF , 19 Aug 2019, 02:11 PM Agrees: 9 Disagrees: 8

Reply: This land was gifted to the town with the agreement that it would never be developed but absorbed as part of the park its self. As there is already an extremely large swath of land used for park/beach use this little gem should stay right where it is. Putting restaurants there would cut the throats of downtown restaurants.

CobourgBornandRaised , 15 Sep 2019, 07:59 PM Agrees: 1 Disagrees: 1

Love the campground- It is a unique feature and should be preserved. Add some low hedges at the front to block some of the view. There are enough cafes and stores on the Main Street that need business without adding more. Expand the cafe you have on the beach now instead of just having a small pavilion. The campers love it and they should stay. It's a tradition that doesn't need removed just upgraded. Why not survey the campers to see what they would like improved?

KevinS , 14 Aug 2019, 04:16 PM Agrees: 12 Disagrees: 17

Campground: Forum Responses

Appendix **B**

I walk the beach all year round. On winter days there are no washrooms to go to and nowhere to get a warm drink.. I would love to see half of the trailer park eliminated and a cafe built. I would love to enjoy a glass of wine while watching the sunset, without having to rent a camping space! The trailer park sits on our most valuable piece of land and yet only those few with a trailer, many from out of town who not pay property taxes,, get to use it.

Beach walker , 14 Aug 2019, 05:28 PM Agrees: 22 Disagrees: 11

Reply: This is exactly the way I feel but maybe eliminate all of the trailer park. We cannot use the beach on the weekend as it is too crowded and not enough washrooms, but a nice restaurant by the water where we can sit and enjoy the views would be wonderful. Why does Cobourg not have a waterfront cafe.

teagranny , 15 Aug 2019, 10:34 AM Agrees: 14 Disagrees: 11

Reply: agree. remove the trailer park completely, upgrade the washrooms to help address the increased beach crowds and redevelop into a space that could perhaps allow for food, and some type of fitness and observation use. Oshawa has a great outdoor "gym" right by their waterfront

McGregor , 15 Aug 2019, 11:00 AM Agrees: 12 Disagrees: 12

Reply: I agree it would be nice to have somewhere to have a drink by the water or a hot drink in the winter. However you say the out of towners don't pay taxes but they do pay a fee and they do shop locally. What do the out of town people that use the beach and don't pay taxes? They leave a bunch of garbage at the beach and the surrounding areas and neighbourhood. They don't spend money downtown. If you think you will be enjoying the land at the beach anymore without the trailer park you are wrong. Seems you can smoke dope at the beach and get away with it maybe they should allow drinking on the beach and then you can have your wine and enjoy the sunset.

Living the life , 14 Sep 2019, 03:45 PM Agrees: 2 Disagrees: 0

Reply: Dope smokers are supposed to be following the same laws as tobacco smokers and e-vap users.

CobourgBornandRaised , 15 Sep 2019, 07:44 PM Agrees: 2 Disagrees: 0

Reply: I bet a camper pays the town in a 3 month stay, more than you pay in taxes in a year. Plus they are spending money throughout their stay. Live with it.

Kris M , 14 Sep 2019, 09:04 PM Agrees: 3 Disagrees: 2

Reply: No the Campground stays. The town boxed themselves in with the condos and destroyed the views at the Cobourg Jail. No wonder we cant keep a good restaurant there. Anything historical needs to stay, as it makes Cobourg what is was and could be. There are other locations that would work for the type of environment you mention., like the current Cabana, eating area already there. I do agree with the bathrooms, they need to be available Sun up to Sun Down and perhaps another set near the skating rink. The grass area at the boardwalk would be great for wine garden, cafe etc. Move the parking to Queen Street and let the boardwalk generate revenue. Why anything was built south of Queen I will never understand!

JLE , 16 Sep 2019, 10:30 PM Agrees: 1 Disagrees: 0

Reply: You do know, as a man, we don't actually need bathrooms... bushes are our bathrooms. As for getting a coffee -- pick one up at The Dutch Oven and take it to the beach.

ParadoxInsanity , 18 Sep 2019, 05:35 PM Agrees: 0 Disagrees: 0

Please leave it as is. Ensure that it is well run, efficient and makes a profit. That's all. Do not spend a lot of money unless it is to make it a better campground for the users and a great attraction for the town.

Jboy , 15 Aug 2019, 09:32 AM Agrees: 12 Disagrees: 14

Reply: it is not a great attraction for the town. Most of the campers are legacy, so it isn't like new people get to use it. It is a crowded eyesore. Just because it has been here for a long time is not an argument to keep it. If we were starting from scratch today, a trailer park would never even make a long list of options proposed. it is time to close, and/or move it.

McGregor , 15 Aug 2019, 11:03 AM Agrees: 19 Disagrees: 10

2. Do you have another vision for the Campground? What's your vision?

Campground: Forum Responses

Appendix B

Reply: Why do we keep referring a trailer park as a campground? A campground where people can come for short term stays, enjoy our community and contribute economically just makes good sense. Using it as a trailer park is tantamount to selling it off for cottage lots.

Jerry Ford , 18 Aug 2019, 12:26 PM Agrees: 8 Disagrees: 2

Reply: TOTALLY AGREE! I am a camper myself, but there is absolutely NO WAY I would ever want to camp in that "cheek-to-jowl" environment. I prefer camping in wooded areas, yes with other campers nearby, but not so close that you can hear your neighbour's conversations. Different strokes, for different folks, I guess.

As mentioned previously, if it were suggested now in 2019 to permit a campground here on our amazing beach, on such prime land, there is NO WAY it would fly!

It has definitely outrun it's time on our beautiful waterfront! Far too many of these campers are seasonal dwellers, that have monopolized their space in that park with their massive rv's year after year for most of the camping season. They should have been limited to a maximum 1 or 2 week stay!

Furthermore, a buffer of greenery should have been placed between the campers and the boardwalk. Now wouldn't that just tick the campers off, but hey, I'm not impressed with currently having to walk nearby on the boardwalk and inhale their smoking and witness some inebriated talk and actions from their drinking. Both of which are not permitted just a couple metres away on the sandy beach!

Personally, I feel that the campground should be eliminated, and the land used as an extension of Victoria Park with LOTS of much overdue and needed washrooms and change-rooms for the park and beach goers.

Furthermore, rent out the northern end of the campground area to visiting food-trucks. Oh I know that the DBIA will start complaining about how the King Street restaurants/stores will suffer, but geez....

not every beach goer wants a sit-down meal or to shop for clothes etc.

Summertime and picnics go hand-in-hand, so provide the rest of the area with picnic tables, shade and WAY MORE trash and recycling receptacles!

AND OF COURSE make the area totally accessible!

Mrs. J., 12 Sep 2019, 10:29 AM Agrees: 0 Disagrees: 2

The Park has a long maintained historical and agreeable background. It has enjoyed a wide variety of activity over the years, many of which have disappeared as the size of the green park has diminished. The park is primarily a place of enjoyment for all members of the community. The trailer park was a useful utility as well which, advisedly could now be moved to another location along the beach front. The trailer land can enhance the greenland and lend itself to an attractive cafe.

dougell , 15 Aug 2019, 09:35 AM Agrees: 18 Disagrees: 8 Replies: 1

Reply: It would be just as much an eyesore somewhere else along the beachfront. Eliminate it completely.

MGM , 03 Sep 2019, 02:51 PM Agrees: 6 Disagrees: 7

The campground has had a wonderful run but it's time for that space to be developed to serve our waterfront, citizens and guests better. Cafe, wine bar, boutiques, craft shops, etc.

Anne , 15 Aug 2019, 01:12 PM Agrees: 23 Disagrees: 15

Reply: So basically all the amenities already available a couple blocks away in the downtown? Why not support them instead?

RyanF , 19 Aug 2019, 02:08 PM Agrees: 10 Disagrees: 3

Reply: I try support them whenever possible but if you are looking for a special place to have a glass of wine or meal with a view... it should be overlooking the water.

Redevelopment here would not cannibalize King Street eateries. Main traffic would be beach goers and people looking for something different.

Anne , 19 Aug 2019, 04:44 PM Agrees: 9 Disagrees: 5

Reply: Why can't the marina restaurant be open and include the public year round. Told again this year only open to boaters!

Kor , 10 Sep 2019, 05:31 PM Agrees: 2 Disagrees: 0 Replies: 1

2. Do you have another vision for the Campground? What's your vision?

Campground: Forum Responses

Appendix B

Reply: I didn't think the marina had a redtsurant

Melanie , 15 Sep 2019, 04:49 PM Agrees: 0 Disagrees: 0

Reply: Has anyone gone for a walk down there after Thanksgiving weekend? How long would your cafes, boutiques etc. Survive. The Campground thrives for the summer as does the canteen. This is an area for everyone. Just because you are not a rv'er or a boater does not mean others are not. I am not a dog owner but my taxes support a dog park. That is how taxes work! One bonus is the campground and marina is it does generate income. This campground is unique , upgrade it , just like other town facilities.

Jg , 26 Aug 2019, 10:22 AM Agrees: 8 Disagrees: 6

Reply: I totally agree with your response. The campground is unique.

Kris M , 06 Sep 2019, 05:44 PM Agrees: 4 Disagrees: 4

Reply: Just to clarify, both the Marina and Campground are fully user-pay. This has been the position of our Mayors and Town CAO for years. Both these are exclusive use facilities, where users can afford yachts or RV's as well as the space rental. No one wants low income families or middle income families taxes to support these expensive facilities. The campground consistently makes a healthy yearly profit. However the Marina, although making a small profit, has huge upcoming expenses for which there is insufficient reserve funds. That is why changes need to be made at the Marina to allow it to be sustainable. Thanks for reading this.

Ted Williams , 11 Sep 2019, 09:34 AM Agrees: 1 Disagrees: 1

This area is a fantastic space that could be enjoyed by all residents and visitors. A multi use venue, operated by the town that generates income would be a better use of this space.

m.e. , 18 Aug 2019, 07:48 AM Agrees: 15 Disagrees: 4

The waterfront view area could have small cafes where visitors can sit and pay to enjoy the view. The trailers could be moved back. If no trailers, the whole area could become a rented area for food vendors with different ethnic foods to offer visitors and local residents.

MaryRose England , 18 Aug 2019, 10:28 AM Agrees: 4 Disagrees: 10

Reply: That would be a huge blow to downtown businesses and would cause more vacancy.

RyanF , 19 Aug 2019, 02:06 PM Agrees: 10 Disagrees: 6

Reply: Putting more cafes on the beach will take away from our already struggling downtown. Cobourg's waterfront is a one of a Kind. It's not all about dollars that the town wants the revenue from. There's also a lot of revenue coming into cobourg through the marina. It is in bad shape Nd needs also updating. If not more and more will be leaving for better facilities

Lorrie , 21 Aug 2019, 04:03 PM Agrees: 4 Disagrees: 3

A trailer park on some of the Town's most valuable shoreside land is an anachronism at best. Move forward. Make the area appealing to many, not just a few trailer owners. A clean, modern washroom facility with change rooms is overdue, so combine this with an overhaul to the pool facilities and rent out café space.

EastSideGuy , 18 Aug 2019, 08:54 PM Agrees: 9 Disagrees: 5

I would like to see the camp sight eliminated, but the land made into an extension of Victoria Park. It would be an awesome picnic area and the bathrooms are much needed with the amount of visitors the park and beach get

Andrea Barker Hamlin , 19 Aug 2019, 06:31 PM Agrees: 11 Disagrees: 10

Reply: I believe it should be part of the park and a space for people to enjoy.

phyllis , 01 Sep 2019, 08:23 AM Agrees: 5 Disagrees: 6

2. Do you have another vision for the Campground? What's your vision?

Campground: Forum Responses

Appendix **B**

We should leave the campground alone, yes upgrade it as it needs beautification and to be modernized. There have been many surveys in the past and all of them say leave it where it is. Why should we add cafes who will compete with downtown businesses, we should concentrate on filling the empty stores. It would be hard for a cafe to survive down there with only 8 to 12 weeks of peak business out of 52. The canteen barely makes enough money to pay the towns commission. If anything tear down the canteen, upgrade the washrooms and make that into a cafe The campground also turns a profit with all funds going to the town, parks don't make money...

Dave2k, 19 Aug 2019, 07:26 PM Agrees: 11 Disagrees: 6

Reply: A way to help the downtown merchants is to increase the population density in the core. The trailer camp land could be sold for mixed use residential and commercial. Everybody wins, especially taxpayers who would no longer be subsidizing the camp by accepting such a low return-on-investment of that valuable land.

Lawrence, 11 Sep 2019, 10:56 AM Agrees: 3 Disagrees: 5 Replies: 1

I don't understand the residents who want to keep the Trailer Park but they don't even use it. However, the Committee has made up their mind to keep it and just do some Lipstick on a Pig upgrades. I just hope the Trailer Park People pay for all the upgrades and that their rents are all raised for their Million Dollar view. BTW ... Has anybody been to Brighton's Whistling Duck Restaurant. It's on the water. It's open all year round. And I'm sure it generates more money than what a seasonal, eye sore of a trailer park does.

LRS, 29 Aug 2019, 12:41 PM Agrees: 8 Disagrees: 8

Reply: We are local and have camped there many times. Our grandchildren look forward to this every year. This park does generate money and yes does needs some upgrades. There are many local rv'ers who enjoy this park.

Jg, 06 Sep 2019, 10:12 PM Agrees: 7 Disagrees: 3

I do early morning walks along the lakefront most of the year. I have come to feel that the campground provides a unique and down-home quality to the park and town. The residents are respectful of the sites, other residents and visitors. They also provide income to Cobourg businesses. My partner and I support leaving the campground where it is and making the needed upgrades and improvements, increasing rental rates if necessary.

nemkin, 01 Sep 2019, 12:29 PM Agrees: 8 Disagrees: 4

Just make it part of the regular park so everyone can use it.

Judy Smith, 04 Sep 2019, 09:46 AM Agrees: 6 Disagrees: 6

Put beach huts in front of campground as they do along the beach front in the uk. I know it may spoil the campers view but for extra let them rent them out while staying on the campground. Beach huts can add a touch of colour to the waterfront as well.

Anna, 04 Sep 2019, 08:00 PM Agrees: 2 Disagrees: 10

Keep the trailer park. The heck with little cafe's & boutiques. No way they could survive selling glasses of wine. The park makes money to pay for the garbage left behind by others.

Kris M, 06 Sep 2019, 05:57 PM Agrees: 6 Disagrees: 6

The trailer park space should be used as park space for the citizens of the town not used by visiting campers. A waterfront restaurant and enhanced park area would benefit everyone. Other towns throughout Ontario manage to support a waterfront restaurant and downtown restaurants throughout the whole year.

Mluke, 06 Sep 2019, 08:52 PM Agrees: 7 Disagrees: 4

Reply: This land was gifted to the town with the agreement that it would never be developed but absorbed as part of the park its self. As there is already an extremely large swath of land used for park/beach use this little gem should stay right where it is. Putting restaurants there would be cutting the throats of the restaurants already downtown.

CobourgBornandRaised, 15 Sep 2019, 07:55 PM Agrees: 0 Disagrees: 0

2. Do you have another vision for the Campground? What's your vision?

Campground: Forum Responses

Appendix **B**

The Campground, like the Marina, is fully user pay. It is an exclusive-use facility, for those who can afford not only the RV's but the campsite rental. Every year the campground makes a profit of approx \$ 130,000. Over the years this profit has built up to a substantial amount. I imagine this reserve balance is large enough to cover most capital expenses. No taxpayer money, from medium or low income families should be spent on the Campground. I believe the allocation of campsites could be improved to better satisfy the campers and increase profit. This could be done by taking directly to the campers. Right now (Sept 9) there are many empty campsites

In addition, the longer I live in Cobourg, the more I support the Campground. They are wonderful families. The dream of a boutique hotel, or a waterfront beach restaurant occupying some of the space is great, but does anyone know of any private company who is breaking down the door to make it happen and make a profit for the 4 month season?

Ted Williams , 09 Sep 2019, 08:27 PM Agrees: 3 Disagrees: 7

Reply: I would like to see the trailer park income expressed in proper business terms, as return on investment. In effect, the town has an investment here equal to the value of the land. Clearly there are very large opportunity costs with such a low-value land use. Urban land is not usually used for trailer camps for this reason. What else could be done with the value of the property. Clearly that's millions, and \$130k looks pretty poor as a return on that. Equally clearly, taxpayers are subsidizing the campers in a way that shareholders in a proper business would never do.

Lawrence , 11 Sep 2019, 10:49 AM Agrees: 3 Disagrees: 1

Reply: Lawrence, thanks for your interesting comments. It would be of interest to know an answer to your question - return on investment in proper business terms. I believe this would be of academic interest because it's difficult to combine government, private business and profit you lose any comparison. Taxpayers pay \$1M to the CCC every year above and beyond the user fees, to keep the facility open. For consideration, the front row of the Campground is 460 ft long. That could house about 15 restaurants. If any restaurant owner would care to invest in a building, it could be accommodated on only 3 campsites, with the Town as their landlord.

Ted Williams , 11 Sep 2019, 01:34 PM Agrees: 4 Disagrees: 1

Reply: That the town wants to subsidize the CCC, that's quite a different issue -- the CCC is an amenity primarily for residents. The trailer park is provided to non-residents, and it is essentially a business. Why is the town in such a business? The same question could be asked about the marina, except that the harbour could not be sold, while the trailer park land could be. There is substantial value there, and that value is being used to subsidize the trailer park as an amenity for non-residents. If there were mixed land use there, including residential, it would add to core density and aid local businesses.

Lawrence , 11 Sep 2019, 05:21 PM Agrees: 2 Disagrees: 2

Reply: This land was gifted to the town with the agreement that it would never be developed but absorbed as part of the park itself. As there is already an extremely large swath of land used for park/beach use this little gem should stay right where it is. It is irrelevant on the value of the land.

*CobourgBornandRaised , 15 Sep 2019, 07:50 PM
Agrees: 0 Disagrees: 0*

Reply: Comparing the marina and trailer park seems strange to me. I have never seen the trailer park used on tourist campaigns. The marina is a beautiful landmark that adds to the prestige and draw of the town, which also pulls in revenue. The trailer park is a cramped crowded eyesore on the most valuable piece of land still available in the entire town. I cannot believe that this is the only option to generate income. We should not settle with just trying to improve on such an ill-advised use of prime real-estate. As I've said before, it wouldn't even be considered if we were starting from scratch. As was said elsewhere, \$130K doesn't sound like much.

McGregor , 12 Sep 2019, 12:25 PM Agrees: 4 Disagrees: 2

The Campground is what Cobourg is and should be known by. It's a piece of home in the middle of a busy world. Walking by it is relaxing and people stop and talk. I would recommend because there are serviced sites that a Christmas market like in the distillery district in Toronto would be a wonderful addition. Even keep the market going during the winter. Take the fenced area by the canteen and make it an outdoor winter restaurant. We can find many ways to use the space off season and still keep our wonderful trailer park. Don't let progress and \$\$ take away the heart of Cobourg. Please I want my grand kids and their kids to enjoy this wonderful experience that is unique to Cobourg. <3 Cobourg Campground <3

Brenda & Dean , 10 Sep 2019, 03:55 PM Agrees: 5 Disagrees: 4

2. Do you have another vision for the Campground? What's your vision?

Campground: Forum Responses

Appendix **B**

i think the campground should stay. its such a great thing to have in the summer seeing everyone and their families come camping and actually enjoying it. We don't need any more resturants because there's enough uptown and if we start opening more down there then it will put the downtown out of business. i think there is more improtant things to worry about then getting rid of the campground. How about the brick boardwalks or walkways throughout the town? they could use some repairs before someone falls.

Deere889, 11 Sep 2019, 04:23 PM Agrees: 1 Disagrees: 3

The trailer park should be eliminated and the space used perhaps as a recreation centre, cafes, restaurants. That is prime location in Cobourg and it is inaccessible 6 months of the year.

Karen Baksh, 12 Sep 2019, 09:37 PM Agrees: 3 Disagrees: 4

The campground is profitable. There is nothing wrong with it's location. It is not just used by RV and trailer users. Tent users use it to but I don't agree with charging for 2 campgrounds when the people use two tents. Putting any type of business on that property will only cut into the profits of businesses that already exist in the downtown area and when the land was donated to the town the agreement was that it would never be developed. Family members have the right to take it back should the town even try.

CobourgBornandRaised, 15 Sep 2019, 09:12 PM Agrees: 2 Disagrees: 1

Reply: Totally agree. You cant break the agreement. Curious who donated the land?

JLE, 16 Sep 2019, 10:20 PM Agrees: 0 Disagrees: 1

Like many of us, I walk along the beach and I always surprised in the summer to see a trailer park in the middle of the town with some of the best lake views available. And so I empathize with those of us who want something more attractive and less intrusive. That's would I would like as well. But I can also see benefits to the town if the folks at the park use local services. However, I would like a few more facts and would appreciate knowing where they are. How much revenue does the trailer park bring the town, how much does it cost us for extra services (security, water etc) . Have we ever conducted a survey of local shops to know how many from the park actually use these local shops?

Richard, 15 Sep 2019, 09:41 PM Agrees: 0 Disagrees: 0

The Camp Ground was one of my first memories of Cobourg. There are a lot of empty buildings or buildings for rent near the campground that could expand the number of sites available for rent and I love the cottage rental or glamping idea. I don't think its an eyesore, it gives Cobourg some of its charm and the town feeling of being a cottage or weekend destination an hour away from the concrete jungles. Last year was the first time I was fearful being in the beach and park areas. This year I was only down to the water twice because of my uneasiness and lack of space for town folk. I miss the use of the pier with my car, as it was my favorirte place to hang with my dogs and watch the water; however, I think it needs to remain closed for security purposes!! Security needs to be improved everywhere and staffed 24 x 7. In a 10 minute period we saw 6 cars use the one way streets in the wrong direction, can you say revenue. The coast guard is expanding their building is there an oppourtunity to combine it with Campground and Marina operations. I also heard someone walking near the campground wondering about bathrooms in general, signage needs to be improved about the beach. I still haven't found the west beach. I believe the town has other areas that are more of a priority Overall I believe the town needs to bring back the charm and feel of the summer colony vibe in this down town core. I would love to see a community space near the pool and campground where the town (non-profit groups) runs organized events like Bingo, dance lessons, giving the town a place to call our own when the transients invade..

JLE, 16 Sep 2019, 09:58 PM Agrees: 0 Disagrees: 0

Hi Lawrence, We should have coffee. There are too many issues to cover on this so called "chat" It is difficult to have all the facts, especially when the Town staff rarely communicate to the users of these facilities. How many are local residents? For sure, we want to keep these 4 acres as public land. Certainly not a private condo. Would a restaurant make them private, possibly with a 99 year lease.. A restaurant would occupy a fraction of this land and many facilities could be accomodated

Ted Williams, 17 Sep 2019, 03:43 PM Agrees: 0 Disagrees: 1

I am very happy with the plan for the campground. Upgrades need to be made and advertising needs to ensure travelers are aware of it. You can not maintain a full campground and generate maximum revenue with a tired, rundown facility. New washrooms, full service sites, working wifi. Nobody wants to stay at a flea bag motel on a holiday. Travelers spend money, and businesses within walking distance will benefit. Our marina used to be a destination for boaters, but the poor services and run down facilities mean they continue down the lake. I suspect this happens with the campground as well.

Jeremy Coulis, 18 Sep 2019, 10:36 AM Agrees: 1 Disagrees: 1

I say keep the campground and the cost as minimal as possible so everyone wins - town of Cobourg and the people paying to stay there.

Rhonda, 20 Sep 2019, 10:42 AM Agrees: 0 Disagrees: 0 Replies: 0

East Pier: Written Responses

Preferably Option #3, but option #4 sounds good. (i) 4.4, (2) 4.2 (3) 4.9 & 4.3

Bonnie Morrison

No cars/trucks on pier, pedestrian friendly. No cruise ships on East Pier. Do not obstruct current dragon boat & small sail boat. No traffic circle.

Douglas Smith

Charge ppl (outsiders) to use beach, free to locals. Set up an area for BBQ rentals. No charcoal. Get a deposit to prevent users leaving a mess. Area for pubs, cafes etc by waterfront.

Ilpo Hartikainen

Pier needs to be fixed, not for food vendors, but for people & marina use.

Michelle Wright

Don't think you need food concessions on pier. Pier needs work done for safety reasons. Launching & removal of boats done at Marina. Update coastguard house, not new one

Joan Diminie

Option 1 or nothing at all, in order to save money. Driving on the pier is not necessary, nor is having the fair out there. Pedestrian only.

Vivian VandenHazel

Continue to use light car/truck use. Either option 3 or 4 would do. Pedestrian access only would deny access to many people with mobility issues. No food truck or other commercial activity.

Dave Anderson

No auto traffic. Option 1 b should be no vehicles, but better renovation for sustainability.

Eric Kantor

Option 1.

Susan Cathro

Do a full and proper complete repair of pier, and then still eliminate vehicle traffic. Pedestrian use only like beachwater and lighthouse in Oakville

Wayne Donaldson

No boat slips on West side of center pier. That space is valuable for kids and their canoes and dragon boats. Re-Build pier with proper foundation. Option 1.

Mark Donaldson

6-1 Agree, 6-3 Agree 6-7 agree.

William Scanlon

Coastguard-no need to build or expand. Agree one section walkway & another car access. Enough Restaurants in area. Option 2 or option 4.

Murray & Lind Ribble

I have lived in this town all my life and my parents have raised us to be good citizens and we have respected the beauty of Cobourg the way we knew it. Cobourg is not making it a better place as we see it now. They closed the pier! We could gather and talk with our friends as we used to do. What is going on folks? It has been a gathering place for as long as I can remember. I say, fix it and bring it to standard and make the police and auxiliary police show more presence on the pier. Installing a few low level coach lighting on the west side with some benches and let the cars park along the east side. Give us back our pier as we pay our taxes as well and have been paying them for over a half a century and don't want people telling us what we should do with our pier as far as enjoying it for all this time! Since the former marina manager Phil Favdella left everything has gotten worse! The boaters have been paying high fees to dock their boats and now have to pay to park. They are the ones who have made the area a crown jewel for people to enjoy. Now the boat owners are being unjustly denied access and are not happy being there.

The main reason I moved my boat out, I was not happy with what was transpiring here.

When I was a Cobourg town councillor in Cobourg, we looked at the whole picture and did what was best for all the people in Cobourg, not just a few who live in the condos to stir up their own issues. We were transparent with the problems that arose. Where is that transparency today I ask?

GIVE US BACK OUR PIER!

Ed Pursey

Campground: Written Responses

Appendix **D**

6.3 sounds great. 6.1 and 6.7 sound routine should be done anyway.

Bonnie Morrison

I think the campground should be left the way it is now. It is not an eye sore and has been there for a long time and if it is not broke then leave it.

Wytske Bertsch

Charge ppl (outsiders) to use beach, free to locals. Set up an area for BBQ rentals. No charcoal. Get a deposit to prevent users leaving a mess. Area for pubs, cafes etc by waterfront.

Eilert Frerichs

Get people down to waterfront year round. Permanent Restaurant. Restrooms needed.

Brenda Halliday

Size of beach should not be reduced for walkway. Move the trailer park a bit North by eliminating some of center area to separate them a bit from beach. I walk there every day and don't mind the campers. If others do, move them back.

Wayne Donaldson

Upgrade the electrical. Have all sites serviced Fully. Bathrooms should be handi-cap accesible. Long term campers look after their sites more than short term, therefor for a more pleasant look should be near boardwalk. Level sites out.

Warner Wenzel

Washrooms in campground are great location, need to updated. Pathway along beach/camp only needs to be updated. Making more elaborate will only take away from campground.

Michelle Wright

Update of washrooms. No need for yurts.No trail around campgrounds. The walkway is sufficient. Campground is a need for Cobourg-Heritage. It is always full.

Joan Diminie

Expand Campground walkway will take away from beach area. Planting trees on Industrial pier property is a waste of money. The land is contaminated.

Harold Wontorra

Do not expand-the beach is already overcrowded, use the supposed \$100,000 revenue to upgrade services but use no money from general tax revenue.

Vivian VandenHazel

Multi-use trail and buffer. Yurts/cottages.

Eric Kantor

I like all the proposals for the campground & in particular increasing a buffer onto south side.

Susan Cathro

Do not sacrifice a part of beach for trailers. People and birds need the beach.

Mark Donaldson

Happy to walk waterfront the way it is. No need to spend any money!

H. Hanson

Washroom facility increase female capacity and open year round. Reduce rates for families.

William Scanlon

Upgrade sewers so that a proper cap can be placed on. Mark campsites with border lines indicating lot lines. Enforce rules on proper RV parking, firepits etc.

Jan Gill

Upgrade electrical, sewers should be above ground and capped, Washrooms Handi-Cap accesible. Site #s moved to accommodate large RV's without pulling out of ground.

Helen Manley

Upgrade services but leave existing footprint.

Murray & Lind Ribble

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor John Henderson and Members of Council	
FROM: TITLE:	Dean Hustwick Director Community Services Division	
DATE OF MEETING:	October 15, 2019	
TITLE / SUBJECT:	Grant Application – Investing in Canada Infrastructure Program, Community, Culture and Recreation Funding Stream (Harbour and Victoria Square)	
REPORT DATE:	October 10, 2019	File #:

1.0 **STRATEGIC PLAN**

Under the Town's Strategic Plan (2019 – 2022):

- **People – The Town supports and cares for the social and physical well-being of its citizens**
 - Residents of all ages are engaged in a wide range of physical activities
 - Cobourg residents are healthy and happy
 - Cobourg's youth participate in community activities and events
 - A barrier-free Cobourg that is accessible to citizens of all abilities, including those with disabilities
- **Places - The Town protects, preserves and promotes its natural assets, heritage, arts, culture and tourism**
 - Repair and rejuvenate the East Pier
- **Programs - The Town provides efficient and effective corporate, community, business and recreational services for its residents, businesses and visitors**
 - Implement a comprehensive management plan for all of the Town's assets
- **Prosperity – The Town plans for, markets and develops assets for economic growth and financial security**
 - Coordinate funding opportunities to optimize community development capital and special projects funding
 - Explore innovative solutions to improve the connectivity between the beach/waterfront and downtown Cobourg

2.0 PUBLIC ENGAGEMENT

Harbour

The Waterfront User Needs Assessment and Detailed Design (Waterfront Plan) included extensive public engagement including stakeholder meetings, public meetings and surveys beginning in 2017 and continuing into 2018.

The Waterfront Plan includes detailed recommendations, designs and cost estimates for structural and functional improvements to Cobourg's waterfront, including the Harbour and Campground.

Another public engagement process was carried out in 2019 related specifically to the East Pier and Campground, including on-line engagement and a public meeting on September 12, 2019 where over 100 citizens attended.

Victoria Square

The project constitutes the final phase of the redevelopment of Victoria Square that started in 1999. The project has now involved 20 years of planning and consultations, including public meetings (the last one was on September 15, 2016), focus groups, surveys and steering committees comprised of many citizens and community groups

This project exemplifies not only collaboration but also a unified community vision as individuals, groups and many different perspectives have come together over the years to support this initiative and to design an outdoor recreational and cultural centrepiece for the entire community that citizens of all ages will enjoy.

3.0 RECOMMENDATION

THAT Council receive for information purposes the Memo from the Director of Community Services on proposed grant applications for provincial and federal infrastructure funding;

FURTHER THAT Council supports the submission by staff of two applications to the Investing in Canada Infrastructure Program, Community, Culture and Recreation Funding Stream, for funding assistance for the following two projects that will need to be completed by March 2028:

- repairs and enhancements to Cobourg's Harbour, including East Pier, for a total project cost of approximately \$10.6 million with the municipal share being approximately \$2,8 million (subject to further review and refinement); and
- development costs for Victoria Square for a total project cost of approximately \$1.65 million with the municipal share being approximately \$0.45 million.

AND FURTHER THAT the estimated costs be submitted through the 2020 Budget process.

4.0 ORIGIN

The Investing in Canada Infrastructure Program, Community Culture and Recreation funding stream, is now accepting applications with a due date of November 12, 2019.

This funding stream supports projects that improve access to and/or quality of community, cultural, and recreation priority infrastructure projects. Priority is given to projects that are community-oriented, non-commercial and open to the public. Projects must be completed prior to 2027-28.

In addition to federal criteria, Ontario's objectives for the stream include:

- meets community and user needs or service gap
- promotes good asset management planning
- represents good value for money
- fosters greater accessibility

Under this program, the Government of Canada provides a 40% contribution toward successful projects, the Government of Ontario provides a 33.33% contribution and the applicant contributes the remaining 26.67% contribution.

Based on discussions with the Government of Ontario, staff believe that the following projects are eligible for funding. Decisions on applications are expected by the summer of 2020.

Harbour

The East Pier dates back more than 180 years and had not been structurally assessed since 2011. On February 15, 2018, the Town announced that the East Pier would undergo a condition assessment and would remain closed to community events and vehicular access until further notice.

It was explained that an Asset Management Plan was being developed by the Town that would include all assets/facilities to improve their management and maintenance and to enhance long-term capital planning and that the East Pier was selected as one of the assets in need of a condition assessment due to its age, regular appearance of voids in the asphalt surface and the extremely high water level of Lake Ontario in 2017 that had caused damage to other shoreline structures.

In 2018, the Waterfront User Needs Assessment and Detailed Design (Waterfront Plan) was adopted by Council that included recommendations and estimated costs to repair and enhance the East Pier.

Furthermore, in 2018 and 2019 the Community Services Division continued with its Asset Management program by contracting additional condition assessments, including underwater assessments of the Harbour's permanent infrastructure. Very preliminary findings indicate some significant and severe deterioration of assets that will need to be repaired in the very near future (likely 1 – 5 years).

Victoria Square

From a 1999 report, a four-phased project was initiated to redevelop the area surrounding Victoria Hall, known as Victoria Square, by:

- establishing an important public place in the historical downtown;
- encouraging year-round and flexible uses;
- enhancing accessibility and enjoyment by all users; and
- utilizing creative design.

Subsequently, Phases I – III were completed which included the implementation of water features, name pavers, unique furniture and game boards.

In 2003, a design for the final phase of the Victoria Square redevelopment was prepared but never completed.

5.0 BACKGROUND

Harbour

The Waterfront User Needs Assessment and Detailed Design (Waterfront Plan) concluded that some of the most common issues raised during the public consultation pertaining to the East Pier included:

- The pier is an important destination for citizens to view the water;
- Vehicular access is important for those who cannot walk the length of the pier to enjoy its benefits;
- Unique feature of Cobourg's waterfront;
- Safety is an ongoing concern - structural integrity of pier needs to be addressed;
- Lack of barriers can be a safety concern, especially during special events;
- Access to light house is desired;
- Street racing is a problem during summer months; and,
- Potential as a deep-water dock not fully realized.

The report stated that:

The pier has significant potential as a key attraction, not only on Cobourg's waterfront but along the shore of Lake Ontario. Its size, proximity to Victoria Park Beach, and ability to accommodate large vessels on the west side make it a unique asset with unrealized potential. However, the pier will require significant investment to make it a safe destination to continue and/or expand its use and revenue generating potential from a wide range of events and users.

Nine initiatives pertaining to the East Pier were identified:

- 4.1 Structural repairs
- 4.2 Seating/lookouts
- 4.3 Pedestrian walkway
- 4.4 Infrastructure for charter boats and deep water docking
- 4.5 New Coast Guard building
- 4.6 Provide food concession / restaurant
- 4.7 Light house improvements
- 4.8 Seasonal closure to motorized vehicles
- 4.9 Electrical upgrades and pedestrian lighting

Shoreplan Engineering Limited (Shoreplan) was retained by the town of Cobourg to investigate the condition of the East Pier and provided its report in December 2018. Specific deficiencies were noted to be responsible for the sink holes in the deck. The pier was determined to be beyond its design life and the factors contributing to the settlement issues are related to the age of the structure and modifications to the pier that have been completed over the decades. Four options were proposed for repairing the East Pier (for more information refer to the staff memo called *Waterfront Plan – Design and Engineering for East Pier & Campground – Consultation Report-Back also for the October 15, 2019 Committee of the Whole Meeting*).

Through the underwater condition assessment of Harbour structures, Shoreplan Engineering also made the following preliminary findings in late 2019:

- **North Wall**
The west half of this wall is severely deteriorated and at the end of its functional life. The remaining eastern section is in better condition but is showing signs of deterioration with considerable variability. Our suggested repair for the timber crib walls includes placing a steel sheet pile wall in front of the existing timber crib and concrete cap wall, filling the small area between with clear stone, grouting any voids and installing a concrete cap along the wall's length.
- **East Wall**
Many holes were found in the steel sheet pile (SSP) wall along the entire length and they appeared to be cut into the wall. Over 100 were counted along its length. There were signs of settlement in the backshore where the fill material had been lost. It was evident during the inspection that sand material was leaking through the holes in the wall. Sections of the SSP wall nearing the south end were leaning in at the top.

In our opinion the structure is at the end of its functional life. Our suggested repair includes replacing the SSP with a new SSP wall, filling the small area behind with clear stone, grouting any voids and installing

a concrete cap along the wall's length.

- **West Breakwater**

The sections with timer cribs are showing severe deterioration with large sections of the cap spawled away or with cracks through its thickness and timber sections missing. The armour stones on the lake side of the breakwater have been displaced in parts of the structure and are now found on the lake bottom 10-20m away from the structure. Of the approximately 250m length of the breakwater, approximately 100m has signs of this type of failure.

Our suggested near term repair for the breakwater would be to place armour stone on the approximately 100m of failed sections of the structure. Ultimately, we expect that the entire west breakwater structure will need to be brought to a higher standard of stability.

- **East Breakwater**

In the timber crib sections, the timber cribs are showing severe deterioration with large sections of the cap spawled away or with cracks through its thickness and timber sections missing from the outside face of the cribs. This structure is at the end of its functional life and should be replaced/repared.

Our suggested repair would be to remove the cap and place an armour stone cover over the existing crib, filling any voids to bring it up to an appropriate elevation.

Shoreplan has not yet completed an underwater assessment of the Centre Pier, although a previous assessment of the above-water portion identified significant future expenses.

The Community Services Division is also currently investigating electrical upgrade requirements for the Harbour but has not yet received an estimate for these costs.

Victoria Square

The Victoria Square Project has been a part of the larger design of the Downtown Improvement Project for almost 20 years.

In 2016, the project was resurrected and Council appointed the Victoria Square Phase IV Committee which revised the plan with the following design features:

- pedestrian-oriented civic square with lively edges;
- features & spaces to accommodate indoor & outdoor programming, including performance platforms and temporary stages;
- year-round flexible spaces and uses, including streets and parking;
- interactive public art;
- innovative use of water and lighting;

- accessible and universal design for all users;
- wayfinding and information; and
- sheltered seating.

The final design for Victoria Square is meant to be an attractive citizen space that will create the square for the downtown to accommodate both a business mode (parking) and event mode for events and performances.

The design also anticipates future development to the south and east and will enhance the vital linkage between the waterfront and the Downtown Business Area.

On October 31, 2016, Council endorsed the recommendations of the Victoria Square Phase IV Ad Hoc Committee and accepted the final design provided in the staff report as a basis for final construction drawings and tender package, but made the final award contingent on budget deliberations and grant applications.

On May 15, 2017, Council approved the following motion:

WHEREAS the Committee of the Whole considered a memo from the Chief Administrative Officer regarding Phase IV Victoria Square Design and Public Art Selection;

NOW THEREFORE BE IT RESOLVED THAT Council approve the final design as presented by CIMA+ on April 17, 2017 as the Final Design for Phase IV Victoria Square, "Cobourg Market Square"; and

FURTHER THAT Council approve the recommendation of the Victoria Square Committee and select the art submission "LETTERS AWARDED" as submitted by Stephen Cruise as the preferred public art should the Phase IV project proceed; and

FURTHER THAT that Council direct staff to pursue funding under Provincial and Federal programs so as to allow the project to proceed.

6.0 **ANALYSIS**

Through discussions with the Government of Ontario, staff believe both projects are eligible for the Investing in Canada Infrastructure Program, Community, Culture and Recreation Funding Stream.

Harbour

The Multi-Purpose Category of the grant has a project maximum of \$50 million in total project costs, although exceptions may be made. This project category

focuses on the principle of integrated service delivery to address identified service gaps. Eligible projects consist of:

- new build / construction projects
- larger scale renovation
- expansion of existing facilities

Staff believe the Harbour repairs and improvements are eligible for the funding program and are essential for public safety and the recreational enjoyment of the public.

Victoria Square

The Rehabilitation and Renovation Category of the grant focuses on maximizing the funding impact of small-scale projects that would improve the condition of existing facilities. The individual project cap is \$5 million in total project cost.

Eligible projects consist of:

- renovation and rehabilitations to address functionality and use of existing facilities
- Small-scale improvements to address accessibility (e.g., hand rails, ramps, accessible doors/parking/elevators, wayfinding and signage etc.)
- Small new build / construction projects of recreation, cultural or community centre infrastructure (e.g., playing fields, tennis courts, small community squares)

The design includes creative elements that will enhance the Town of Cobourg's historical and cultural influences, as well as a 'Hub' for public transit, bike and walking trails to intersect.

The project will significantly improve the grounds of Victoria Hall and establish a downtown venue for residents and visitors to come together to relax, socialize, entertain and celebrate history, heritage, culture and diversity. It will transform underutilized space and a parking lot into a vibrant, flexible and fully accessible old-world square and central focal point for the community to enjoy special events, music, recreation and visual and performing arts. It was also intended to accommodate the Farmers' Market, but that has since relocated to Rotary Waterfront Park.

It will provide overflow and additional programmable space for existing on-site cultural facilities including the Art Gallery of Northumberland, Victoria Concert Hall, VOS and the Northumberland Players theatre group.

The new Square will act as an extended gateway between the historic downtown business district and the popular Cobourg waterfront and beach, drawing visitors to the heart of the Town and helping to vitalize the business district and spark new downtown activity, vibrancy and redevelopment.

This square will also form a new and important link in the Town's trail system and the Waterfront Trail.

From the beginning of the review work for Phase IV, the Committee believed that it was important to provide public art for this key community space. To that end, Council directed that a public art selection process be carried out with a budget of \$150,000 should the project proceed. A Sub-committee of the Victoria Square committee was created and issued a Request for Expressions of Interest that generated more than 20 submissions. A Jury reviewed the submissions and interviewed artists. The submission by Stephen Cruise was ultimately selected as the preferred art for the project.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

Harbour

The following estimated/approximate costs (subject to further direction from Council) will be incorporated into the application subject to further review by staff and discussion with the Provincial/Federal Governments:

- **East Pier Repairs – \$900,000**
 - Planning/Engineering (10%) - \$105,000
 - Construction - \$720,000
 - Contingency (~10%) – \$ 75,000
- **East Pier Enhancements - \$1,445,000**
 - Planning/Engineering - \$104,000
 - Construction/Materials - \$1,031,000
 - Contingency (~30%) - \$310,000
- **Other Harbour Infrastructure Repairs - \$8,250,000+ (TBC)**
 - Planning/Engineering (10%) - \$750,000+ (TBC)
 - North Wall - \$2,000,000
 - East Wall - \$1,200,000
 - West Breakwater \$1,000,000
 - East Breakwater \$1,400,000
 - Centre Pier – TBC (\$400,000 +)
 - Electrical System - TBC
 - Contingency (25%) - \$1,500,000+ (TBC)

*These preliminary costs do not include taxes.

**A previous condition assessment of the Centre Pier (above water) identified approx. \$400,000 in repairs within the next seven years and almost \$4 million in repairs over the next approximately 30 years (2018 dollars).

***The Division is currently conducting an assessment of the Harbour's electrical system to determine upgrade costs, including for the Marina.

Victoria Square

The design engineer's final cost estimate, including public art installation, was \$1,497,135 including a contingency of \$115,000. These estimates are almost three years old, so it is recommended that another \$150,000 be added to cover increases in prices, bringing the total project cost to \$1,647,135.

Through the Canada Infrastructure funding program, the Town of Cobourg would be responsible for up to 26.67% of the total cost of the project, or \$439,291, while Federal and Provincial Governments would cover the remaining 73.33% or \$1,207,844.

As recommended by the Committee, the project could encourage participation from many different stakeholders in our community to take part as sponsors and financial contributors, thereby reducing the impact on taxpayers.

8.0 CONCLUSION

The Investing in Canada Infrastructure Program is an excellent opportunity to partner with both the Federal and Provincial Governments to cost-share on important and critical recreational and cultural infrastructure projects while reducing the impact on municipal taxpayers.

Harbour

The vast majority of identified costs for the Harbour are essential infrastructure repairs that will need to be carried out by the Town of Cobourg whether or not it applies for or receives Canada Infrastructure funding. Therefore, municipal taxpayers will benefit enormously if the Town is successful in its funding application.

The amount of the grant will be influenced by Council's decision on the repair and enhancement options related to the East Pier. The remaining Harbour infrastructure costs may be tweaked if Shoreplan delivers its final condition assessments prior to November 12, 2019.

Victoria Square

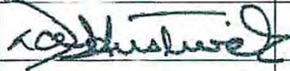
Funding will allow the Town to finalize this project after 20 years of planning and design. Completing the final phase with a community square will enhance the downtown, improve recreational and cultural activities and enrich the Town of Cobourg for many years to come.

9.0 POLICIES AFFECTING THE PROPOSAL

TBD

10.0 COMMUNICATION RESULTS

Communications/Public Engagement Plans to be developed

Title:	Signing Official:	Signature:	Date:
Director, Community Services	D. Hustwick		OCT 10/19
Chief Administrative Officer (Interim)	J. Davey		

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor John Henderson and Members of Council	
FROM: TITLE:	Teresa Behan Deputy Director Community Services Division	
DATE OF MEETING:	October 15, 2019	
TITLE / SUBJECT:	Adult Fitness Park	
REPORT DATE:	October 07, 2019	File #:

1.0 STRATEGIC PLAN

Pillar: People - Encourage Healthy Lifestyles across all age groups by promoting and raising awareness about public health and active transportation.

2.0 PUBLIC ENGAGEMENT

Extensive public engagement was carried out as part of the Waterfront User Needs Assessment and Detailed Design (Waterfront Plan). Outdoor fitness equipment is included in the Waterfront Plan as Priority #31.

Neither outdoor fitness equipment nor the other recommended improvements to Victoria Park have undergone any recent public engagement.

3.0 RECOMMENDATION

It is recommended:

THAT Council receive this report for information purposes.

4.0 ORIGIN

Mr. Keith Oliver presented to Council on June 10, 2019. As part of that delegation, Staff were asked to report back to Council by October 15, 2019. A copy of that motion is as follows:

Moved by Councillor Emily Chorley, Seconded by Deputy Mayor Suzanne Séguin

THAT Council receives the delegation from Cobourg citizen Keith Oliver for information purposes; and

FURTHER THAT Council direct staff to work with Keith Oliver to submit a funding application under the New Horizons for Seniors Program if possible by June 21, 2019; and

FURTHER THAT Council considers the proposed Adult Fitness Park as part of the 2020 budget deliberations; and

FURTHER THAT Council direct staff to deliver a report to Council by October 15, 2019 that outlines:

- *the estimated cost of installing and maintaining an Adult Fitness Park in Cobourg;*
- *recommended locations for an Adult Fitness Park;*
- *information about safety regulations and the safety record of Adult Fitness Park equipment in Ontario;*
- *relevant usage information/statistics regarding Adult Fitness Parks in other Ontario communities; and*
- *additional funding opportunities from government/community improvement programs and any relevant deadlines for application.*

201-19 Carried

5.0 BACKGROUND

Outdoor fitness by definition (Wikipedia) consists of exercise undertaken outside a building for the purpose of improving physical fitness. It contrasts with exercise undertaken inside a gym or health club for the same purpose. The activity may be undertaken in a park, in the wilderness, or other outdoor location. The popularity of outdoor fitness grew rapidly in the second-half of the twentieth century.

As part of the Waterfront Plan, 2018, outdoor fitness equipment was scheduled in Phase 2 of the Victoria Park changes to coincide with a major redevelopment of the playground, walkways, concession and washrooms.. Adult fitness parks were not mentioned in the Parks Master Plan, 2013.

Keith Oliver has attended Council meetings in the past and Council directed staff to work with Mr. Oliver on his proposal. Numerous meetings have taken place to review his ideas regarding a proposed fitness park in the Town of Cobourg.

As directed, staff completed the New Horizons grant application for the amount of \$25,000. This application was due, June 21, and the Town should receive word on the outcome this winter.

Mr. Oliver has started his own working group to work on the proposed Adult Fitness Park for Cobourg. The members (five people) consist of local citizens including a physiotherapist and a local fitness trainer.

The working group has completed eleven site visits to various adult fitness park locations.

Community Services staff have also reviewed existing adult fitness parks and have consulted with colleagues for best practices and other relevant information.

Key points discovered are as follows:

- - Equipment must be installed and maintained properly and be free from hazards
 - equipment should be away from children's playgrounds as they will be drawn to it
 - special care needs to be addressed with respect to picking the equipment to ensure that no entrapment, crush or sheer points exist
 - proper signage needs to be installed
 - CSA standards must be applied to the design and installation
 - the base needs to be accessible and be able to drain around the equipment
 - existing playgrounds in Cobourg are cedar weave or rubberized mat, both of which meet CSA standards

6.0 ANALYSIS

The Waterfront Plan includes a recommendation for outdoor fitness equipment as Project 5.10, Priority #31 out of 80 Priorities and grouped in Project #19 in the Victoria Park Beach Phase 2 scheduled for year 18 in the 24-year implementation schedule. The ultimate priorities, implementation schedule and funding is at the discretion of Council.

If Council approves the installation of outdoor fitness equipment in 2020, careful consideration of the final location will be required to prevent potential conflicts with more significant improvements in the future, including the children's playground and waterpark, change rooms, washrooms and the concession.

To avoid potential conflicts, the Adult Fitness Park could be located in another park or pieces of equipment could be grouped in several neighbourhoods around the community to increase accessibility, which is what some municipalities are doing.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

The Waterfront Plan included \$90,000 (2018 dollars) for outdoor fitness equipment in year 18 of the implementation plan as part of a broader redevelopment of the current playground, waterplay and concession area of Victoria Park. That amount included \$40,000 for fitness equipment (based on the assumption that the remaining costs would be covered by fundraising/donations), \$40,000 for surfacing and \$10,000 for seating.

At the direction of Council, the Community Services Division completed a grant application under the New Horizons for seniors community grant as directed by Council. Successful applicants of this grant will be notified by this winter, with a project start date of no earlier than March 31, 2020.

Mr. Oliver's working group has approached local businesses and apparently has secured some donations.

If approved by Council, final designs and costs will need to be determined. If directed by Council, the Community Services Division will also support Mr.

Oliver's working group to apply for other potential grants, as long as they don't conflict with more significant municipal funding priorities..

In order to facilitate Council's initial support for Mr. Oliver's proposal, the Community Services Division will include in its 2020 Capital Budget requests \$90,000 for an Adult Fitness Park for Council's consideration. This amount will cover:

- up to 20 standalone fitness pieces,
- installation
- proper bases as per industry standards
- signs

8.0 CONCLUSION

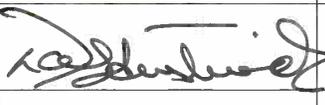
Town staff including certified playground inspectors will continue to work with working group if directed by Council.

9.0 POLICIES AFFECTING THE PROPOSAL

N/A

10.0 COMMUNICATION RESULTS

N/A

Title:	Signing Official:	Signature:	Date:
Deputy Director	T. Behan		Oct-10/19
Director of Community Services	D. Hustwick		Oct 10/19
Chief Administrative Officer (Interim)	I. Davey		

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor and Council	
FROM:	Angela Stewart	
TITLE:	Licensing Officer	
DATE OF MEETING:		
TITLE / SUBJECT:	Town of Cobourg Dog Tag Licensing Program and DOCUPET Pet Licensing Services	
REPORT DATE:	September 23, 2019	File #:

1.0 STRATEGIC PLAN

N/A.

2.0 PUBLIC ENGAGEMENT

Prior to implementation to garner public opinion, Town of Cobourg can utilize our web site to inform citizens about a new Licensing Program and conduct surveys. We can also utilize Lakefront Utilities and distribute information through their utility billing system. After implementation, DOCUPET, with Town of Cobourg, can coordinate a community information program, including door to door canvassing.

3.0 RECOMMENDATION

The Town of Cobourg enter into a contract with DOCUPET Pet Licensing Services to assist in administering the Town of Cobourg Dog Tag Licensing Program. This program would ensure greater compliance with the Licensing Provisions of the Animal Control By-law 021-2014, by providing greater convenience for and increased knowledge of the Town of Cobourg Dog Tag Licensing Program by Pet Owners. This Program would also ensure increased revenues and reduce administration costs for the Town of Cobourg in delivering the Town of Cobourg Dog Tag Licensing Program.

In addition, as most neighbouring municipalities in the County of Northumberland, such as Municipality of Port Hope and Township of Hamilton, charge \$20 for a spayed/neutered animal and \$35 for a natural animal, without

any Early Bird Fee Reduction Program, The Town of Cobourg should consider increasing Dog Tag Fees, from \$15 for a spayed/neutered animal and \$20 for a natural animal in order to match those in the County, and eliminating the Early Bird Rates of \$10 for a spayed/neutered animal and \$15 for a natural animal.

Also that the Dog Licensing Program transition from a Calendar Year System to a 365 Day System. This would translate to a Licence being valid for 365 Days from the date of purchase rather than the remaining days of the calendar year, giving citizens true value for their Dog Tag.

4.0 ORIGIN

Part 2.1 of Section 2, Licensing Provisions, of the attached Animal Control By-law 021-2014, a by-law for the Licensing and Registration of dogs and for the Regulation of dogs and Prohibiting the running at large of animals within the Town of Cobourg (Appendix A), states that *"No person shall own, possess, harbour or keep any dog within the Municipality unless a tag has been issued for the dog by the Municipality in accordance with the provisions of this By-law."*

As compliance level in the Town of Cobourg is low, Staff investigated methods to increase compliance and revenues and reduce expenses.

5.0 BACKGROUND

Town of Cobourg currently sells Dog Tags at \$15 for a spayed/neutered animal and \$20 for a natural animal. The current Licensing Application is attached as Appendix B.

The Town of Cobourg also offers an Early Bird Program starting November 1 of the previous licensing year to February 28/29 of the Licensing year, as an extra incentive for Dog Owners that further discounts the Dog Tag selling price by \$5.00, This result in fees of \$10 for a spayed/neutered animal and \$15 for a natural animal. Currently, the Town of Cobourg is the only municipality in Northumberland County that offers an Early Bird Rate.

Town of Cobourg Dog Tags are valid from the date of purchase to December 31 of the Licensing year, requiring citizens to purchase a tag prior to January 1 of the following Licensing year. Regardless of whether citizens licence their animal in January or July, the Licence still expires December 31.

Citizens have only been able to obtain a Town of Cobourg Dog Tag from the Finance offices of Town of Cobourg, Municipal Animal Services or more recently, from Summer Commissioned Dog Tag Sales Agents.

There has been low compliance with the Licensing Requirement of the Animal

Control By-law. For the years 2011 to 2014, Town of Cobourg Dog Tag Sales averaged 800. For the years 2015 to 2018, Town of Cobourg Dog Tag Sales averaged 1300. Currently, total sales from 2019 surpass 1200 Dog Tags, which includes the 31 Dog Tags sold by Municipal Animal Services.

Staff recently met with the team from DOCUPET Pet Licensing Services that offers Pet Owners the ability to license and renew Dog Tags online, over the counter, by phone, by mail, and with vendors/vet clinics. The DOCUPET Presentation is attached as Appendix C and the Sample Pet Licence Agreement is attached at Appendix D.

6.0 ANALYSIS

The major obstacles with non-compliance of this By-law are inconvenience and lack of knowledge.

The biggest obstacle is inconvenience. Citizens are only able to purchase their Dogs Tags from Town Hall, 55 King Street West, during office hours, currently 8:30 a.m. to 4:30 p.m., or from Municipal Animal Services, which hours are not consistent. Compliance has increased greatly in recent years with the addition of Sales Agents conducting door to door sales in the Summer season as this provides more convenience for Citizens.

The biggest advantage of DOCUPET is that citizens can licence their pet at any time from any electronic device, i.e. computer terminal, cellphone, tablet etc., while still accommodating those citizens who prefer to come to Town Hall to purchase their tags.

Another aspect of inconvenience is terms of payment. Dog Tag Sales Agents can accept Cash/Cheque for their door to door sales. Our Finance Department only accepts Cash/Cheque/Debit for Dog Tag payments. Cheques are the only option when submitting Applications by mail. Today, a majority of customers expect and prefer to pay by credit card.

Lack of knowledge of the Animal Control By-law and Dog Tag Licensing Program is also a non-compliance issue. We have attempted to combat this obstacle with additional website exposure, newspaper advertising and distribution of Dog Tag Applications through Lakefront Utilities billing. This distribution ensures all Town of Cobourg residents who pay a Lakefront Utility bill have access to this Application. Formerly, Applications were only mailed to all previous Licensees, with an annual printing and mailing cost of approximately \$800. By distributing Applications with Lakefront Utility Bills, this cost has decreased to an annual printing and mailing cost of approximately \$350.

Although compliance has greatly increased in the last few years, the compliance level is still fairly low for the Town of Cobourg, assuming a Town

with a population of close to 20,000, an established Dog Park, and multiple pet food and supply retailers, has more than 1500 Dogs within its boundaries.

A concern with third party sites is confidentiality. Section 3 (d) of the attached Sample Pet Licensing Services Agreement addresses the issues of Data Protection, along with Section 6, Intellectual Property and Section 7, Confidentiality. The Town of Cobourg retains all data inputted into the DOCUPET Program.

Other municipalities, including Kingston, Guelph and Ajax currently endorse and use DocuPet for their Dog (and Cat) Tag Licensing Programs. A list of current users is attached as Appendix E.

7.0 FINANCIAL IMPLICATIONS/BUDGET IMPACT

Annual Municipal Revenues for Dog Tag Licences have averaged over \$10,500 for the past few years. All expenses for delivering this Program should be paid from Dog Tag Revenues.

Current expenses include the costs of the Dog Tags themselves, printing of Applications and information, distribution and administration.

The Town of Cobourg has paid Municipal Animal Services \$470 for the cost of 1500 Dog Tags, or 0.31 cents per Dog Tag in past years. This cost has been reduced in 2019 to 0.29 cents per Dog Tag by Municipal Animal Services; however, the Dog Tags no longer read *Town of Cobourg*, as they have in past years, they now read *Municipal Animal Services* for the additional discount.

Printing and annual distribution of Dog Tag Applications through Lakefront Utility Services totals \$350.

The Town routinely mails out approximately 20 tags per year to various customers that cannot come into Town Hall, at a cost of \$1.50 per tag for paperwork, administration and postal services for a total of \$45.

There is also a Finance Department administration expense to process payments for Dog Tags.

Additional Legislative Services Department administration costs include translating customer completed Applications and transferring data into Town of Cobourg Dog Tag Spreadsheet and filing by Legislative Staff.

The Town also pays commissioned Dog Tag Sales Agents a total of \$5 for each Dog Tag sold on their door to door solicitation. Should a Sales Agent complete 200 \$15 Dog Tag Sales, the total revenue of \$3000 would net the Town \$2000 and the Sales Person would earn \$1000.

DOCUPET intends to charge the Town of Cobourg a fulfillment fee of \$3.91 per Dog Tag Licence. This includes the cost of the tag, the administration, the registration and the payment process, along with the cost of mailing the Dog Tag to the customer.

As customers input their own data, this would eliminate the majority of administration and mailing costs as well as inaccuracies in the translation of that data.

DOCUPET offers customers the ability to use credit cards at no additional cost to the Town of Cobourg – a major expectation of and convenience for today's customers. DccuPet would process all payments and then submit revenues monthly to the Town.

DOCUPET would also offer free advertising and promotion.

DocuPet also offers the option of mailing renewal and warning letters to Licensees at a cost of \$1.43 per letter. As this is only an option, the Town could continue distributing Dog Tag Information through Lakefront Utilities at a cost of \$350.

Each contract year a baseline will be established and DOCUPET will retain a Performance Fee of 50% of revenues for each Licence sold above that baseline, incentivizing DOCUPET to increase compliance through promotions.

Additional services offered by DOCUPET include a free "Lost Pet" Service, where Owners can input details of their lost pet themselves, controlling the information that is dispersed to the community to assist in locating their pet. Pet Owners are also able to add additional information, i.e.) a description is required, but Pet Owners can upload a photo if they prefer.

Citizens also have the option to upgrade the standard Town of Cobourg Dog Tag and customize their Dog Tag at their own cost, with 20% of Custom Tag Proceeds to be donated to Municipal Animal Services (or another charitable organization of our choice).

8.0 CONCLUSION

DOCUPET Dog Tag Licensing Program would be an enhancement to the Town of Cobourg Dog Tag Licensing Program at no cost to the Town of Cobourg. It would increase compliance for the Licensing Provisions of the Animal Control By-law 021-2014, and increase revenues for the Town of Cobourg Dog Tag Licensing Program.

Eliminating the Early Bird Licensing Program and establishing rates the same as surrounding municipalities would ensure the revenue generated will meet

the expenses incurred to facilitate the Program.

Transitioning to a 365 Day Licensing Program from an annual Licensing Program would ensure that citizens get true value for their Dog Licence are not hesitant to purchase a Tag at any time of the year.

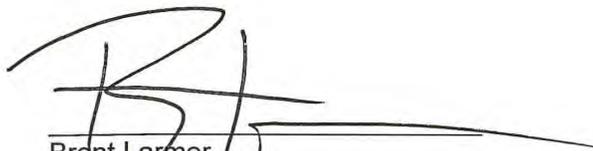
9.0 ATTACHMENTS

- Appendix A - Animal Control By-law 021-2014
 - Appendix B - Town of Cobourg Dog Tag Licence Application
 - Appendix C - DOCUPET Pet Licensing Services Presentation
 - Appendix D - DOCUPET Sample Pet Licensing Services Agreement
 - Appendix E - Listing of Municipalities that currently use DOCUPET
-

10.0 AUTHORIZATION/SIGNATURES



Angela Stewart
Licensing Officer



Brent Larmer
Municipal Clerk/
Manager of Legislative Services



Ian Davey
Interim Chief Administration Officer
Treasurer/Director of Corporate Services

Appendix A - Animal Control By-law 021-2014

	THE CORPORATION OF THE TOWN OF COBOURG
	BY-LAW NUMBER <u>021-2014</u>

A BY-LAW FOR THE LICENSING AND REGISTRATION OF DOGS AND FOR THE REGULATION OF DOGS AND PROHIBITING THE RUNNING AT LARGE OF ANIMALS WITHIN THE TOWN OF COBOURG

WHEREAS pursuant to Section 11, *Municipal Act 2001*, S.O. c.25, as amended, municipalities have the authority to pass by-laws with respect to animals;

AND WHEREAS the Council of the Corporation of the Town of Cobourg deems it expedient to pass such a by-law for the licensing and registration of dogs and for the regulation of dogs within the Town of Cobourg;

NOW THEREFORE the Municipal Council of the Corporation of the Town of Cobourg enacts as follows:

AND WHEREAS at the Committee of the Whole meeting of March 10, 2014 Council authorized preparation of a By-law for the licensing and registration of dogs and for the regulation of dogs and prohibiting the running at large of animals within the Town of Cobourg;

NOW THEREFORE BE IT RESOLVED that the Council of The Corporation of the Town of Cobourg hereby enacts as follows:

1. DEFINITIONS:

1.1 That for the purposes of this bylaw the following definitions shall apply:

"Animal" or "Domestic Animal" shall mean any dog, cat or puppy.

"Animal Control Officer" shall mean any person employed by the Joint Animal Control Municipal Services Board whose duties include the enforcement of this by-law.

"Animal Shelter" shall mean the Shelter of Hope with which the municipality has an agreement for the housing of dogs picked up by the Animal Control Officer.

"By-Law Enforcement Officer" shall mean any person appointed by the municipality to enforce by-laws, or any delegate or agent thereof.

"Cat" shall mean a male or female cat.

"Dog" shall mean a male or female dog that is twelve (12) weeks or older.

"Dog tag" shall mean a numbered tag issued by the Municipality when the owner of a dog licenses such dog with the Municipality; or Animal Control Officer or Shelter of Hope.

"Host Municipality" shall mean the municipality in which a dog's owner resides.

"Mitigating Factor" shall mean any circumstance which reasonably excuses aggressive behavior of a dog and may include, but is not limited to:

- i) the dog was, at the time of the aggressive behavior, acting in defense of an attack by a person or domestic animal, or
- ii) the dog was, at the time of the aggressive behavior, acting in defense of its young or reacting to a person or domestic animal trespassing on the property of its owner, or
- iii) the dog was, at the time of the aggressive behavior, being teased, provoked or tormented.

"Municipality" shall mean the Town of Cobourg.

"Owner" shall mean and include any person who possess or harbours an animal as defined herein and, where the owner is a minor, the person responsible for the custody of the minor shall be deemed to be the owner.

"Order to Restrain" shall mean the order issued to the owner of a dog by the Animal Control Officer or Peace Officer, where the Officer is satisfied on the balance of probabilities and in the absence of any mitigating factor, that the dog has bitten a person and/or domestic animal, placed a person or domestic animal at risk of physical harm, or behaved in a manner that poses a menace to the safety of persons or domestic animals.

"Peace Officer" shall include a Police Officer for the municipality or anyone working under his or her direct authority.

"Premises" shall mean lands as specified in the Transfer/Deed of Land of the Owner or in leased lands.

"Puppy" shall mean any dog that is less than 12 weeks of age. The onus of proving that the dog is less than 12 weeks of age shall be on the owner.

"Running at large" shall mean any animal as defined herein that is found any place other than the premises of the owner and is not under control of any person.

"Registered Special Service Dogs" shall mean dogs that are individually trained to do work or perform tasks for persons with disabilities and that are registered with an accredited "Service Animal" organization.

"Special Service Dogs" shall mean any dogs that are individually trained to do work or perform tasks for persons with disabilities.

"Town" shall mean the Town of Cobourg

"Under Control of a Capable Person" shall mean a dog that is at all times, while the dog is off its owner's property, on a leash and under care and control and capable of being physically restrained in such a manner as to prevent the dog from biting or attacking a person or other animal and to prevent contact with people and other animals when the dog is off the premise of the owner.

"Working Dog" shall mean any of various breeds of dogs developed or trained to do useful work, such as herding animals or pulling wagons or sleds.

2. LICENSING PROVISIONS:

- 2.1 No person shall own, possess, harbour or keep any dog within the Municipality unless a tag has been issued for the dog by the Municipality in accordance with the provisions of this By-law.
- 2.2 Dog tags may be obtained from the municipality, the Animal Control Officer or the Shelter of Hope. All information collected for the purpose of animal control licensing and enforcement shall not be re-purposed without consent.
- 2.3 Every dog/cat owner shall ensure that the dog or cat has a current anti-rabies vaccine.
- 2.4 Every owner of an animal shall produce a Certificate of Proof issued by a qualified veterinarian attesting to an up-to-date anti-rabies vaccine if requested to do so by the Animal Control Officer or Peace Officer.
- 2.5 Every dog tag shall bear the serial number and year in which it was issued and a record shall be kept by the Municipality showing the name and address of the owner and the serial number of the tag.
- 2.6 Every dog owner shall keep the tag issued for a dog securely affixed on the dog.
- 2.7 Dog tags are required for "Special Service Dogs" however; the payment of the dog tag fee for purchase of dog tags will be waived for "Registered Special Service Dogs".
- 2.8 Should a dog tag become lost, the owner shall upon payment of a Replacement Fee as outlined in the Schedule of Fees established by the Joint Animal Control Municipal Services Board be entitled to the issuance of a replacement tag and license.
- 2.9 No person shall keep or permit to be kept:
- a) more than three (3) dogs within or about any single detached dwelling; or;
 - b) more than two (2) dogs within or about any dwelling unit for properties with (2) or more dwelling units;
- within the Town of Cobourg in accordance with Schedule "B" as attached regardless of whether that person is the owner of the dogs, save and accept properties containing kennel licenses, approved business and veterinary offices.
- 2.10 The Municipality hereby designates the Animal Shelter, the Municipal Clerk, or their authorized designate or agent for the purpose of licensing animals within the Municipality and all fees shall be remitted to the Municipality.
- 2.11 That a Police Services Dog, while engaged in Police duties shall be exempt from provisions of this section of the by-law.

- 2.12 Each dog residing in a dwelling unit requires a dog tag and the following information is required in order to obtain a dog tag:
- a) the name, address and telephone number of the owner;
 - b) the name, approximate age of the dog;
 - c) if the dog is spayed or neutered;
 - d) a general description of the dog including its colour, distinguishing marks/physical characteristics and the breed;
 - e) payment of the established tag fee as approved by Council and set out in the Schedule of Fees established by the Joint Animal Control Board with the exception of Registered Service Dogs;
 - f) whether an Order to Restrain has ever been issued in any Member Municipality.

3. DOG OWNERS OBLIGATIONS:

- 3.1 Every person or dog owner shall take all precautions necessary to prevent the dog from biting or attacking any person or fighting, attacking or biting any dog, domestic animal or domestic fowl, whether on private or public property.
- 3.2 Where a dog has bitten or attacked any person or domestic animal, or is alleged to have bitten or attacked any person or domestic animal, any person may appear before a Justice of the Peace to commence proceedings under the provisions of the *Dog Owners Liability Act* R.S.O. 1990, c.D.16, as amended, by way of an application under Part IX of the *Provincial Offences Act*.
- 3.3 Every person who owns or harbours a dog shall forthwith remove any excrement left by the dog anywhere within the municipality and shall dispose of same forthwith in a sanitary manner.

4. DOG OWNER LIABILITY ACT:

- 4.1 It is the declared intention of Council that the Dog Owners' Liability Act shall be enforced under the Provincial jurisdiction, and further that the Animal Control Officers are recognized as Peace Officers under the authority of the *Dog Owners' Liability Act* to ensure the expedient and efficient application of this Act.

5. ORDER TO RESTRAIN:

- 5.1 Where the Animal Control Officer or Peace Officer is satisfied on the balance of probabilities and in the absence of any mitigating factor, that a dog has placed a person or domestic animal at risk of physical harm or behaved in a manner that poses a menace to the safety of persons or domestic animals, the Animal Control Officer or Peace Officer may issue an Order to Restrain (Schedule "A") to the owner of said dog as set out in, attached to and forming part of this By-Law

- 5.2 Notwithstanding other sections of the By-law, when an Order to Restrain has been served on the owner of a dog, and at the discretion of the Animal Control Officer the owner shall:
- (a) keep the dog, when on the owner's premises, confined within the dwelling and under the effective control of an adult, or enclosed in a pen constructed with a secure top, sides and bottom, so as to prevent escape of the dog and prevent entry there in of unsupervised persons;
 - (b) when not confined in accordance with paragraph (a), to keep the dog under the effective control of an adult person and on a leash of not more than 1.8 metres (6 feet) in length;
 - (c) ensure that the dog is muzzled at all times that it is not confined in accordance with paragraph (a);
 - (d) notify the Animal Control Officer, or Peace Officer with a new address and telephone number within two working days of moving the dog, selling the dog, giving the dog away, or death of the dog;
 - (e) forthwith advise the Animal Control Officer, or the Peace Officer if the dog is at large, or has bitten or attacked any person or domestic animal;
 - (f) display signs warning of the presence of a dog, such signs shall be clearly visible to anyone entering the property and shall meet the approval of the Animal Control Officer or Peace Officer; and
 - (g) license and register the dog with the Shelter of Hope Animal Services within seven (7) days of receipt of this Order
 - (h) not contravene any other conditions imposed in the Order to Restrain.
- 5.3 Any person, other than the Animal Control Officer or Peace Officer, who believes a dog owner should be issued an Order to Restrain in accordance with the criteria defined in this By-Law or in accordance with the *Dog Owners' Liability Act* or its regulations, may submit in writing the reasons why they believe an Order to Restrain should be issued which shall include any and all incidents that have occurred involving the dog. The request shall be forwarded to the Animal Control Officer or the Peace Officer who shall investigate the request and shall uphold or deny the request to issue an Order to Restrain based on that investigation. The Animal Control Officer or Peace Officer shall notify owner of the dog of the decision.
- 5.4 The Animal Control Officer responsible for administering the Animal Shelter shall maintain a record of all Orders to Restrain and shall notify the Host Municipality and local police authority of the issuance of the Order to Restrain and shall supply a copy of such Order to the Host Municipality and local police authority when and if they are involved.
- 5.5 Any owner of a dog to whom an Order to Restrain has been issued and fails to comply with the requirements of the Order to Restrain shall at the discretion of the Animal Control Officer or Peace Officer pay the set fine or surrender the dog to the Animal Control Officer or Peace Officer.

6. ORDER TO RESTRAIN – APPEAL:

- 6.1 (a) The owner of any dog to whom an Order to Restrain has been issued may inform the Animal Control Officer or the Peace Officer in writing that they intend to appeal the Order within seven (7) days of being served notice.
- (b) The owner of a dog to which an Order to restrain has been issued, upon payment of a Hearing Fee as set out in the applicable Member Municipality's Fees and Charges By-law, may request and is entitled to a hearing by a committee of the Municipal Council where the event occurred, which may exempt the owner from the muzzling or leashing requirement or other requirements stated within the Order.
- (c) A request by the owner for a hearing under this Section shall be made in writing and delivered to the Clerk within fifteen (15) days of the owner receiving the Order to Restrain.
- (d) Upon determination of the hearing date the committee shall give notice in writing to the owner that:
- (i) includes a statement of the time, date, place and purpose of the hearing, and;
 - (ii) includes a statement that if the owner of the dog does not attend the hearing, the committee may proceed in the absence of the owner and the owner will not be entitled to any further notice.
- (e) The notice of hearing referred to in this section may be given by delivering it personally or sending it by prepaid registered mail to the owner at the owner's last known address on file with the Municipality. When service is made by registered mail, the service shall be deemed to be made on the seventh (7th) day after the day of mailing, unless the person on whom service is being made established that he or she did not, acting in good faith, through absence, accident, illness or other cause beyond his or her control receive the written notice until a later date.
- (f) The committee shall hold a hearing pursuant to the provisions of the *Statutory Powers and Procedures Act* at the time, date and place set out in the notice referred to in this section and the committee may:
- (i) exempt the owner from muzzling and/or leashing requirements,
 - (ii) confirm muzzling and/or leashing requirements,
 - (iii) vary muzzling and/or leashing requirements and other requirements of the Order, or
 - (iv) combine any exemption confirmation or variance as it sees fit.
- (g) The decision of the committee shall be final and binding.
- (h) An application made by the owner for a hearing under this section does not act as a stay of the Order to Restrain which shall take effect on the day it is served or deemed served, and shall continue to be effective until Council renders a decision indicating otherwise.

7. ANIMALS AT LARGE:

- 7.1 No owner of any animal shall cause or permit an animal to run at large within the limits of the Municipality unless it can be proven that the animal is a 'Working Dog'
- 7.2 Every person shall keep control of a dog by:
- a) keeping a dog on a leash of a maximum length of 1.8 metres (6 feet); and
 - b) ensuring the dog is under the control of a capable person at all times.
- 7.3 A Peace Officer or an Animal Control Officer may seize and impound any animal found running at large and deliver same to the Animal Shelter facility used by the Municipality.
- 7.4 Where an animal seized under this By-law is injured, or should be destroyed without delay for humane reasons or for reasons of safety to persons or animals, the Animal Control Officer may euthanize the animal in a humane manner at the Officer's discretion and no damages or compensation shall be recovered by the owner of the animal for such action.
- 7.5 An animal owner who has been notified in writing that the owner's animal has been impounded by the Animal Control Officer or Peace Officer shall attend or contact the Animal Shelter within four (4) days to procure the animal and pay or make arrangements to pay the prescribed fees and penalties as set by the Board and amended from time to time.
- 7.6 Where an animal's owner has been notified in writing of the impoundment and fails to contact or attend the Shelter within four (4) days, the owner of said animal shall be assessed and invoiced a four (4) day impoundment fee, veterinarian or medical fees, a surrender fee or any other relevant fees or charges which shall be collected in accordance with the Municipality's Collection Policies.
- 7.7 Where an animal is captured or taken into the custody of the Animal Shelter, including by order of a court, the owner shall pay to the Animal Control Officer all applicable fees and charges payable under the Member Municipality's Fees and Charges by-law or any other applicable by-law, including the cost of the services of a veterinarian, whether the animal is alive, dies or is euthanized.
- 7.8 Where an injured animal is impounded or otherwise detained and requires the immediate attention of a Veterinarian, the Animal Control Officer or Peace Officer may deliver the injured animal to a Veterinarian for treatment or euthanization and the owner, if known, shall be responsible for all costs incurred. No damages or compensation shall be recoverable by the owner or any other person.

8. REDEMPTION OF AN ANIMAL:

- 8.1 (a) The owner of an animal impounded for running at large shall be entitled to redeem the animal within four (4) days from the time of impoundment, exclusive of the day of impoundment, statutory holidays and days during which the Animal Shelter is otherwise closed upon paying the Shelter of Hope the applicable maintenance charges prescribed and any other expenses including medical costs.
- (b) In addition to subsection (a) above, the owner of a dog seized and impounded shall produce a valid licence for the dog before the owner may redeem it.
- (c) If no valid licence can be produced under subsection (b) above, the owner of the dog shall purchase a licence for the dog before possession is returned to the owner and the Animal Control Officer shall submit records of the registration and fees to the Municipality.
- (d) Where an animal that is impounded is not claimed by the owner thereof within the redemption period specified under this by-law, the animal shall become the property of the Animal Shelter and the Animal Control Officer may retain the animal for such further time as the officer may consider proper and during that time the officer may:
- (i) sell the animal for such price as he may consider proper;
 - (ii) euthanize the animal;
 - (iii) dispose of the animal as the officer sees fit.
- 8.2 No person shall forcibly retrieve an animal from the Animal Shelter or Animal Control Officer.
- 8.3 No person shall retrieve an animal from the Animal Shelter or an Animal Control Officer without payment in full of all applicable fees and charges required to be paid under this by-law or the Joint Animal Control Municipal Service Board Fees and Charges.
- 8.4 Where an animal owner has retrieved an animal but has failed to pay any outstanding fees or charges assessed by the Shelter, the Municipality shall collect any outstanding fees or charges in accordance with its Collection Policy.
- 8.5 No person who owns, harbours or keeps a dog will cause, allow or permit the dog to:
- a) bite or attack a person or other domestic animal or
 - b) behave in a manner that poses a menace to the safety of persons.

9. SURRENDERING OF ANIMALS:

- 9.1 An owner of an animal may give up ownership of the animal by surrendering the animal at the Animal Shelter.
- 9.2 Where an owner has surrendered an animal to the animal Shelter, the owner is deemed to have relinquished all rights of ownership and possession of the animal. To surrender an animal to the Animal Shelter, the owner shall pay the appropriate fees as prescribed by the Municipal Service Board Fees and Charges By-law. An animal that has been surrendered to the Animal Shelter shall become the property of the Animal Shelter and may be kept or disposed of as the Animal Control Officer deems appropriate and shall not be redeemed.

10. PENALTIES:

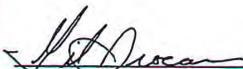
- 10.1 Every person who contravenes any provisions of any section of this by-law is guilty of an offence and upon conviction is liable to a fine and such penalties as provided in the *Provincial Offences Act* or the *Dog Owners Liabilities Act*.
- 10.2 Notwithstanding the provisions of this section an Animal Control Officer may, in lieu of laying an information in respect of a dog being at large or trespassing, issue a violation notice to the accused specifying that a person may make a voluntary payment of a reduced penalty out of Court within seven (7) days of the date that the violation notice was issued. Once a person has paid the reduced penalty no further proceeding shall be taken against that person in respect of the offence alleged in the violation notice.

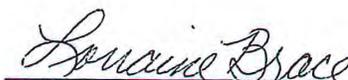
11. VALIDITY

- 11.1 If there is a conflict between a provision of the *Dog Owners' Liability Act* or a regulation under the Act, or any other Act relating to dogs including pit bulls, or another by-law relating to pit bulls, and the provision of this by-law relating to pit bulls, the provision that is the most restrictive in relation to controls or bans on pit bulls prevails.
- 11.2 If any section, clause or provision of this By-law is for any reason declared by a Court of competent jurisdiction to be invalid, the same shall not affect the validity of the By-law as a whole or any part thereof, other than the section, clause or provision so declared to be invalid and it is hereby declared to be the intention of Council that the remaining sections, clauses or provisions of the by-law shall remain in full force and effect until repealed, notwithstanding that one or more provisions of this by-law shall have been declared to be invalid.
12. That By-law No. 075-2010 and By-law 026-2013 are hereby repealed.

This by-law shall take effect upon the date of passing.

READ a first, second and third time and finally passed in Open Council this 17th day of March, 2014.


MAYOR


MUNICIPAL CLERK

Schedule "A" ORDER TO RESTRAIN

Issued pursuant to the Member Municipality's By-law No.

To (Name of Owner): _____

Address: _____

Telephone : _____

I, _____, Animal Control Officer, or By-law Officer for the Shelter of Hope representing the Member Municipalities, have reasonable grounds to believe that the dog residing at _____ has bitten or attacked a person or another domestic animal; placed a person or domestic animal at risk of physical harm; or behaved in a manner that poses a menace to the safety of persons or domestic animals, as per the provisions of the Licensing and Registration of Dogs and Prohibiting the Running at Large of Animals By-law No. [insert Member Municipality bylaw number].

You are hereby ordered:

- (a) To keep the dog, when on the owners' premises, confined to within the dwelling and under effective control of an adult person, or enclosed in a pen constructed with a secure top, bottom and sides. The pen shall provide humane shelter for the dog, while preventing escaping there from and preventing any entry therein of unsupervised persons.
- (b) To keep the dog under effective control of an adult person and on a leash of not more than 1.8 metres (6 feet) in length when it is not confined in accordance with paragraph (a).
- (c) To securely attach a muzzle to the dog at all times when it is not confined in accordance with paragraph (a).
- (d) To provide the Animal Control Officer, or Peace Officer with a new address and telephone number within two working days of moving, selling the dog, or giving the dog away.
- (e) To advise the Animal Control Officer, or Peace Officer within two days of the death of the dog.
- (f) To advise the Animal Control Officer, or Peace Officer forth with if the dog is running at large, or has bitten or attacked a person or a domestic animal.
- (g) To display a sign of warning of the presence of the dog at the front of the house where it cannot be easily removed, but is visible to any person who may enter onto the property. The Animal Control Officer or the Peace Officer must approve such sign.

This ORDER TO RESTRAIN takes effect immediately.

If you wish to APPEAL this Order to Restrain you must apply to the Clerk of the _____ within seven (7) days from the date this Order to Restrain is received by you setting out your request for a hearing in front of the Council of the _____, which shall include the reasons for appealing this Order to Restrain, and the payment of the hearing fee in the amount of \$ _____, failing which this Order to Restrain is final and binding.

Please be advised that notwithstanding that you may apply for a hearing by Council regarding this Order to Restrain, this Order to Restrain takes effect immediately upon its receipt by you and remains in effect for so long as the dog shall live unless the Council makes a decision on an appeal to rescind this Order to Restrain, in which case this Order to Restrain remains in effect until the date a decision is issued by Council.

A full copy of By-law No. _____, being a by-law of the _____ for the licensing and registration of dogs and for the regulation of dogs within the _____, is available from the Clerk of the _____ during normal business hours.

It is RECOMMENDED that you obtain a copy of the By-law in order to be more fully aware of your rights and obligations in this matter and the basis for the issuing of this Order to Restrain.

DATED at the _____ this _____ day of _____, 20__.

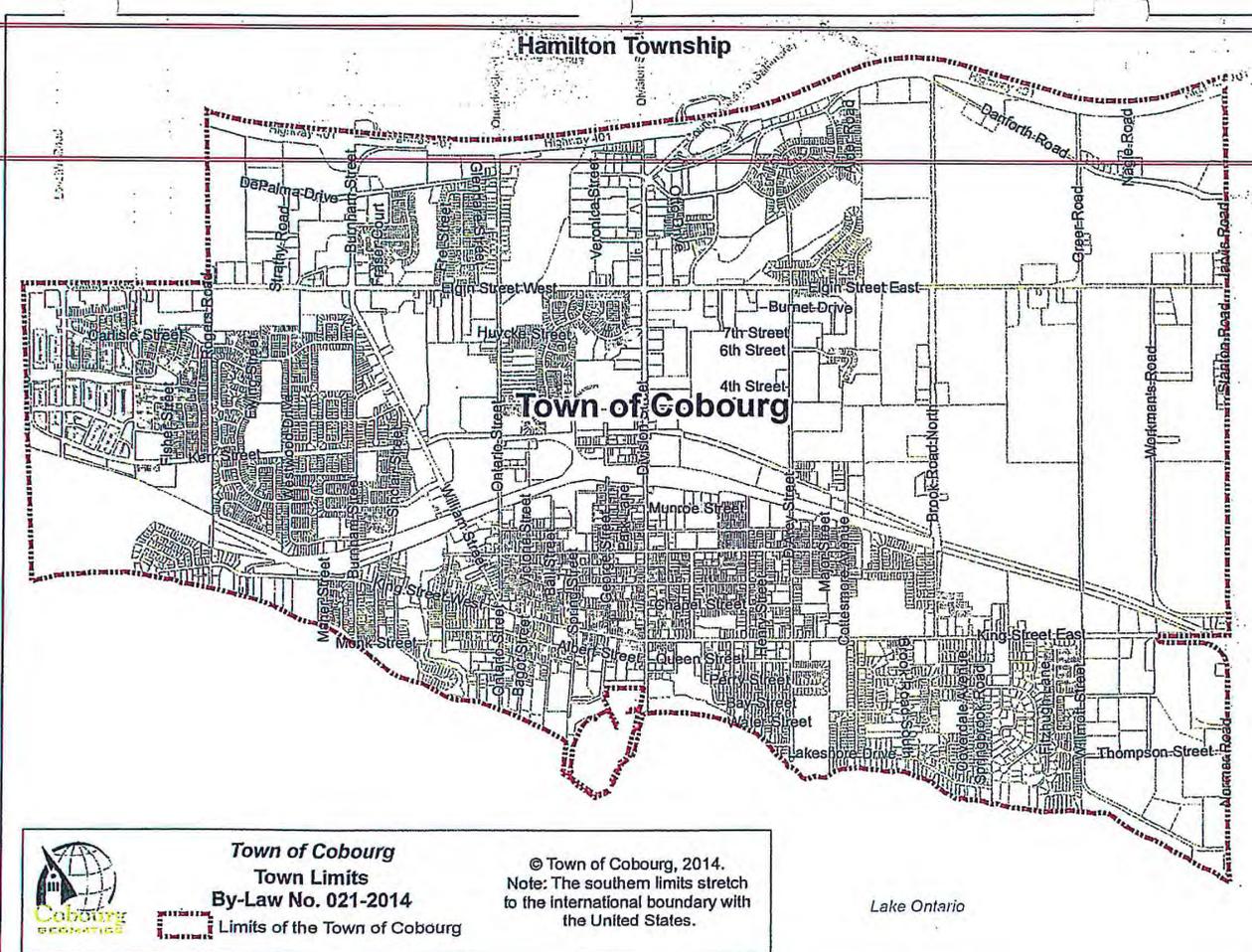
Animal Control Officer for the Municipality of _____

For purposes of By-law No.

(Signature) of
Issuing Animal Control Officer

(Print) Name of Issuing Animal Control Officer

Schedule "B"



 **Town of Cobourg**
Town Limits
By-Law No. 021-2014
Limits of the Town of Cobourg

© Town of Cobourg, 2014.
Note: The southern limits stretch to the international boundary with the United States.

11 Animal Control By-law – Dog Licensing
By-law No. 021-2014

SCHEDULE "C"

Set Fine Schedule

Item	Column 1 Short form Wording	Column 2 Offence Creating Provision	Column 3 Set Fine
1.	Dog - unlicensed	Section 2.1	\$75.00
2.	Failure to produce rabies vaccination certificate	Section 2.4	\$75.00
3.	Failure to affix dog tag	Section 2.6	\$75.00
4.	Failure to comply with set number of animals	Section 2.9	\$130.00
5.	Failure to comply with Order to Restrain	Section 5	\$130.00
6.	Animal at large	Section 7	\$75.00
7.	Removal and Disposal of Dog Excrement	Section 3.3	\$75.00

Item	Fee
Order to Restrain Appeal Hearing Fee	\$50.00



**Appendix B -
Town of Cobourg Dog Tag Licence Application**



**CORPORATION OF THE TOWN OF COBOURG
2019 DOG TAG APPLICATION FORM**

A. OWNER'S INFORMATION			
FIRST NAME:		LAST NAME:	
STREET ADDRESS:		APT:	POSTAL CODE: K9A
TELEPHONE NUMBER: ()		CELL/ALTERNATE: ()	
EMAIL ADDRESS:		WOULD YOU LIKE TO RECEIVE FUTURE DOG TAG APPLICATION FORMS BY EMAIL? <input type="radio"/> YES <input type="radio"/> NO	
B. DOG'S INFORMATION			
1) DOG'S NAME:		BREED:	
SPAYED OR NEUTERED: <input type="radio"/> YES <input type="radio"/> NO	AGE:	COLOUR AND/OR MARKINGS:	
CURRENT RABIES VACCINATION: <input type="radio"/> YES <input type="radio"/> NO		HAS A "MUZZLE ORDER" OR "ORDER TO RESTRAIN" EVER BEEN ISSUED: <input type="radio"/> YES <input type="radio"/> NO	
2) DOG'S NAME:		BREED:	
SPAYED OR NEUTERED: <input type="radio"/> YES <input type="radio"/> NO	AGE:	COLOUR AND/OR MARKINGS:	
CURRENT RABIES VACCINATION: <input type="radio"/> YES <input type="radio"/> NO		HAS A "MUZZLE ORDER" OR "ORDER TO RESTRAIN" EVER BEEN ISSUED: <input type="radio"/> YES <input type="radio"/> NO	
3) DOG'S NAME:		BREED:	
SPAYED OR NEUTERED: <input type="radio"/> YES <input type="radio"/> NO	AGE:	COLOUR AND/OR MARKINGS:	
CURRENT RABIES VACCINATION: <input type="radio"/> YES <input type="radio"/> NO		HAS A "MUZZLE ORDER" OR "ORDER TO RESTRAIN" EVER BEEN ISSUED: <input type="radio"/> YES <input type="radio"/> NO	
C. FEES – As per the Town of Cobourg's Fees and Charges Schedule			
EARLY BIRD FEE (NOV 1, 2018 – FEB 28, 2019): <input type="radio"/> \$10 Fixed <input type="radio"/> \$15 Natural	REGULAR FEE (MAR 1, 2019 – DEC 31, 2019): <input type="radio"/> \$15 Fixed <input type="radio"/> \$20 Natural	SERVICE DOG <input type="radio"/> Fee Exempt (ID required)	TAG NUMBER(S): 1) 2) 3)
TOTAL FEES PAID: \$ <input type="radio"/> Cash <input type="radio"/> Cheque <input type="radio"/> Interact, Auth # _____		SALES AGENT: WS	
D. DECLARATION OF OWNER			
I certify that the information given on this form is, to the best of my knowledge, true, correct and complete in every way.			
_____ Date		_____ Signature of applicant	

*Personal Information on this form is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990 c. M56, as amended. Inquiries about the collection of personal information should be directed to the Municipal Clerk.

The Town of Cobourg By-law #021-2014 states that:

- No person shall own, possess, harbour or keep any dog within the Municipality unless a tag has been issued for the dog by the Municipality in accordance with the provisions of this By-law.
- No person shall keep or permit to be kept:
 - More than **three dogs (3)** within or about any single detached dwelling; or
 - More than **two dogs (2)** within or about any dwelling unit for properties with (2) or more dwelling units.
- The **set fine** for an unlicensed dog is **\$75.00**. The **set fine** for failure to affix a dog tag is **\$75.00**

Please bring this application form to the Finance Department in Victoria Hall.

Corporation of the Town of Cobourg
55 King Street West, Cobourg, ON K9A 2M2 Phone (905) 372-4301
www.cobourg.ca



Town of Cobourg & DocuPet

July 8th, 2019





Agenda

- Introductions
- Our Story
- The “Why” of Licensing
- The “Why Not” of Licensing
- What Cobourg Gets
- How We Implement New Programs
- Detail Time!
 - Show me what’s going on now
 - Demonstrations as requested



Why Do Pet Licences Matter to The Town of Cobourg?

1. Pet Identification

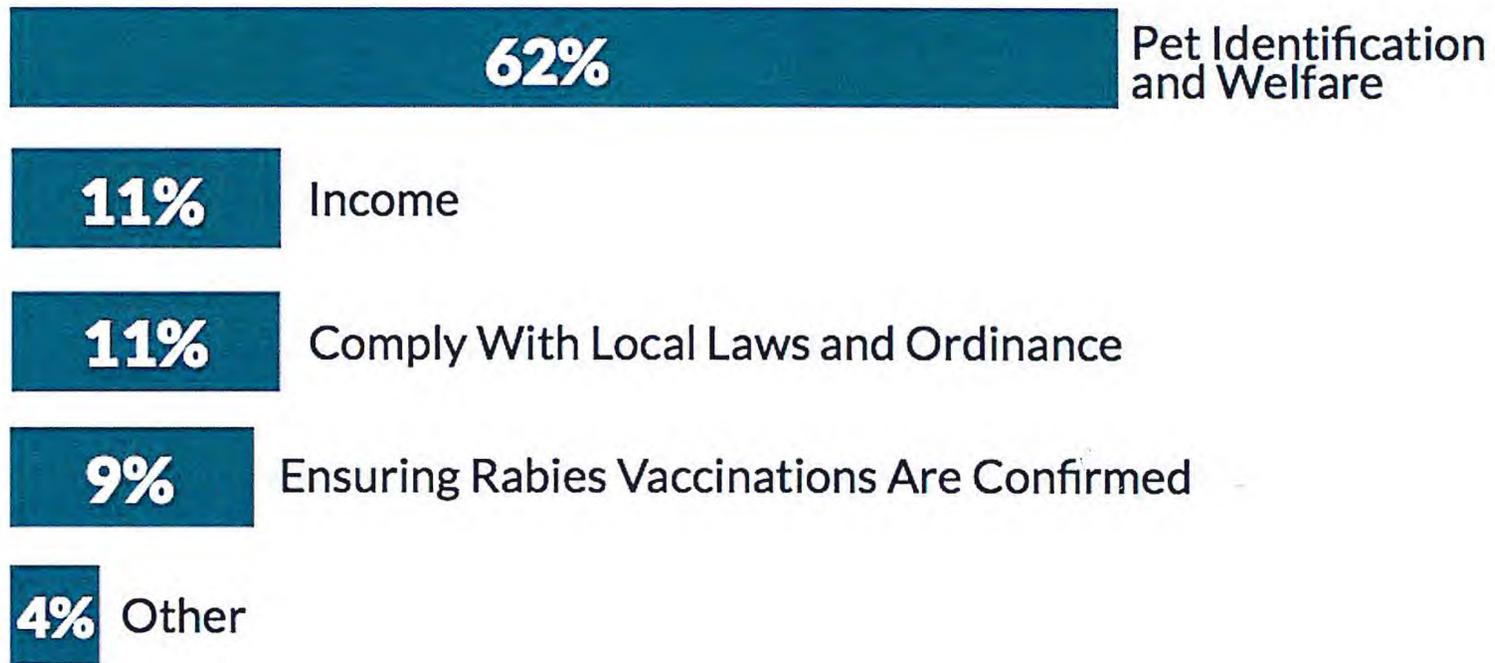


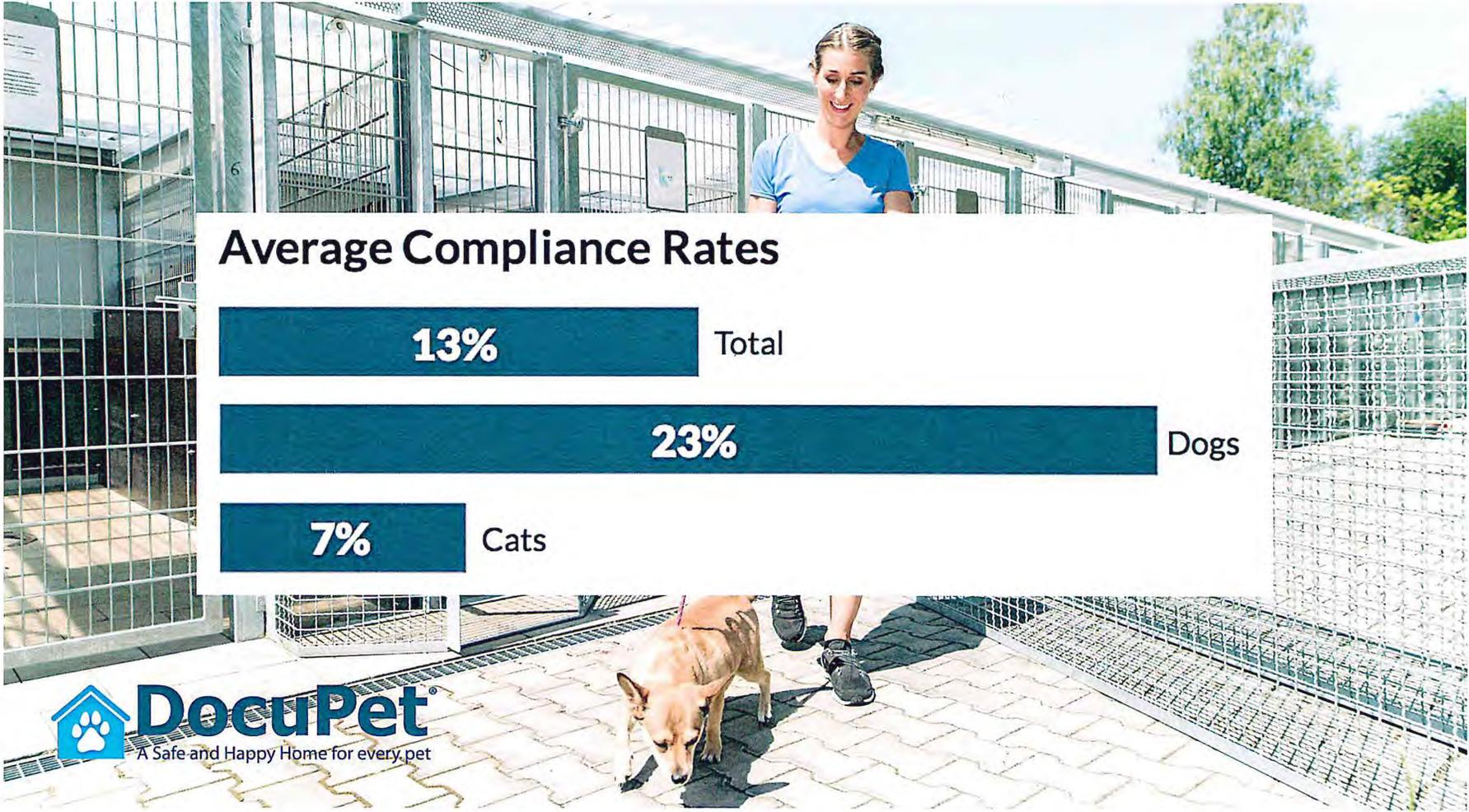
2. Revenue



 **DocuPet**[®]
A Safe and Happy Home for every pet

What is the most important reason to have a pet licensing program?





Average Compliance Rates



Total



Dogs



Cats





Thank You.

Workers and volunteers at pet shelters work tirelessly to care for and rehome millions of pets each year. They are the primary caregivers for the most desperate animals in our communities. Unfortunately, they struggle to raise the necessary funds to support their work.

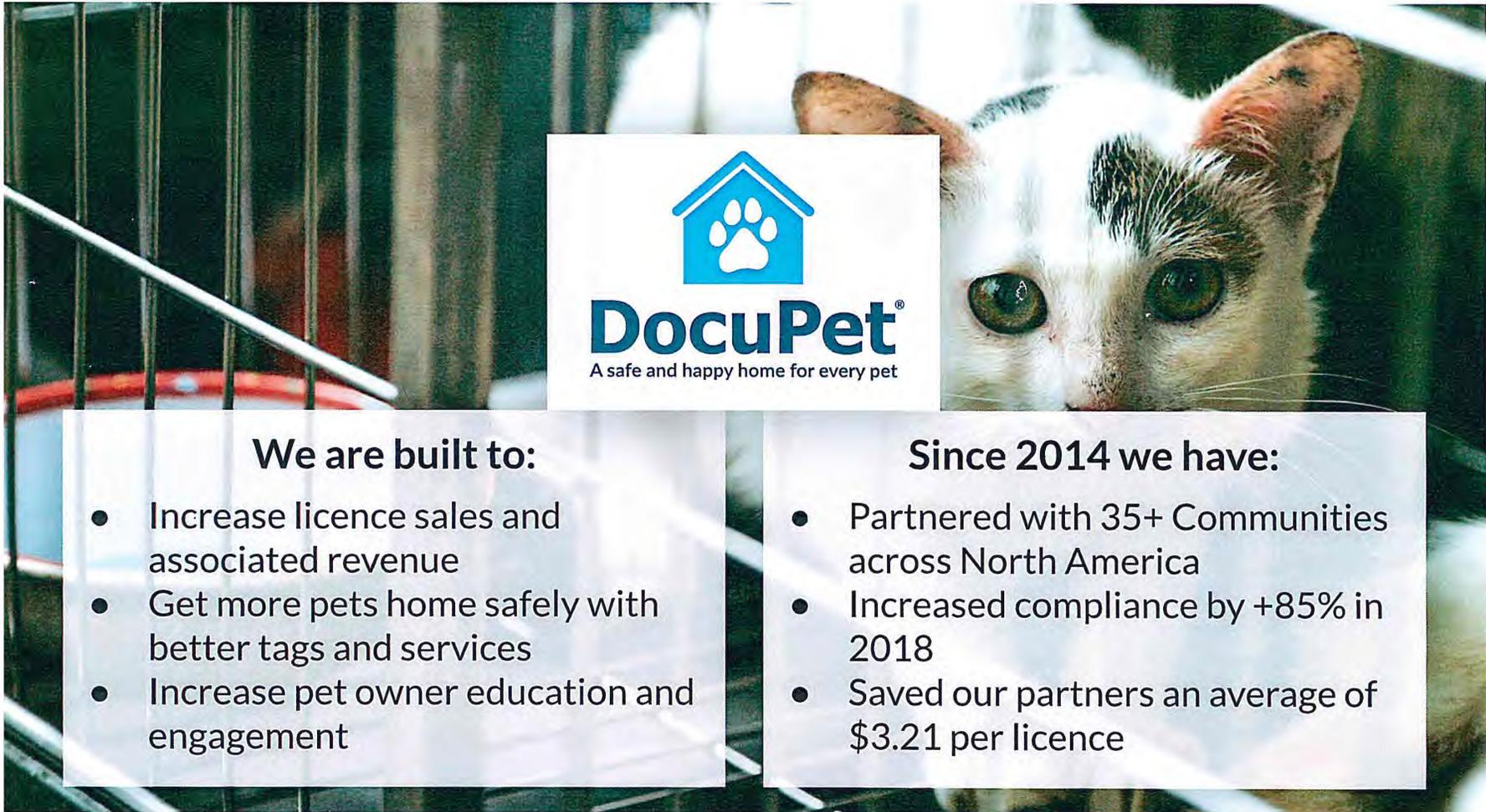
We wanted to help.

When we learned that up to 60% of pet shelter funding comes from licence sales but that just 13% of pet owners comply with mandatory registration laws, our mission was born.

Since 2014, DocuPet has partnered with local shelters and communities to increase pet licence sales, decrease workload, and build programs that reduce shelter stays.

By providing you with better pet tags, a free lost pet service, and lots of information about pet care in your community, we hope that pet licence registration is now as valuable to you as it is to local animal welfare.

So, thank you for being a key part of the solution.



We are built to:

- Increase licence sales and associated revenue
- Get more pets home safely with better tags and services
- Increase pet owner education and engagement

Since 2014 we have:

- Partnered with 35+ Communities across North America
- Increased compliance by +85% in 2018
- Saved our partners an average of \$3.21 per licence



Tell Us About Your Program





Why Should I Licence My Dog?



"A what now?"

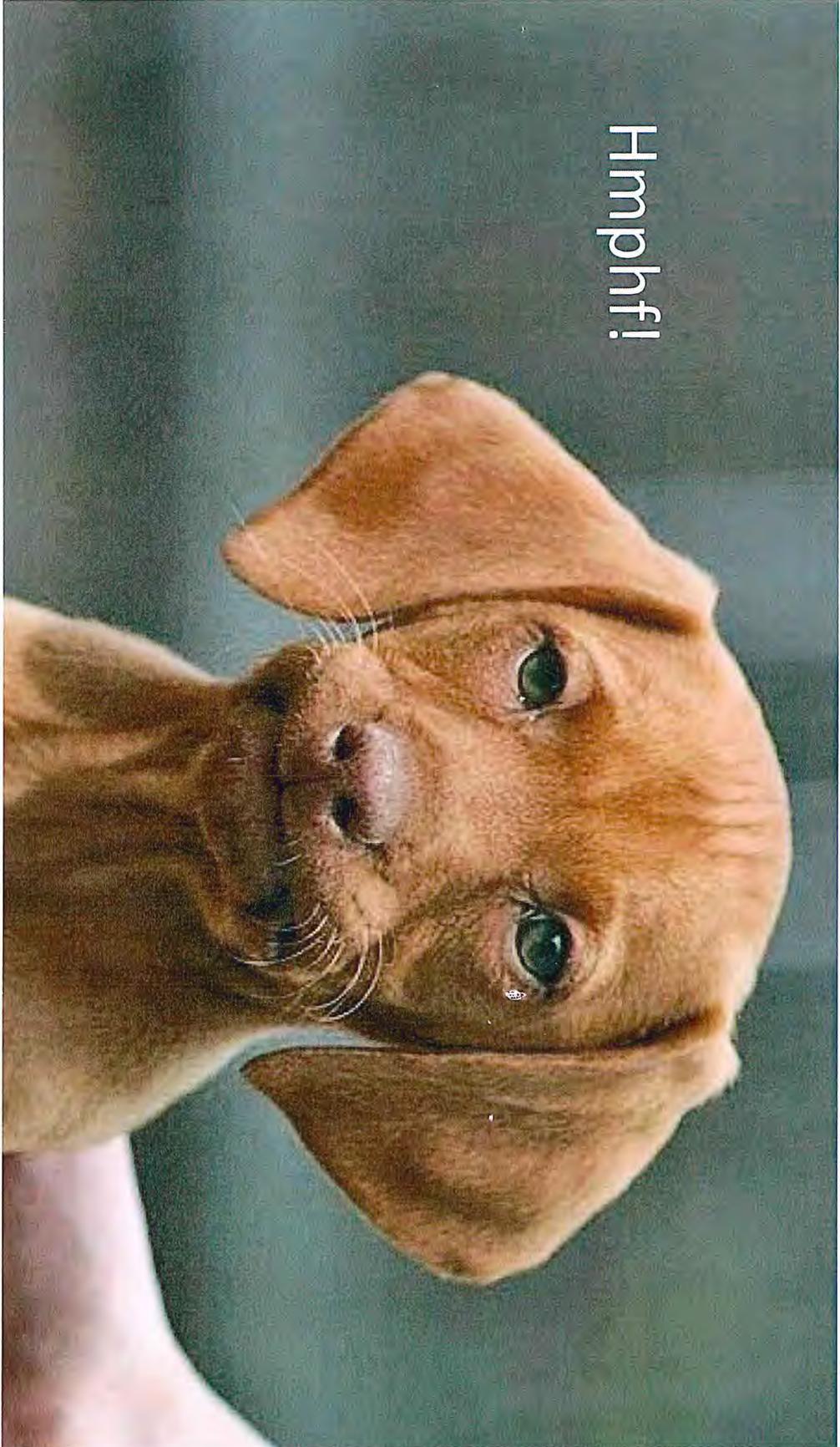
"I am NOT putting that thing on my baby"

"Sounds like a tax grab to me"

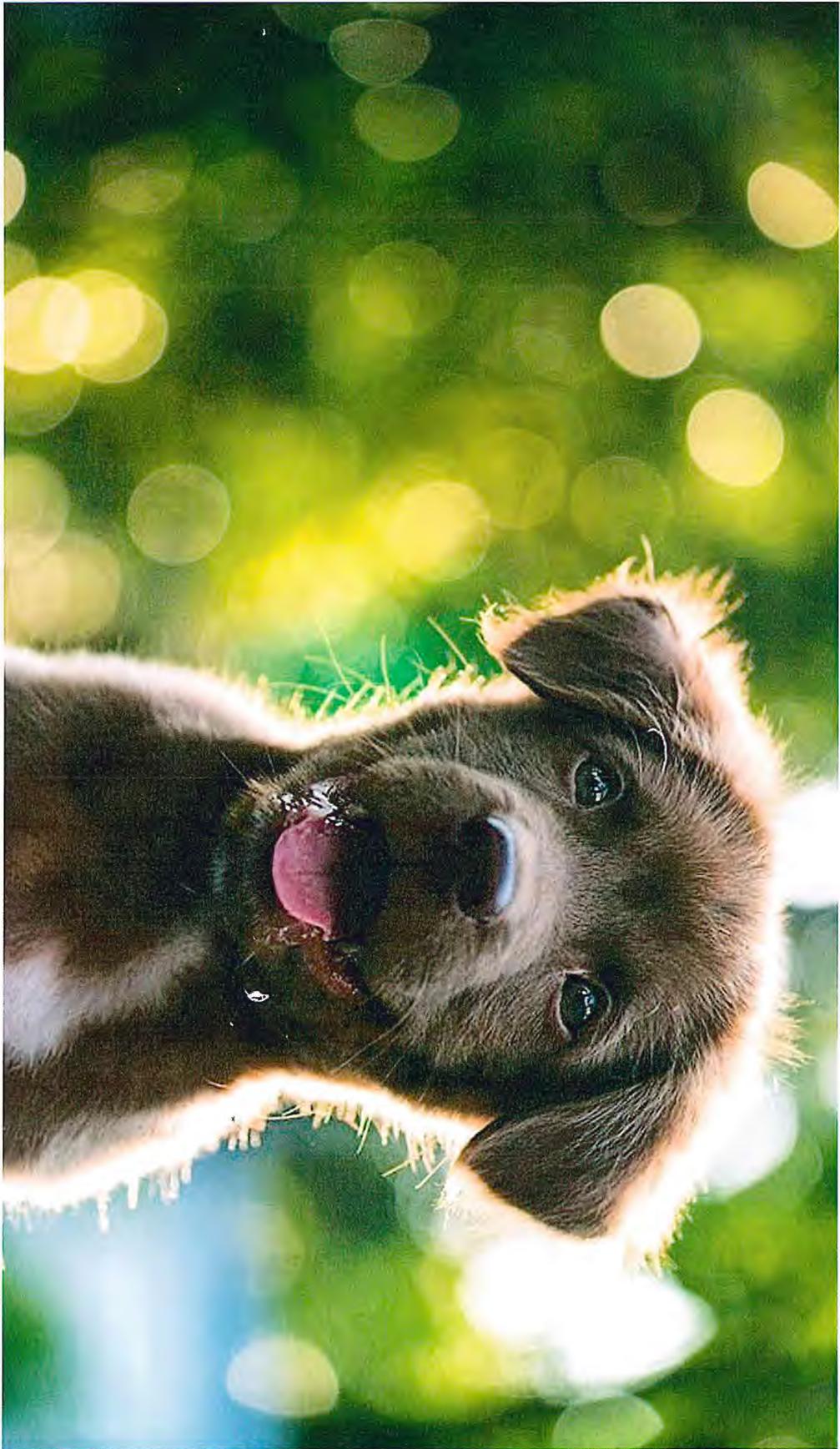
"Where do I have to go?"

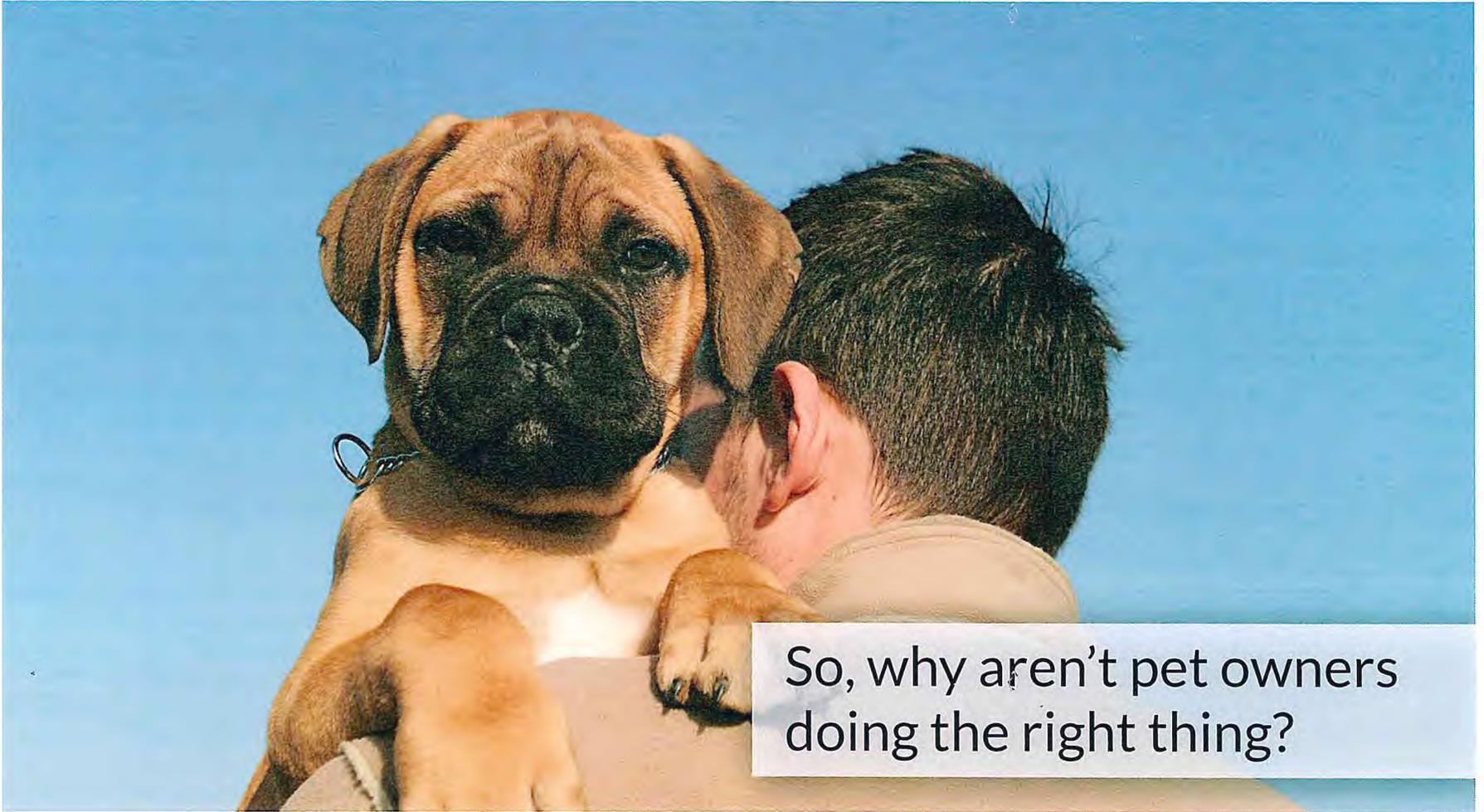
"And what if I don't?"

 **DocuPet**



Hmphfi





So, why aren't pet owners doing the right thing?



Lack of Convenience



Lack of Value



Lack of Awareness



Lack of Communication & Enforcement





Lack of Convenience



Lack of Value



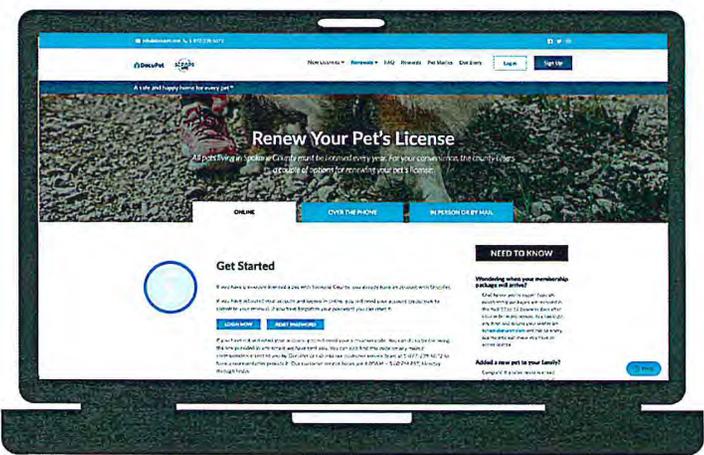
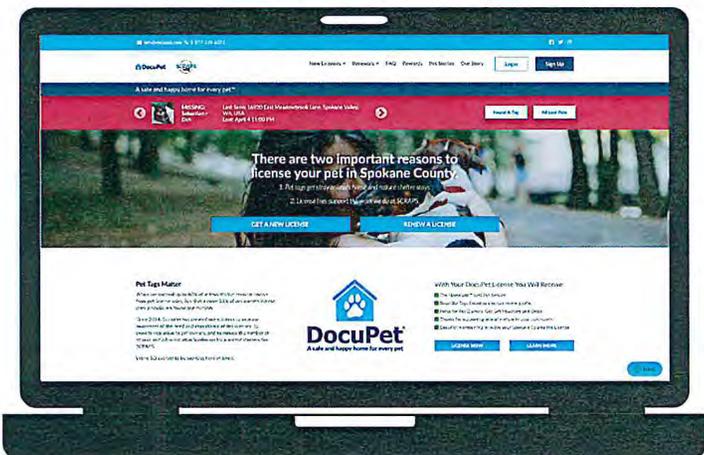
Lack of Awareness



Lack of Communication & Enforcement

Licence Everywhere - and make it easy

Pet owners can license (new and renew) online, over the counter, by phone, by mail, and with vendors/vet clinics.



Simple Registration and Renewal Processes

Simple registration process with document management and useful online resources.

Create a New Account

About You

This is the information you'll need to login to your online account and renew your pet's license in the future.

First Name*

Last Name*

Email Address*

Verify Email Address*

Password*

Verify Password*

In order to take advantage of all of DocuPet's awesome services, please read and accept our terms and conditions. [DocuPet Terms of Service \(Opens in a new tab\)](#)

I have read and accept the DocuPet Terms of Service.

Contact Details

It's important to keep your contact information accurate. If somebody finds your pet, this is how we'll get in touch!

Primary Phone*

(123) 456-7890

Mobile Phone

(123) 456-7890

Licensing Address

Enter your pet's primary home address. It's important this address is accurate and always up to date in the event that your pet ever becomes lost.

Address

Start typing your address to search

City/House Number*

e.g. 123

Street Name*

e.g. Fake St N

Unit/Apartment/Suite

e.g. 15B

City*

Kingston

Province

Ontario

Postal Code*

e.g. A9A 9A9

Mailing Address

Your mailing address is where we send your tags and rewards cards. If this is different from your licensing address, uncheck the box and enter the address.

My mailing address is the same as my licensing address.

Your Pets' Information

Ready to renew your pet licence? First, Let's Fetch Your Record

If you have previously licensed a pet with Kingston, we likely have your record on file.

We may send unnecessary messages to you if you purchase a new licence instead of renewing the existing one!

There are **FOUR** ways we can find your existing licence record. Please select the option that is easiest for you.

1. I Have Registered Online with DocuPet Before

Email

kaylaallore@gmail.com

Password

••••••••

LOGIN

[Forgot your password?](#)

2. I Have An Activation Code from a Letter or Email

3. I Will Use My Pet's Tag Number

4. I'll Just Call You

Multi-Channel Customer Service

Using a robust ticket management tool, prioritization processes, optimized “macro” responses, and helpful content our team handles all inquiries related to:

- Licensing and renewing
- Account access, setup, and changes
- Fulfillment questions and issues
- Payment questions and issues
- Discounts and rewards
- Lost and found pets
- Vendor training and assistance

Customer service is available on weekdays from 9:00 AM - 8:00 PM EST via phone, email and live chat

FREQUENTLY ASKED QUESTIONS

DO I HAVE TO LICENSE MY INDOOR CAT?

I LOST MY PET'S TAG. CAN I GET A REPLACEMENT?

I'VE MOVED. HOW DO I UPDATE MY ADDRESS?

WHAT DO PET LICENSING FEES SUPPORT?

MY PET IS MICROCHIPPED. WHY DO I NEED A LICENSE?



Lack of Convenience



Lack of Value



Lack of Awareness



Lack of Communication & Enforcement

Enhanced Online Profile

Dashboard [My Pets](#) [Lost Pets](#) [Deals](#) [Store](#) [Invite Friends](#) K-



Start Date
November 5/2018
Expiry Date
November 6/2019

Bean Tag ID: ZWZWF
Pet ID Code: C05MWBA1 Date of Birth: 2018-07-30
Tri colour Pomeranian

100% Complete Profile



Don't forget the details.

You can add extra contact details to your profile. These might include additional contact names, addresses, phone numbers or email addresses including those associated with secondary residences.

Here is also where you can opt in and out of automatic renewals. If you choose to opt into automatic renewals we will send you a reminder email one month prior to your licence renewal to give you a heads up!

[NEXT STEP](#)

CONTACT DETAILS [EDIT](#)

Kayla Allore

Email Address
kaylaallore@gmail.com

Phone Number
(613) 329-7646

Work Phone Number
(613) 548-4581

Cell Phone Number
(613) 770-3342

I no longer reside in Kingston

Home Address
916 Swanfield Cres
Kingston ON K7M 0A5

[UPDATE/CHANGE PASSWORD](#)

Adam Allore

[Edit](#)
Relation
Spouse

Email Address
adamallore@gmail.com

Phone Number
(613) 770-3342

Cherrill Napier

[Edit](#)
Relation
Mother

Email Address
napier.family@sympatico.ca

Phone Number
(613) 548-4581

Work Phone Number
(613) 328-7084

Home Address
260 Van Order Dr
Kingston ON K7M 1C3

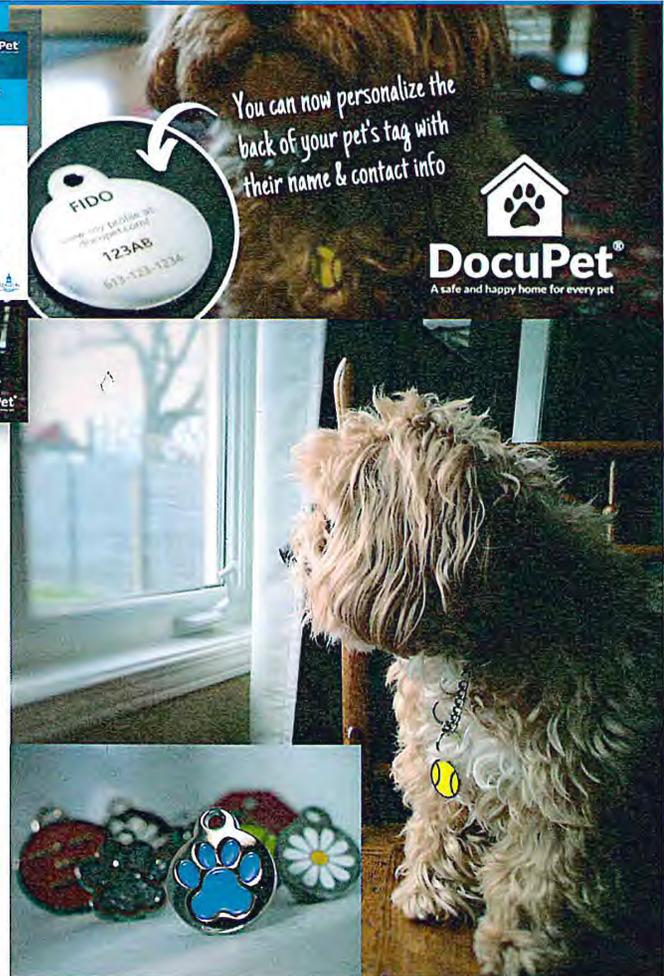
[+ ADD CONTACT](#)



Tags That Pet Owners Want Their Pets To Wear

Custom and Personalized Tags:

1. Increase likelihood that pets wear tags
2. Improve #HomeSafe functionality with pet name and owner phone number
3. Only one tag is required to be worn by pets
4. Increase funding for animal welfare - 20% of Custom Tag Proceeds will go to Cobourg's Municipal Animal Services
5. Something FUN to promote!
 - a. Local artists/contest to design tags
 - b. New/seasonal tags offered regularly



HomeSafe™- DocuPet's Free Lost Pet Service



Free Lost Pet Service
Watch the short video

HomeSafe™

If your pet becomes lost, anyone who finds your furry friend can file an online report that will be sent to you immediately. You can also create a Lost Pet Report that will send a message to other local pet owners.

Need help? Call our 24/7 HomeSafe™ Hotline at 1-877-239-6072 to get the support you need to be reunited with your little buddy. HomeSafe™ is free with your DocuPet membership.

Informative Welcome Package



Safe&HappyFund

By  DocuPet



Each year, the Kingston Humane Society (KHS) takes care of around 1,700 animals, all desperately needing shelter. Lost, sick, abused or abandoned, these animals are at their most vulnerable.

In Kingston, all net proceeds of our *Safe&HappyFund* attributed to local pet owners go directly to the Kingston Humane Society!

DocuPet strives to help the Kingston Humane Society achieve their vision for a compassionate community where the well-being of animals is valued and respected, by promoting compassion and respect for all animals.



Meet Brownie!



When Brownie arrived he had a serious eye injury and was in severe pain.

He was assessed immediately by a veterinarian, who determined that it was best for Brownie's eye to be removed.

Within 24 hours, Brownie was able to receive emergency surgery. He recovered quickly and found a new home in just 17 days!



Founded in 1884, the Kingston Humane Society works tirelessly to provide shelter and care for homeless animals and investigate cases of animal cruelty in Kingston and surrounding communities.

Meet Volunteer Pet Detective, Janet, & her helper, Gracie!

Janet plays an essential role in reuniting owners with their lost pets.

The Pet Detective program was put in place to significantly increase the likelihood of animals being reunited with their loved ones.

Janet is often considered a hero by families who have been reunited with a pet.

Keep up the great work, Janet!



DID YOU KNOW?

The Kingston Humane Society is always in need of donated items.

To find out what they currently need, check out their [Wishlist on their website!](#)



1 Binnington Court
Kingston, ON, K7M 8M9
www.kingstonhumanesociety.ca/

"Support Animal Welfare in Cobourg"

Thank you! By licensing your pet you've helped fund important community initiatives.

DocuPet's mission is to help provide a safe and happy home for every pet. Beyond raising funds through pet registrations, and helping lost pets get home with our HomeSafe™ service, we have created a Donation Program. We call it our Safe&Happy Fund.

Safe&HappyFund

By  DocuPet

How we contribute to the Safe&Happy Fund:

- By donating 20% of all items sold through the DocuPet Store, including custom tags.
- By raising funds directly from our pet owner members.

These funds support animal welfare organizations that make a difference for so many of our furry friends by:

- Providing medical care for homeless animals
- Facilitating foster care and adoption programs
- Administering critical vaccinations
- Offering low-cost spay and neuter clinics and running trap-neuter-return programs
- Providing behavioural training, rehabilitation, exercise, enrichment services
- Serving as animal advocates and engaging the community



Learn more about our donations program at:
DocuPet.com/SafeandHappyFund

Pet tags matter.



Make your pet's tag work.



Proper identification is critical to getting pets home safe, and reducing shelter intakes



Licensing fees help support critical initiatives in your community



Of the 6.5 million pets that enter shelters, only 11% are returned to their owners



Shelters rely on outside funding to support the important work they do

Here's what you get for licensing your pet with DocuPet!

- HomeSafe enabled pet tags
- 24/7 HomeSafe™ Lost Pet Service
- \$55 worth of gift vouchers for use in-store and online
- Customizable online pet profiles
- Exclusive access to our online DocuPet store

Please ensure that your online profile is **ACTIVE** and **UPDATED**.

Start by visiting:
ajax.docupet.com/activate

1. Register your account
2. Activate your HomeSafe™ profile
3. Update your contact information

Contact Us

 1-855-249-1370

 info@docupet.com

 ajax.docupet.com

“Donate to Cobourg Animal Services”

Contribute to Animal Welfare Efforts in Your Community



Donate today to support animal welfare initiatives in Spokane County. Your generous donation will help provide care for our community's homeless, abandoned, abused, and neglected animals. Your gift amount will be included on your licensing receipt.

Select amount you would like to donate and add to your order

ADD TO ORDER



All Products

FILTER BY All products

SORT BY Featured

9 products





Lack of Convenience



Lack of Value

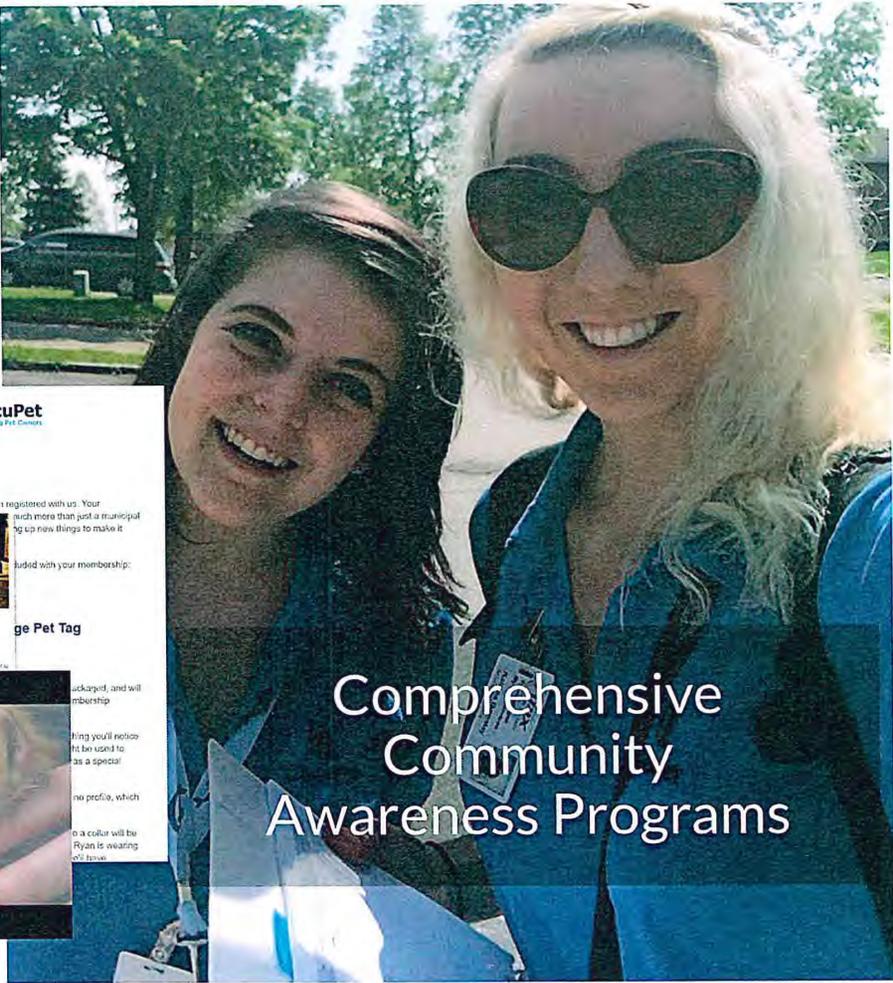
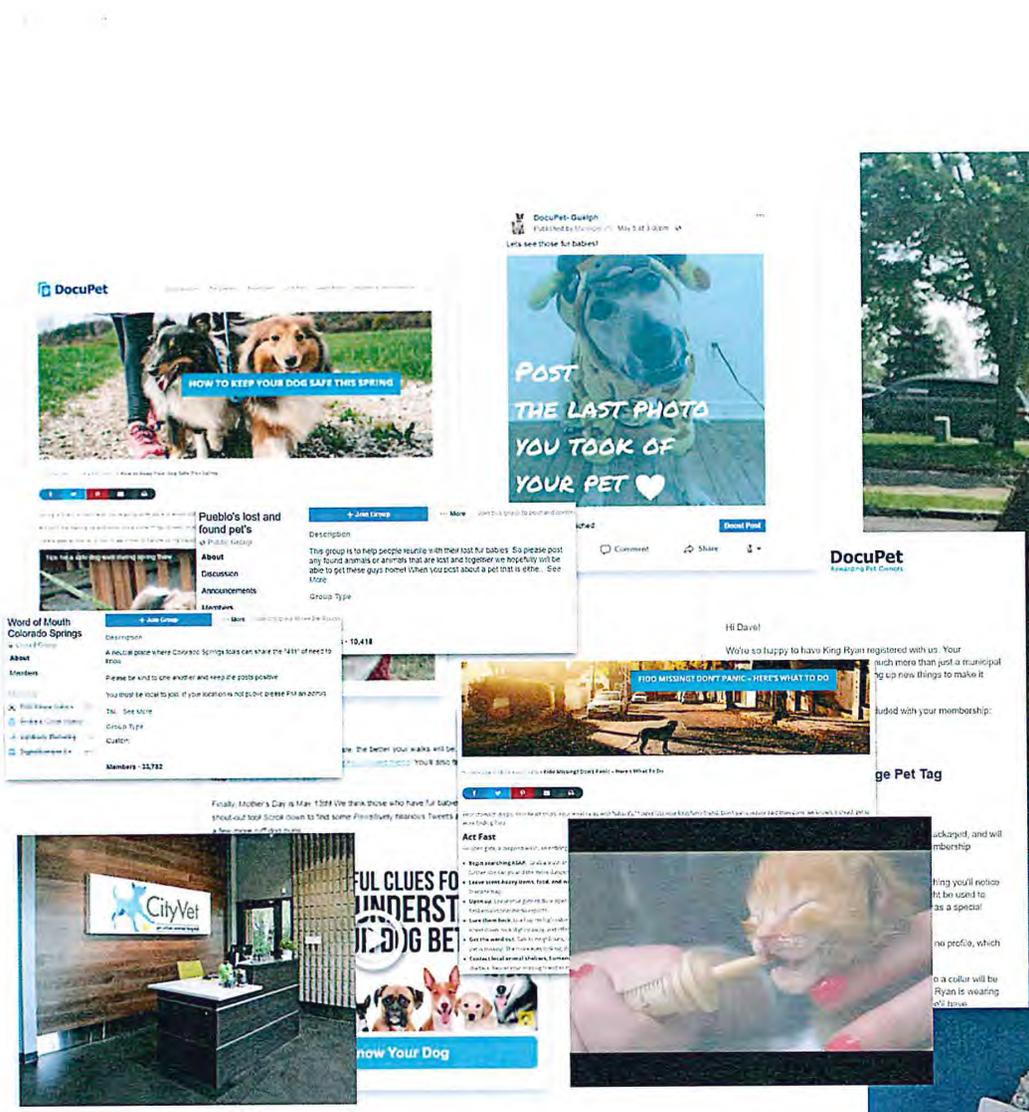


Lack of Awareness



Lack of Communication & Enforcement





Comprehensive Community Awareness Programs



Lack of Convenience



Lack of Value



Lack of Awareness



Lack of Communication & Enforcement

Ongoing Program, Community & Pet Care Info

- Onboarding Email Campaigns
 - Features and benefits
 - Thanks for supporting Cobourg Animal Services
- Regular High-Value Content Newsletters
 - Our content gets great engagement rates
- Social Media Engagement
 - Contests, stories and ways to get involved



DocuPet
Rewarding Pet Owners

Hi Dave!

We're so happy to have King Ryan registered membership with DocuPet offers so much more pet license, and we're always dreaming up new even more valuable!

Here are just a few things that are included with your membership:

Not Your Average Pet

King Ryan's pet tag is being carefully crafted and will be winging its way to you very soon, inside your Membership Package.

When you get your Membership Package, the tag is that our tags are a bit different than what you might expect. The tag is made from a high-quality zinc alloy and has a unique code on the back that is unique to King Ryan.

King Ryan's number, #2650857, is linked to his profile so you can manage from your DocuPet account.

Instructions for securely attaching King Ryan's tag to a collar will be included in the Welcome Package. As long as King Ryan is wearing the tag, and you've [completed their online profile](#), we'll have

The more in sync you and your dog are, the better your walks will be. Take a peek below for [16 ways to better understand your dog's needs](#). You'll also find some useful tips to help you and your dog's walk.

Finally, Mother's Day is May 13th! We think those who have fur babies deserve a special shout-out too! Scroll down to find some [positively hilarious Tweets](#) about [Mother's Day](#) and a few more ruff dog puns.

16 USEFUL CLUES FOR YOU TO UNDERSTAND YOUR DOG BETTER

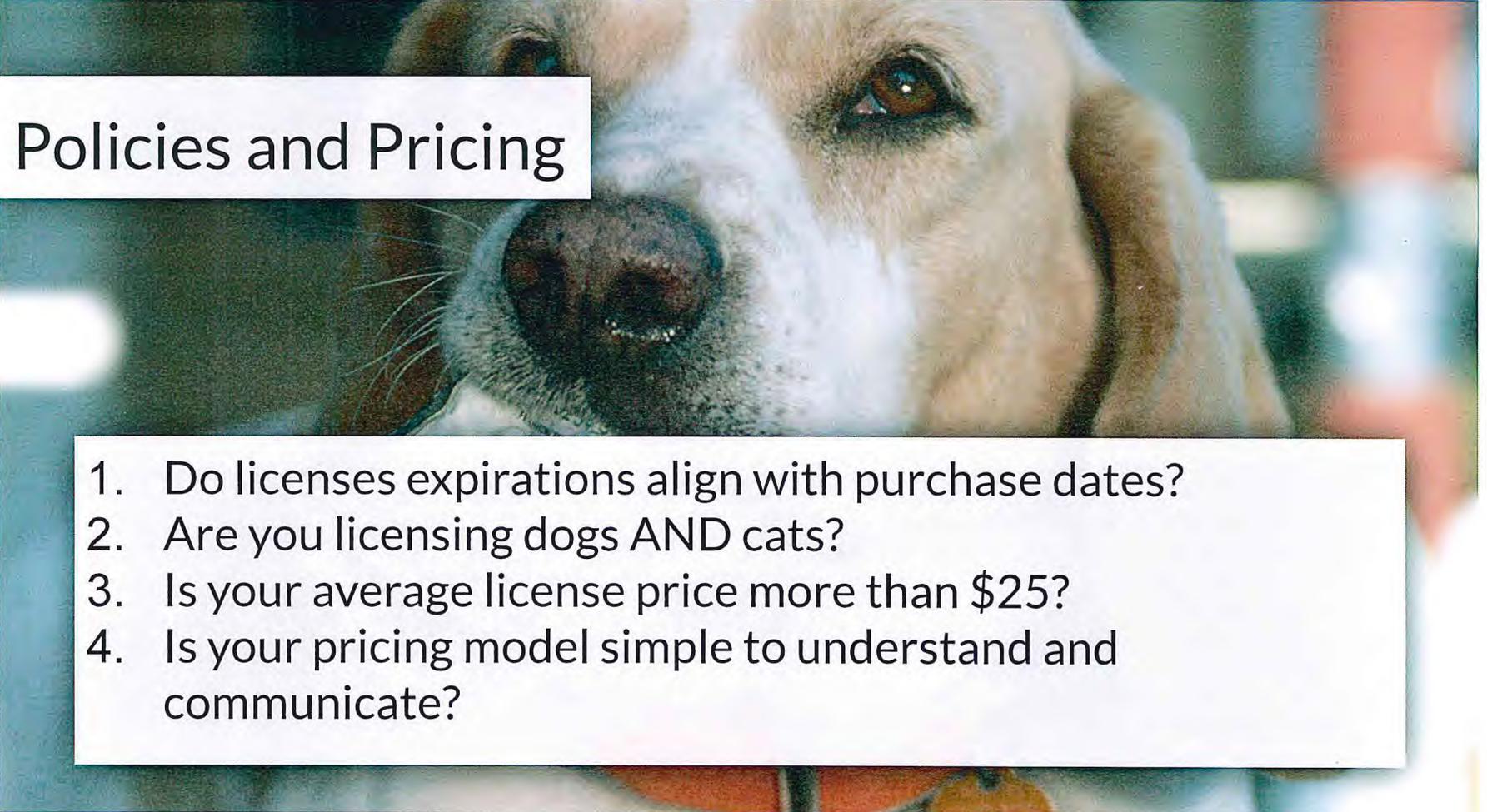
Get to Know Your Dog

Renewals, Warnings, Fines and Follow-ups

- Communication Sequences
 - Email, Letter, and Phone
 - Upcoming fine notifications
 - Overdue licence notifications
 - Warning letters
 - Fine issuances
- In Person Follow-up

DocuPet Renewal Reminders - User with Email



A close-up photograph of a dog's face, likely a Weimaraner, with light-colored fur and dark eyes. The dog is looking slightly to the right. The background is blurred, showing some indistinct shapes and colors.

Policies and Pricing

1. Do licenses expirations align with purchase dates?
2. Are you licensing dogs AND cats?
3. Is your average license price more than \$25?
4. Is your pricing model simple to understand and communicate?

Pet Owner Lookup, Selling and Renewing Licences

New Order

The form to the left is pre-populated with licences that are up for renewal. New products can be sold by clicking 'Add Item'.

If the pet owner has an existing DocuPet tag, ask if they would like a new one -- the tag does not need to be replaced each year. If the pet owner would like new rewards cards but no new tags, please instruct them to contact DocuPet.

Vendor
Sims Animal Hospital

Product
Dog - Microchipped Only \$50.00

Pet
Licensed
Ana
Grady

Tag Style
Large (30mm) Round

REMOVE

CANCEL **NEXT STEP**

In Field Lookup

Your Data: Live and Always Accessible

Enforcement officers can use any internet connected device to access admin.docupet.com, giving them access to live licensing data anytime, anywhere.

Pet Owner Information

Savannah Vince (30174) **1**

Status	Active
Municipality	Kingston
First Name	Savannah
Last Name	Vince
Address	85 Rosemund Cres Kingston ON K7M 6Y9

EDIT

▼ Ana (1237445)

Status	Active
Name	Ana
Animal Type	Dog
Breed	Greyhound
Colour	Red Brindle
Gender	Female, Sterilized



Dedicated Launch Team

Weekly cadence meetings to review:

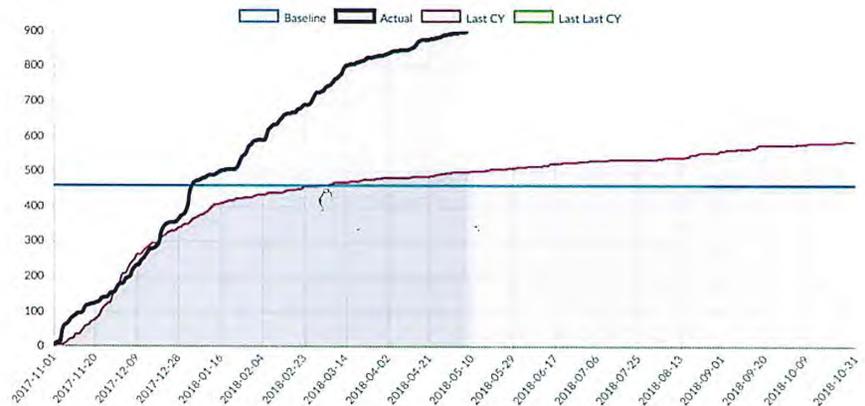
- The Full Implementation Plan
- Design and Application Development
- Data
- Staff Training
- Marketing & Communications
- Community Engagement
- Transition To Account Management



Kayla, Savannah and Meagan on the ground for support on Launch Day!

Revenue Collection, Account Management & Reporting

- **Online Fee Collection with In-purchase Donations**
- **DocuPet Donations with Custom Tag Purchases**
- Access to live sales numbers & financial reporting using admin.docupet.com
- Monthly remittance reports
- Health reports and performance evaluation
- Yearly performance report & review





Real-time access to data and reporting

Less lost pets in your shelter

Pet owner population engaged with your brand

Working with animals and not with paper

Increased licensing revenue

Active donor audience





CITY OF
Guelph
Making a Difference

 **DocuPet**[®]
A Safe and Happy Home for every pet



+238%

Increase in
Licence Sales

“Partnership with DocuPet has allowed us to offer an accessible licensing service to our pet owners as well as simple, easy to use tools for our field officers and shelter partners. Pet owners receive lost pet services and rewards, our staff save hundreds of hours each year and the massive increase in licence sales has provided us with much needed revenue to enhance our animal welfare services.”

Doug Godfrey, GM - Operations Dept.



What Is This Going To Cost?

1. No Set-up, Monthly or Annual Fees
2. No Fees For:
 - a. Consulting and Implementation Planning
 - b. Marketing and Community Programs
 - c. Multi-Channel Customer Service
 - d. Account Management and Reporting
3. Lowest Possible Fulfillment Fees
4. Performance Fee - Revenue Sharing on Net New Licences

Fee Proposal for Cobourg

1. Fulfillment Fees: \$3.91 per licence mailing
2. Renewal and Warning Letter Mailing: \$1.43 each
3. Performance Fee: 50% of revenue for each licence sold above the established “baseline” each contract year



The Implementation & Launch Process

The goal of the implementation planning phase is to garner all inputs required to prepare a detailed overview of the full solution and introduce key stakeholders to specific program components well in advance of launch day.

Through weekly meetings, we'll work together to create the best solution for your pet people community and internal team.

Over 12 to 16 weeks, we help manage change by increasing comfort levels and building anticipation.



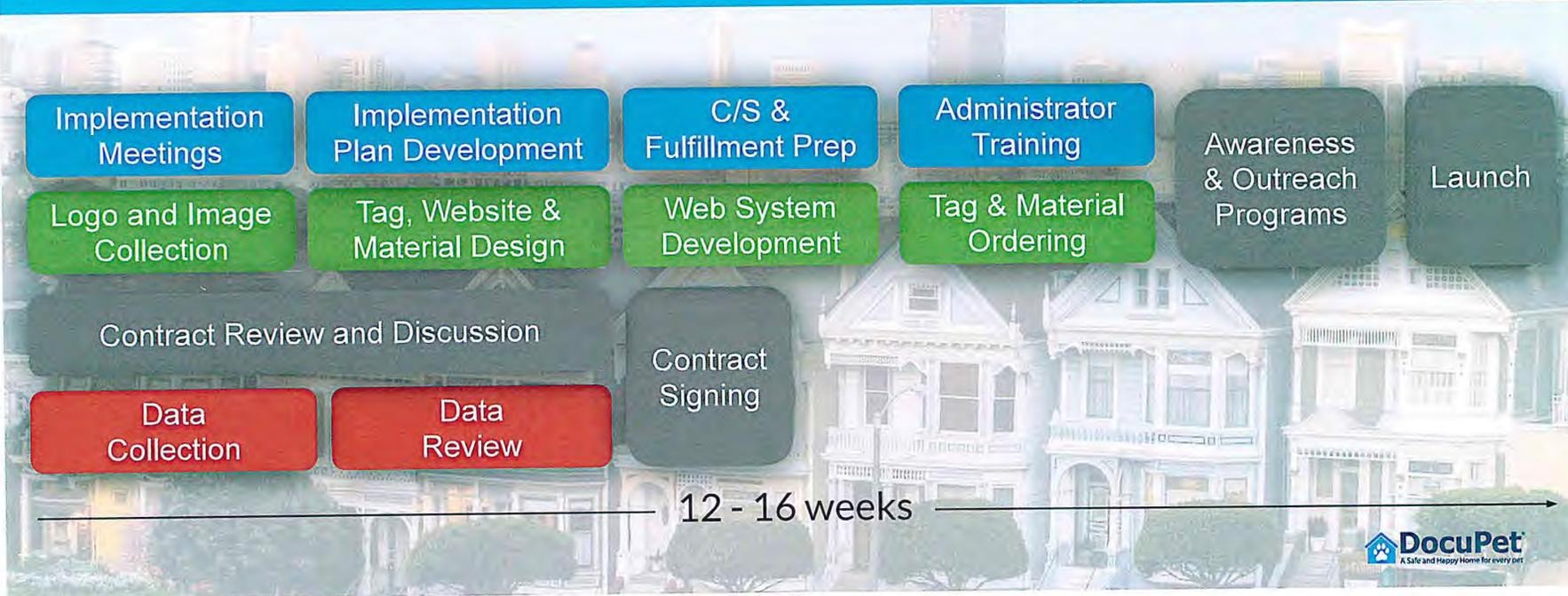
The Implementation & Launch Process

Weekly focus meetings include:

- Implementation Planning
- Data Discovery
- Vendor and Vet Discovery
- Marketing and Pet Perks Discovery
- Donations and Reporting Review
- Marketing Communications Plan
- Customer Service Processes and Policies
- HomeSafe Review
- Renewal Planning and Targeting Review
- Volunteer Discovery
- Community Canvassing Program
- Marketing Check In
- Website Review and System Tour
- Launch Process Review
- Training Planning
- Pre Launch Check In
- Training and Launch Week (DocuPet on site)
- Post Launch Check In
- Transition

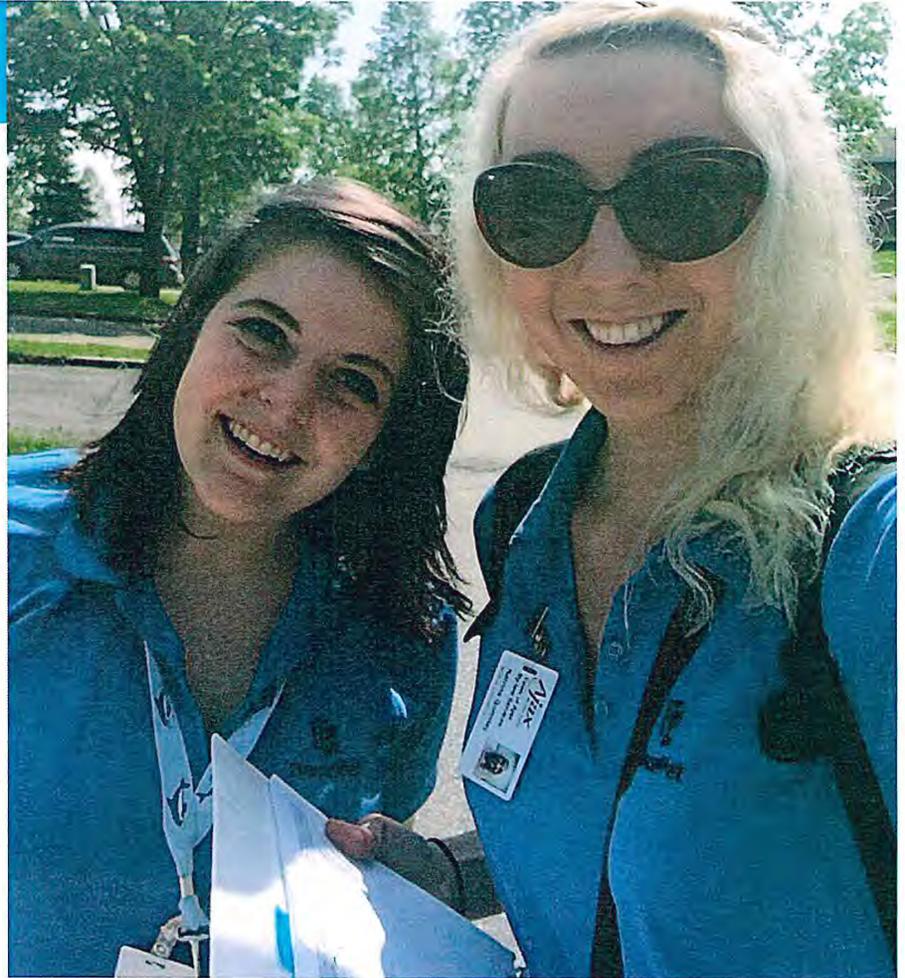


The Implementation & Launch Process





Thank You!



**Appendix E -
Listing of Municipalities that currently use DOCUPET**

 DocuPet	
Partner	Launch Date
New Market, ON	December 15th, 2014
Guelph, ON	November 14th, 2014
Clarington, ON	May 19th, 2015
Kingston, ON	December 11th, 2015
Aurora, ON	January 26th, 2016
Ajax, ON	March 2nd, 2016
St. Catharines, ON	May 12th, 2016
Niagara Falls, ON	June 14th, 2016
Haldimand County, ON	June 20th, 2016
Lincoln, ON	June 20th, 2016
Welland, ON	June 20th, 2016
Wainfleet, ON	June 20th, 2016
West Lincoln, ON	June 20th, 2016
Pelham, ON	June 20th, 2016
Port Colborne, ON	June 20th, 2016
Thorold, ON	November 1st, 2016
Brockville, ON	November 1st, 2016
New Tecumseth, ON	December 1st, 2016
Erin, ON	December 8th, 2017
Georgina, ON	July 3rd, 2018
Tillsonburg, ON	November 14th, 2018
Trent Hills, ON	November 14th, 2018
Scugog, ON	December 5th, 2018
Uxbridge, ON	December 5th, 2018
Wasaga Beach, ON	February 14th, 2019
Milton, ON	February 13th, 2019
Guelph Eramosa Township, ON	May 8, 2019



Pet Licensing Services Agreement

This Pet Licensing Services Agreement (this "Agreement"), is entered into this ____ day of ____, 2018 (the "Effective Date") by and between DocuPet Inc., an Ontario corporation with offices at 2 Gore Street, Kingston, ON, K7L 2L1 ("DocuPet"), and The Corporation of the City of _____, a municipal corporation whose primary place of business is _____ (the "Municipality").

Background

DocuPet has developed and operates a program for providing municipal pet licensing services.

The Municipality wishes to engage DocuPet to perform certain pet licensing services for the Municipality and its residents.

FOR GOOD AND VALUABLE CONSIDERATION (the receipt and sufficiency of which is hereby acknowledged by both parties), the Municipality hereby engages DocuPet to perform, and DocuPet agrees to perform, those certain services described in Schedule A to this Agreement subject to and in accordance with the terms and conditions contained in Schedule B to this Agreement.

Schedules A, B, C, and D are attached and incorporated into this Agreement by reference and form a part of this Agreement. The documents comprising this Agreement and their order of precedence in case of conflict are:

- (1) this covering Agreement,
- (2) Schedule A – DocuPet Service Deliverables
- (3) Schedule B – DocuPet General Terms and Conditions
- (4) Schedule C – Pet Fees
- (5) Schedule D – Form of Task Order

The foregoing documents together constitute the entire and final Agreement of the parties with respect to the subject matter of this Agreement.

DOCUPET INC.

By: _____

Name: **Grant Goodwin**

Title: **Chief Executive Officer**

THE CORPORATION OF THE CITY OF

By: _____

Name:

Title:

By: _____

Name:

Title:

CONTACT INFORMATION FOR THE MUNICIPALITY	
Contact Name and Title:	
Address:	
Phone:	
Email:	
Fax:	

CONTACT INFORMATION FOR DOCUPET	
Contact Name and Title:	Grant Goodwin, Chief Executive Officer
Address:	2 Gore Street Kingston, Ontario, K7L 2L1
Phone:	1-855-249-1370
Email:	grant.goodwin@docupet.com
Fax:	1-613-547-5529

SCHEDULE A
to Pet Licensing Services Agreement

SERVICE DELIVERABLES

3. DOCUPET PLATFORM STANDARDS

- (c) PCI Compliance. DocuPet shall comply with payment card industry (PCI) security standards.
- (d) Data Protection. DocuPet shall ensure that the platform and all services are in compliance with applicable Laws relating to data protection. For clarity, this includes personal information gathering, use and disclosure whether in the form of Licensing Information or Municipality Data. DocuPet shall maintain a log-in account and password that permits access to Pet Owner's accounts and Licensing Information for the purposes of providing the services as outlined in this agreement. DocuPet will promptly notify the Municipality upon its becoming aware that any of its passwords have been stolen, leaked or otherwise compromised. The Municipality will promptly notify DocuPet upon its becoming aware that any of its passwords have been stolen, leaked or otherwise compromised.

6. INTELLECTUAL PROPERTY

6.1 Municipality IP

Nothing herein transfers to DocuPet any right, title, or interest of Municipality in or to any Municipality Data or Confidential Information. DocuPet agrees that as between DocuPet and Municipality, all right, title and interest in Municipality Data and other Confidential Information of Municipality including Intellectual Property Rights therein will remain with the Municipality.

6.2 DocuPet IP

As between DocuPet and Municipality, DocuPet or its licensors own and reserve all right, title and interest in and to the DocuPet Owned Work, DocuPet Marks, the Services and all hardware, Software and other items used to provide the Services, other than such rights to use those as may be explicitly granted to Municipality in this Agreement. No title to or ownership of any DocuPet Owned Work or proprietary rights related to the Services is transferred to Municipality pursuant to this Agreement or any transaction contemplated by this Agreement. All rights not explicitly granted to the Municipality are reserved by DocuPet.

6.3 Use of Marks

- (a) During the Term, DocuPet shall be entitled to include the Municipality's name and logo on (i) the Website; and (ii) DocuPet's promotional materials; provided that DocuPet shall comply with all reasonable written usage policies communicated by the Municipality to DocuPet from time to time, including the use of proper notices and legends.
- (b) During the Term, all references to the Website or the Municipality's pet licensing program in publicity materials shall include the reference "Powered by DocuPet" in a location and format that is mutually acceptable. The Pet Tag shall display the DocuPet's tradename and mark in a location and format that is acceptable to DocuPet.

7. CONFIDENTIALITY

7.1 Duties of Confidentiality

- (a) Each Party agrees to maintain the confidentiality of the other Party's Confidential Information and to use such Confidential Information only as expressly authorized under this

Agreement. For the purposes of this Section 7.1, the Party providing Confidential Information shall be referred to as the “**Disclosing Party**” and the Party receiving Confidential Information shall be referred to as the “**Recipient**”.

(b) Without limiting the generality of the foregoing and subject to the provisions of applicable Laws, the Recipient shall both during the Term and at any time thereafter (i) not disclose any of the Disclosing Party’s Confidential Information to any person other than for the express purposes set out in this Agreement, without the Disclosing Party’s prior written consent, (ii) not disclose the Disclosing Party’s Confidential Information to any person other than its affiliates and its and their consultants, professional advisors, independent contractors, outsourcers and other service providers for the purpose of providing them, or any of them, services or who have a need to know, (iii) not reproduce all or any part of the Disclosing Party’s Confidential Information or make any derivative work based upon or derived from the Disclosing Party’s Confidential Information without the prior written consent of the Disclosing Party, (iv) comply with all of the Disclosing Party’s policies, standards, requirements and specifications that are provided to the Recipient in writing in relation to the use and storage of Confidential Information disclosed to the Recipient; (v) not remove, alter, cover or obfuscate any proprietary notice, including any Intellectual Property Right legend on any of the Disclosing Party’s Confidential information.

7.2 Excluded Information

The obligations of confidentiality of the Recipient in Section 7.1 shall not extend to information that the Recipient can establish by written evidence, (i) is or becomes publicly known through no wrongful act of the Recipient; (ii) is properly made available to the Recipient without confidential or proprietary restriction from a source other than the Disclosing Party; (iii) the Recipient can show was rightfully in its possession without obligation of confidentiality; (iv) the Information was approved by the Disclosing Party for disclosure in a written document signed by a senior officer of the Disclosing Party; (v) is required to be disclosed by Law, provided that Recipient will take all available reasonable means not to disclose any Confidential Information of the Disclosing Party without its consent or prior disclosure to the Disclosing Party, unless preclude by Law from doing so, and will only disclose the minimum amount of Confidential Information compelled by law; or (vi) is independently developed.

7.3 Privacy

(a) In addition to DocuPet’s confidentiality obligations under Section 7.1, DocuPet will collect, use, store, disclose and dispose of and otherwise handle personal information collected or accessible to DocuPet in accordance with all applicable privacy Laws and ensure that personal information is not handled other than as permitted hereunder or as otherwise agreed to by the Parties in writing.

(b) Notwithstanding the foregoing, DocuPet shall be entitled to disclose or use Licensing Information to the extent that the individual who provided the Licensing Information has consented to such use and disclosure in accordance with all applicable Laws.

7.4 Acknowledgement

The Recipient acknowledges and agrees that any violation of the provisions of this Section 7 may cause irreparable damage or injury to the Disclosing Party, the exact amount of which may be impossible to ascertain, and that, for such reason, the Disclosing Party shall be entitled to obtain

interim, interlocutory, and final injunctive relief restraining Recipient from breaching, and requiring Recipient to comply with, its obligations under this Section 7. Recipient hereby acknowledges the importance to Disclosing Party of the strict compliance with the provisions of this Section 7 and acknowledges that the Disclosing Party's interest in the strict enforcement thereof will outweigh the balance of convenience or harm which Recipient may suffer as a result of the strict enforcement of this section.

7.5 Reporting

Each Party will promptly report to the other Party any actual or suspected violation of the terms of this Section 7 and will take all reasonable further steps requested by the other Party to prevent, control or remedy any such violation.

DRAFT

 COBOURG	THE CORPORATION OF THE TOWN OF COBOURG	
	STAFF REPORT	
TO:	Mayor John Henderson and Members of Council	
FROM: TITLE:	Dean Hustwick Director Community Services Division	
DATE OF MEETING:	October 15, 2019	
TITLE / SUBJECT:	Cultural Master Plan	
REPORT DATE:	October 04, 2019	File #:

1.0 STRATEGIC PLAN

When the Community Services Division started the Cultural Master Plan process in 2018, the Town's Strategic Plan included the following objective: ***Supporting the preservation and enhancement of the Town's recreation, arts, culture and heritage.***

Under the Town's new Strategic Plan (2019 – 2022), the "Places" pillar/objective states: ***The Town protects, preserves and promotes its natural assets, heritage, arts, culture and tourism.***

2.0 PUBLIC ENGAGEMENT

An extensive public engagement process was essential to the development of the Cultural Master Plan (CMP) and included:

- A steering committee appointed by Council from organizations and individuals within Cobourg's arts and culture community, including the Council Coordinator for Arts and Culture Councillor Adam Bureau (previously former Councillor and current Deputy Mayor Suzanne Seguin) and municipal staff, who provided the consultants with their knowledge and advice on the cultural characteristics, opportunities and needs of the local community. The committee held 5 meetings and were heavily engaged with the review of draft materials:

- September 06, 2018 – 1st Steering Committee Meeting
 - October 18 – 2nd Steering Committee Meeting
 - November – Steering Committee reviewed and provided feedback on the Online & Telephone Surveys
 - December 12 – 3rd Steering Committee Meeting
 - December – Steering Committee reviewed Cultural Mapping Database
 - January 2019 – Steering Committee reviewed the Draft Background Report before it was posted to the Town's website for public review and comment
 - May – Steering Committee reviewed the draft Consultation and Engagement Report
 - May 28 – 4th Steering Committee Meeting
 - July – Steering Committee reviewed the draft Cultural Master Plan and Appendices
 - July 17 – 5th Steering Committee Meeting
- A public launch event was held on March 21 (rescheduled from February due to weather) that saw over 100 participants working collaboratively to describe their vision for cultural planning in Cobourg and shared their opinions on strategies that would advance their shared vision. They were also asked to identify the priorities for the Cultural Master Plan and the changes they would expect to see if these priorities were actioned.
 - Two (2) surveys were conducted to understand the attitudes and perceptions of culture within the general public related to awareness, consumption and support for arts and culture in Cobourg. The online survey received 175 responses and the random telephone received responses from 150 residents.
 - Twenty-five (25) stakeholder interviews were completed to bring different backgrounds and perspectives into the CMP. Stakeholders were asked their opinions on the potential impact that a CMP may have in strengthening the sector and its contributions to the social and economic vitality of the Town.
 - Three (3) topic driven focus groups were conducted with a select group of community stakeholders. The groups discussed culture and creativity as a driver of economic development, culture through existing programming and events, and culture led tourism development.
 - One-on-one interviews and small group discussions with non-profit organizations, elected officials and senior staff from the Town of Cobourg were organized.

- A public meeting on September 05, 2019, where approximately 60 citizens participated in roundtable sessions to provide feedback on the six (6) strategic directions proposed in the Draft Report and the Report itself.
- EngageCobourg.ca, the Town's new public engagement tool utilizing the Bang the Table platform, allowed residents to review and comment on all of the Cultural Master Plan materials between August 2 and September 25, 2019 (Public Engagement Report attached). In total, 195 citizens visited the site, 53 viewed materials and three participated in the forum.

3.0 **RECOMMENDATION**

WHEREAS the Committee of the Whole has received a memo from the Director of Community Services and a presentation and final draft of the new Town of Cobourg Cultural Master Plan from consulting firm MDB Insight;

WHEREAS the Cultural Master Plan Steering Committee appointed by Council has provided its knowledge and advice to both the Director and MDB Insight throughout the process and on all documents for more than a year;

NOW THEREFORE BE IT RESOLVED THAT Council thanks all members of the Steering Committee for the time and contributions they invested in this important process;

AND FURTHER THAT Council adopts the Town of Cobourg Cultural Master Plan and asks municipal staff to evaluate the Plan for implementation and to bring forward to Council for its consideration at the appropriate time any recommendations that require new resources or funding.

4.0 **ORIGIN**

Arts, culture and heritage were recognized by Council as objectives in the former and current Town of Cobourg Strategic Plans. To facilitate the implementation of the Strategic Plan, the previous Council supported the creation of the new Recreation and Culture Division (now the Community Services Division). One component of the new division's mandate was to develop a Cultural Master Plan for the Town of Cobourg.

5.0 **BACKGROUND**

Throughout its rich and storied history, the Town of Cobourg has enjoyed a strong and diverse artistic and cultural community. Traditionally, most arts and

culture organizations worked independently of each other, without a collective direction or long term vision and plan. In 2004, the now defunct Arts Council of Northumberland was formed to create a communal approach to raising the visibility of the arts and culture community through advocacy, communication and leadership. The Arts Council of Northumberland was previously funded through the Ontario Trillium Foundation but eventually ceased operations after funding ran out.

The Town's new Community Services Division was, in part, designed to provide enhanced leadership on the culture file within the Corporation in order to establish a liaison between the Town and the arts and culture community and to complete a Cultural Master Plan that would help guide the future evolution of the local arts and culture sector.

6.0 ANALYSIS

The Cultural Master Plan is a strategic document that includes recommendations for developing and leveraging the community's cultural assets and resources over the next 5 years and beyond, which will also help to advance broader economic and community development objectives over the long-term.

Through community and stakeholder input, the Cultural Master Plan established the following guiding principles:

- Ensure Cobourg residents benefit from the development of the town's cultural resources;
- Promote sustainable cultural development by connecting businesses, community members and the cultural community;
- Ensure the application of a cultural lens across various municipal departments;
- Support opportunities for economic growth by improving the town's quality of place;
- Promote access to all artistic, cultural and heritage initiatives; and
- Build on Cobourg's unique identity.

The Cultural Master Plan is grounded in 6 Strategic Directions that are a framework for 14 actions and 43 tactics. The strategic directions were informed by the background research and best practices in cultural planning;

- Strategic Direction #1 – Embrace and Communicate a Shared Vision of Culture Across the Town

Objective: The town of Cobourg embraces a shared vision for culture that extends to a wide range of arts, culture and heritage groups, the Public Library, community groups, local businesses, and service organizations

- Strategic Direction #2 – Improve Communication and Collaboration Within the Cultural Sector

Objective: The Town of Cobourg fosters opportunities for dialogue among cultural partners and invites residents to engage and participate in cultural activities

- Strategic Direction #3 – Promote Cobourg’s Rich History and Heritage

Objective: The Town of Cobourg celebrates and promotes its cultural heritage resources in a way that enhances its unique identity and supports economic and tourism development goals

- Strategic Direction #4 – Grow Culture-Led Economic Development Programs

Objective: The Town of Cobourg creates an environment that allows for the growth of cultural ideas and cultural entrepreneurs

- Strategic Direction #5 – Strengthen Tourism Products by Leveraging Unique Cultural Assets

Objective: The Town of Cobourg recognizes and supports the growth of cultural tourism as an economic driver

- Strategic Direction #6 – Increase Community Engagement Among Youth and Volunteers

Objective: The Town of Cobourg improves youth and volunteer involvement in arts and culture across the community through effective collaboration and partnerships

The recommendation is that the Town reviews the Cultural Master Plan every five years.

7.0 **FINANCIAL IMPLICATIONS/BUDGET IMPACT**

The Town’s 2018 Budget included \$90,000 to create a Cultural Master Plan. The final project expenses will be well under budget since the original consulting contract, procured competitively, was approximately \$65,000.

8.0 CONCLUSION

For the Cultural Master Plan to be successful, it is essential that the implementation of the Plan be a shared responsibility between the Town and the many community partners.

The Plan recommends that Town of Cobourg's role and responsibilities should be:

- Establishing Partners – establishing and sustaining relationships with educational institutions, the business community, tourism industry partners, other levels of government and cultural sector organizations
- Facilitator and Convenor – building connections and strengthening collaboration between cultural sector partners and community business partners
- Promoter and Champion – acting as an advocate for cultural development within the Town and beyond, by recognizing cultural partners and selecting local cultural sector partners to strengthen cultural experiences

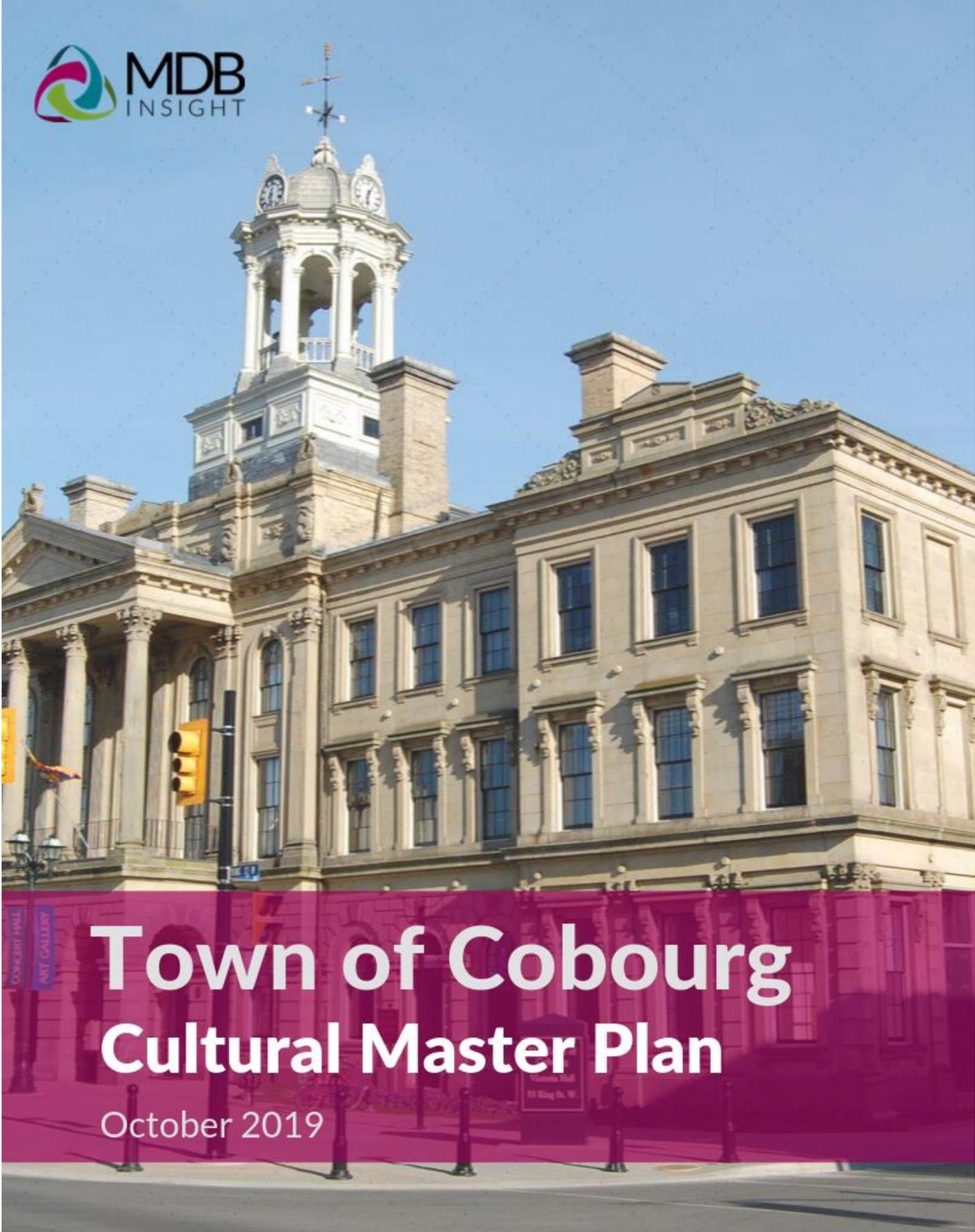
9.0 POLICIES AFFECTING THE PROPOSAL

N/A

10.0 COMMUNICATION RESULTS

See Public Engagement Section and attached Public Engagement Report.

Title:	Signing Official:	Signature:	Date:
Director, Community Services	D. Hustwick		Oct 4/19
Chief Administrative Officer (Interim)	I. Davey		Oct 4/19



Town of Cobourg Cultural Master Plan

October 2019



Table of Contents

<i>Acknowledgements</i>	ii
<i>Defining Culture</i>	iii
<i>Glossary of Terms</i>	iv
<i>Executive Summary</i>	vi
CHAPTER ONE - Objectives and Guiding Principles of Cultural Planning	1
Introduction	1
Objectives and Guiding Principles of Cultural Planning	1
Defining Culture and Cultural Resources	2
CHAPTER TWO - The Cultural Planning Process and Context Review	4
The Cultural Planning Process.....	4
Cultural Planning Context Review.....	5
CHAPTER THREE - Community Consultation Input	12
The Consultation Process.....	12
Key Findings from The Public Engagement Activities	13
Key Findings from The Stakeholder Engagement Activities	15
SOAR Results	16
CHAPTER FOUR - Cobourg’s Cultural Master Plan	18
Vision for Culture	18
Defining the Town’s Role	19
Strategic Directions and the Action Plan	20
Town of Cobourg Cultural Master Plan’s Action Plan Schedule	34
Implementing Cobourg’s Cultural Master Plan.....	35
<i>Appendix A: Background Report (under separate cover)</i>	
<i>Appendix B: Consultation and Engagement Report (under separate cover)</i>	

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Acknowledgements

Cobourg's first Cultural Master Plan has been a collaborative effort with the many residents and community stakeholders who contribute to the development of arts and culture in the town. The ideas and recommendations in the Cultural Master Plan reflect a broad range of input and interests and the Community Services Division is very appreciative of the role that members of the community played in this year-long process.

We would like to thank Mayor John Henderson, Deputy Mayor Suzanne Séguin and Councillors Aaron Burchat, Adam Bureau, Brian Darling, Emily Chorley and Nicole Beatty for their vision and commitment to supporting arts and culture in Cobourg.

In appreciation of their guidance and advice, we would like to thank Director of Community Services Dean Hustwick as well as Alyssa Bevan, Project Assistant for Recreation and Culture, and Ashley Purdy, Communications Manager for the Town.

We would also like to acknowledge the direct contributions of the Cobourg Cultural Master Plan Steering Committee. Their input has been invaluable in creating a document that is both practical and unique to the strengths and aspirations of the Town of Cobourg. A special thank you to the following members:

- Councillor Adam Bureau
- Catherine Richards, Heritage Advisory Committee
- Olinda Casimiro, Art Gallery of Northumberland
- Jack Boyagian, Northumberland Players Community Theatre
- Rick Miller, Marie Dressler Foundation/Vintage Film Festival
- Starr Olsen, Oriana Singers
- Ken Noronha, Northumberland Orchestra and Choir
- Carol McCann, Downtown Coalition Advisory Committee
- Sheila McCoy, Cobourg Art Club and Local Artist
- Astrid Hudson, Member at Large
- Gail Rayment, Member at Large

We would also like to acknowledge the involvement of the late Duane Schermerhorn. Duane embodied a true volunteer spirit, supporting several arts and cultural endeavours in the Town since his retirement in 2002.

Finally, we would like to thank the staff at MDB Insight who assisted us in shaping a vision for cultural planning that will enrich life for Cobourg's residents and delight visitors from around the world.



Defining Culture

Culture means many things to many people. In the broadest sense, culture is anything that defines the unique identity of a community or social group. Those characteristics often include social customs, seasonal traditions, geography, cuisine, oral traditions, fashion, literature, music and religious expression. However, culture also includes less obvious aspects of our lives such as heritage (both built and natural), community initiatives and the creative economy, which can include film & video industries, advertising, design & fabrication, performing arts and much more.

The categories of cultural resources have been endorsed by the Ontario Ministry of Tourism, Culture and Sport as a guide for Ontario municipalities undertaking cultural asset mapping and cultural planning. The definition is based on the Province of Ontario's Cultural Resource Framework, Statistics Canada's Canadian Framework for Culture Statistics and best practice research. Referred to as a Cultural Resource Framework, it illustrates the diversity of assets that contribute to a community's cultural identity.

Community Cultural Organizations

- This resource represents community-based cultural organizations that are smaller, with often less formal organizational structures, however essential to the cultural vitality of the community.

Cultural Enterprises

- This resource represents a wide range of cultural businesses engaged in the creation and production of cultural goods or services.

Cultural Spaces and Facilities

- This resource represents facilities and spaces where cultural activities take place.

Cultural Heritage

- This resource represents significant cultural heritage sites or resources. Numerous designated heritage properties pay tribute to the Town's past.

Natural Heritage

- This resource represents significant natural areas in the Town. Assets such as trails, parks, and conservation areas offer rich recreational and community experiences for residents and visitors alike.

Festivals and Events

- This resource represents recurring cultural activities. Festivals and events contribute to the animation of public and natural spaces by bringing entertainment, new experiences, and economic impacts on the community.



Glossary of Terms

- **Accessible Culture** - The access to cultural activities for all individuals, including those that have additional needs either due to a form of disability or economic status.
- **Cultural Development** - The use of collaborative, creative and innovative problem-solving approaches and tools to leverage cultural resources in resolving planning issues and concerns of the community. The process provides the opportunity to enhance the quality of life and unique sense of place among residents.
- **Creative and Cultural Industries** - A set of industries quantified by Statistics Canada involved in the creation, production and distribution of cultural goods and services that use creativity and intellectual capital as primary inputs. They are among the fastest-growing economic sectors globally and include enterprises involved in the performing arts; film and video production; recording and broadcasting; architecture; design (graphic, industrial, interior, fashion, etc.); advertising; publishing and new and interactive digital media etc.
- **Creative Economy** - The creative economy deals with the interface between economy, culture, technology, and society. Having creativity as the main driver, the sector is concentrated around products and services bearing creative content, cultural value and market objectives. Creative goods and services are resilient products for they rely on ideas, knowledge, skills and the ability to seize new opportunities.
- **Creative Hub** - A multi-tenant centre, complex or place-based network that functions as a focal point of cultural activity and/or creative entrepreneurship and incubation.
- **Creative Minds** – Individuals who are characterized as having the ability to create from originality of thought or invention.
- **Culture** - Culture is the expression and celebration of the values and aspirations of a community or social group. This is expressed through all manner of human activities that characterise a community and its people and shape its unique sense of place. It includes the sharing of ideas; learning through expression in the fine, visual, literary, media, material and performing arts; heritage; and the shared experiences of history. To engage in cultural planning, therefore, requires knowing how people experience their local environment.
- **Cultural Council** - A strategic leadership group formed for the purposes of implementing cultural plans and ongoing cultural planning and development. Membership ideally includes Council member(s); municipal staff; wide representation from the cultural sector; the business community; important community agencies such as the United Way and Community Foundations; and post-secondary institutions.
- **Cultural Gardening** – Cultural gardening is a cultural development model that embraces the fundamental idea that cultural entrepreneurs drive creative economies.
- **Cultural Identity** - Refers to those shared beliefs and characteristics that distinguish a community or social group and which underpin a sense of belonging to that group. The ethnocultural background



is one important element, though not the sole source of identity. As cultures interact and intermix, cultural identities change and evolve.

- **Cultural Mapping** – A systematic approach to identifying, recording and classifying a community’s cultural resources.
- **Cultural Mediation** - Cultural mediation is the process of building bridges between the cultural and social realms, and the building of new relationships between the political, cultural and public spheres. It covers a broad spectrum of practices ranging from audience development activities to participatory and community arts.
- **Cultural Resources** - Cultural resources encompass both tangible and intangible cultural assets that fuel economic prosperity, quality of life and contribute to defining a community’s unique identity and sense of place.
- **Cultural Planning** - A municipal government-led process for identifying and leveraging a community’s cultural resources, strengthening the management of those resources, and integrating cultural resources across all facets of local government planning and decision-making. Cultural planning is part of an integrated, place-based approach to planning and development that considers four pillars of sustainability: economic prosperity, social equity, environmental responsibility and cultural vitality.
- **Diversity** - A state of difference in a community or social group that can include race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, and religious or political beliefs.
- **Heritage** - The Cobourg Heritage Master Plan defines heritage as assets that tell the story of the Town’s unique historical development. These include: impressive educational and civic buildings, such as the former college and Victoria Hall; fine 19th century residences of the Town’s elite; vernacular residences of the working class that built the Town and worked its industries; the late 19th and early 20th century summer houses; and the cultural landscapes of the waterfront and rail corridors that spawned the Town’s industries.
- **Place-Based Cultural Tourism** - Place-based cultural tourism is more than just attractions but also the destination’s history and heritage, its narratives and stories, its landscape, its townscape, its people. It is about discovering what makes a community distinctive, authentic, and memorable. It is about the experience of place.
- **Planning Culturally** – adopting a new mindset based on building a shared vocabulary and set of assumptions to support communication among people from widely differing professional backgrounds.
- **Quality of Place** - defined as the physical characteristics of a community, the way it is planned, designed, developed and maintained that affect the quality of life of people living and working in it and those visiting it both now and in the future.



Executive Summary

Why a Cultural Master Plan?

In developing a Cultural Master Plan, the Town of Cobourg joins leading municipalities across Ontario and Canada in recognizing the importance of cultural resources in enhancing the quality of life for residents and in building prosperous and diversified local economies. Today there are over 75 municipal cultural plans that have been completed covering over 75% of Ontario’s population.

The Town in undertaking this Cultural Master Plan intends to provide a strategic document for developing and investing in its cultural resources over the next 5 years and for leveraging these resources to advance other economic and wider community development objectives over the longer term.

The Town is already demonstrating leadership in cultural development in several ways. It established the Community Services Division (formerly called the Recreation and Culture Division) to enhance the Town’s capacity to plan and coordinate cultural programming. It has leveraged local knowledge and passion for arts and culture in the creation of a Steering Committee to shepherd the creation of a Cultural Master Plan. It has also been deliberate in integrating cultural resources into a variety of its strategic planning documents thus providing a foundation for the Cultural Master Plan and bringing attention to the Town’s arts, culture and heritage resources. Chapter Two discusses these plans and their relevance to the Cultural Master Plan.

The Planning Process

The planning process for the Cultural Master Plan began in June 2018 and concluded in September 2019 with a presentation to Municipal Council. The process was supported by a Steering Committee comprised of residents, staff, community organizations and business representatives.

The Town of Cobourg Cultural Master Plan Planning Process





During the planning process, several background research documents were completed and are appended to the Cultural Master Plan. A summary of key findings from this earlier phase of research can be found in Chapters Two and Three. These documents include:

- ***Appendix A: Background Report***
- ***Appendix B: Consultation and Engagement Report***

The Town of Cobourg Cultural Master Plan

The Cultural Master Plan consists of the following elements:

- **A Vision for Culture**
- **Town Roles**
- **Strategic Directions and Action Plan**

The Cultural Master Plan is grounded in 6 Strategic Directions and provides a framework for 14 actions and 43 tactics. The framework is presented in Chapter Four.

The Cultural Master Plan Vision and Strategic Directions are presented below.

A Vision for Culture

Based on input from the community, the town of Cobourg envisions a community:

- **Where culture is diverse, inclusive and accessible to residents and visitors to the community;**
- **Where our cultural organizations help shape the quality and character of our community;**
- **Where there is an interesting and active cultural scene supported by our creative and cultural industries;**
- **Where culture is embedded in our community development decision-making;**
- **Where cultural creativity is welcomed and supported by an engaged audience;**
- **Where the quality of our cultural attractions attract visitors, promotes tourism and drives economic activity in town;**
- **Where our youth are engaged in cultural expression and experiences.**



Strategic Directions and Goals

Building on this vision of culture, the Cultural Master Plan planning process has identified six strategic directions for the Town. These have been informed by the background research, best practices in cultural planning, as well as the key themes summarized in *Appendix B: Consultation and Engagement Report*.

- **Strategic Direction #1 – Embrace and Communicate A Shared Vision of Culture Across the Town**
 - Objective: The town of Cobourg embraces a shared vision for culture that extends to a wide range of arts, culture and heritage groups, the Public Library, community groups, local businesses, and service organizations.

- **Strategic Direction #2 – Improve Communication and Collaboration Within the Cultural Sector**
 - Objective: The Town of Cobourg fosters opportunities for dialogue among cultural partners and invites residents to engage and participate in cultural activities.

- **Strategic Direction #3 – Promote Cobourg’s Rich History and Heritage**
 - Objective: The Town of Cobourg celebrates and promotes its cultural heritage resources in a way that enhances its unique identity and supports economic and tourism development goals.

- **Strategic Direction #4 – Grow Culture-Led Economic Development Programs**
 - Objective: The Town of Cobourg creates an environment that allows for the growth of cultural ideas and cultural entrepreneurs.

- **Strategic Direction #5 – Strengthen Tourism Products by Leveraging Unique Cultural Assets**
 - Objective: The Town of Cobourg recognizes and supports the growth of cultural tourism as an economic driver.

- **Strategic Direction #6 – Increase Community Engagement Among Youth and Volunteers**
 - Objective: The Town of Cobourg improves youth and volunteer involvement in arts and culture across the community through effective collaboration and partnerships.



CHAPTER ONE

Objectives and Guiding Principles of Cultural Planning

Introduction

As an economic centre in Northumberland County, Cobourg attracts creative minds from across Eastern Ontario to volunteer, participate and work in its cultural and creative institutions, operate small businesses, and build lives in the community.

Cobourg's economic success over the past decade has led to a rise in its population and growing diversity within its business community. From its early days, Cobourg has been a dynamic town, fueled by a rich history dating from early aboriginal times through 18th century settlement to the 21st century¹. This dynamism is still felt on the streets of Cobourg today as its economy which historically has been centred around industry now embraces its emerging creative economy.

As Cobourg changes, so does the diversity of its cultural expression. This is manifested in the town's entrepreneurial spirit, a belief that anything is possible, and a desire to ensure the community remains vibrant and attractive to future residents. It is a community where residents desire accessible culture, outlets for creative expression, and spaces to create and engage with each other through cultural activities.

The Cobourg of today is a place where creative individuals can work in multi-disciplinary practices, where creative businesses can thrive, and whose cultural assets draw residents and visitors to the community. The Cultural Master Plan has been informed by Cobourg residents, local businesses, cultural organizations, and creative individuals and will be used by the Town and its partner organizations as a strategic guide on how to develop and invest in the town's cultural resources to advance economic and wider community development objectives.

Objectives and Guiding Principles of Cultural Planning

At its core, cultural planning is a process for identifying and leveraging a community's cultural resources, strengthening the management of those resources, and integrating those resources across all facets of local decision making – this includes the municipal government, the business community, the not-for-profit sector, and other community organizations.

The Objective of the Cultural Master Plan

The Cultural Master Plan is intended as a framework to guide all aspects of cultural planning, with reviews of the Plan taking place every five years. The Cultural Master Plan will ensure that the application of a cultural lens to municipal decision-making is understood across various municipal

¹ Town of Cobourg Heritage Master Plan, 2016.



departments. The Cultural Master Plan will also serve to recommend changes or additions to municipal policies and guide funding decisions.

Guiding Principles

Based on community and stakeholder input, the development of the Cultural Master Plan is guided by the following principles:

- **Ensure Cobourg residents benefit from the development of the town’s cultural resources.**
- **Promote sustainable cultural development by connecting businesses, community members and the cultural community.**
- **Ensure the application of a cultural lens across various municipal departments.**
- **Support opportunities for economic growth by improving the town’s quality of place.**
- **Promote access to all artistic, cultural and heritage initiatives.**
- **Build on Cobourg’s unique identity.**

Defining Culture and Cultural Resources

Culture can be a difficult term to define. In its most comprehensive sense, culture is all those things that combine to define the unique identity of a community or social group. For purposes of municipal cultural planning, however, a broader understanding and definition of cultural resources is required.

The categories of cultural resources illustrated in the diagram below have been endorsed by the Ontario Ministry of Tourism, Culture and Sport as a guide for Ontario municipalities undertaking cultural asset mapping and cultural planning. Referred to as a Cultural Resource Framework, it illustrates the diversity of assets that contribute to a community’s cultural identity.

Figure 1: Cultural Resource Framework Diagram



Source: MDB Insight



A complete description of the Cultural Resource Framework categories is provided below. The definition is based on the Province of Ontario's Cultural Resource Framework, Statistics Canada's Canadian Framework for Culture Statistics and best practice research.

Community Cultural Organizations

- This resource represents community-based cultural organizations that are smaller, with often less formal organizational structures, however essential to the cultural vitality of the community.
 - **Assets Include:** craft groups, genealogical societies, book clubs, local food groups, choirs, natural heritage groups, theatre groups, and other cultural organizations

Cultural Enterprises

- This resource represents a wide range of cultural businesses engaged in the creation and production of cultural goods or services.
 - **Assets Include:** antique dealers, artistic representatives, public art gallery, book stores, breweries, wineries, local radio stations, craft suppliers, dance studios and instruction, graphic design services, web design and production services, motion picture and video productions, libraries, history museums, musicians, music instruction and studios, photographers, newspaper publishers, and visual art studios

Cultural Spaces and Facilities

- This resource represents facilities and spaces where cultural activities take place.
 - **Assets Include:** community centres, post-secondary institutions, primary schools, secondary schools, bars with live music, restaurants with live music, performing art venues, railway sites, churches, and motion picture and video exhibition

Cultural Heritage

- This resource represents significant cultural heritage sites or resources. Numerous designated heritage properties pay tribute to the Town's past.
 - **Assets Include:** downtown and area walking tours, designated heritage properties, national historic sites, railway sites, cemeteries, monuments, plaques, art installations, and murals

Natural Heritage

- This resource represents significant natural areas in the Town. Assets such as trails, parks, and conservation areas offer rich recreational and community experiences for residents and visitors alike.
 - **Assets Include:** conservation areas, local gardens, trees, local parks, local trails, and waterways

Festivals and Events

- This resource represents recurring cultural activities. Festivals and events contribute to the animation of public and natural spaces by bringing entertainment, new experiences, and economic impacts on the community.
 - **Assets Include:** holiday celebrations, seasonal celebrations, cultural events, farmers market, film events, multicultural events, music festivals, street events, and visual arts events



CHAPTER TWO

The Cultural Planning Process and Context Review

The Cultural Planning Process

Cultural planning is an integrated and place-based approach to cultural development that puts culture at the centre of local planning and decision-making agendas. Building on the endorsement for the protection, preservation and promotion of its natural assets, heritage, arts, culture and tourism reflected in the Town’s Strategic Plan, the planning process for the Cultural Master Plan focuses on providing a strategic document that responds to community cultural aspirations while informing local decision making.

The process for developing a Cultural Master Plan has been comprehensive. It reflects and is grounded in the priorities of the Town of Cobourg Strategic Plan and incorporates the input and aspirations of residents, community organizations, businesses, and the not-for-profit community. The result is a community vision for preserving, promoting and enhancing Cobourg’s cultural resources and cultural identity and a flexible action plan that can support cultural development objectives in the short term, long-term and beyond the 5-year timeframe of the Cultural Master Plan.

The following figure illustrates Cobourg’s cultural planning process.

Figure 2: The Town of Cobourg Cultural Master Plan Planning Process





Cultural Planning Context Review

The starting point for the development of the Cobourg Cultural Master Plan was an assessment of the current environment for arts and culture. This was accomplished through a review of the policy environment within the Town of Cobourg, the collection and characterization of Cobourg's cultural resources, an analysis of Cobourg's cultural industries and cultural labour force, a comparative analysis of Cobourg's cultural industries and labour force with other similar municipalities, consideration of current municipal cultural programming and an examination of leading trends and driving forces behind cultural planning.

A more detailed understanding of the current and emerging context for cultural planning in Cobourg is provided in *Appendix A: Background Report*.

Policy Environment Review

A review of the Town of Cobourg municipal plans and policies planning documents was completed to determine current or potential connections to the Cultural Master Plan. The following plans were examined for this report:

- **Town of Cobourg Strategic Plans (2015-2018) and (2019-2022)**
- **Waterfront User Needs Assessment & Detailed Design (June 2018)**
- **Cobourg Economic Development & Tourism Strategic Plan (2015-2018)**
- **Downtown Coalition Advisory Committee Final Report (2015-2018)**
- **Downtown Cobourg Master Plan (2016)**
- **Downtown Vitalization Community Improvement Plan (CIP) (2016)**
- **Town of Cobourg Heritage Master Plan (2016)**
- **Town of Cobourg Parks Master Plan (2013)**
- **Downtown Cobourg Vitalization Residents Survey (2013)**
- **Downtown Cobourg Vitalization Business Owners Survey (2013)**
- **Town of Cobourg Official Plan (2010)**

The key takeaways for the Cultural Master Plan are presented here.

- **Downtown revitalization** has been identified in several strategic documents as a priority for the future economic success of the town. A revitalised downtown attracts both residents and tourists and helps promote local businesses and the town's arts, culture and tourism assets.
- **Heritage preservation** has been identified as an integral part of Cobourg's identity as it relates to downtown planning, neighbourhood stability, tourism development, and the town's quality of place.
- **Provide for an outdoor and active lifestyle** has been identified as a significant strategic advantage that the Town wants to improve and promote. This includes increasing the use of trails and parks, the activation of the waterfront, more recreation opportunities, and the incorporation of relevant festivals and events.
- **Cultivating partnerships and gaining community support** has been identified as a key to implementing new initiatives and growing financial resources for arts and culture in Cobourg. This includes engaging with strategic partners (regional, organizational) to introduce new initiatives, facilitating and introducing partners to one another and advocating on behalf of organizations and community members for improved funding mechanisms.



Cultural Mapping Assessment

A mapping exercise of Cobourg's cultural resources was undertaken to identify, classify and analyze Cobourg's cultural assets. This assessment provides the Cultural Master Plan with a solid baseline of data on the Town's inventory of cultural resources and key assets. It also informs an understanding of the current condition of the cultural sector and provides a benchmark against which to assess future growth and change. The assessment also provides the Cultural Master Plan with the necessary context for increasing the awareness of Cobourg's cultural resources.

With support from the Steering Committee and the community at large, the cultural mapping assessment identified approximately 424 cultural resources in Cobourg. Using the Cultural Resource Framework described in Chapter One, Cobourg's cultural resources can be characterized as follows:

- **Cultural enterprises** – 270 establishments (including not-for-profit establishments) were identified. A significant number of cultural enterprises were located in the Downtown and other major employment corridors. This confirms the importance of needed office and retail space to accommodate the growth of these enterprises.
- **Community cultural organizations** – 40 organizations were identified. A significant number of these community cultural organizations will use existing community spaces to host meetings, practices and events and be dependent on volunteers to deliver programs and services.
- **Cultural facilities and spaces** – 49 locations across Cobourg were identified as being able to host or support cultural activities. Most of these spaces are located along Cobourg's main corridors, particularly along King Street in the downtown. Given the broad appeal of the downtown, ensuring these facilities remain open to supporting cultural activities and programs will be important to the sustainability of the sector over the long term.
- **Cultural and natural heritage assets** – 49 assets were identified. Most of these assets are within heritage districts and natural pathways/corridors. These assets make a significant contribution to the quality of place for the community and reflect the Town's dynamic history.
- **Festivals and events** – 16 major festivals/events take place in Cobourg annually. These recurring activities act as anchors in the attraction and support of smaller festivals and events and contribute to the town's quality of life and visitor appeal.

Findings from the cultural mapping exercise are set out in *Appendix A: Background Report*. The cultural mapping inventory, as of the time of this report, has been provided to the Town of Cobourg. However, cultural mapping is a continuous process and requires ongoing attention and should be the beginning, not the end of cultural mapping efforts in Cobourg.

Cultural Activities and Programming

Cobourg has a diverse range of cultural activities, events, programs and facilities. These include activities and programming managed by community groups and those managed by the Town. The current cultural activities and programming in Cobourg are described below:

Community-Based

The community at large and specific community groups contribute to the cultural vibrancy of the community. Their contributions range from live theatre and entertainment programming occurring in



The Fire Hall Theatre, The Loft, and Trinity United Church to community events like the Waterfront Festival, Highland Games, Northumberland Rotary Ribfest & Music Festival, BuskerFest, Country Wild Music Festival, Summer Music Series, Concerts in the Park, Food & Music Festival, Annual Harvest Festival, Annual Shakespeare in the Park, Annual Lakeside Car Show, Annual Downtown Sidewalk Sale and Downtown Cobourg Art Walk.

Managed by the Town of Cobourg

The Town of Cobourg's new Community Services Division actively promotes arts and culture in the community through its management of facilities that provide for cultural expression and by hosting various cultural activities throughout the year. The Town also partners with various local, regional and national arts groups and organizations to promote arts and culture initiatives in Cobourg.

The Community Services Division plays a significant role in the coordination and delivery of cultural programs and activities for residents. This has included:

- Development of the Town of Cobourg Cultural Master Plan.
- Management of event applications and coordination of community events.
- Direct delivery of many important festivals and special events that help make Cobourg an events destination and the Cobourg Community Centre a cultural centre of the community.
 - First Night, Family Day, Canada Day, Sandcastle Festival, Christmas Magic
 - Sport tourism events, concerts, and hundreds of other events at the Cobourg Community Centre
- Partnering with the Northumberland Hills Studio Tour in 2019 to host an artist Gala (August 23rd) in the Grand Hall of the Cobourg Community Centre, welcoming the public to enjoy a display of work by artists from the 2019 tour. A first of its kind, the gala highlighted some of the cultural talent in Cobourg and surrounding area, promoted visitation to the area, and provided information on the Town's ongoing Cultural Master Plan process.
- Bringing authors to Cobourg for a Speakers Series in partnership with the Toronto International Festival of Authors and Lit on Tour.
- Delivery of special cultural programs
 - Canada 150 celebrations in 2017
 - Armistice18 in 2018 - seven weeks of cultural and artistic events between September 21 and November 11, 2018, commemorating local experiences and contributions to the Great War and the national experience
 - New LAV III (Light Armoured Vehicle) Monument to recognize the contributions of the Canadian Armed Forces in Afghanistan (2019)
 - Victoria Hall's 160th Birthday in 2020

Staff from other Town Divisions are also responsible for events like the Annual James Cockburn Birthday, and for heritage planning and preservation, economic development, and downtown vitalization.



The Concert Hall at Victoria Hall

The Concert Hall at Victoria Hall is a significant historical and cultural asset for the Town and functions as a primary venue for plays, concerts, musical theatre, weddings and other special events. The Hall, which opened in 1860, hosts local, national and international performers and is viewed as a cultural centre of Cobourg.

The Cobourg Box Office operated by the Community Services Division (CSD) out of the Concert Hall provides a centralized Online Ticket Ordering System for local and regional venues and organizations delivering cultural programming and events. Current venues include the Concert Hall at Victoria Hall, The Cobourg Community Centre, The Loft, Trinity United Church and The Firehall Theatre. Current User Groups include Northumberland Players, VOS Theatre, LaJeunesse Choirs, Northumberland Orchestra and Choir, Canadian Federation of University Women, Vintage Film Festival, Northumberland Film Sundays, Cramahe Township Library, Oriana Singers, The Church in Colborne, Victoria Hall Volunteers, The Loft live events, Cobourg Sports Hall of Fame and Northshore Choir.

The Community Services Division (CSD) currently delivers the following arts and cultural programming through the Concert Hall in Cobourg.

- Film presentations and Film Festivals, including the Banff Mountain Film Festival, the Paddling Film Festival, and the Vintage Film Festival
- Concert Bands including the Concert Band of Cobourg and the Festival of Big Bands
- Children's and school programming to enhance arts and culture to youth, including the Lion King Jr and A Christmas Carol, Jack & The Beanstalk, Frozen in Time, and The Lion, the Witch, and the Wardrobe
- Multicultural programming which has begun exposing our audiences to the rich cultures of Canada, including the Hispanic Festival and Gala and the Latin Festival
- Dance Recitals that give local dance companies and their hundreds of students a place to present dance in a professional environment, including High Pointes Dance Academy, Premier Dance, Colossal Dance and 3M Dance
- Special Events including The Cobourg Civic Awards, Speaker Series, Debates, Victoria Hall Volunteers, Cobourg and District Historical Society, Habitat for Humanity, Mayor's Levee
- Speakers including Charlotte Gray, Jack Granatstein and Tim Cook (Armistice18 program recognizing the 100th anniversary of the Armistice of WWI – Music, Theatre, Art, Exhibitions, Speakers)
- Workshops via organizations like Greenwood Coalition dealing with local issues such as homelessness and poverty
- Holiday programming that provides all ages with an opportunity to come together for holiday-themed concerts, live theatre and internal/public special events, including the Concert Band of Cobourg, A Christmas Carol, Buddy Holly Jingle Bell Rock, Municipal Christmas Party, and A Broadway Christmas

As a rental facility, the Concert Hall also provides the opportunity for custom selected/produced programming through external production companies available to the community or for private events.



Cultural Sector and Comparative Analysis

A cultural sector analysis was conducted to characterize the cultural goods and services in the community and the contribution being made to economic growth. A comparative analysis was also completed to understand how the cultural sector in Cobourg performs relative to comparable communities and to provide evidence of investment being made by these communities. The peer communities selected with input from Town staff include Prince Edward County, Belleville, Port Hope, Port Colborne and Niagara-on-the-Lake.

A detailed cultural sector and comparative assessment are found in *Appendix A: Background Report*. Key highlights are presented here.

- In 2016, Cobourg's cultural sector accounted for 13% of the total industry employment across the Town, employing approximately 1,754 employees across 179 cultural enterprises. The majority were employed in:
 - Culinary Services (e.g. Restaurants, Live Entertainment Bars/Eateries, and Breweries) - 44% (770 employees) of the total cultural sector labour force
 - Other miscellaneous store retailers² – 7% (124 employees) of the total cultural sector labour force
 - Specialized design services – 6.8% (119 employees) of the total cultural sector labour force
 - Motion picture and video industries – 6.2% (110 employees) of the total cultural sector labour force
- The share of total industry employment in Cobourg that works in the cultural sector (13%) is slightly lower than provincial and national rates of 17% and 16%, respectively, while the proportion of cultural industries in Cobourg at 9% is similar to provincial and national rates at 10% and 9%, respectively. Over the past five years, both total employment and the number of cultural industries in Cobourg has increased.
- Most of Cobourg's cultural industries (69% of the total cultural sector) are entrepreneurs (businesses with one or no employees).
- In 2016, there were 557 cultural jobs in Cobourg. The most common cultural job in 2016 was design and video related. This includes interior designers and interior decorators, graphic designers and illustrators, producers, directors, choreographers and related occupations.
- From 2006 to 2016, cultural jobs in Cobourg grew by 46%.
- Examining the cultural sector supply chain, Cobourg has a lower proportion of cultural industries that focus on the creation of new cultural products and services when compared to the provincial average.
- Cobourg's cultural sector has similar characteristics to both Port Colborne and Port Hope but lags behind communities such as Niagara-on-the-Lake and Prince Edward County, who have 18% and 22%, respectively, of their total industry employment in the cultural sector.

² This Canadian industry comprises establishments, not classified to any other Canadian industry, primarily engaged in retailing specialized lines of merchandise. Examples include artists' supplies and auctioneering.



- Cobourg's cultural industries as a total percentage of all industries are similar to Niagara-on-the-Lake, Prince Edward County and Port Hope. This suggests that Cobourg has a diverse industry base and that the focus should be on attracting more talent to support the existing cultural sector.
- Comparing the cultural value chain to peer communities, Cobourg has a similar proportion of creation-focused industries as Prince Edward County, Belleville and Port Colborne. However, these communities have entrepreneurial programs aimed at growing the cultural sector.

Leading Trends in Arts and Cultural Development Today

An examination of leading trends in arts and cultural development was completed to position Cobourg's Cultural Master Plan within the context of best practices. A series of case studies are presented in *Appendix A: Background Report*. The relevance of these trends for Cobourg was also explored during the community consultation process. The following summary highlights the key trends considered most relevant to the growth of Cobourg's cultural sector.

The Role of Government is Shifting from that of Provider to Convener

The role of government in cultural planning is shifting from a traditional provider/delivery model to a more collaborative convener/broker model. Often, today's Cultural Plans achieve success by focusing on opportunities that improve collaboration and partnerships. This includes collaboration between local and regional levels of government; between local government and the wider public sector and its not-for-profit agencies; and between local government and businesses. The main objective of this effort has been to stretch the capabilities of municipal governments in more innovative ways and to pool talent and resources to address the social, economic and cultural needs of a community.

Cultural Planning Requires a Whole of Community Approach

The primary focus of attention of many cultural plans in the past has been on downtown or main street areas. Increasingly, however, cultural planning is taking a whole of community approach that balances the attention given to main streets and neighbourhoods with an examination of the connections and relationships between different parts of a community. One indicator of this is the emergence of a more balanced approach to the provision of arts, culture and heritage spaces and facilities. These spaces are seen less as stand-alone single-use facilities and more as part of the larger cultural fabric in the community.

Cultural Heritage Reflects the Tangible and Intangible Assets of a Community

In Canada and internationally there is a recognition of the importance of expanding the understanding of cultural heritage beyond the physical (tangible) heritage of a community (e.g. buildings, landscapes, artifacts and collections), to include the intangible heritage of stories, customs, traditions, place names, and others. Intangible heritage is seen and understood in the context of the larger idea of 'living heritage.'

The United Nations Educational, Scientific and Cultural Organization (UNESCO) defines living heritage as: *"The practices, representations, expressions, knowledge, skills – as well as the instruments, artifacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus*



providing respect for cultural diversity and human creativity.”

A community's living heritage also serves as a source of content and inspiration for contemporary creative expression and is a powerful means of bridging the different arts and heritage communities.

Communities Are Focusing on Supporting Business and Entrepreneurial Skills of Young Creatives

Young creatives working in the cultural sector often move between different parts of the sector and between private/commercial, subsidized and not-for-profit operations. Their success is based on a flexible, contract-based work style and is reliant on having access to strong local networks. Research undertaken for the Canada Council for the Arts highlights the importance of mentoring, local networks, and a professional art and cultural community (real and virtual) for younger artists. This provides them with a platform to collaboratively grow their creative businesses and for the exchange of ideas. Research also suggests that young creatives do not have long term expectations of public sector financial support for their ambitions but rather are focused on capturing seed funding and business support at the early stage of their creative business.

Supporting the development of young creatives also involves boosting their business and entrepreneurial skills. There is a growing body of programs internationally focused on the development and delivery of tailored programs and services that support creative cultural entrepreneurship. The emergence of shared workspaces and innovation centres (e.g. Venture13) are providing a competitive advantage to creative enterprises through their access to shared resources and support in a multi-tenant environment.

The Emergence of Digital Applications is Changing the Way People Consume Cultural Activities

The rapid pace of technological convergence and the emergence of digital culture are having profound implications for all areas of cultural planning and policymaking. These trends are impacting how a creative practice might develop and how cultural content is being produced, exhibited or staged, distributed and consumed. For example, the rise of digital technology has generalized the process of buying a piece of art, which previously would have been monopolized by galleries or auction houses. Today, artists can access online global marketplaces that expand their reach to customers (e.g. Etsy).

Digital technology also has implications for cultural participation and consumption. For example, live performance acts are now accessible via online streaming services that allow people to watch without having to attend in person. Online streaming services allow for performance companies to engage a new segment of the audience who would otherwise be too far away, are not in the habit of consuming live performances or are simply unable to pay to attend.



CHAPTER THREE

Community Consultation Input

The Consultation Process

An extensive consultation process was essential to the development of the Cultural Master Plan. The Steering Committee comprised of residents, staff, community organizations and business representatives provided support and input to the consultation process. The consultation process included one-on-one interviews and small group discussions conducted in November 2018 with representation from creative and cultural businesses, non-profit organizations, elected officials and senior staff from the Town of Cobourg. This was followed by two community surveys, three topic-specific workshops with a select group of stakeholders and a community launch event. Steering committee meetings and a public open house was also conducted to gain additional stakeholder input for the refinement and adoption of the final Cultural Master Plan.

Public Engagement Activities

- **Community Launch Event** – A community launch event was held at the Cobourg Community Centre in March 2019. During the session, over 100 participants worked collaboratively to describe their vision for cultural planning in Cobourg and to share their opinions on some big ideas or strategies that would advance their shared vision. They were also asked to identify priorities for the Cultural Master Plan and the changes they would expect to see if these priorities were actioned.
- **Online Survey** – An online survey was conducted to understand the attitudes and perceptions of culture within the general public related to awareness, consumption and support for arts and culture in Cobourg. 175 members of the public provided their input through an online survey made available through the Town’s website.
- **Telephone Survey** - One of the challenges in gathering community input during the consultation and the engagement phase of a Cultural Master Plan is that it can be influenced by residents who have strong attachments and commitments to arts and culture in the community. This can lead to skewed outcomes as individuals and groups advance their select views and opinions. Recognizing the need to ensure resident input to the awareness, consumption and support for arts and culture in Cobourg, a random telephone survey was administered by a professional market research team in addition to the online survey. The survey team contacted 150 randomly selected members of the public of various ages. Survey input was collected via computer-aided technology and made available in any language the participant requested. Both cell phones and landlines were used to generate a random participant list.
 - Both surveys were analyzed independently to identify any differences or similarities between interested public opinion (those who elected to complete the online survey) and general public opinion (those who were selected randomly to complete the telephone survey). *Appendix B: Consultation and Engagement Report* provides the results of both surveys. The results are reflected later in this section.



- **Public Open House** - A public Open House was conducted in September 2019 after the creation of the Draft Cultural Master Plan. The meeting served to gain input from residents, community organizations and business representatives on the draft Plan before going forward for final adoption.

Stakeholder Engagement Activities

- **Stakeholder Interviews** – 25 interviews with a cross-section of stakeholders was completed to bring different backgrounds and perspectives to the Cultural Master Plan. Stakeholders were asked their opinions on the potential impact that a Cultural Plan may have in strengthening the sector and its contributions to the social and economic vitality of the Town.
- **Topic Driven Focus Group Discussions** – Three focus groups were conducted with a select group of community stakeholders. These groups discussed culture and creativity as a driver of economic development, culture through existing programming and events, and culture led tourism development.
- **Cross-Departmental Workshop** – A cross-departmental workshop was conducted with staff from various divisions within the Town of Cobourg. The workshop introduced participants to the cultural planning process, explored potential cultural development opportunities, considered the role of the town in making this happen and how to embed the concept of culture in the planning of the Town.

The discussion that follows provides important insight into the development of the Cultural Master Plan. It highlights the strengths, opportunities, and aspirations that were identified by Cobourg’s cultural sector and the broader community. A more detailed discussion is provided in *Appendix B: Consultation and Engagement Report* appended to the Cultural Master Plan.

Key Findings from The Public Engagement Activities

Launch Event Findings

- Working in small groups, participants were asked to write a short phrase that describes a culturally rich Cobourg. The following summarizes this input:
 - A culturally rich Cobourg is diverse, inclusive and accessible to all members of the community.
 - A culturally rich Cobourg provides arts and cultural activities in a coordinated and well-communicated way.
 - A culturally rich Cobourg is a place where creativity is encouraged and supported.
 - A culturally rich Cobourg motivates youth to participate in arts and culture.
 - A culturally rich Cobourg has a strong cultural tourism product.
- Attendees were also asked to identify big ideas or strategies needed to advance the collective vision. The following summarizes this input:
 - Creation of a centralized communication hub for the cultural activity taking place in Cobourg.
 - Use culture as a tool to connect waterfront and downtown activities.
 - Enable street-level activities to increase awareness and exposure of existing cultural assets (e.g. Library, AGN, Museums).
 - Better promotion of the Town’s cultural stories.



- Market entrepreneurial support programs to creatives in Town, especially youth.
- Expand the town's cultural mapping efforts and showcase the diverse range of arts and culture products and offerings that appeals to residents and visitors.
- Maintain a cultural leadership team that can assist the municipality in implementing the Cultural Master Plan.
- Provide designated spaces for creative and cultural initiatives.
- Align the Cultural Master Plan with tourism and economic development objectives and outcomes.

Survey Findings

- Approximately 95% of respondents from both surveys said arts and culture are important, and approximately 45% of respondents suggested they regularly participate in cultural activities. 66% of respondents indicated that most of the participation in arts and culture takes place in Cobourg, with the remaining 34% travelling outside Cobourg to participate in cultural activities. Common destinations included Port Hope and Toronto.
- The majority of survey participants identified live musical performances, festivals/events and public art galleries as their preferred arts and culture-based activities.
- When asked about reasons or barriers affecting participation in arts and culture, 52% of respondents indicated their main reason for not attending an arts and culture activity was the lack of information/promotion of activities. The remaining respondents indicated time constraints as a primary reason (36%) and lack of interest in the programs available (32%).
- Open-ended comments provided by respondents suggested the lack of coordination in programming as a barrier. Specific examples included having multiple events taking place at the same time, forcing respondents to choose one event over another. While this may also indicate the depth of cultural programming in the community, respondents raised this as a concern in terms of engaging a greater number of people in Cobourg.
- In terms of the desired programming, respondents suggested a focus on growing film and music-related events, additional live theatre capacity, and improved gallery and art appreciation spaces. Additionally, respondents were also seeking diversity in programming all year round, including a summer and winter arts program, annual heritage events, and more public art.
- When asked about the Town's role in supporting arts, culture and heritage considerations, most respondents suggested that:
 - They were very satisfied with how the Town is currently financially supporting arts, culture, and heritage (over 85% agreed between both surveys).
 - They were mostly satisfied with the level of promotion for arts and culture across Cobourg (over 75% agreed between both surveys).
 - They were divided between satisfied and not satisfied with the number of facilities and spaces to participate in arts, culture, and heritage in Cobourg (over 50% agreed between both surveys).
- When respondents were asked about their interest in opportunities to volunteer or get involved in Cobourg's arts and culture scene, 52% of respondents suggested they were interested. Open-ended comments suggested leveraging social media, email and community bulletin boards in the libraries and other town-run facilities, to highlight volunteer opportunities in Cobourg.



- In response to asking what respondents would consider a culturally rich community to be, aggregated comments from survey respondents identified three themes to inform a vision for culture for the Town of Cobourg.
 - A culturally rich community uses culture to help strengthen the sense of community.
 - A culturally rich community uses culture to enrich and enhance the quality of life for residents.
 - A culturally rich community uses culture to attract visitors and promote tourism, to drive economic activity in town.

Key Findings from The Stakeholder Engagement Activities

- Focus group participants suggested they would like to see an improved dialogue between cultural organizations and the business community in order to address the needs of local business (e.g. joint marketing efforts to promote events and activities alongside local businesses) and the improvements to the delivery of cultural programming and activities (e.g. the creation of an online calendar). The focus group participants identified the Town as a facilitator of cross-cultural dialogue and promoter of local success stories.
- Focus group and interview participants both suggested that Cobourg needs to do a better job of acknowledging/promoting its home-grown talent in a way that raises the profile of the town and helps define the community's identity as it relates to arts and culture.
- Focus group and interview participants suggested that many local organizations are finding it difficult to sustain operations across the Town (e.g. volunteer fatigue, communication challenges, succession planning).
- Focus group and interview participants also suggested that the Town's policies (e.g. bylaws, zoning, and permitting process) can limit cultural activities and cultural expression. The Signage Bylaw was given as an example. Participants suggested that the Town needs to build flexibility into their policy environment to allow for any kind of cultural activity.
- Participants that attended the cultural industries focus group suggested a need to enhance the amount of creative space available across the town. It was suggested that the Town along with realtors should investigate its heritage stock of buildings and through adaptive reuse policies and incentives turn this stock into available temporary or full-time creative space.
- Focus group and interview participants also commented on the strength of Cobourg's cultural talent. However, participants noted that the availability of business support services for creative individuals was not well communicated, particularly for creative individuals who are looking to transfer their talents into for-profit business opportunities. The Downtown Business Association, Chamber of Commerce and the Small Business Enterprise Centre were noted as potential partners for this support.
- The cross-departmental meeting identified the need to adopt guiding principles for cultural development across the Town administration. Staff noted that the Cultural Master Plan should identify how the Town can embed culture across decision-making and inform administrative policies and procedures. The cross-departmental meeting also suggested that the successful implementation of the Cultural Master Plan will require strong interest from partners and a clear role in how these partners can support the rollout of the recommendations in the Plan.



SOAR Results

The Cultural Master Plan is informed by a Strengths, Opportunities, Aspirations and Results (SOAR) assessment. The assessment outlines competitive conditions that affect the economic and broader community development potential of the Town of Cobourg background research, stakeholder input and an extensive document review. The power of a SOAR is that it summarizes conditions unique to Cobourg and informs the strategies and actions required of the Town to sustain, support, and develop its cultural sector.

The consulting team used the Appreciative Inquiry (AI) approach in developing the SOAR for the Cultural Master Plan. Appreciative inquiry focuses on effectively utilizing stakeholder participation and building on what works best, to ensure continued success. In developing the SOAR, the consulting team, under the direction of the project lead, distilled key findings and drew associations from the various sources of community input and statistical research. Keyword searches were used to achieve this. A series of common themes and insights emerged. This included key achievements, strengths, assets, opportunities and positive aspects of arts and culture programs and services in Cobourg. In addition, key aspirations and meaningful measures to indicate success was determined. These results were then grouped under appropriate sections of the SOAR framework.

A SOAR is characterized by the following terms.

S	Strengths What can we build on?	<ul style="list-style-type: none"> ▪ What are we doing well? ▪ What key achievements are we most proud of? ▪ What positive aspects of arts & culture programs and services have individuals and organizations commented on?
O	Opportunities What are our best possible future opportunities?	<ul style="list-style-type: none"> ▪ What changes in demand do we expect to see over the next years? ▪ What external forces or trends may positively impact arts & culture development? ▪ What are the key areas of untapped potential?
A	Aspirations What do we care deeply about?	<ul style="list-style-type: none"> ▪ What are we deeply passionate about in the arts and culture? ▪ As a Town, what difference do we hope to make (e.g. to residents, for institutions, to cultural organizations)? ▪ What does our preferred future look like?
R	Results How will we know we are succeeding?	<ul style="list-style-type: none"> ▪ What meaningful measures will indicate that we are on track in achieving our goals? ▪ What resources are needed to implement our most vital projects and initiatives? ▪ What are the key goals we would like to accomplish to achieve these results?



Figure 3: SOAR Assessment

Strengths

- Range and depth of local cultural resources and amenities
- Natural landscape and built community heritage
- Strong volunteer networks
- Supportive business community
- Supportive municipal leadership
- Caliber of local talent
- Strong economic development and tourism brand
- Proximity to population centres and major transportation links
- Strong network of community cultural organization

Opportunities

- Strengthen coordination and collaboration between Town and stakeholders
- Increase community awareness, marketing & promotion
- Grow tourism by leveraging cultural assets
- Support performing and visual arts development
- Optimize and leverage recreational assets
- Support for the coordination of volunteer networks
- Centralize communications between cultural groups and update promotional materials
- Improve the Town's website to showcase cultural assets and local success stories
- Maximize current cultural spaces
- Encourage youth participation with ongoing cultural activities
- Embed protocols and policies to support culture development

Aspirations

- A community rich with cultural programming, festivals and events
- A cultural tourist destination and a gateway for Eastern Ontario heritage
- A diverse cultural legacy that future generations can embrace along with a strong sense of identity and pride
- Arts and culture assets are well-linked to nature/water assets
- A creative hub, with strong art education and appreciation, talent recognition, family-friendly, accessible, dedicated organizations to support and nurture creatives

Results

- Well-connected cultural sector
- Access to opportunities
- Animated public spaces
- Cultural awareness
- Year round programming
- Culture is part of the everyday
- Strong appreciation for the value culture brings



Defining the Town's Role

It is important to recognize that the Town should not be the only player contributing to cultural planning in Cobourg. For this Cultural Master Plan to be successful, it is essential that the implementation of the Plan be seen as a shared responsibility between the Town and various community partners. With this in mind, the Town has two primary roles in administering the Cultural Master Plan: to seek partnerships to advance cultural planning and to promote fiscal responsibility when it comes to funding and investing in cultural planning.

Partnerships

The successful implementation of the Cultural Master Plan will require the involvement of additional culture sector partners such as educational institutions, businesses, tourism industry partners and other levels of government. Creative individuals, arts, heritage and cultural administrators, volunteers, audiences, associations and businesses will all need to embrace their roles - not just in driving cultural vitality but in connecting to and supporting the larger community's needs and aspirations.

In this light, the Town of Cobourg's role and responsibilities in support of cultural planning and partnerships should be:

- **Establishing partners** - establishing and sustaining relationships with educational institutions, the business community, tourism industry partners, other levels of government, and cultural sector organizations;
- **Facilitator and convenor** – building connections and strengthening collaboration between cultural sector partners and community and business partners; and
- **Promoter and champion** – acting as an advocate for cultural development within the Town and beyond, by recognizing cultural partners and selecting local cultural sector partners to strengthen festivals, events and cultural experiences.

Fiscal Responsibility

Similarly, the Town of Cobourg also plays a role in enabling new and improved cultural investment across the town. The Town's role and responsibility in financially supporting cultural development should continue to be:

- **Funder³** – continuing to fund cultural development programs and activities; and
- **Advocate** – advocate alongside cultural community groups for additional provincial and federal grant opportunities.

³ The Cultural Master Plan does not analyze the Town's current level of financial support for arts and culture in Cobourg. Implementation of the Cultural Master Plan should include consideration of Town's direct financial support and in-kind support for arts and culture in the community. This will inform the optimal level of municipal funding, desired return on investment and any additional resources that may be required to support the cultural sector in Cobourg.



Strategic Directions and the Action Plan

In achieving the vision for culture, the Cultural Master Plan process has identified six strategic directions. The following strategic directions are informed from the results of the background review and the community consultation process and reflect the themes that were identified in *Appendix B: Consultation and Engagement Report*.

- **Strategic Direction #1** – Embrace and Communicate A Shared Vision of Culture Across the Town
- **Strategic Direction #2** – Improve Communication and Collaboration Within the Cultural Sector
- **Strategic Direction #3** – Promote Cobourg’s Rich History and Heritage
- **Strategic Direction #4** – Grow Culture-Led Economic Development Programs
- **Strategic Direction #5** – Strengthen Tourism Products by Leveraging Unique Cultural Assets
- **Strategic Direction #6** – Increase Community Engagement Among Youth and Volunteers

Interpreting the Action Plan

Each strategic direction is supported by a series of objectives and a list of actions or recommendations. Priority has been assigned for each action, based on criteria that include:

- The level of immediacy based on the Town’s objectives
- The potential to contribute to the overall cultural vibrancy and identity of Cobourg
- The resources required
- The logical sequence of actions, with each building from the last; in some cases, these are identified as separate steps to support the same overall objective

The priority assigned to each action item also corresponds to a specific timeframe. The time frame for each priority level may be operationalized as:

- **Short term** – within 2 years
- **Medium term** – 3-5 years
- **Long term** – 5 years and beyond



Action Plan

Strategic Direction #1 – Embrace and Communicate A Shared Vision of Culture Across the Town

OBJECTIVE: The Town of Cobourg embraces a shared vision for culture that extends to a wide range of arts, culture and heritage groups, the Public Library, community groups, local businesses, and service organizations.

#	Action / Tasks	Lead	Suggested Partners	Resources
1.1 - Raise awareness of the Cultural Master Plan across all departments				
	<ul style="list-style-type: none"> Develop an internal communications strategy for the Cultural Master Plan. 	Community Services Division (CSD) & Communications		Staff Time
	<ul style="list-style-type: none"> Revise Council reporting forms to include culture as an element of decision-making. 	Chief Administrative Officer (CAO)		Staff Time
	<ul style="list-style-type: none"> Establish a Municipal Cultural Team comprised of Town of Cobourg staff that meet bi-annually to share information and build understanding related to cultural development and planning. 	CSD		Staff Time
1.2 - Explore sources to support the implementation of the Cultural Master Plan				
	<ul style="list-style-type: none"> Establish a Cultural Advisory Committee of Council to advocate and support the implementation of the Cultural Master Plan. Include representation from business, education, the cultural sector and economic development. 	CSD; CAO	TBD	Staff Time



#	Action / Tasks	Lead	Suggested Partners	Resources
	<ul style="list-style-type: none"> Encourage creative individuals and cultural businesses and organizations to participate on advisory committees and local boards to inform decision-making. The following advisory committees and local boards should have representation; Parks and Recreation; Planning and Development; Cobourg Heritage; Sustainability and Climate Change; and Cobourg Public Library Board. 	CAO	TBD	Staff Time
	<ul style="list-style-type: none"> Connect and dialogue with Provincial representatives to determine and exploit Provincial assistance for cultural programming. Current eligible programs for Cobourg and Cobourg’s cultural organizations include Celebrate Ontario, Community Museum Operating and Pay Equity Grants, Ontario Cultural Attractions Fund, Ontario Libraries Capacity Fund, and the Tourism Development Fund. 	CSD; Economic Development (ED)	Ministry of Tourism, Culture and Sport (MTCS)	Staff Time
1.3 – Report on a consistent set of performance metrics				
	<ul style="list-style-type: none"> Conduct a strategic planning session⁴ with CSD staff, cultural sector organizations and regional representatives from the Ministry of Tourism, Culture and Sport to determine a set of performance indicators that are specifically designed for Cobourg (based on data collection capabilities). Some indicators may require cultural sector organizations to track and provide data to the Town (e.g. the number of tickets sold at the Concert Hall at Victoria Hall). 	Cultural Advisory Committee of Council (CACC)	MTCS; Cultural Sector Organizations	Staff Time; Planning Session is Available From the MTCS

⁴ The Ministry of Tourism, Culture and Sport provides a generic set of performance indicators that measure progress towards cultural development objectives. This planning session will help refine those performance indicators with Cobourg’s staff and cultural organizations to determine the best set of performance metrics based on readily available data.



#	Action / Tasks	Lead	Suggested Partners	Resources
	<ul style="list-style-type: none"> Create an ongoing Cultural Report Card based on selected performance metrics. Share results annually with community partners and the public. 	CSD; CACC		Staff Time
	<ul style="list-style-type: none"> Convene an Annual Cultural Summit to communicate achievements in implementing the Cultural Master Plan and to seek community input in identifying new and emerging issues. 	CSD; CACC	TBD	\$5,000 - \$10,000
1.4 – Invest in cultural facilities as anchors for cultural development in Cobourg				
	<ul style="list-style-type: none"> Evaluate cultural infrastructure to understand the current level of space utilization and resources to determine the need for more space to support and showcase art, culture and heritage offerings. <ul style="list-style-type: none"> Support the establishment or expansion of existing community space for cultural activities (including the expansion of library activities). Consider the potential for Victoria Hall and the Cobourg Community Centre to host additional cultural activities. 	CSD	Public Library; Cultural Organizations	Requires capital funding
	<ul style="list-style-type: none"> Prepare a feasibility assessment for building, operating and maintaining a Town-operated multi-purpose cultural facility, which includes performance and rehearsal space. 	CSD	ED	\$30,000 - \$35,000
	<ul style="list-style-type: none"> Explore the possibility of positioning Victoria Hall as a working museum that provides visitors with a unique interactive opportunity to experience Cobourg's history. 	CSD	Art Gallery of Northumberland; Victoria Hall Volunteers	Staff Time; Operating Space; cost associated with planning and programming



Strategic Direction #2 – Improve Communication and Collaboration Within the Cultural Sector

OBJECTIVE: The Town of Cobourg will create opportunities for dialogue among cultural partners and invite residents to engage and participate in cultural activities.

#	Action / Tasks	Lead	Suggested Partners	Resources
2.1 – Build sector capacity through partnerships and mentorship				
	<ul style="list-style-type: none"> Explore opportunities to create a mentorship and coaching program⁵ that encourages established cultural organizations (such as the Art Gallery of Northumberland, Northumberland Players; Victorian Operetta Society; Oriana Singers) to assist in developing emerging cultural organizations in Cobourg. 	CSD; CACC	Established Cultural Organizations	Staff Time
	<ul style="list-style-type: none"> Continue to add social media and online forums to the Experience Cobourg website to support networking and exchange of ideas. Forums should include professional development opportunities for younger artists or cultural organizations to engage with more established practitioners and organizations. 	CSD		\$10,000 – \$15,000

⁵ Artscape Canada’s mentorship and coaching program is an example of a potential program. The program relies on participants working closely with established cultural organizations to develop their capacity across a range of areas including organizational development, project planning, fundraising strategies, property management, operational development, and community engagement practices, etc. The program is facilitated by Artscape Canada who brings the two parties together.



#	Action / Tasks	Lead	Suggested Partners	Resources
	<ul style="list-style-type: none"> Convene a biannual meeting for cultural organizations and industries to examine opportunities to increase collaboration among the two groups. Opportunities should be examined on two levels: on an operational level (e.g. shared collection storage, volunteer recruitment and management, joint marketing); and on a programming level (e.g. shared programs, potential joint funding applications). 	CSD; ED & Communications	Cultural Organizations; Cultural Industries	Staff Time
2.2 - Explore and foster collaborative opportunities for cultural development				
	<ul style="list-style-type: none"> Leverage the new calendar of events on the Experience Cobourg website to showcases cultural offerings and activities and integrate them with tourism-related events and festivals. 	CSD	Cultural Organizations; Tourism Operators	\$2,500 - \$5,000
	<ul style="list-style-type: none"> Explore collaboration opportunities with neighbouring communities of Port Hope and Northumberland County in the development of regional cultural initiatives. An example might include a rotating or touring gallery exhibit across each community's museums and galleries, a Northumberland Heritage Map, or a regional cultural grant. 	CSD	Municipality of Port Hope, Northumberland County	Staff Time
	<ul style="list-style-type: none"> Advocate for the creation of a coordinating body outside of the Town administration to support improved communication efforts, the creation of a calendar of events, and to foster initiatives between cultural organizations and creative individuals. 	CSD; CACC & Communications	Cultural Organizations	Staff Time; External Support



Strategic Direction #3 – Promote Cobourg’s Rich History and Heritage

OBJECTIVE: The Town of Cobourg celebrates and promotes its cultural heritage resources to enhance its unique identity and support economic and tourism development goals.

#	Action / Tasks	Lead	Suggested Partners	Resources
3.1 – Promote cultural heritage resource conservation				
	<ul style="list-style-type: none"> Integrate cultural heritage resource conservation into municipal decision making and policy documents. 	CAO	Planning Department; Cobourg Heritage Advisory Committee	Staff Time
	<ul style="list-style-type: none"> Engage with heritage stakeholders to create a Cobourg heritage story map⁶ that will improve education and awareness regarding cultural heritage resources and the collection of community stories. These stories can be added to the Experience Cobourg website. <ul style="list-style-type: none"> Support the creation of a Jane’s Walk weekend as a way to engage residents in local storytelling 	CSD; Planning Department	Cobourg Heritage Advisory Committee	Staff Time
	<ul style="list-style-type: none"> Engage in a strategic planning session with the Alderville First Nation to explore how the history and culture of their communities could be respectively profiled as an element of Cobourg’s heritage tourism product. Topics for the strategic planning session could include introducing Aboriginal events such as a local Pow Wow, how best to highlight their community stories, and what tourism opportunities could be partnered or further strengthen. 	CSD	Alderville First Nation; Cobourg Heritage Advisory Committee	Staff Time

⁶ The City of Kawartha Lakes has created an “Our Heritage Stories Map” that profiles the community’s intangible cultural heritage stories. These stories are marked with a physical identification on a map to indicate to a visitor where that story took place.



#	Action / Tasks	Lead	Suggested Partners	Resources
	<ul style="list-style-type: none"> ▪ Support the recommendations emerging from the Heritage Master Plan, in particular, those recommendations that impact heritage tourism, heritage landscapes, and heritage storytelling (intangible history). Examples of recommendations include: <ul style="list-style-type: none"> ▪ That the Town of Cobourg considers branding and marketing initiatives aimed at celebrating the small-town character of Cobourg. ▪ That the Town of Cobourg considers the reuse of older buildings (especially near downtown) when seeking additional office and institutional space. ▪ That the Town of Cobourg implements enhanced signage and wayfinding initiatives in the downtown area including interpretative signage celebrating Cobourg’s history. ▪ That the Town of Cobourg includes a review of broader landscape features such as neighbourhoods, farms, schools and parks in order to identify potential cultural heritage landscapes and put in place appropriate protection measures. 	CSD; CAO & Planning Department	Cobourg Heritage Advisory Committee; CSD	Staff Time



Strategic Direction #4 – Grow Culture-Led Economic Development Programs

OBJECTIVE: The Town of Cobourg will collaborate with its partners to build an environment that allows for the growth of cultural ideas and cultural entrepreneurs.

#	Action / Tasks	Lead	Suggested Partners	Resources
4.1 – Support the cultural sector with funding, grant and training opportunities				
	<ul style="list-style-type: none"> Conduct an evaluation of the Town of Cobourg’s cultural grant program to determine the effectiveness of the current program and to identify opportunities to better meet the needs of the community, streamline the administration of the program and to include updated parameters (e.g. additional points for youth involvement). The evaluation should include interviews with staff members involved in the delivery and management of the grant, a telephone survey of representatives of Cobourg’s cultural organizations and workshop sessions with cultural sector representatives to provide future direction of the grant programs based on the priorities identified in the Cultural Master Plan.⁷ 	CSD; ED	Cultural Organizations	\$25,000 - \$30,000
	<ul style="list-style-type: none"> Work with Northumberland Economic Development and Northumberland Community Futures Development Corporation to revise existing grant programs to provide local creative individuals (e.g. artists, designers) with low-interest loans towards the establishment of their start-up businesses. 	ED	Northumberland Economic Development; Northumberland CFDC	\$10,000 - \$15,000

⁷ The City of Vancouver conducts a Cultural Grant Program evaluation every four years. The process they have undertaken has been used as a best practice for several communities across Canada.



#	Action / Tasks	Lead	Suggested Partners	Resources
	<ul style="list-style-type: none"> Partner with cultural organizations to develop a series of business development skills workshops for the cultural sector. 	ED	Cultural Organizations	Staff Time; Operating Space
	<ul style="list-style-type: none"> Continue monitoring cultural funding programs and opportunities. 	CSD	ED	Staff Time
4.2 – Implement an attraction strategy for people, business and investment in Cobourg				
	<ul style="list-style-type: none"> Add targeted information about Cobourg’s cultural resources to existing tourism marketing materials (e.g. Experience Cobourg). Ensure that the messaging showcases the importance of Cobourg’s assets as drivers of creativity and innovation in arts and culture and the benefits these assets bring to the broader business community. 	CSD	CACC; ED	\$5,000 - \$10,000
4.3 – Advocate for the creation of spaces for cultural industries and organizations across the Town				
	<ul style="list-style-type: none"> Explore the potential of expanding the existing Downtown CIP to incent the use of existing vacant buildings and/or storefronts as temporary or pop-up space for artists and cultural groups. 	ED; Planning Department	CACC; Property owners	Staff Time; Potential Feasibility Studies
	<ul style="list-style-type: none"> Advocate and support the creation of art-led makerspaces⁸ throughout Town facilities (e.g. in community/recreation centres, libraries, innovation centre; schools). 	ED; CACC	Property owners; Northumberland Makers	Staff Time

⁸ A makerspace is a collaborative workspace inside a school, library or separate public/private facility that provides hands on learning, help with critical thinking skills and boosts self-confidence. Makerspaces are also fostering entrepreneurship and are being used as incubators and accelerators for business startups. The Northumberland Makers in Cobourg is an example of a local makerspace that prepares individuals with skills in the fields of science, technology, engineering and math.



Strategic Direction #5 – Strengthen Tourism Products by Leveraging Unique Cultural Assets

OBJECTIVE: The Town of Cobourg recognizes and supports the growth of cultural tourism as an economic driver.

#	Action / Tasks	Lead	Suggested Partners	Resources
5.1 – Develop and implement an action plan to attract cultural tourism investments				
	<ul style="list-style-type: none"> Develop a resident attraction marketing campaign⁹ that showcases Cobourg’s cultural tourism offerings with the goal of attracting residents. 	CSD; ED		\$10,000 - \$20,000
	<ul style="list-style-type: none"> Support the growth of cultural tourism by providing cultural tourism content for Regional Tourism Organization 8 wayfinding, promotion and programming strategies. 	CSD	Regional Tourism Organization 8 (RTO8)	Staff Time
	<ul style="list-style-type: none"> Launch a community storytelling initiative to support the development of cultural marketing content and provide stronger interpretive signage for local assets. The storytelling initiative could leverage a combination of new and existing channels including the Experience Cobourg website to invite the community to contribute; adding a storytelling component to one or more existing festivals or events or convening an annual storytelling festival. 	CSD		\$10,000 - \$20,000

⁹ The Hasting County’s I Left the City campaign (<https://ileftthecity.ca/>) provides a great example of a residential marketing campaign. The marketing campaign illustrates Hasting County’s successful community stories, cultural tourism amenities, and business support activities.



#	Action / Tasks	Lead	Suggested Partners	Resources
	<ul style="list-style-type: none"> ▪ Conduct a review of Cobourg’s public art policy to allow for temporary cultural installations/exhibitions and programming across public spaces, particularly in high pedestrian areas such as the Downtown and Waterfront areas and Community Centres. Exemplar public art policies that encourage temporary installations include Burlington, ON, Calgary, AB and Richmond, BC. 	CAO; CSD	CACC	Requires capital funding
5.2 – Strengthen the delivery of festivals and events programming				
	<ul style="list-style-type: none"> ▪ Develop a festival and events strategy that serves as a policy framework to guide municipal decision-making and is aligned with the Town’s Strategic Plan and Cultural Master Plan. The key deliverables of the strategy should be to: <ul style="list-style-type: none"> ▪ Review and assess the impact of current festivals and events delivered by the Town directly and the events that the Town supports that are delivered by local community groups. ▪ Review current human and financial resources assigned to the implementation of festivals and events. ▪ Benchmark the Town’s current delivery of festivals and events against those of similar-sized municipalities and the provision of best practice examples. ▪ Assessment of event hosting locations and facilities. 	CSD	Festivals and event providers	\$35,000 - \$40,000



Strategic Direction #6 – Increase Community Engagement Among Youth and Volunteers

OBJECTIVE: The Town of Cobourg will collaborate with community partners to improve youth¹⁰ and volunteer involvement across the community.

#	Action / Tasks	Lead	Suggested Partners	Resources
6.1 – Foster opportunities for cultural expression and experiences for Cobourg’s youth				
	<ul style="list-style-type: none"> Collaborate with local and regional youth organizations (e.g. Northumberland 4-H), to support a mentoring system that provides opportunities for the youth of Cobourg to participate in cultural development. <ul style="list-style-type: none"> Explore opportunity to host a Cultural Career Day to showcase career options and opportunities in arts and culture 	CSD	Cultural Organizations; Youth Organizations	Staff Time; \$10,000 - \$20,000
	<ul style="list-style-type: none"> Promote the involvement of youth ambassadors on boards for festivals and cultural events, so they are involved in the planning and decision-making of events 	CACC	Cultural Organizations	Staff Time
	<ul style="list-style-type: none"> In collaboration with Venture 13, host an annual youth summit that showcases the Town’s arts and culture assets and programming and encourages experiential and culturally-based learning outside the classroom. 	CSD; Venture 13	Local Schools	\$10,000 - \$15,000
6.2 – Engage and support culturally related volunteerism				
	<ul style="list-style-type: none"> Create a Town Volunteer Management Strategy. 	CSD	Cultural Organizations	\$15,000 - \$20,000

¹⁰ For the purposes of the Town of Cobourg Cultural Master Plan, youth is represented by individuals 25 years and under as defined through stakeholder consultation.



#	Action / Tasks	Lead	Suggested Partners	Resources
	<ul style="list-style-type: none">Promote volunteer opportunities to new residents to integrate themselves and feel a sense of belonging in their new community.	Mayor's Office; CSD	Cultural Organizations	Staff Time



Town of Cobourg Cultural Master Plan’s Action Plan Schedule

Action	Short Term (Within 2 Years)	Short Term (3-5 Years)	Long Term (5+ Years)
1.1 – Raise awareness of the Cultural Master Plan across all departments			
1.2 – Explore sources to support the implementation of the Cultural Master Plan			
1.3 – Report on a consistent set of performance metrics			
2.1 – Build sector capacity through partnerships and mentorship			
4.1 – Support the cultural sector with funding, grant and training opportunities			
2.2 – Explore and foster collaborative opportunities for cultural development			
3.1 – Promote cultural heritage resource conservation			
5.1 – Develop and implement an action plan to attract cultural tourism investments			
6.1 – Foster opportunities for cultural expression and experiences for Cobourg’s youth			
4.2 – Implement an attraction strategy for people, business and investment in Cobourg			
6.2 – Engage and support culturally related volunteerism			
4.3 – Advocate for the creation of spaces for cultural industries and organizations across the Town			
1.4 – Invest in cultural facilities as anchors for cultural development in Cobourg			
5.2 – Strengthen festivals and events programming			

Actions bolded indicate an immediate timeline (6 months). These actions provide the momentum and foundational base that will support the growth of cultural planning in Cobourg.



Implementing Cobourg’s Cultural Master Plan

Planning culturally builds on many of the themes and assumptions that underpin Cobourg’s Cultural Master Plan. A core consideration for the implementation of the Plan is establishing a framework or set of assumptions and practices to support planning culturally internally across departments and with external partners.

Definitions and Assumptions

Planning culturally within a municipality means adopting a new mindset based on a shared vocabulary and set of assumptions to support communication among people from widely differing professional backgrounds. Aligning policies and actions across departments and business units helps to break down barriers between departments and generate stronger plans or programs while securing consensus across the Corporation and externally.

One step toward building these shared assumptions is establishing a glossary of terms (provided at the start of the plan), that can be built out over time as necessary. While a glossary is a useful tool that can be reflected in various policy documents, building capacity to plan culturally requires sustained conversation and exchange.

Best practices have defined planning culturally as “a principle of governing, a model for doing business, and an approach to collaboration where culture is integrated.”²⁸ It is also noted that planning culturally works best in collaboration with outside partners.

Planning culturally should be seen as:

- Adding Value – where cultural resources add value to existing or proposed plans/policies/programs addressing all facets of planning and community building (social, economic, environmental)
- Assessing Impacts – addresses the potential impacts (positive or negative) of a new proposal on a town’s identity and cultural vitality

Seek Endorsement of a Cultural Policy Guideline

In consultation with municipal staff it was suggested that the Town prepare a Cultural Policy Guideline that sets out a series of principles and assumptions that will guide the Town’s actions and commitments in cultural planning and development. The guidelines should endorse the Cultural Resource Framework to confirm the scope of the resource base that will be the focus of the Town’s initiatives and investments.

Further, there should be a commitment to integrate cultural planning and development as a policy consideration in the Official Plan when it is next reviewed, in the same way that recreation often forms part of an Official Plan.

Finally, the Strategic Alignment section of all Council Reports should consider the impact of a decision socially, economically, environmentally and culturally.

Action 1: Prepare a Cultural Policy Guideline that will define the scope and parameters for planning culturally. Following review and approval by Council, a separate set of administrative guidelines should be drafted to provide direction to staff in interpreting and implementing cultural policies, plans, and initiatives. (See Action 1.1 – Implementation Table).



The Town's Role and an Action Plan for Planning Culturally

There is a shift occurring in governments at all levels from a traditional “planner-provider-deliverer” model to an increasingly collaborative “enabler-convenor-catalyst-broker” model or approach to advancing public agendas. Collaboration, within and between local government departments; between local government and the wider public sector and its agencies; and between local government and the wider community and business spheres offers municipal government the potential to pool talent and resources and address social, economic and cultural opportunities in a more consensual way. During the community engagement process for the Cultural Master Plan, there was a call for the Town to play a stronger role in facilitating these wider partnerships and collaboration.

A Cultural Master Plan for Cobourg presents a comprehensive cultural agenda for the Town. A significant focus of the Town support for cultural development has been delivering important programming and in providing financial support through existing grant programs to cultural institutions and groups that in turn develop programs for residents and visitors to enjoy. These roles will remain critically important, but the Cultural Master Plan sets out a larger cultural agenda that touches on a broader range of activities and priorities.

Town of Cobourg roles and responsibilities in support of cultural planning should expand over time to include:

- Planning and Policy - integrating culture into plans and policies across all departments. Applying a cultural lens to municipal planning and decision-making
- Partner - establishing and sustaining relationships with external partners, with organizations within the cultural sector and with community and business partners
- Facilitator and convenor – building connections, strengthening collaboration
- Promoter and champion – acting as an advocate for cultural development within the Town and beyond; and,
- Funder and Provider – continuing to invest in cultural development and deliver programs and activities

Internal Actions

In order to support cross-departmental collaboration in planning culturally, new collaborative mechanisms may be needed. The following key actions are reflected in the action plan and detailed below:

Action 2: Establish a Municipal Cultural Team composed of municipal staff and meet quarterly to share information and build understanding related to cultural development and planning culturally. (See Action 1.1 -Implementation Table).

Planning culturally is a cross-departmental activity and responsibility. A Culture Team is needed to support this work. Many issues will engage specific departments addressing specific actions or initiatives. Beyond this task-based engagement, there is a need for sustained communication and exchange across all departments to build the shared understanding needed and to support ongoing “opportunity citing” related to new policies or initiatives. Quarterly meetings of a designated Culture Team can achieve these results. The Community Services Division (CSD) is best positioned to convene



and chair these meetings. While a range of departments may be engaged on a task-specific basis, a smaller number of departments with the most direct connections to cultural development will form the ongoing Culture Team.

Action 3: Conduct a Service Delivery Review of Cobourg’s cultural programming and support activities to determine if they are adequately resourced and meeting the needs of the community. (See Action 4.1 – Implementation Table).

Given the current level of cultural programming in the Town together with the funding support provided to outside individuals and organizations a service delivery review may be in order prior to making any further commitments to increase funding for culture. This will help the municipality understand what is working well, and what is not from the perspective of staff and the public and what changes may be in order based on the needs and desires of residents. This can be done through one on one interview with management and staff, customer surveys, and program analysis.

External Actions

Of importance to planning culturally are building strong relationships between the Town, its external partners, and leaders representing cultural, business and community interests. Other municipalities have established Cultural Advisory Committees to help forge partnerships and align resources in implementing the Cultural Plan and supporting ongoing cultural planning and development. Representation from Indigenous and ethnocultural communities in Cobourg is essential. A range of ages among members of the Committee will also ensure that new and emerging trends and technologies in the cultural and creative will inform discussions. Finally, a set of collective metrics should be established and agreed to by all.

In order to align resources and agendas to support planning culturally the following actions are recommended:

Action 4: Establish a Cultural Advisory Committee to advocate and support the implementation of the Cultural Plan and the ongoing objective of planning culturally. (See Action 1.2 – Implementation Table).

The Town of Cobourg cannot alone support the implementation of the Cultural Master Plan or planning culturally. The Town requires leadership from its external partners and from individuals representing cultural, business, community interests. The Cultural Advisory Committee would be responsible to meet on a regular basis to review the status of the implementation of the Cultural Master Plan, to forge partnerships and resources to address specific recommendations and to bring a range of perspectives to the goal of planning culturally. The experience of other municipalities in establishing such leadership groups can be looked to for guidance.

Action 5: The Cultural Advisory Committee should convene an Annual Cultural Summit to communicate achievements in implementing the Cultural Plan and to seek community input in identifying new and emerging issues. (See Action 1.3 – Implementation Table).

Communicating and connecting the success of the Cultural Master to residents is an essential step in building endorsement and support. An annual cultural summit will provide the Town, its partners and others an opportunity to take stock of achievements in implementing the Cultural Master Plan over the past year, commit to supporting the implementation of new recommended Actions and identify new actions or initiatives not foreseen in the preparation of the Cultural Master Plan.



ENGAGE COBOURG

Your voice, your town.

Public Engagement Report

Project: Cultural Master Plan

Date: October 15, 2019

Communications Department

Table of Contents

4	Background
5	Objectives
6	Engagement Strategy and Approach
7	Engagement Process
8	Key Values of the Engagement Process
9	Communication and Marketing Materials
11	Engagement Results
	<i>Summary of Project Engagement</i>
	<i>Summary of Forum Responses</i>
	<i>Summary of Written Responses</i>
20	Appendices
	<i>A: Forum Responses</i>
	<i>B: Open House Feedback</i>

Background

About the Cultural Master Plan

The Town of Cobourg is a community rich in heritage and culture. The Town's forthcoming Cultural Master Plan will profile the Town's rich cultural resources and identify better ways to coordinate, align and promote the Town's cultural resources to both residents and visitors to our community. The project will also broaden the recognition of the Town of Cobourg as a creative and vibrant municipality where the growth of the cultural sector is fostered as a vital component of the community's social and economic well-being. The final Cultural Master Plan will be a standalone document designed to support the policies and goals listed in several of the Town's strategic guiding documents. The plan will include vision and principles, municipal roles and partnerships opportunities, strategic actionable initiatives and a detailed implementation plan designed to assist in monitoring progress and deliverables.

Previous Public Engagement Opportunities

Based on the foundation laid out by the mapping inventory, a Launch Event held in March 2019, telephone surveys and an online survey the Cultural Master Plan will focus on gaining input from the Cobourg community and key cultural businesses, organizations, and stakeholders. The input from these sessions will be used to develop a cultural vision for the town, identify appropriate strategies and actions to support cultural development across a wide range of interests, and create a Cultural Master Plan that will help to inform municipal and community based decision-making across the town. Read more about our past public engagement opportunities.

Objectives

To support the development of the Cultural Master Plan a community engagement process is being used to seek ideas and input from across the town. In order to reach the broadest possible cross-section of residents, a launch event, an open house and a telephone community survey have already occurred. Citizens were also invited to attend an Open House on September 5, 2019 to review the Draft Cultural Master Plan Report.

The online public engagement objectives for the Cultural Master Plan strategy were to inform, consult and involve the citizens of Cobourg regarding the Final Draft Cultural Master Plan Report.

The public engagement objective for the Cultural Master Plan was to:

- Provide feedback on the six Strategic Directions proposed in the Draft Report.
- Provide feedback on the Cultural Master Plan Draft Report.

The goal was to solicit feedback, create awareness, and create a shared understanding.

Cultural Master Plan

About the Cultural Master Plan
The Town of Cobourg is a community rich in heritage and culture. The Town's forthcoming Cultural Master Plan will profile the town's rich cultural resources and identify better ways to coordinate, align and promote the town's cultural resources to both residents and visitors to our community. The project will also broaden the recognition of the Town of Cobourg as a creative and vibrant municipality where the growth of the cultural sector is fastened as a vital component of the community's social and economic well-being.

The final Cultural Master Plan will be a standalone document designed to support the policies and goals listed in several of the town's strategic guiding documents. The plan will include vision and principles, municipal roles and partnerships opportunities, strategic actionable initiatives and a detailed implementation plan designed to assist in monitoring progress and deliverables.

Where are we now?
Based on the foundation laid out by the mapping inventory, a launch event held in February 2018, telephone surveys and an online survey the Cultural Master Plan will focus on gaining input from the Cobourg community and key cultural businesses, organizations, and stakeholders. The input from these sessions will be used to develop a cultural vision for the town, identify appropriate strategies and actions to support cultural development across a wide range of interests, and create a Cultural Master Plan that will help to inform municipal and community based decision-making across the town. Read more about our **past public engagement opportunities**. [We are now undergoing a public engagement process to review the Final Draft Report.](#)

So how can you participate in the Cultural Master Plan process?
To support the development of the Cultural Master Plan a community engagement process is being used to seek ideas and input from across the town in order to reach the broadest possible cross-section of residents. A launch event, an open house and a telephone community survey have already occurred. Citizens are also invited to attend the Open House on September 5th to review the Draft Cultural Master Plan Report.

The public engagement objective for the Cultural Master Plan is to:

- Provide feedback on the six Strategic Directions proposed in the Draft Report.
- Provide feedback on the Cultural Master Plan Draft Report.

Thank you for your feedback!
The online engagement forum is now closed. We appreciate your feedback! The staff report will be

Who's listening

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Project Schedule

Public Engagement Begins
August 20 2019

Open House
September 05 2019

Forum & Story Feedback Modules Close
September 12 2019

Staff Report Submitted to Council
October 02 2019



Engagement Strategy and Approach

The engagement approach for the Cultural Master Plan was comprised of the following public engagement tools on Engage Cobourg (www.engagecobourg.ca), the Town of Cobourg's new online engagement platform.



7 Open-ended Forums

The series of online forums provided citizens with an opportunity to provide more focused feedback on the six Strategic Directions provided in the Draft Cultural Master Plan Report. The last forum asked for input on their vision for the Cultural Master Plan and to provide additional ideas or commentary.

Those forum questions included:

- 1 Strategic Direction #1 - Embrace and Communicate a Shared Vision of Culture Across the Town
- 2 Strategic Direction #2 - Improve Communication and Collaboration Within the Cultural Sector
- 3 Strategic Direction #3 - Promote Cobourg's Rich History and Heritage
- 4 Strategic Direction #4 - Grow Culture-Led Economic Development Programs
- 5 Strategic Direction #5 - Strengthen Tourism Products by Leveraging Unique Cultural Assets
- 6 Strategic Direction #6 - Increase Community Engagement Among Youth and Volunteers
- 7 Do you have another idea for the Cultural Master Plan Draft Report? What's your vision?

To enhance the success and reach the greatest audience, the Communications Department developed a brand and clear messaging, and launched the online forums for a period of four-weeks from August 20, 2019 until September 12, 2019.

A social media campaign was launched simultaneously to support the online engagement, further raising awareness of the outreach process and garnering interest across a wide range of citizens.

Engagement Process

The Cultural Master Plan public engagement process was launched on August 12, 2019 shortly after the Town of Cobourg's new online engagement platform, Engage Cobourg. Powered by Bang the Table, a complete end-to-end online platform driving inclusive, transparent and measurable community engagement that empowers collaborative learning, discussion, and debate.

Interested members of the public were encouraged to provide feedback by completing the online forums. Background information was provided to offer context where needed for the Cultural Master Plan and input. The Communications Department provided hands-on assistance to the community to ensure their onboarding and registration experience was successful.

A second public engagement event was held: Cultural Master Plan Open House on September 5, 2019 at the Cobourg Community Centre from 6-8 p.m. where over 60 citizens attended. The Community Services Division organized the Open House which included a presentation from MDB Insight who reviewed the Cultural Master Plan Draft Report and each of the identified six Strategic Directions in further details. Attendees then participated in an engagement exercise where they were asked to provide comments on the six Strategic Directions while rotating at six set up stations throughout the room. This encouraged further feedback provided by previous groups.

Town Staff from across the Community Services Division were present and alternated from each station to answer questions and further help facilitate discussion.

Both the Engage Cobourg, online engagement platform and Open House engagement processes were advertised by inviting citizens to either provide feedback using the online platform or to participate in-person at the Open House. The timing of the Open House was scheduled from 6-8 p.m. in an effort to provide the best range of time for potential attendees.

Public notice to both the Engage Cobourg platform and Open House were managed by the Communications Department through a variety of communication vehicles and tactics, including:

- ✓ Media Release
- ✓ Print advertisement in local newspaper Northumberland News
- ✓ Online posts through social media including Facebook, Twitter and Instagram
- ✓ Facebook Event for the Open House
- ✓ Website notices on the municipal homepage
- ✓ Poster distribution across municipal buildings (Victoria Hall, Cobourg Community Centre, Tourism Desk, DBIA Office, Cobourg Public Library, etc.)
- ✓ Eventbrite page with free registration for the Open House

Key Values of the Engagement Process

The Engagement Spectrum that the Town of Cobourg follows is a globally recognized standard for identifying levels of participation, which has been adopted from the International Association of Public Participation.



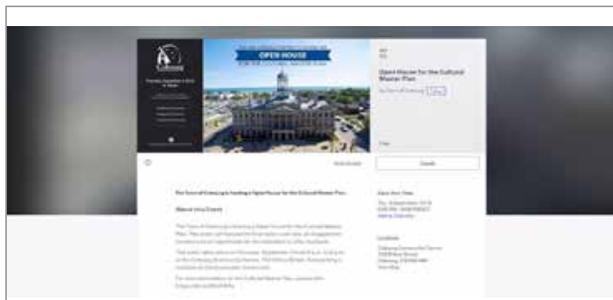
The spectrum outlines the Town of Cobourg’s objectives for each type of engagement process delivered. As the Cultural Master Plan project progress through the engagement spectrum, the Town of Cobourg can ensure citizens understand their role in the decision-making process.

IAP2 Public Participation Spectrum - Increasing Level of Public Impact				
Inform	Consult	Involve	Collaborate	Empower
<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>	<i>Public Participation Goal:</i>
To provide the public with balance and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of preferred solution.	To place final decision-making in the hands of the public.
<i>Promise to Public:</i>	<i>Promise to Public:</i>	<i>Promise to Public:</i>	<i>Promise to Public:</i>	<i>Promise to Public:</i>
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
<i>Example Tools:</i>	<i>Example Tools:</i>	<i>Example Tools:</i>	<i>Example Tools:</i>	<i>Example Tools:</i>
<ul style="list-style-type: none"> • Fact Sheets • Web Sites • Open Houses 	<ul style="list-style-type: none"> • Public comment • Focus Groups • Surveys • Public Meetings 	<ul style="list-style-type: none"> • Workshops • Deliberate Polling 	<ul style="list-style-type: none"> • Citizen Advisory Committees • Consensus-building • Participatory decision-making 	<ul style="list-style-type: none"> • Citizen Juries • Ballots • Delegated Decisions

Communication and Marketing Materials

The Communications Department designed a distinct brand and visual identity for the Cultural Master Plan public engagement project that was used across all marketing collateral. The collateral was branded with the 'Engage Cobourg' badge and Town of Cobourg brand colours (blue and green gradients) to create a unique and friendly identity for surveying. This identity further helped enhance the concise messaging for the public engagement process.

Eventbrite Page



Open House Invitation



Facebook Event for Open House



Facebook Post



Instagram Post



Media Release on Town Website



Ad Block: Northumberland News

Town of Cobourg News August 28, 2019

<p>We're Hiring! Community Services Division</p> <p>The Corporation of the Town of Cobourg has the following full-time positions available within the Community Services Division:</p> <ul style="list-style-type: none"> Manager of Attractions and Facilities (2019-10-15) Assistant Manager of Attractions and Facilities (2019-10-15) <p>For a detailed list of the position responsibilities, required qualifications and details on how to apply please visit cobourg.ca/jobs or call our Human Resources Department at 905-325-4301.</p>	<p>Cobourg Memorial Arena Cobourg, Ontario</p> <p>The Town of Cobourg would like to remind citizens that the Memorial Arena will not be open to use. On August 12, 2019, Cobourg Council voted to re-open the facility due to its low utilization and significant future costs due to ongoing infrastructure. A Condition Assessment was completed in 2018 as part of the Town's asset management plan. Given the future capital costs, the challenge of meeting AODA compliance and the low utilization, the facility will remain closed permanently. Town staff will begin to decommission the arena.</p> <p>For more information, visit cobourg.ca/news.</p>	<p>Fall Program Registration Now Open Cobourg Community Centre</p> <p>The program schedule and activities for seniors, adults, child and youth fall programs are now available online at the Cobourg Community Centre at 750 O'Leary Street.</p> <p>Child & Youth Programs include: Learn to Skate, Learn to Play Hockey, Resilient, Foster Care, Online Chess, Process Suburban, Creative Writing, Teen Tech</p> <p>Senior Programs include: Art, Yoga, Group Training and Pilates</p> <p>Register online at cobourg.ca/center or call the Cobourg Community Centre at 905-325-7271.</p>
<p>30 Tapscry Aesthetically Inspired</p> <p>WIN A GOOGLE HOME MINI</p> <p>Engage with Cobourg on Facebook to win a Google Home Mini smart speaker. The contest ends on September 10, 2019. To enter, visit www.facebook.com/engagetcobourg.</p>	<p>31 Cobourg Farmers' Market Every Thursday and December 2019</p> <p>Public Engagement Opportunities Final Campaign / Cultural Master Plan</p> <p>The Town of Cobourg is hosting public engagement open houses for the following projects:</p> <ul style="list-style-type: none"> Cultural Master Plan Thursday, September 5, 6-8 p.m. Cobourg Community Centre, 750 O'Leary Street Review the Draft Plan, participate in an engagement exercise and provide feedback. Waterfront Plan: East Pier - Campground Thursday, September 12, 6-8 p.m. Cobourg Community Centre, Camera Room A, 8 750 O'Leary Street, Cobourg <p>Provide feedback and select the best option for repair and enhancement.</p> <p>For more information, please call engagetcobourg.ca or call 905-325-4301.</p>	<p>COBOURG FOOTING FEAST</p> <p>August 28 - September 1, 2019 Victoria Park, Cobourg www.townofcobourg.ca</p>

Twitter Post





60+
in attendance

Cultural Master Plan Open House
 Cobourg Community Centre, Cameco Room A & B
 September 5, 2019, 6 - 8 p.m.



ENGAGE COBOURG
Your voice, your town.

CULTURAL MASTER PLAN

Engagement Results



Summary of Project Engagement

This section presents a summary of the public engagement received for the Waterfront Plan – East Pier project through the Town of Cobourg’s online public engagement platform, Engage Cobourg, outreach results.

Engagement Tools Utilized:



Participant Summary

The engagement for the project was measured in three distinct variables:

- **Aware:** Unique visitors who have visited the site page but have not opened a document or participated in an engagement tool.
- **Informed:** Unique visitors who have visited the site and opened a document, looked at an image, read the project page but have not actively participated in an engagement tool (survey, forum, etc.)
- **Engaged:** Unique visitors who have actively participated in completing a survey or providing feedback in a forum, etc.



Summary of Forum Responses - Engage Cobourg

Citizens were asked to provide open dialogue and feedback on the following Forum questions:

- Strategic Direction #1 - Embrace and Communicate a Shared Vision of Culture Across the Town
- Strategic Direction #2 - Improve Communication and Collaboration Within the Cultural Sector
- Strategic Direction #3 - Promote Cobourg's Rich History and Heritage
- Strategic Direction #4 - Grow Culture-Led Economic Development Programs
- Strategic Direction #5 - Strengthen Tourism Products by Leveraging Unique Cultural Assets
- Strategic Direction #6 - Increase Community Engagement Among Youth and Volunteers
- Do you have another idea for the Cultural Master Plan Draft Report? What's your vision?

Forum Question #1

Strategic Direction #1 - Embrace and Communicate a Shared Vision of Culture Across the Town

44 minutes ago

CLOSED: This discussion has concluded.

Objective: The Town of Cobourg embraces a shared vision for culture that extends to a wide range of arts, culture and heritage groups, the Public Library, community groups, local businesses, and service organizations.

[Go to discussion](#)

Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the Cultural Master Plan forum question #1 had 25 registered Cobourg citizens visit the forum with no feedback provided.

Forum Question #2

Strategic Direction #2 – Improve Communication and Collaboration Within the Cultural Sector

1 Response

44 minutes ago

CLOSED: This discussion has concluded.

Objective: The Town of Cobourg fosters opportunities for dialogue among cultural partners and invites residents to engage and participate in cultural activities.

Replies Closed

Go to discussion

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the Cultural Master Plan forum question #2 had 16 registered Cobourg citizens visit the forum with 1 unique contributor and 1 contributions (comments, likes and replies) participate.

PROJECT	FORUM TOPIC	VISITORS	CONTRIBUTORS	COMMENTS	VOTES
Cultural Master Plan	Strategic Direction #2 - Improve Communications and Collaboration Within the Cultural Sector	16	1	1	0

Visitors: Total number of citizens who visted the forum page.

Contributors: Total number of citizens who provided a comment or comment vote (agree or disagree).

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (agree or disagree thumbs up/down)



For the complete summary of comments submitted please refer to Appendix A.

Forum Question #3

Strategic Direction #3 – Promote Cobourg's Rich History and Heritage

44 minutes ago

CLOSED: This discussion has concluded.

Objective: The Town of Cobourg celebrates and promotes its cultural heritage resources in a way that enhances its unique identity and supports economic and tourism development goals.

[Go to discussion](#) Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the East Pier forum question #3 had 10 registered Cobourg citizens visit the forum with no feedback provided.

Forum Question #4

Strategic Direction #4 – Grow Culture-Led Economic Development Programs

44 minutes ago

CLOSED: This discussion has concluded.

Objective: The Town of Cobourg creates an environment that allows for the growth of cultural ideas and cultural entrepreneurs.

[Go to discussion](#) Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the East Pier forum question #4 had 6 registered Cobourg citizens visit the forum with no feedback provided.

Forum Question #5

Strategic Direction #5 - Strengthen Tourism Products by Leveraging Unique Cultural Assets

44 minutes ago

CLOSED: This discussion has concluded.

Objective: The Town of Cobourg recognizes and supports the growth of cultural tourism as an economic driver.

[Go to discussion](#)

Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the East Pier forum question #5 had 8 registered Cobourg citizens visit the forum with no feedback provided.

Forum Question #6

Strategic Direction #6 – Increase Community Engagement Among Youth and Volunteers

1 Response

44 minutes ago

CLOSED: This discussion has concluded.

Objective: The Town of Cobourg improves youth and volunteer involvement in arts and culture across the community through effective collaboration and partnerships.

[Go to discussion](#)

Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the Cultural Master Plan forum question #6 had 14 registered Cobourg citizens visit the forum with 1 unique contributor and 1 contributions (comments, likes and replies) participate.

PROJECT	FORUM TOPIC	VISITORS	CONTRIBUTORS	COMMENTS	VOTES
Cultural Master Plan	Strategic Direction #6 - Increase Community Engagement Among Youth and Volunteers	14	1	1	0

Visitors: Total number of citizens who visted the forum page.

Contributors: Total number of citizens who provided a comment or comment vote (agree or disagree).

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (agree or disagree thumbs up/down)



For the complete summary of comments submitted please refer to Appendix A.

Forum Question #7

Do you have another idea for the Cultural Master Plan Draft Report? What's your vision?

2 Responses

44 minutes ago

CLOSED: This discussion has concluded.

[Go to discussion](#)

Replies Closed

Forum Engagement Summary

According to the analytical data provided by HQ Engagement the Cultural Master Plan forum question #7 had 15 registered Cobourg citizens visit the forum with 2 unique contributors and 2 contributions (comments, likes and replies) participate.

PROJECT	FORUM TOPIC	VISITORS	CONTRIBUTORS	COMMENTS	VOTES
Cultural Master Plan	Do you have another idea for the Cultural Master Plan Draft Report? What's your vision?	15	2	2	0

Visitors: Total number of citizens who visited the forum page.

Contributors: Total number of citizens who provided a comment or comment vote (agree or disagree).

Comments: Total number of comments within this forum topic.

Votes: Total number of votes within this forum topic (agree or disagree thumbs up/down)



For the complete summary of comments submitted please refer to Appendix A.

Summary of Written Responses - Open House

Strategic Direction #1 – Embrace and Communicate A Shared Vision of Culture Across the Town

Themes included: summit and cultural advisory committee support and a unique and clear vision.

- *The vision is too long to be shared in any meaningful way (need a simple, unique and inspirational phrase or slogan)*
- *It was very difficult to make recommendations on each of the strategic directions without a clear description of the towns master plan vision*
- *It was too easy to get off topic and go down a rabbit hole of individual agendas*
- *A clear vision should be the first job of a cultural team and advisory committee*
- *Support for M.P. Cultural facility*
- *Support for an annual summit*
- *Do the town citizens support a multi-purpose facility before a feasibility study*
- *Separate out arts/culture from community services to highlight culture (culture has felt like an add on to sports)*
- *What has been done in other communities?*
- *Do we want to be unique or the same?*
- *What is an Internal communications strategy? Internal to whom?*
- *Important to meet mtcs/provincial expectations and priorities*
- *Who is anticipated to be part of cultural advisory committee? Cultural leader?*

Strategic Direction #2 – Improve Communication and Collaboration Within the Cultural Sector

Themes included: cultural organization directory needed, continue promoting using digital communications, explore other ways to communicate that's not online.

- *how do we identify and track emerging culture organizations?*
- *Directory for organizations?*
- *Continue with social media and online forums*
- *issue with access as not everyone is on computers or engaged- beyond website*
 - o *engage experience cobourg calendar*
 - o *physical way to distribute*
 - o *full/half page ad in northumberland news*
 - o *radio station? Library? Church news? Explore other ways, including mail*
 - o *Annual cultural summit/ round table*

Strategic Direction #3 – Promote Cobourg's Rich History and Heritage

Themes included: explore cultural walks, invite historical experts to conduct tours, promotion to extend to youth demographic.

- *Generate documentary style material that will be available online for streaming on social media*
- *Generate walks (eg Jayne's walks) that incorporate local ambassadors*
- *Promote to whom? More than to locals eg. county, province, nation*
- *Next generation of youths will want to use their phones to get heritage info*
 - o *this needs to be more than a website*
 - o *need to use ALL social media*
- *Bring in historical experts to conduct tours around town*
- *Align new business/ public buildings to heritage guidelines (looks and feel of town) eg. Pier, coastguard*
- *Story map - digital aspects, audio, apps, photos*
- *Oral history projects to engage youth and seniors*
 - o *young people talk to elders*
 - o *capture culture of alderville First Nations*
 - o *book of stories from longtime residents of Alderville*

Summary of Written Responses

Strategic Direction #4 – Grow Culture-Led Economic Development Programs

Themes included: resource and fund review, establish a community culture grant and fundraise using creative methods.

- *Funding needs to be creative*
- *Fundraising is an art. Who is going to do this?*
- *Review resources devoted to culture*
- *Earmark extra funds for culture*
- *Establish a community culture grant*
- *Local businesses should coordinate around major cultural events (make sure they're open)*
- *Town should use their power to control unsightly buildings*
- *Need the town to have the financial ability to hire a senior staff person to coordinate the action plan (there used to be 3 people to handle this and now only 1)*
- *We need to prioritize action plan ie. year one. Too many words*

Strategic Direction #5 – Strengthen Tourism Products by Leveraging Unique Cultural Assets

Themes included: providing external tourism organizations (RTO9) with content, access international tourists, historical festival, increase multi-cultural events, creation of package promotional deals on a marketing platform.

- *Communication is different than marketing. Need for better communication with public*
- *Feeding RTO9 with good content is key and we must take the lead on this*
- *Can we get the major tourist guide books interested in Cobourg's cultural assets? Need to access international tourists*
- *Need cultural facilities in Cobourg (like Vic hall but larger)*
- *Promote destination festival in Cobourg especially during the off summer seasons eg. A cobourg history festival? Try to commission playwright to write a historical play.*
- *Cobourg needs a 'what's on' marketing platform where audiences can go to see all the cultural events available at any one time*
- *The town people are supportive of cultural programs but we need one place for everyone to find out when or what is happening. We need one person to handle this to scheduled dates so that we can map it out*
- *Create package deals for local seniors eg. Book a block of seats and promote it through the ccc seniors program. You can then sell the same package to seniors groups in neighbouring communities*
- *More partnerships and multi-cultural events like Armistice18*
- *Find unlikely partners- ribfest?*
- *Have more pop up events*
- *Have more public art - statues at the frink?*

Strategic Direction #6 – Increase Community Engagement Among Youth and Volunteers

Themes included: increase communication with schools and youth, need for youth involvement, review incentives program for youth.

- *Communicate with schools*
- *Groups don't know mechanism for connecting with you*
- *Get young people involved*
- *Outreach to youth- invite organizations*
- *Volunteer coordination community wide ie. bureau/ hiring hall/ central casting*
- *Internships, incentives and bursary's for youth*
- *Tap into students school volunteer credit program eg. Sit on boards, cultural events,*
- *A central cobourg organization to list cultural events for which volunteers are needed*
- *Need to tap into social media as youths spend a major portion of their time on their phones (not websites, but Facebook, Twitter etc)*
- *We need a cultural youth ambassador eg. Retired teachers, rap stars etc.*
- *Involve students in workshops eg. Network with business professionals, especially if businesses are in the performance art*
- *Do we even have youth oriented events about which they can get excited? Does cobourg only have old people cultural activities?*

Appendices

- A Cultural Master Plan Forum Responses**
- B Cultural Master Plan Open House Feedback**

Strategic Direction #1 - Embrace and Communicate a Shared Vision of Culture Across the Town

No feedback provided.

Strategic Direction #2 - Improve Communication and Collaboration Within the Cultural Sector

In order to engage the general public in participation and communication with local groups of culture and the arts, the whole document should be aimed at the public (not University-level reading). Wording should be simplified and easily understood. The current document is "very official" and quite off-putting in its present format. Too many words.

Sheila McCoy , 8 Sept 2019, Agrees: 0 Disagrees: 0

Strategic Direction #3 - Promote Cobourg's Rich History and Heritage

No feedback provided.

Strategic Direction #4 - Grow Culture-Led Economic Development Programs

No feedback provided.

Strategic Direction #5 - Strengthen Tourism Products by Leveraging Unique Cultural Assets

No feedback provided.

Strategic Direction #6 - Increase Community Engagement Among Youth and Volunteers

Guidance departments in all area public and private schools would appreciate a cultural career day being offered at their school for students to explore different careers options and job opportunities in the arts. A team of volunteers representing film, art, theatre, restaurants etc. could get together and put on a travelling seminar.

Anne , 6 Sept 2019, Agrees: 0 Disagrees: 0

Do you have another idea for the Cultural Master Plan Draft Report? What's your vision?

We are always so concerned about bring people to cobourg that we are continually forgetting about the people who live in Cobourg. Finally to town has gradually began to upgrade parks but we are still lacking things for our children to do. 1 splash pad is hardly acceptable. Especially when it's being used as a shower for all those cultural people you are looking to attract. We need a space or two that can be used by the cobourg community and not as a shower by the tourists. Cobourg also needs better shopping . Focus on those who live here. People will always come. I'm not apposed to having cultures represented in cobourg. Culture is great we all have a background.

Alyssa , 30 Aug 2019, Agrees: 0 Disagrees: 0

I attended the session on the 5th and found each of the strategic directions identified positive but there was considerable overlap. Having one platform for residents and tourists to visit to see what's happening was a common theme throughout.

There were a lot of words and actions but no timetable for achieving them. I feel that the report should consolidate actions to avoid duplication, then prioritize each strategy and prioritize action plans to achieve each establishing a clear 5-year plan that is realistic.

Anne , 6 Sept 2019, Agrees: 0 Disagrees: 0

Strategic Direction #1 - Embrace and Communicate a Shared Vision of Culture Across the Town

- *The vision is too long to be shared in any meaningful way (need a simple, unique and inspirational phrase or slogan)*
- *It was very difficult to make recommendations on each of the strategic directions without a clear description of the towns master plan vision*
- *It was too easy to get off topic and go down a rabbit hole of individual agendas*
- *A clear vision should be the first job of a cultural team and advisory committee*
- *Support for M.P. Cultural facility*
- *Support for an annual summit*
- *Do the town citizens support a multi-purpose facility before a feasibility study*
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- *What has been done in other communities?*
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- *What is an Internal communications strategy? Internal to whom?*
- *Important to meet mtcs/provincial expectations and priorities*
- *Who is anticipated to be part of cultural advisory committee? Cultural leader?*

Strategic Direction #2 - Improve Communication and Collaboration Within the Cultural Sector

- *How do we identify and track emerging culture organizations?*
- *Directory for organizations?*
- *Continue with social media and online forums*
- *Issue with access as not everyone is on computers or engaged- beyond website*
 - *Engage experience cobourg calendar*
 - *Physical way to distribute*
 - *Full/half page ad in Northumberland News*
 - *Radio station? Library? Church news? Explore other ways, including mail.*
 - *Annual cultural summit/round table*

Strategic Direction #3 - Promote Cobourg's Rich History and Heritage

- *Generate documentary style material that will be available online for streaming on social media*
- *Generate walks (eg Jayne's walks) that incorporate local ambassadors*
- *Promote to whom? More than to locals eg. county, province, nation*
- *Next generation of youths will want to use their phones to get heritage info*
 - *This needs to be more than a website*
 - *Need to use ALL social media*
- *Bring in historical experts to conduct tours around town*
- *Align new business/ public buildings to heritage guidelines (looks and feel of town) eg. Pier, coastguard*
- *Story map - digital aspects, audio, apps, photos*
- *Oral history projects to engage youth and seniors*
 - *Young people talk to elders*
 - *Capture culture of Alderville First Nations*
 - *Book of stories from longtime residents of Alderville*

Strategic Direction #4 - Grow Culture-Led Economic Development Programs

- *Funding needs to be creative*
- *Fundraising is an art. Who is going to do this?*
- *Review resources devoted to culture*
- *Earmark extra funds for culture*
- *Establish a community culture grant*
- *Local businesses should coordinate around major cultural events (make sure they're open)*
- *Town should use their power to control unsightly buildings*
- *Need the town to have the financial ability to hire a senior staff person to coordinate the action plan (there used to be 3 people to handle this and now only 1)*
- *We need to prioritize action plan ie. year one. Too many words*

Strategic Direction #5 - Strengthen Tourism Products by Leveraging Unique Cultural Assets

- *Communication is different than marketing. Need for better communication with public*
- *Feeding RTO9 with good content is key and we must take the lead on this*
- *Can we get the major tourist guide books interested in Cobourg's cultural assets? Need to access international tourists*
- *Need cultural facilities in Cobourg (like Vic hall but larger)*
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- *Find unlikely partners- ribfest?*
- *Have more pop up events*
- *Have more public art - statues at the frink?*

Strategic Direction #6 - Increase Community Engagement Among Youth and Volunteers

- *Communicate with schools*
- *Groups don't know mechanism for connecting with you*
- *Get young people involved*
- *Outreach to youth- invite organizations*
- *Volunteer coordination community wide ie. bureau/ hiring hall/ central casting*
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- *Tap into students school volunteer credit program eg. Sit on boards, cultural events,*
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- *Do we even have youth oriented events about which they can get excited? Does cobourg only have old people cultural activities?*

	THE CORPORATION OF THE TOWN OF COBOURG
	SUSTAINABILITY & CLIMATE CHANGE ADVISORY COMMITTEE
TO:	Brent Larmer, Municipal Clerk/Manager of Legislative Services
FROM:	Robyn Bonneau, Secretary
MEETING DATE:	October 2, 2019
SUBJECT:	Natural Heritage Waterfront Park

The following Motion was adopted at the October 2, 2019 Sustainability & Climate Change Advisory Committee (SCCAC) Meeting:

Moved by Member Marsh:

THAT the Sustainability and Climate Change Advisory Committee (SCCAC) endorses in principle that Cobourg Council create a natural heritage waterfront park comprising the westerly part of the Cobourg harbor and water front lands along the lines of the proposal from the Willow Beach Field Naturalists presented to the SCCAC at their October 2, 2019 meeting.

CARRIED