



BASE31 - THE NEIGHBOURHOOD PLAN ENGAGEMENT SERIES REPORT

February - June, 2023

1,511 Participants*

Hosted both online and in person, the 2023 Engagement Series for the Base31 Neighbourhood Plan established a two-way dialogue with the community at the onset of the planning process, allowed for ideas to be shared about the future of the 750-acre site, and provided an opportunity for education and awareness about the project over a five-month period. Various channels for outreach were leveraged to support project awareness and feedback gathering from a diverse audience across Prince Edward County; efforts to engage the public included three online surveys hosted on SurveyMonkey, a workshop series (4), and an in-person community meeting, known as the Idea Fair. Educational materials both in digital and print were created and shared to support information gathering and project awareness, including the Neighbourhood Plan website, social media reels and targeted ads, a series of emails and print ads in local newspapers, an informational one-pager on guiding principles for the project, workshop worksheets to facilitate feedback, two Idea Fair videos, and a site plan known as the Green Finger Village Ground Plane. These materials were used to ensure thoughtful, robust feedback could be gathered from the public during the engagement process. The following report includes a summary of key findings and community feedback received from the survey series, workshop series, and the in-person public meeting (Idea Fair).

***Total participants are included from stakeholder workshops, the Idea Fair, and online surveys. Note: surveys do not allow repeat submissions by the same user.**

****Points of engagement include the total number of ideas, likes, comments, and online survey submissions.**

CAMPAIGN AWARENESS

- 112,825 total campaign reach across all digital channels [the number of times The Neighbourhood Plan content was viewed], with 37,843 post engagements on social media.

COMMUNITY PARTICIPATION

- 5,326 Points of Engagement**

ONLINE SURVEY SERIES (3)

- March - June, 2023
- 1,086 Surveys Completed
- 1,176 Comments & New Ideas

STAKEHOLDER WORKSHOP SERIES

- April 25 and 26, 2023
- 4 Workshops (90 minutes per)
- 36 Stakeholder Groups
- 54 Total Participants [including Project Team]
- 386 New Ideas Shared

IDEA FAIR - PUBLIC COMMUNITY MEETING

- May 31, 2023
- 375 of Attendees [including Project Team]
- 2,678 Points of Engagement
- 308 Comments and New Ideas

PEC Municipal Staff and Councillors in attendance:

Mayor Steven Ferguson, Councillor John Hirsch, Councillor Sam Grosso, Councillor Chris Braney, Councillor Brad Nieman, Councillor Phil St-Jean, Councillor Bill Roberts, Councillor Roy Pennell, Councillor Corey Engelsdorfer, and seven staff members from various areas of subject matter expertise at the Municipality of Prince Edward County

Local Organizations who participated:

The County Foundation, Prince Edward County Arts Council, Picton BIA, the Picton Chamber of Commerce, Visit the County.

Key Learnings

A key reporting output is the summary of major takeaways, which will be shared with the project team and used to inform the future of the 750-acre site at Base 31. The following key takeaways are informed by multiple workshop sessions and discussions with various local organizations, special interest groups, and subject matter experts, in addition to the public feedback received at the community Idea Fair and via the three online surveys.

1. **Providing a range of housing options:**
 deliver housing solutions to meet the needs of a wide range of income levels, ages, and life stages. More housing for more people will support workforce retention and talent pool development, strengthening small businesses and driving economic development for the County.
 - A spectrum of affordability.
 - Larger, long-term rental housing for families.
 - Innovative housing typologies such as studio, live/work, tiny homes and/or smaller units with shared indoor/outdoor amenities.

2. **Delivering social infrastructure:**
 attract and create a sense of place for the local community, while driving year-round usability.
 - Affordable space for a new daycare facility.
 - Community facilities or spaces that establish “third places” and create strong social linkages, particularly for youth who have “little to do and nowhere to go”.
 - Infrastructure that supports the operational elements for educational and training programs, such as skills training.

3. **Building a four-season community:**
 advance four-seasonality to power the local economy. Four-seasonality leads to greater talent retention and the success of local businesses.
 - Year-round outdoor recreation and programming for all ages; winter as a focus to draw and attract.
 - Multi-use facilities that are designed to meet a range of needs within “farm to table” operations and support local businesses year-round.

“Give people (youth especially) somewhere to go and see one another and build community. There’s very few places, especially in the county, where people can meet, spend time, relax and hang out or take part in free activities together. Humans need spaces to play. More third places would encourage healthy stimulation, community support and growth.”

“Base31 is exciting. Being able to blend tourist, new-local and heritage-local - could inspire year-round community enrichment and economic activity.”

“The need for children/youth year round programming is very essential with related facilities. Lack of such programming and proper facilities leads to children experiencing boredom and increases the risk of delinquent behaviour, mental health and substance abuse challenges. There needs to be a greater focus on children/youth rather than seniors as there are already existing programs of the latter population. There will continue to be younger families moving to the county.”

“Sports complex, sports complex, sports complex... we NEED facilities for working families and youth if we are expected to grow our economy year round.”

“You have the opportunity to make it a go to destination where friends and families can spend whole days together. We need activity-based businesses in the County. They will thrive because they would be unrivalled. If true Countyfolk can keep their money in the County, they will.”

“Truly - childcare is the biggest need for us right now, as well as affordable places to rent (for our roommate). I have always wanted to build a childcare facility that includes a drop in play centre, a daycare -preschool, and an attached coworking space. This would be the ideal!”

The Neighbourhood Plan engagement series was designed to establish a continuum through which insights could be tested, ideas could be gathered, and a dataset could be measured and examined through the lens of the planning process and opportunities for the site.



The initial survey allowed for:

- Ideas and aspirations to be shared
- Establish and quantify the needs and wants of the community
- Assess and distill key themes and topics
- Establish priorities and areas of focus for ongoing engagement

The workshop series provided:

- Discussion and 2-way dialogue on mission critical themes defined within the Baseline survey
- Insights were gathered from community leaders, specialists in key categories and stakeholder from all walks of life
- The primary objective was to validate trends, expand on issues and advance discussion on priorities and areas of focus

The Idea Fair provided a platform for:

- Community wide participation and engagement
- Education on key guiding principles
- Two-way discussion with the project leads across a range of subject matter expertise
- Quantitative and qualitative feedback, including two online surveys - one for sharing ideas about the future of the site and a second for providing feedback about the event
- Optimized with tools for bringing an abstract concept into reality for the community to provide in-depth and informed feedback

THE FIRST ONLINE SURVEY ALLOWED FOR:

1. Ideas and aspirations to be shared
2. Establish and quantify the needs and wants of the community
3. Assess and distill key themes and topics
4. Establish priorities and areas of focus for ongoing engagement

Outcome & Learning:

This survey allowed for us to complete a gap analysis across various themes, such as facilities, amenities, housing, recreation, health and wellness, and mobility; social infrastructure was highlighted as a primary area of focus for vetting within future engagement efforts.

THE WORKSHOP SERIES PROVIDED:

1. Discussion and 2-way dialogue on mission critical themes defined within the Baseline survey
2. Insights were gathered from community leaders, specialists in key categories and stakeholder from all walks of life
3. The primary objective was to validate trends, expand on issues and advance discussion on priorities and areas of focus

Outcome & Learning:

The workshop series allowed us to vet the gaps outlined by the first online survey and based on key personas: families, seniors, business owners, and other stakeholders. What was discovered: the ability to provide housing and social infrastructure, such as amenities and programming, are the key to advancing a four-season economy and creating worker stability (notable: small business is the #1 driver with the PEC economic context). Providing a four-season offering with long-term rental housing options - not just short-term - will support employee recruitment and retention. [Notable: this is based on the fact that in the County, there exists a lower-than-average income set coupled with an over-index in hospitality and retail industries, which are two categories in recovery mode post-pandemic.] Other items validated within the workshops from a gap analysis perspective: the need for things to do, family programming, farm to table community or partnership programming.

THE CONTINUUM OF ENGAGEMENT [CONTINUED]

THE IDEA FAIR PROVIDED A PLATFORM FOR:

1. Community wide participation and engagement
2. Education on key guiding principles
3. Two-way discussion with the project leads across a range of subject matter expertise
4. Quantitative and qualitative feedback, including two online surveys - one for sharing ideas about the future of the site and a second for providing feedback about the event
5. Optimized with tools for bringing an abstract concept into reality for the community to provide in-depth and informed feedback

Outcome & Learning:

The Idea Fair allowed for us to validate several assumptions, project guiding principles, and findings from the survey and workshops in a quantitative format with a large diverse group of stakeholders. Majority of the plan components, concepts, or ideas vetted with the community were in line with feedback received via the survey and at workshops; the feedback showed a consistency in priorities for the community.

FOUR SEASON PROGRAMMING & INFRASTRUCTURE

Across every engagement effort in the last five months, which was received from a wide range of perspectives, a primary topic that was raised as generating the greatest impact to achieve a locally-powered and thriving economy was an evolution from a single season economy to four-season economy. The impact of this shift has been noted in countless articles and reports.

The Key Finding:

Creating a mixed-use community, plus a 70-acre Revitalization District, that prioritizes four-seasonality will help businesses, restaurants, and people thrive. When four seasonality is an approach instilled throughout the community, this strengthens the local economy.

The Opportunity:

Ensure Base31 remains a central heart for the community with a mix of uses, services, amenities, and programming designed with four-seasonal approach:

1. A New Recreational Offering: ideas such as:
 - a. A bike practice loop for kids
 - b. All-season shared courts
 - c. Trails, walking loops, cross-country track
3. Extending new ways to play and experience during the winter: programming, events, spaces and places for the community to gather; affordability is key.
4. Multi-use facility or commercial space to support local businesses year-round.

The Key Finding:

Evolve the Revitalization District into a dynamic and culturally-relevant hub for locals and visitors alike - one that adds to / benefits the existing community.

The Opportunity:

An evolution from local-first, winter-based programming to expanding the tourism draw during off-season. This will help create a new level of stability year-round for all citizens, and results in:

1. Greater talent retention: mitigates the financial stress of a single season environment.
2. More health services: a new population increases demand; four-seasonality also attracts doctors/health care workers.
3. Restaurants remain open year-round.
4. Greater attraction of a remote workforce; a four-season community is a desirable community. Note: "Access to reliable, high-speed broadband is critical to participating in an increasingly digital economy." – [State of the Ontario Tourism Industry Report](#)
 - When thinking about attracting remote workers ages 30-40, "children's services need to improve before targeting this demographic." – Attracting Remote Workers
 - This generates year-round prosperity within a circular economy where all components are reliant on the success of one another: the success of people = the success of businesses = the success of the economy = the success of people, and so on.
 - Tourism is not just for visitors. Locals are leaving the County and taking their dollars with them for more affordable restaurants, for their healthcare and wellness, and for recreational activities. A four-season economy helps local dollars remain within the local economy.

As a next step:

Bringing affordable programming, recreation, service-based retail, and amenities that are open and active year-round will help to not only drive the success of the Revitalization District, but also of local businesses in the area.

SOCIAL INFRASTRUCTURE

The community has identified key areas for improving the vitality of all in the County; this includes infrastructure, programming, and the availability to provide more societal linkages and/or community connections that are most in need. We have assessed this through a holistic lens, which resulted in the following key areas of focus:

1. New places for the community to gather and connect
2. Community amenities
3. Support for local businesses

The Key Finding:

We are uniquely positioned to deploy “third place” programming at Base31, often referred to as “[the ‘living room’ of society](#)”. Home is the first place, work is the second place, and the experience where we come together as a community is the third place. “Strengthening social networks is a crucial step to reviving neighborhoods and addressing social problems. Third places can do much to help stabilize communities and reduce social problems.”

The Opportunity:

The size and scope of this project, along with the Revitalization District acting as a central community hub, has the ability to deliver infrastructure and programming to address a set of needs prioritized by the community as most-needed at this time.

1. For Families:

There is a lack of affordable space for daycare; at the time of workshops, we heard waitlists had over 300 children. Providing affordable space for a daycare or co-location to exist will address a near term needstate for families within the County.

- a. Amenities geared to meet the needs of many, such as a daycare that can support camp programming, and/or connects to play areas.
- b. The lack of affordable, family-friendly year-round programming was also raised as a primary gap, and an opportunity exists for Base31 to deliver programming that is targeted to the needstate of local families. Being strategically and contextually relevant in the delivery of programming will generate greater success and retention to the offering, such as a daycare, after school programming, and/or educational/recreational hub.
 - i. As mentioned within four-season key findings, incorporating recreational programming or activities for all ages into the plan should be a key consideration, especially if it can be achieved early on in the project as this was raised as a high priority for the local community. Not only do youth not have many spaces or activities, but families and single adults are also desiring more spaces and places to play and experience year-round [Note: parents highlighted covered spaces to enjoy during winter/ rainy days, and programming that is affordable, are key.] Also note: Pickleball was highlighted as the most desired recreational activity within workshops and at the Idea Fair.

c. For Youth:

Parents have raised concerns about the lack of spaces for their kids to play or connect; the risk in having youth with “little to do and nowhere to go” is a pain point for many living within a rural context. [According to Prince Edward County’s 2022 Vital Signs Report](#), “mental health deteriorated during the pandemic, especially affecting youth ages 18 to 34” and “the pandemic has been especially disruptive to education. Many students are disengaged and struggling.”

- i. Delivering activity-based programming and spaces within a centralized location - for all ages - to foster connection and/or support educational advancement is the opportunity we can create for youth to thrive.

b. For Older Adults:

The opportunity to deliver multi-use facilities and expanded family friendly/intergenerational programming will address the needs of young, old and families across the County.

- i. Walk-in clinics were the top voted community service at the Idea Fair; this is for consideration in the future retail plan.

SOCIAL INFRASTRUCTURE [CONTINUED]**The Key Finding:**

Continue to advance local business operations through the use of the available spaces at Base31, and activation within our Revitalization District as a central hub.

The Opportunity:

Deliver infrastructure that supports the operational elements for educational and training programs. This allows for multi-sector training and educational ecosystems to advance workforce development and take place at Base31, as a key incubator for various industries.

1. Parents in workshops highlighted the importance of providing more opportunities for youth to embark on skills training (trades) and/or an apprenticeship program. Hands-on learning is very top of mind for the local community.

The Opportunity:

Multi-use facilities that are designed to meet a range of needs within “farm to table” operations: storage, co-working, shared commercial spaces, maker / studio spaces. This is an opportunity to support the agricultural industry by meeting a business needstate as outlined per our workshops (for example, a shared storage facility).

As a next step:

Creating programming designed with the above key findings in mind, and the deployment of new infrastructure, will attract and create a sense of place for the local community, while delivering year-round usability.

HOUSING DIVERSITY

Businesses and families are majorly impacted by the availability, or lack thereof, of affordable long-term rental housing in the County. The local economy is powered by small businesses in the retail and hospitality sectors, which are experiencing a major recovery effort as a result of the pandemic. The biggest challenges within the current climate, and opportunities to help solve or mitigate these challenges, were raised by local businesses within the online surveys, and validated through both the workshop series and at the Idea Fair. These same challenges have also been highlighted within many reports, such as the within [Prince Edward County's 2022 Vital Signs Report](#) and the 2021 Smart Prosperity Institute Report '[Baby Needs a New Home: Projecting Ontario; Growing Number of Families and Their Housing Needs](#)'.

The Key Finding:

The community has expressed the need for a diverse range of housing types and tenures to meet a range of needs - from young adults and workers, to older adults and families. Housing innovation has been embraced throughout our engagement efforts - from survey to workshops to Idea Fair - and from a variety of perspectives: studio or live/work space for artists; smaller units/tiny homes with shared indoor / outdoor amenities for young people and those looking to age in place. Innovation is welcomed here.

The Opportunity:

There is an overwhelming demand for long-term rental options, especially for families who require more space/larger units. Rental housing will deliver stability and the most positive change to a significant cohort of the population driving the local economy. Stabilizing this cohort delivers economic prosperity, supports workforce retention, and talent pool development; together, this strengthens small businesses and drives economic development for the County as a whole. "We must plan for an adequate supply of family-friendly, climate-friendly housing, in or near the communities in which people work, to attract and retain talent, to provide available and attainable housing and a high quality of life for all Ontarians, and to ensure employers have access to the local labour they need to build a stronger, cleaner economy." – Smart Prosperity Institute

1. Purpose built rental is a strategically relevant housing tenure that should be a priority within the housing strategy. Rental housing will help both workers and businesses thrive and be successful.
2. Daycare as an addition: We need daycare to support the rental housing tenure, which will be primarily targeted to families who have daycare needs and/or young kids 8-16 years old who need things to do.

The Opportunity:

Older Adults & Aging in Place: This was highlighted as a wished for item, and is achievable within the future context of Base31 750-acre complete community.

The Opportunity:

Consider unique housing typologies or units: studio or live/work and/or smaller units or tiny homes with shared indoor/outdoor amenities.

As a next step:

Assess opportunities to integrate long-term rental housing, with larger units, within the mix of tenure housing strategy.

FINAL THOUGHTS: A RECOMMENDATION ON FUTURE PROGRAMMING & USES AT BASE31 - STRATEGIC FILTERS FOR THE WAY FORWARD

1. All ages approach and considerations for family-focused; consider a local-first approach in the programming/events strategy.
 - a. Affordable and/or free should be considered.
2. Outdoor recreation programming that is available year-round
 - a. Recreation fields/courts
 - b. The addition of winter programming to support four-seasonality

ONLINE SURVEY SERIES (3)

- March - June, 2023
- 1,086 Surveys Completed
- 1,176 Comments & New Ideas



Overview:

The Online Survey Series was launched as the first effort within the Neighbourhood Plan Engagement Series. This preliminary phase of engagement was tied to the launch of a new website, where audiences could learn about the project and future of the site; for many, it was their first time engaging with the project and involved expanding their knowledge about the Neighbourhood Plan. The online surveys allowed for:

- Ideas and aspirations to be shared, deepening the project team’s understanding of the needs and wants of the community
- Key themes or topics to be distilled to inform future engagement efforts
- Priorities and areas of focus to be defined for consideration within the plan
- Statistically relevant data sets to be evaluated and documented

Methodology:

The three online surveys were developed through a sanctioned third-party provider to ensure data security, privacy, and integrity. Key components of the online survey series include:

- Demographic Data: to inform analytics assessment
- Multi-channel Outreach: targeted social media ads to Prince Edward County postal codes, print ad campaigns within local newspapers and media outlets, website, and email outreach.
- Email Opt-in: to drive email collection and build the Neighbourhood Plan database for future outreach and engagement.
- Context Setting: ensuring the purpose of the survey and its connection to the Neighbourhood Plan are outlined for clarity to users.
- Open to the Public: to maximize accessibility and inclusivity.

Raw data for surveys are available upon request.

SURVEY 1: LISTENING SURVEY

Surveys completed: 888, with 1,102 open comments and new ideas

Timing:

Launched in March, 2023 as the first effort within the Neighbourhood Plan Engagement Series.

Intention:

Open up the dialogue with the community and establish a baseline of feedback early in the engagement process. This survey allowed the project team to listen to the local community and learn from them directly, and identify the key issues or opportunities within the community.

Desired Outcome:

Understand and gather a summary of issues or opportunities as a compiled data set to empower the broader team in upcoming phases of engagement, such as the workshops, Idea Fair, and additional online surveys, while serving to inform the planning team of areas of opportunity.

Key Takeaways:

1. There is a desire for more programs and activities/events in the County available throughout all seasons. Creating spaces for the community to gather - for all ages - is an opportunity to lift the livability quotient in the County. Young adults have been specifically identified as lacking places and spaces to connect with people their own age; providing an opportunity to get young adults more socially engaged/connected is key.
2. There is an opportunity to deliver more park amenities and features to support the community year-round (multi-use sports courts/ fields, kids play, picnic areas with shade and benches, cross country ski trail, well-lit trails); family-friendly is an important strategic filter for the design of the parks to support family and youth wellbeing.
3. Indoor recreation and community programs are highly desired to support a healthy lifestyle during winter/rainy days/evenings. Affordability and availability of programs (drop-in) were raised as important for many living in the County.
4. Ensuring parks are public, free to access, and maintained year-round is key.
5. Walkability and cycle-friendly routes should be primary objectives in the planning for this community. Creating new transportation options, such as a shuttle between Main Street and Base31 or e-bike rental/bike share, are supported by the community.
6. Building a community complete with all of the amenities and services needed to live a great life - within walking distance - are important to achieving quality of life. Aligning with the unique community character and natural beauty/charm of the County is a priority for the community.
7. Health and wellness services are an important need, and should remain top of mind for the retail tenancy plan.
8. Housing is a significant area of opportunity due to the current housing landscape and the affordability and supply challenge many are experiencing within the County. Housing priorities as ranked include: affordable ownership housing options, affordable rental housing, and more long-term rental options. This was the #1 pillar of Vital Signs when ranked by survey respondents.
9. Daycare was mentioned 19 times - this was raised as a much-needed community amenity that could be delivered early within the lifecycle of the project.
 - a. Community / recreation centre was mentioned 13 times; affordable housing was mentioned 37 times, and recreation was mentioned 55 times. These are key topics as primary areas of focus for the way forward.

SURVEY 1: LISTENING SURVEY [CONTINUED]

Data Summary:

1. Top ranked mobility improvements: safer routes for cyclists, more walkable connections, new transportation options to reduce impaired driving (shuttle, rideshare)
 - a. New ideas: better public transportation in and out of the County, and between hamlets in the County, build walkable communities, safer streets for pedestrians, transportation options for seniors, new streets/well-maintained roads, traffic calming measures

2. Top ranked health and wellness ideas: health care services (doctor, walk in clinic), winter/evening programming / amenities, outdoor recreation (trails, parks, fields, courts, kids play)
 - a. New ideas: Pickleball facility/courts (indoor/outdoor), recreational activities for kids/families, events for locals, more places to meet people, outdoor nature playground, dog friendly, year-round Nordic spa facility, dance classes, well-lit trails

3. Top ranked community facilities needed: a new community space (recreation centre, community centre, library), support/services for seniors, education advancement/skills training
 - a. New ideas: community recreation facility, public pool, more programs and spaces to gather for all ages (young adults, kids, seniors, adults, families), drop-in programs, social hub, family-friendly activities/things to do with kids (indoor/outdoor/year-round), centre for continuing education, art classes, fitness, and community workshops, affordable summer camp, bowling alley, pool hall, arcade, roller skating rink

4. Key takeaway for parks:
 - a. Free public access to parks that don't require reservations
 - b. Free places to get outdoors (parks, trails, sports courts)
 - c. Parking
 - d. More outdoor winter activities (cross country ski trail, skating rink)
 - e. Indoor sports facility
 - f. Affordable recreational programming
 - g. More organized/competitive sport options - courts, fields
 - h. Playgrounds/splash pads
 - i. Public washrooms
 - j. More parks to mitigate overcrowding during summer season
 - k. Shade/tree cover
 - l. Water bottle refill stations
 - m. Well-maintained parks and trails year-round
 - n. Picnic tables / benches
 - o. Outdoor music venues
 - p. Sustainable employment / options
 - q. A stable economy

5. When asked about creating new housing opportunities in the County, the top three ranked in order of priority were: affordable ownership housing options, affordable rental housing, and more long-term rental options.

SURVEY 1: LISTENING SURVEY [CONTINUED]

6. When asked about the most important Vital Signs pillars for the future of the County, the top three ranked in order of priority were:
 - a. Housing: Ensure access for all to adequate, safe, and affordable housing.
 - b. Community: Make communities inclusive, safe, resilient, and sustainable.
 - c. Health: Ensure healthy lives and promote well-being for all at all ages. Health and well-being include lifestyle and behaviours, life expectancy, and the circumstances that influence health.

7. New ideas: 275 comments/ideas
 - a. Centralized area to sell local goods / crafts
 - b. Community oriented businesses / retail
 - c. Community co-op for locally grown food
 - d. More doctors
 - e. Daycare options
 - f. Affordable, mixed income, mixed tenure and mixed use

SURVEY 2: IDEA FAIR COMMUNITY MEETING SURVEY [ONLINE FEEDBACK GATHERING]

Surveys completed: 121, with 74 new ideas

Timing:

Launched the day after the Idea Fair, which occurred on May 31, 2023, to allow for both offline and online channels for feedback gathering to take place.

Intention:

Distill priorities for plan components and gather a list of new ideas for community livability intrinsics framed within the context of the five project guiding principles. Informed by Survey #1 and the Workshop Series, we gathered a series of shared priorities to lift the livability quotient for locals and future residents of Base31 by responding to key topics and issues raised; issues highlighted in previous surveys or working sessions served to inform pillar-specific questions that drive to opportunities within the plan.

Desired Outcome:

Provide the public with an opportunity to survey on elements showcased or shared at the Idea Fair to ensure those who could not attend could share their ideas for the future of the site, while providing actionable insights to the planning and consultant team for consideration within the plan.

Key Takeaways:

1. Majority of the audience for this survey skewed older than previous surveys completed (27.36% 65+, 22% 55-64) and identified as retired (39.62%) from an employment status perspective. This impacted the results on the priorities across several themes/questions.
 - a. For example: top ranked priorities for Parks, Play & Culture were cultural and community amenities, wellness and four-season recreation, in that order.
 - b. We also saw programming for older adults as the third top ranked choice for community amenities; learning labs was the top ranked choice followed by daycare.
 - c. Housing built for older adults was top ranked for those who responded that they or someone in their household would consider living at Base31 in the next 5-10 years.
 - d. Learning labs/hands-on training is a priority for advancing continued learning, training, and education for the County's workforce; apprenticeship and youth support followed in importance.

2. Assessing a Younger Demographic: When looking at the responses for 25-54 years of age:
 - a. Top ranked priorities for parks were four-season recreation, followed by community amenities.
 - b. Top ranked priorities for amenities were learning labs, programming for older adults, followed by daycare.
 - c. When the 45-54 years of age was removed from this demographic group, daycare facility became #1 priority, followed by learning labs and year-round drop-in leisure programs - this is likely due to the familial lens of the younger demographic.
 - d. 36% said they would consider living at Base31 in the next 5-10 years. Family sized units, long-term rental, and live/work housing were identified as the most important typologies for this group. This is in line with what we heard at workshops and the Idea Fair.
 - e. Top ranked responses were youth support programs, new job opportunities, and learning labs/hands-on training. Priorities for this age group identify differently from the older demographic group.

SURVEY 2: IDEA FAIR COMMUNITY MEETING SURVEY [CONTINUED]

Key Takeaways [Continued]

6. Respondents voted spaces to connect with nature as the most important element to achieving a Made in the County community, followed by supporting local businesses (makers, growers, restaurateurs) and providing affordable retail / grocery stores. This was true for all age groups.
7. Year-round employment ranked as #1 to achieve four seasonality, followed by winter events, and attracting remote workers. This was true for all age groups.
8. **New Ideas Included:**
 - a. Majority of ideas focus on family/kid friendly programming and recreation opportunities such as: movie nights, activities for kids, indoor play gym/playground, free concerts, indoor swimming pool/splash pad, outdoor activities, museum for field trips, indoor sports facility for kids, competitive sports facility, indoor entertainment facility, art education
 - b. Affordable housing options, with ideas such as dorm-style for seasonal workforce, shared spaces for gathering
 - c. Food market, food share program
 - d. The need for doctors' expansion
 - e. Think about the people who live here year-round: opportunities for everyone and consider affordability.

Data Summary:

1. Parks, Play, & Culture:

Top two ranked priorities:

- a. Cultural experiences: outdoor theatre/live performances, public art, outdoor pavilion, live music/concerts, art fair, culinary pop-ups
- b. Community amenities: picnic area, playground, community garden, outdoor markets, camps/learning programs, gathering spaces, off-leash dog area, splash pad, winter/evening activities, family-friendly events, warming huts

2. Farm to Table:

Top three ranked elements to creating a Made in the County community:

- a. Designing spaces and places to play, wander, gather that connect people with nature
- b. A community that supports our makers, shakers, growers, restaurateurs by encouraging existing and future residents to shop locally
- c. Affordable retail and grocery stores for our everyday

3. Social Infrastructure:

Top three ranked amenities:

- a. Learning Labs: culinary, garden/farming, engine repair/mechanics, arts, design, and crafting programs, tutoring/mentoring workshops
- b. A daycare facility
- c. Programming for older adults: free programming, painting, book club, ceramics, arts, dance or exercise, bridge, nature walks

SURVEY 2: IDEA FAIR COMMUNITY MEETING SURVEY [CONTINUED]

Data Summary [Continued]

4. The top three items ranked by respondents for advancing continued learning, training, and education for the County's workforce included:
 - a. Learning labs/hands-on training
 - b. Apprenticeship programs
 - c. Youth support programs

5. The three most important elements to creating a four-season community were ranked as:
 - a. Year-round employment opportunities
 - b. Activities and events to attract tourists in the winter (kid friendly, open year-round): skating rink, winter events/concerts
 - c. Attracting remote workers who will live here year-round: WIFI, housing, community services, food and drink options in the winter

6. Mobility is a critical part of creating a future ready community: top ranked items included:
 - a. Pedestrian pathways
 - b. Dedicated cycling routes
 - c. New bus connections/public transportation options

7. 30% stated they or someone in their household would consider living at Base31 in the next 5-10 years; 40% were unsure. Based on those who responded yes, the type of housing that was selected most in order was:
 - a. Housing built for older adults
 - a. Long-term rental options
 - a. Family-sized units

SURVEY 3: IDEA FAIR EVENT FEEDBACK SURVEY

Surveys completed: 77 out of 375 attendees (21%)

Timing:

Launched on the day of the Idea Fair - May 31, 2023 - and open for 7 days after the event.

Intention:

Assess awareness and materials effectiveness for the Neighbourhood Plan, and gather event experience feedback from Idea Fair attendees to ensure a transparent, inclusive, and meaningful engagement process. Attendees were provided with a Discovery Map at check-in, which included a call to action and QR code to the event survey link; to incentivize attendees, a contesting element was incorporated into the survey.

Desired Outcome:

Understand project sentiment for the Neighbourhood Plan within the local community.

Key Takeaways:

1. Awareness of the Neighbourhood Plan increased by 87% when comparing awareness levels for survey respondents before and after the event.
2. Sentiment Analysis Summary:
 - a. 9% of respondents reported feeling somewhat or very unhappy/frustrated about the Neighbourhood Plan before the event; this dropped to 7% after the event.
 - b. 34% of respondents reported feeling unsure about the Neighbourhood Plan before the event; this dropped to 12% after the event.
 - c. 57% of respondents reported feeling somewhat or very happy/excited about the Neighbourhood Plan before the event; this increased to 82% after the event.
4. Most highlighted topics respondents would like to learn more about raised in the open feedback section: 31% community spaces, recreation, events / things to do; 27% housing for options for all / affordable options, 17% space for artists / art programming

STAKEHOLDER WORKSHOP SERIES

- April 25 and 26, 2023
- 4 Workshops (90 minutes per)
- 36 Stakeholder Groups
- 54 Total Participants [incl. Project Team]
- 386 New Ideas Shared



Overview:

The goal of the workshop series was to advance themes validated within Survey #1 baseline data through a series of content-specific and collaborative discussions with subject matter experts, leaders and stakeholders from across the County. Topics covered were mission critical to future planning and design efforts. Desired outcome: To gather community members within their areas of expertise, to build brain trust, and to establish areas of focus and opportunity.

103 stakeholders and neighbours from a range of organizations, businesses and local community groups were invited to participate. They received information sheets and an opportunity to discuss the plan with Kate Driscoll of Lux 9 Inc. and Sarah Fox, the Base31 Community Relations Lead.

The Workshop Process provided an information exchange from the onset of engagement. As a first step, information sheets were shared and conversations on topics and areas of interest were discussed. Worksheets were incorporated into the experience to provide thought starters for stakeholders and to support commenting and feedback. The workshop sessions incorporated the following:

1. Base31 Revitalization Update - presented by Tim Jones, Base31 CEO.
2. Introduction to The Neighbourhood Plan vision - presented by lead architect Dennis Pieprz and team from Sasaki.
3. Infographics: A series of infographics detailing topics of Social Infrastructure, Economy and Jobs, Living in Nature, Sustainability and Resilience, Housing and People, Mobility and Connectivity were used.
4. Renderings: Three renderings featuring vignettes encapsulating life in the future community were incorporated into the presentation and discussions. These vignettes showcased: active transportation, winter experiences, pedestrian experiences, recreation and park experiences, with images of people of all ages.
5. Primary Focus: The Green Finger Village Ground Plane is the foundational tool for our discussion both in the Workshop Series and the Idea Fair. This tool incorporates an aerial base map of the site and surrounding area, with an overlay of a series of small “village-like” settlements, connected to a system of landscapes, which we call the “green fingers” which integrate and join at the “palm of the hand” aka the Revitalization District.

STAKEHOLDER WORKSHOP SERIES [CONTINUED]

Overview [Continued]

6. **Interactivity:** Each workshop provided the opportunity for stakeholders to discuss and interact with the Green Finger Village Ground Plane. A tool which serves to connect people with an abstract concept through a concrete and interactive element. Stakeholders had “idea stickers” and “post it notes” to express and place their ideas on the ground plane to support a robust discussion.

The methodology used in our workshop series is a process we have incorporated into our ongoing stakeholder discussions and co-creation efforts in our Roundtable Discussions. These discussions held at Base31 and online incorporate our workshop tools: information sheets, workshop worksheets, rendering vignettes, pillar-themed infographics, and the Green Finger Village Ground Plane.

We have advanced engagement on key topics required by the County and the community along with topics unique to the site through our Workshop Series and Roundtable Discussions:

1. **Indigenous:** in addition to enlisting the services of an indigenous consultant, we are participating in ongoing discussions and continued participation with local indigenous groups at Base31.
2. **Arts Community:** Parks, Play & Culture Workshop
3. **Heritage:** Heritage stakeholders have been a constant point of interface as we have managed an adaptive reuse and revitalization of the 75-acre district.
4. **Naturalist:** In addition to numerous ground and ecological studies performed by our team, we have engaged local landscape architect Victoria Taylor of VTLA to preserve the County’s natural heritage and enhance local biodiversity to create a landscape strategy that focuses first on the essentials of plant life – healthy soils and water. Our Future Ready: Sustainability & Resilience workshop had a focus on resilience and living in nature with participation from agriculture leaders and Tree the County.
5. **Agriculture:** Covered in our discussion at the Retail and Agribusiness Workshop and the Future Ready: Sustainability & Resilience workshop. We have a future roundtable discussion with agriculture stakeholders with our lead Architect Sasaki and agricultural strategists from Agritecture.
6. **Housing:** County Economic Vitality Workshop with participation from The County Foundation, BIA and Chamber of Commerce. Housing for All was a topic of focus for all four workshops.
7. **Tourism:** A primary subject in both our County Economic Vitality & Retail and Agribusiness Workshops
8. **Business:** A primary subject point in both our County Economic Vitality & Retail and Agribusiness Workshops

WORKSHOP 1: AMENITIES, PARKS & RECREATION

Stakeholders:

A diverse mix of people to capture all ages and life stages, including young adults, seniors, families, with LGBTQ and BIPOC representation.

Organizations Represented:

Picton Recreation Committee, The ROC, PEC Needs Childcare, All Welcome Here, Community Care for Seniors, The Hub Centre, Picton Rotary, Prince Edward Learning Centre.

Intention:

Raise the profile on the intrinsic of livability, and highlight gaps and what is missing.

Topics / Questions:

Discussion on key features of building a neighbourhood that supports livability for all.

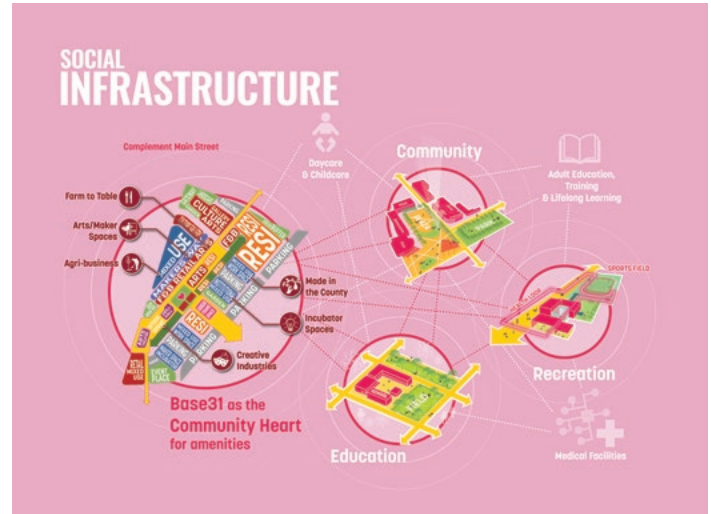
- Amenities, Services & Facilities
- Housing Needs
- Parks, Recreation & Programming

Pillars:

Housing for All, Place & Culture, Community Amenities via People & Economy

Key Findings:

1. Creating connections to surrounding neighbourhoods, such as The Heights / Macaulay Village; there is an opportunity to incorporate a walking trail that connects to nearby neighbourhoods. A key takeaway: the future community must be permeable.
2. Shared facilities to support the addition of services: daycare, seniors programming with the opportunity for co-location to other community facilities and recreation.
3. Repurposing of airport lands to deliver the greatest benefit and access to the larger community: outdoor community space or for new recreational opportunities, such as pickleball or a safe bike riding loop for kids, was an idea raised by participants.
4. The Common Thread: Four-season, all-ages recreation and amenities will solve the problems and constraints experienced by many and those most at risk.



WORKSHOP 2: SUSTAINABILITY & RESILIENCE

Stakeholders:

Advocates or specialists in the areas of Cycling, Transportation & Tourism, Food Scarcity, Sustainable Living, Health & Wellbeing and Agriculture.

Organizations Represented:

Quinte Transit, The County Foundation, Prince Edward Learning Centre, Cycling Advocates, The Storehouse - Wellington Foodbank, PEC Food Collective, Tree the County.

Intention:

Assess opportunities to build a resilient community through discussion on systems, infrastructure and principles to advance sustainability through the project and in the County.

Themes / Topics:

Prioritize sustainability strategies to creating a resilient community within the areas of: Infrastructure & Servicing, Multi-Modal / Active Transportation, Land Use & Nature, Food Security & Circular Food Economy, Low-Carbon Readiness, Quality of Life, and Health & Happiness.

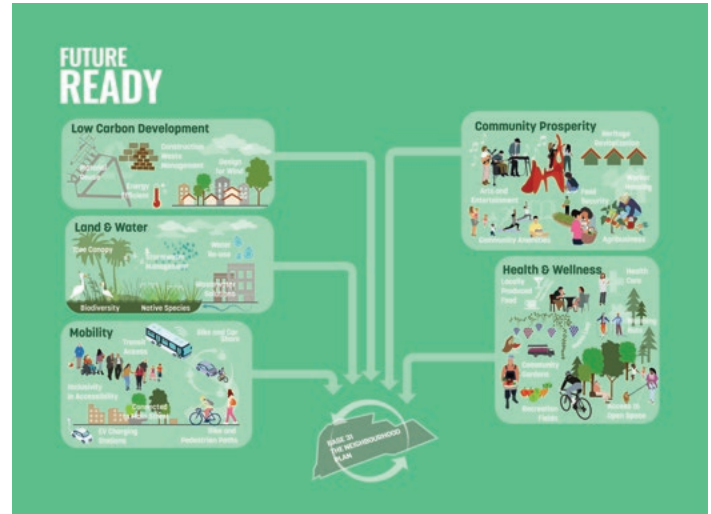
Pillars:

Future Ready

Key Findings:

Resilience is directly connected to personal wellbeing. The strength of a community and their ability to navigate and thrive requires both amenities and services tied to wellbeing and the management of day-to-day living. Items like: access to daycare, clean and affordable water, leveraging agriculture to diminish food insecurity.

1. Quality of life is highlighted as the ability to have: things to do, outdoor and indoor spaces:
 - a. For kids / youth, seniors, families
 - b. Community spaces that bring people together and build connection
2. Consider new ways to connect people to Base31 and beyond. Shuttles, gondola, new trails, better cycling experience - the challenge was to be radical with our approach.
3. Resilience can be achieved if the future development is designed to be both adaptable and responsive throughout the project's duration.
4. The Common Thread: Evolving the everyday intrinsics like access to health care and affordable water is how resilience is defined. The technical aspects of sustainability were not a primary focus for workshop attendees. Sustainable practices are valued, but the basics to increase livability must be the priority.



WORKSHOP 3: COUNTY ECONOMIC VITALITY

Stakeholders:

A cross-section of local business owners, restaurant / hospitality, and entrepreneurs.

Businesses & Organizations Represented:

Picton BIA, PEC Chamber of Commerce, Picton Book Store, Beacon Bike & Brew, The Royal Hotel, Department of Illumination, Licensed STAs of PEC, Oeno Gallery.

Intention:

Raise the profile of the range of issues facing businesses: workforce development, an aging workforce, issues with pandemic recovery in restaurant / hospitality sectors, seasonality.

Topics / Questions:

Creating new opportunities for businesses and employees to thrive, and help drive the local economy.

- Housing Opportunities
- Economy: Employment & Business Development
- Education, Partnerships, Programming & Infrastructure

Vital Signs Topics being covered off in session:

Housing, Economy, Education.

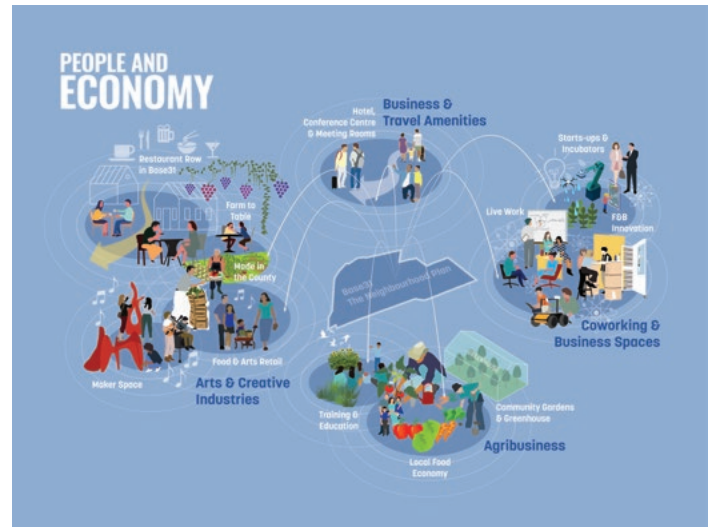
Pillars:

Housing for All, People & Economy

Key Findings:

The most notable discussion point within these workshops was defining the needs and requirements to create successful recruitment and retention of the service worker employee. The hospitality employees are seeking income, but also quality of life and to set down roots. They are families, career professionals, and need access to housing, amenities and healthcare – this is critical for talent retention.

1. Long-term rental options are key to meet the needs of the service worker and stabilizing the County workforce.
2. Connection between Base31 and the local Picton BIA should be expanded to ensure co-creation can take place and we are able to complement Main Street through this partnership. “Growing the pie” for all can be achieved if we work together.
3. The County “brand” is a reality. Both the design of this future place and the Revitalization District should reflect the “Made in the County” ethos.
4. The Common Thread: Four-season activation, programming and infrastructure was viewed as the ‘lynch-pin’ to achieve greater economic vitality. Base31 has the ability to support achieving this goal and this should be the strategic imperative in the future plan and development of the site.



WORKSHOP 4: RETAIL & AGRIBUSINESS

Stakeholders:

Retailers, farmers, hospitality / restaurant industry.

Businesses & Organizations Represented:

555 Brewing Co., Slake Brewing, Cressy Mustard, Vickie’s Veggies, PEC Wines and Rose Haven Yarn

Intention:

Ensuring that a “Made in the County” approach is embedded in our future design.

Themes / Topics:

Building a community with a Made in the County approach that advances opportunities within the Farm to Table lens: Retail Curation, Agribusiness, Culinary/Service Industry.

- Made in the County || Retail, Resto, Commercial & Agribusiness
- Housing Innovation for Workforce in a County setting
- Talent Acquisition & Business Development

Pillars:

Farm to Table, Housing for All

Key Findings:

1. A focus on infrastructure that could be shared by those in the agribusiness sector to meet a range of business needs: co-working space, storage facilities, bottling / jarring were a focus. Additionally, incorporating food bank services / storage into this effort to create a circular food economy within a single destination is an opportunity for future consideration.
2. Without advancements in social infrastructure, the potential of losing our artists, makers, musicians, and restaurateurs and their teams will be a reality.
3. Housing innovation was a topic that was embraced from a variety of perspectives: studio space for artists; smaller units with shared indoor / outdoor amenities for young people and those looking to age in place. This group had an appetite for innovation in our housing offering.
4. This group saw “year-round programming” as our “North Star”. Ideas generated to support this included: Conference Centre for Incentive Travel, best in class sport / recreation facilities to attract Sports Tourism and attracting remote workers (high speed internet).
5. The Common Thread: Though the audiences for the County Economic Vitality and Retail & Agribusiness workshops were quite different and their topics varied, these two groups shared similar needs and objectives relating to building a stronger economy in the County. All workshop attendees recognized and shared the importance of unlocking our collective potential, based on the following shared insights:
 - a. Social Infrastructure: Daycare
 - b. Parks & Play: Things for my kids to do
 - c. Four Season: Year-round everything and anything
 - d. Housing: Employees, future generations, and business owners themselves are at the core of protecting and elevating their business opportunity
 - e. Small business is the #1 driver of the economy in the County; when business owners and their employees have access to daycare, wellness services and housing, the County thrives





PUBLIC COMMUNITY MEETING

- May 31, 2023
- 375 of Attendees [incl. Project Team]
- 2,678 Points of Engagement
- 308 Comments and New Ideas

PEC Municipal Staff and Councillors in attendance: Mayor Steven Ferguson, Councillor John Hirsch, Councillor Sam Grosso, Councillor Chris Braney, Councillor Brad Nieman, Councillor Phil St-Jean, Councillor Bill Roberts, Councillor Roy Pennell, Councillor Corey Engelsdorfer, and seven staff members from various areas of subject matter expertise at the Municipality of Prince Edward County

Local Organizations who participated: The County Foundation, Prince Edward County Arts Council, Picton BIA, the Picton Chamber of Commerce, Visit the County.

Overview: On May 31, 2023, PEC Community Partners hosted the first public community meeting about the Neighbourhood Plan. Attendees to the in-person “Idea Fair”, which included residents, local businesses, and community organizations from across Prince Edward County, were able to discover and learn more about the future of Base31, share ideas to co-create the vision, and meet the project team.

The Idea Fair is an in-person event that is designed to engage and connect with the community by fostering a two-way dialogue between the Project team and the community. This includes listening to concerns, gathering feedback, and generating aspirations and ideas to inform the plan for the site. The level of engagement desired is both at the inform and consult level, which allows for community members to be educated on the project while simultaneously generating ideas and feedback; this means meaningful feedback can be shared, measured (quantitative, qualitative), and sorted into actionable concepts. Creating an immersive experience housed within a series of theme-based stations allows for complex planning concepts to be broken down into a framework that is more easily understood by the general public, which provides for more robust feedback to be provided. Technical and/or detailed feedback is considered later in the planning process, while high-level concepts are considered in the earlier stages of the design process when key themes or the primary design principles are being established or finalized. The Project Team will always aim to exceed the minimum requirements for public engagement to ensure a demographically diverse audience is captured, and a wide range of perspectives and interests are included throughout the feedback process.

PUBLIC COMMUNITY MEETING [CONTINUED]

Experience Design & Event Details:

Upon arrival, guests checked in with Base31 staff and received a sheet of thumbs up stickers and a Discovery Map highlighting a self-directed discovery for the Idea Fair across multiple themes - Parks, Play & Culture, Housing for All, People & Economy, Farm to Table and Future Readiness - with multiple points of feedback and idea sharing across these five guiding principles. Future Readiness was woven throughout the five stations as sustainability concepts and ideas framed within the context of mobility, health and wellness, and building a resilient community and economy.

The check-in experience also incorporated a short video with the Discovery Map and quotes from community members received via the survey and workshops leading up to the Idea Fair. These quotes were also housed on pillar banners at each station.

Opening remarks were provided by Base31 CEO, Tim Jones, followed by a short musical performance by eoah Argos and Donald Quan. Mayor Steve Ferguson provided short remarks about the importance of community contribution to the future of the site, and the Idea Fair as an opportunity for locals to get involved in the process.

The Idea Fair provided an opportunity for community members to meet with global architectural firm, Sasaki, urban planners and a host of technical experts on the project. Each station included two to three members from the project team to answer questions and discuss ideas.

Station Design also incorporated a project details area for community members to learn more about the planning process and project timeline, a Create a Village Station for discussion surrounding the site plan and "green fingers" concept, and a specialty kids' zone where little ones could build gardens and paint a village to ensure inclusivity for families at the event.

Feedback was received through image-powered feedback cards, post-it notes, thumbs up stickers for voting on plan ideas/components on large 8-foot-wide feedback boards, and verbal feedback to the project team. A sketch artist was deployed with two 8-foot-wide boards, where feedback could be shared and transcribed into a descriptive illustration. An online survey was available to people who could not attend to ensure an offline and online approach for feedback gathering was incorporated for all voices to be heard.

Many enjoyed local food and drink from some of Base31's food entrepreneurship program at the event's Market Square, including: Cressy Mustard Co., Small Batch Co., Arvy's Street Eats/Mishran, Lemonade Dave, The Pop Stand, and Shway Shway Café. The Farm to Table station incorporated a short video on the food entrepreneurship program for attendees to learn more.

The County Foundation, Prince Edward County Arts Council, Picton BIA, and the Picton Chamber of Commerce were some of the organizations who joined the conversation by participating at the Idea Fair. Quinte Transit provided complimentary accessible shuttle service to guests from various locations.

To ensure a transparent, inclusive, and meaningful engagement process, an Event Feedback Survey was provided to attendees at the event via a QR code on the Discovery Map received at check-in and through a post-event email sent later that week. According to the survey results [see survey section of the report for more details]:

- Awareness of the Neighbourhood Plan increased by 87% when comparing awareness levels for survey respondents before and after the Idea Fair.
- 9% of respondents reported feeling somewhat or very unhappy/frustrated about the Neighbourhood Plan before the event; this dropped to 7% after the event.
- 34% of respondents reported feeling unsure about the Neighbourhood Plan before the event; this dropped to 12% after the event.
- 57% of respondents reported feeling somewhat or very happy/excited about the Neighbourhood Plan before the event; this increased to 82% after the event.

PUBLIC COMMUNITY MEETING [CONTINUED]

The Idea Fair was an opportunity to create an immersive, accessible and educational experience that supports conversation and feedback gathering about the future of the site. The input shared will be summarized into an engagement report to help inform the direction of the Neighbourhood Plan, which will result in an Official Plan Amendment application submission later this year. The partnership group will continue to work with the community to envision the future of this 750-acre site as a dynamic collection of neighbourhoods with a mix of uses: retail, restaurants, places to work and create, parks, trails, and recreation areas, a full complement of community amenities, and a range of housing to suit many needs.





CREATE A VILLAGE STATION

***Total points of feedback: 328**

Hosted by the lead architecture team from Sasaki, this dynamic station showcased the size and scale of this 750-acre site. This is where attendees could:

1. Learn about our village philosophy and structuring thoughts for Base 31 Neighbourhood Plan.
2. Discover the concept of “the green fingers” and what it means to create a place that is “living in the landscape”.
3. Share ideas for the future community with the image-powered feedback cards - an immersive exercise for sharing feedback.

There were elements to support discussion surrounding how to create our future villages at Base31 and the possibilities of this future place, including:

1. Two 8-foot-wide feedback boards for open feedback. Attendees could vote on ideas using thumbs up stickers or add new ideas using feedback cards or post-it notes. There were 24 versions of the image-powered feedback cards covering various plan themes, topics, and conceptual ideas for the future of the site.
2. A 12 by 10-foot plan was situated on the floor with a camera and TV relay for all to see the discussion and ideas in motion.

***Total points of feedback include new ideas and thumbs up stickers.**

Key Takeaways: Top Voted Ideas & Feedback Summary

1. This is a tool used to unlock the feedback gathering process, providing free flowing ideas with an environment that is without restraint. This was an opportunity for people to provide blue sky, aspirational, and niche / speciality comments, such as unique infrastructure ideas or concepts.
2. Top voted ideas included:
 - a. Good affordable restaurants! (12 votes)
 - b. Housing for workers (11 votes)
 - c. Walkable (5 votes)
 - d. Affordable housing – Tiny or small houses (6 votes)
 - e. Trees – lots of them (7 votes)
3. General themes that appeared within the open commentary were heavily focused on community amenities/spaces/ programming and/or recreation/activity-based, such as: markets, kids’ events, theatre/plays/free concerts, walking trails, parks/open spaces for all/families, water park/pickleball/skateboard rink/trampoline park, outdoor playground, winter recreation, a community centre for seniors and youth.
4. A variety of food options, especially those that are affordable, was highlighted as a priority.
5. Transit was mentioned 7 times, with 5 votes as an idea for consideration.
6. Housing was referenced 11 times, majority raising affordability as a key component. Seniors and artist housing were both raised as an opportunity.

CREATE A VILLAGE STATION [CONTINUED]

Raw Data Summary:

****New Ideas:**

1. Rail transit
2. Publicly accessible artist workshops (1 vote)
3. The slide is inspired by a slide in El Salvador. The slide is part of a restaurant called 'Picnic.' The slide is
 - a. a tourist attraction
 - b. a JOY machine for fun, joy and pleasure (1 vote)
4. An attraction about joy! A giant 1.5km SLIDE - wide - accessible for all.
5. Make this induction EV Transport bikes, scooters, cars, etc.
6. Events in town square - music / market / plays / art shows / kids' events - food kiosks and trucks
7. Connections to Picton Main Street - walking - bike - transit - sidewalks on CR22 - connection to Millennium Tr.
8. CO working / Entrepreneur support
9. Arts focused school Pre-K – Post Doc (5 votes)
10. Shops - coffee - light meals - local fare (2 votes)
11. Community housing (Small dwelling spaces with large community/shared spaces) (1 vote)
12. Parks and spaces accessible for ALL! (1 vote)
13. Variety of food options! (4 votes)
14. Good affordable restaurants! (12 votes)
15. Walking trails (3 votes)
16. Transit Youth employment Youth focus (1 vote)
17. A way to get into town if you use a wheelchair and rely on OW/OAS/CPP (limited income)
18. Grocery stores Drug stores (3 votes)
19. Pickle Ball! (5 votes)
20. Mobile beverage cart
21. Recreation Mixed housing Transit
22. Special needs, adults, day programs (1 vote)
23. Amusement Park, Theatre, Mall, Camping/Camp Ground, More of Po's Artwork! :)
24. An airport – so much potential for aviation tourists
25. Active public space for ALL! (1 vote)
26. Cafes (2 votes)
27. Social events, Place (1 vote)
28. Indoor playground (2 votes)
29. Public washrooms (2 votes)
30. Ride share vehicles (2 votes)
31. Arts exhibits, Galleries (1 vote)
32. Water parks (1 vote)
33. Theatre - (2 votes)
34. Family spaces that are accessible to all (1 vote)
35. Walking trails (2 votes)
36. Farmers' Market (2 votes)
37. Pickle Ball Courts (5 votes)
38. Outdoor Community Performances (1 vote)
39. Liveability – streets, Ala Jane Jacobs' plan
40. Biking (4 votes)
41. Bike sharing program (1 vote)
42. Food – affordable - "social"
43. Bars (3 votes)
44. Adequate childcare (4 votes)
45. Skateboard Park, Skateboard Rink, Any outdoor space for play and recreation
46. Walk to grocery stores *convenience (1 vote)
47. Community bread oven!
48. This but with water features (2 votes)
49. Safety sufficient employees to ensure a safe and fun environment control.
50. Open spaces & Plazas (2 votes)
51. Great upkeep maintenance
52. Outdoor playground.
53. Access to waterfront
54. Variety of transportation modes
55. Life / style / access for all demographics
56. Housing for workers (11 votes)
57. newamhersthomes.com – ccbars - interesting features from - urban design w/ respect for the natural environment - architecture to suit the town - front porch living w/ rear lanes & garages out back. - mixed use pedestrian friendly - parks community garden - live work homes - building w/ sustainability in mind - wet retention pond – scenic natural feature - dry detention basin for heavy rainfall & green view at other times - bicycle friendly streets - architect – Duchy, Plates & Zybesk – new urbanism community - Base 31 is separated from the main community by being in the hill – put 1 as many services as possible within the housing area so residents don't have to drive down to the main community.

****Ideas have been transcribed as written preserving any typographical errors.**

CREATE A VILLAGE STATION [CONTINUED]
Raw Data Summary: [Continued]:

58. Active lifestyle housing that transitions to total care for elderly and their partners
59. Or even a bus!
60. Untouched Natural Green Areas (1 vote)
61. Affordable housing - Tiny or small houses (6 votes)
62. Venue inclusive of local artists and Drama Productions
63. Talk to Daniela about the SLIDE
64. Busking and music music music (1 vote)
65. Native plants & trees (3 votes)
66. Bar
67. Subterranean centres with large dome skylights.
68. Mountain biking, Trails – Integration with McCaulay Mountain conservation area
69. Hostels
70. Green spaces Spaces for all (2 votes)
71. Something for singles
72. Flea Market or Reuse trading Centre
73. EV induction roadways and pathways
74. Alternative Energy and Reuse
75. Interactive wayfinding (4 votes)
76. Large WWII Memorial
77. Snow Mobile Races in Winter
78. Car Shows and Car Race Track! (4 votes)
79. Please provide a range of housing choices for all levels of affordability (3 votes)
80. OPEN MARKETS (1 vote)
81. Canada Day Fireworks Please!! (4 votes)
82. Exciting events and festivals to celebrate the community :)
83. Affordable Artist housing and Studio space (1 vote)
84. Mural of Indig Cultures here (1 vote)
85. Transit - Affordable - WC Access - Frequent (2 votes)
86. Transit (5 votes)
87. Outpost of respected museum! – Like the ROM or AGO (1 vote)
88. Amusement Park with Camp
89. Flowers by: Kate Crother
90. Accommodation
91. Uber! / URide
92. Public bathrooms (4 votes)
93. Gentlemen's Club (1 vote)
94. Volunteerism
95. Empire Loyalist Commemoration Piece
96. Community Centre for Youth and Seniors
97. Reliable Public transit to and from Base 31 (2 votes)
98. Help Pinecrest Housing
99. Housing for Alzheimer's' (Dementia)
100. General Store (like Truesdale) (3 votes)
101. Casino (6 votes)
102. A fun adrenaline spot for locals (who are here in the winter) to have fun – i.e., indoor adult playground, trampoline park...
103. Arts Exhibits (1 vote)
104. Historical Museum! (3 votes)
105. Theatre (2 votes)
106. Streets for all
107. Centre for indigenous history in PEC
108. Outdoor Amphitheatre? (1 vote)
109. Wildlife Rehab Centre (2 votes)
110. Bird Sanctuary (trees, trees, grasslands) (2 votes)
111. Trampoline Park (3 votes)
112. Grocery Store – walk to – not fancy – (2 votes)
113. Adults special needs day programming
114. Free Community Concerts (2 votes)
115. Adapted housing to seniors (3 votes)
116. Studios for Art Making (4 votes)
117. Longhouse Wigwam – Indigenous Healing & Activity Centre (3 votes)
118. Trees – lots of them (7 votes)
119. Spiritual Thoughts Centre i.e., Zen Garden, Pond, Open air gazebo (2 votes)
120. Yearly Pow Wow (1 vote)
121. Make a smaller lake with fish without house backyard access – park-like access
122. Monthly or seasonal drum circles
123. Central Heating District (1 vote)
124. No seasonal worker dorms inspire farms vineries to build them (1 vote)
125. Integrate economy with town of Picton, not creating a separate community
126. Mono-rail commuter from below the hill & around the 750 acres (1 vote)
127. Water + Sewage URGENT (2 votes)
128. Walkable (5 votes)
129. Offices to share / book out (4 votes)



HOUSING FOR ALL STATION

***Total points of feedback: 569**

This station was led by the team from Urban Strategies Inc., the lead planner on the project, to discuss the future of housing within the context of the County. This is where attendees joined to discuss the opportunities to deliver a diverse range of housing typologies and how we can design for the future. Here, attendees had the opportunity to:

1. Join the conversation on the types of housing the County needs.
2. Discuss and learn about the opportunity to deliver housing options for people of all ages and life stages, within a connected, walkable community.
3. Share ideas on “aging in place” as we build this Neighbourhood Plan together. Feedback was generated via thumbs up stickers, post-it notes, or via the new ideas section on the large format feedback board.

Key Takeaways: Top Voted Ideas & Feedback Summary

1. Affordability, as expected due to the current nature of the housing landscape, is the top priority for the community when it comes to housing, with 122 combined votes. Rental has been highlighted as the greatest need-state from a housing typology, likely due to the industries that dominate the employment market within the County (hospitality, arts/creative, small business, retail); this needstate was also raised in workshops. Long-term rental is especially important for the County as there is a large cohort of families looking for larger rental units that are available long-term.
2. Top voted ideas included:
 - a. Affordable rental options (72 votes)
 - b. Affordable options (46 votes)
 - c. Long-term rental housing (44 votes)
 - d. Studio space (39 votes)
 - e. Dedicated cycling routes (28 votes)
 - f. Shuttle from Main Street (27 votes)
3. New ideas raised within the housing station for consideration include modular and tiny homes - these were referenced and/or voted on 14 times. Co-op housing was also highlighted as an opportunity for the future housing strategy.

***Total points of feedback include new ideas and thumbs up stickers.**

HOUSING FOR ALL STATION [CONTINUED]

Raw Data Summary:

Families

- **Affordable options (46 votes)**
- Long-term rental housing (44 votes)
- Managed rental housing (16 votes)
- Larger units for rent (12 votes)

Older Adults

- **Designed to age in place (61 votes)**
- Access to transit (31 votes)
- Connected to people & things to do (14 votes)

Creative Professionals

- **Studio space (39 votes)**
- Flexible spaces (17 votes)
- Connected to Base31 (9 votes)

Young Adults & Service Workers

- **Affordable rental options (72 votes)**
- Smaller units with shared amenities (20 votes)
- Short-term rental housing (6 votes)

A Connected Community

- **Dedicated cycling routes (28 votes)**
- **Shuttle from Main Street (27 votes)**
- New bus connections/public transportation options (22 votes)
- Pedestrian pathways (15 votes)
- AODA accessible (11 votes)
- Rideshare (URide) (8 votes)
- Bike share (7 votes)
- Parking (4 votes)

****New Ideas:**

1. Modular housing (2 votes)
2. Affordable ownership (4 votes)
3. Support for Pinecrest housing
4. Dormitory type housing
5. Rotating specialist, accommodations - physicians (1 vote)
6. Tiny homes (6 votes)
7. Tiny houses community (3 votes)
8. Tiny dwelling spaces with access to shared community spaces
9. Rent to own tiny homes (2 votes)
10. Co-housing independent living with common spaces
11. Co-op housing (6 votes)
12. Communal living models with mixed housing
13. Secondary suite - options for workers + multi generations
14. No fossil fuel low impact development
15. Housing + community building around difference" queer, bipoc, etc.
16. Picton to Belleville Bus Services
17. Places for physical exercise
18. Housing for artists w/ flex/studio space
19. Sidewalks
20. Laneway sewages
21. Front porches
22. Rent heard to income housing
23. Community garden
24. Not Disneyland please!
25. Build in adaptive reuse/future uses
26. Not cookie cutter (2 votes)
27. Porches and balconies and courtyards (1 vote)
28. Improve ferry service or build new bridge (1 vote)
29. Special needs (2 votes)

***Ideas have been transcribed as written preserving any typographical errors.*



PEOPLE & ECONOMY STATION

***Total points of feedback: 713**

At this station, attendees joined members of the Base 31 team, along with the County Foundation, to share ideas and feedback on building a livable community through the Neighbourhood Plan - one that helps businesses, organizations, and people in the County thrive year-round. The goal of this station was to allow for the community to:

1. Provide input on social infrastructure, business amenities, and programming opportunities for the Neighbourhood Plan.
2. Grow the list of possible solutions to strengthen livability through new community services and amenities. Feedback was generated via thumbs up stickers, post-it notes, or via the new ideas section on the large format feedback board.
3. Discuss and highlight big ideas, solutions to challenges, and areas of opportunity to drive the economy within the County, expand the workforce, and support continued learning.

Key Takeaways: Top Voted Ideas & Feedback Summary

1. Youth is highlighted as a key demographic for future programming and education, and comments included: a satellite campus, a museum, art programs, and workshops. After-school programming and a teen “hangout” room had a combined 62 votes.
 - a. Trades & skills training and apprenticeship programs had a combined 56 votes.
2. Honouring the past was mentioned three times, in the form of a museum and/or historical commemoration.
3. Consideration for amenities or programs that support special needs was highlighted.
4. The need for doctors and nurse practitioner expansion was also mentioned. Walk in clinics was the top voted community service with 91 votes.
5. Ensuring retail does not duplicate or compete with Main Street, but instead supports it, was voted on/mentioned 5 times.
6. References to art programming included 11 votes: art exhibits, writers’ workshops/retreats, art studios, art rehearsal space, and a theatre.
7. Top voted ideas:
 - a. Walk-in clinics (91 votes)
 - b. Daycare facility (35 votes)
 - c. After-school programming for kids (31 votes)
 - d. Teen “hangout” room/board game cafe (31 votes)
 - e. Support or services for seniors (28 votes)
 - f. Live/work housing (27 votes)
 - g. Trades & skills training (32 votes)
 - h. Apprenticeship programs (24 votes)
 - i. Facilities for sport tourism & incentive travel (22 votes)

***Total points of feedback include new ideas and thumbs up stickers.**

PEOPLE & ECONOMY STATION [CONTINUED]

Raw Data Summary:

Community Amenities

- **Daycare facility (35 votes)**
- After-school programming for kids (31 votes)
- Teen “hangout” room/board game cafe (31 votes)
- Year-round, drop-in leisure programs (24 votes)
- Community spaces (21 votes)
- Programming for older adults (20 votes)

Community Services

- **Walk-in clinics (91 votes)**
- **Support or services for seniors (28 votes)**
- Support or services for people with special needs (27 votes)
- Support or services for new Canadians (27 votes)
- Chiropractor, dentist, massage therapist (14 votes)
- Gym, yoga, Pilates studio (13 votes)

Business Amenities

- **Live/work housing (27 votes)**
- Studio space (20 votes)
- Coworking spaces (15 votes)
- Incubator space (11 votes)
- Commercial office space (7 votes)

Jobs, Education & Training

- **Trades & skills training (32 votes)**
- **Apprenticeship programs (24 votes)**
- Youth support programs (20 votes)
- New job opportunities (18 votes)
- Learning labs /hands-on learning (13 votes)
- Adult education (12 votes)
- Micro-accreditation (5 votes)

***Ideas have been transcribed as written preserving any typographical errors.*

A Four-Season Economy

- **Facilities for sport tourism & incentive travel (22 votes)**
- WiFi enabled (18 votes)
- Spa & wellness centre (14 votes)
- Hotel (10 votes)
- Conference & meeting centre 10 votes

****New Ideas:**

1. Art programs for youth (2 votes)
2. Museum + honouring the past (3 votes)
3. Water 1 vote
4. Volunteer opportunities (3 votes)
5. Roller rink (youth programs teens) (1 vote)
6. Do not duplicate retail stores / restaurants in Picton (2 votes)
7. Seasonal affordable housing (1 vote)
8. Support existing businesses in Picton, not competing (3 votes)
9. Truly affordable long-term housing (rental/rent to own) (1 vote)
10. Climbing gym (2 votes)
11. Save our airport (7 votes)
12. Art exhibits (2 votes)
13. Electrical plumbing training (Shortage) (1 vote)
14. Writers' workshops/retreats (3 votes)
15. Art studios (3 votes)
16. Art rehearsal space (1 vote)
17. Get doctors to come for special clinics, offer perks (1 vote)
18. Sustainability low carbon footprint (2 votes)
19. Theatre (2 votes)
20. Accommodation and access in public places for people with special needs (wheel chair)
21. Museum connect with kids
22. I don't own property in PEC so I am treated as a visitor/outside
23. Interactive local history installation
24. Heritage, excitement, friendliness, artwork
25. Youth education
26. Something for everyone
27. Camp Hill inspired, programming for special needs
28. Year-round opportunities
29. Check online for Torpedo Factory in Alexandria
30. University / college satellite campus
31. Interesting art / craft courses
32. Nurse practitioner expansion



PARKS, PLAY & CULTURE STATION

***Total points of feedback: 895**

This station was the destination to share ideas on recreation and park amenities, getting outdoors, and building a community that prioritizes healthy living. At this station, attendees could:

1. Vote on key components for four-season recreation, cultural programming and activations, wellness, and community amenities for The Neighbourhood Plan.
2. Build a list of items and share new ideas to influence the public realm: parks and trails, facilities for recreation, and four-season activity. Feedback was generated via thumbs up stickers, post-it notes, or via the new ideas section on the large format feedback board.
3. Take a moment to admire the mural artwork created by Portia Po Chapman – a circular, hand drum inspired painting titled “Building a Bright Future”.
4. Discuss ideas for additional programming opportunities at Base31, an existing feature onsite and a future community amenity to increase “livability” for all.

***Total points of feedback include new ideas and thumbs up stickers.**

Key Takeaways: Top Voted Ideas & Feedback Summary

1. The Parks, Play & Culture station was the most active at the Idea Fair, with 895 points of engagement (thumbs up stickers, new ideas). This is in line with what we heard at workshops, and in the online survey: parks, recreation, and things to do were highlighted as the most important community amenities needed at this time and would address a needstate for all ages (families, youth, seniors).
2. When assessing priorities for four-season recreation, multi-use sports courts/fields, cross-country skiing, and pickleball were the top voted items. Cultural priorities included an outdoor theatre (the top voted item on the board with 48 votes), culinary pop ups, and live music/concerts. Within the wellness section, multi-use trails and natural landscape were top voted items. Top voted community elements included outdoor markets, winter/evening activities, and family-friendly events.
3. Within our survey data, we have seen several comments that mentioned the need for a pool as a community amenity. This was a new idea added to the board, and had 13 votes at the Idea Fair; this was mentioned/voted on 5 additional times on this feedback board.
4. The majority of new ideas provided were activity-based or sport-based amenities, such as: cricket, winter skating, climbing walls, splash pad, outdoor stage, trampoline park, karate, indoor playground, tether ball, track+field, outdoor rinks, miniature golf, dance lessons, volleyball, and sport store rentals.
5. Opportunities to welcome newcomers was voted on 5 times as an opportunity to consider.

PARKS, PLAY & CULTURE STATION [CONTINUED]

Raw Data Summary:

Four-Season Recreation

- **Multi-use sports courts/fields (40 votes)**
- **Cross-country skiing (33 votes)**
- **Pickleball (21 votes)**
- Ice skating (18 votes)
- Soccer (18 votes)
- Basketball (11 votes)
- Volleyball (7 votes)
- Ice hockey (6 votes)
- Tennis (6 votes)
- Softball/baseball (1 vote)

Cultural

- **Outdoor theatre (48 votes)**
- **Culinary pop-ups (32 votes)**
- **Live music/concerts (31 votes)**
- Public art (28 votes)
- Live performances (27 votes)
- Maker space (20 votes)
- Art fair (15 votes)
- Outdoor pavilion (12 votes)

Wellness

- **Multi-use trails (30 votes)**
- **Natural landscape (30 votes)**
- Pollinator garden (24 votes)
- Accessibility inclusive (22 votes)
- Stormwater reuse (21 votes)
- Shaded seating (20 votes)
- Culinary garden (18 votes)
- Windbreak design (10 votes)
- Outdoor yoga (9 votes)
- Outdoor classroom (9 votes)
- Outdoor fitness (8 votes)

Community

- **Outdoor markets (30 votes)**
- **Winter/evening activities (23 votes)**
- **Family-friendly events (21 votes)**

- Off-leash dog area (20 votes)
- Community garden (20 votes)
- Picnic area (18 votes)
- Playground (17 votes)
- Splash pad (16 votes)
- Gathering spaces (14 votes)
- Warming huts (14 votes)
- Camps and learning programs (13 votes)

****New Ideas:**

1. Cricket - (1 vote)
2. Kho-kho
3. VR cafe (1 vote)
4. Winter skating trail (4 votes)
5. Pool / splash pads (1 vote)
6. Climbing walls (4 votes)
7. Adult playground - splash pad, buffet, high brow concert + hall/theatre (1 vote)
8. Aqua park - indoor pool, slides (13 votes)
9. Model aircraft space/club for teens/kids (2 votes)
10. Outdoor stage for buskers (2 votes)
11. Bike and Walking Connections to Picton Main Street - stairs down the hill? - switchback path for bikes? - Yes – connect to Millennium Trail - shuttle buses with bike racks - give an e-bike with every dwelling (1 vote)
12. Don't see airport on map (4 votes)
13. Trampoline park (2 votes)
14. Karate / jujitsu facility (1 vote)
15. Indoor Playground with slides, ball pits, rock climbing, mazes, climbing wall, etc. (3 votes)
16. Spa (1 vote)
17. Christmas market (3 votes)
18. Gymnastics / trampoline facility (4 votes)
19. Tether ball (3 votes)
20. Indoor / outdoor pools (3 votes)
21. Track + field for youth (1 vote)
22. Rib fest or food truck festival (2 votes)
23. General store (2 votes)
24. Astronomy telescope (2 votes)
25. Augmented reality + projection mapping of art + history (3 votes)

****Ideas have been transcribed as written preserving any typographical errors.**

PARKS, PLAY & CULTURE STATION [CONTINUED]

Raw Data Summary [Continued]

- 26. Culture change to welcome newcomers to the County (5 votes)
- 27. Something for single parents and/or single people (1 vote)
- 28. Culinary demos - teaching capacity (1 vote)
- 29. A forest to spread ashes
- 30. Cemetery with walking paths shade trees
- 31. The airport?
- 32. Community drop in space
- 33. Public swimming pool=lane swimming
- 34. Bike share with e-bikes
- 35. Engage in large scale exp arts to create working groups = local professionals
- 36. Outdoor rinks
- 37. Park cour for dogs (saw one in Angra, Azores)
- 38. Miniature golf
- 39. Poet in residence (like Heathrow airport)
- 40. Dance lessons + dance nights, disco salsa
- 41. Outdoor sports store rentals - year-round, eg. x-country, ski rental, surf board rental, canicross equipment
- 42. Sports - volleyball, etc.
- 43. Please have a look online at the Torpedo Factory in Alexandria, Virginia - successful transformation of a wartime facility to a modern cultural hub.



FARM TO TABLE STATION

***Total points of feedback: 126**

Here, the community could join members of the Base31 team and a handful of food and beverage specialists from the Homebase Entrepreneurship Program to discuss the importance of a locally-powered economy centred around the industries critical to a thriving County: retail, restaurants, arts/makers, wine makers/ breweries, and agriculture.

1. Some came for the Pretzels and Cressy Mustard, and stayed for in-depth discussions with culinary entrepreneurs about creating a place that enhances and expands opportunities for makers, restaurateurs, and growers, including:
 - a. Sarah Harrison, founder of Cressy Mustard Co.
 - b. Ian of Small Batch Co, creator of local favourite Rebel Taco
3. Attendees joined the discussion and shared ideas for how we can create a “Made in the County” Neighbourhood Plan - one that stays true to the “County brand”.
4. Feedback was provided via post-it notes, thumbs up stickers, and 12 variations of the image-powered feedback cards for creating a place that will drive the economy through ‘local-first’ retail curation, agribusiness strategies and partnerships, and entrepreneurship programs for craft, and culinary.

***Total points of feedback include new ideas and thumbs up stickers.**

Key Takeaways: Top Voted Ideas & Feedback Summary

1. Similar to the Site Plan Station, the Farm to Table Station allowed for free-form ideas to be shared within the farm to table thematic. There were 28 new ideas/concepts shared, with the top ideas being:
 - a. Community garden for people in apts/condos with linked outdoor space (12 votes)
 - b. Cooking classes (12 votes)
 - c. Gardening classes for kids + adults to help address food insecurity issues (11 votes)
 - d. Hydroponic indoor 12 months organic gardening centre (6 votes)
 - e. Markets, markets, markets not just weekends (6 votes)
2. Top voted items above are focused on experiences, such as classes, markets, or a community garden. Other experiences highlighted were: jam/pickling education, education surrounding sustainable farming, plant exchange, a kid’s camp, a harvest/food festival, and winter/summer markets.
 - a. Community gardens and markets was a top voted item with 10 votes.
3. Ideas that were centred around the idea of farming or agriculture included: nature planting, the promotion or education of organic/sustainable farming, supporting ecology + community in food production, a food co-op.
4. Although it is not within the farm to table framework, the concept of a public outdoor swimming pool had 14 votes.

FARM TO TABLE STATION [CONTINUED]**Raw Data Summary:******New Ideas:**

1. Gardening classes for kids + adults to help address food insecurity issues (11 votes)
2. This looks like anywhere in America...I wish
3. Community garden for people in apts/condos with linked outdoor space (12 votes)
4. Cooking classes (12 votes)
5. Plant native trees + flowers berries (1 vote)
6. Outreach program with ESC to educate/encourage local farmer to use mono sustainable practices / less fertilizer etc (2 votes)
7. Promoting veganic agriculture / farming (1 vote)
8. Seed saving, plant exchange, events eventually - seed + plan + library
9. Promoting and supporting organic growers (3 votes)
10. Hydroponic indoor 12 months organic gardening centre (6 votes)
11. Organic farming (3 votes)
12. Teach me how to pickle and jam (2 votes)
13. Garden + farm + wildlife groves (1 vote)
14. Kids' camp (4 votes)
15. Affordable grocery shopping too!
16. Grocery store ie organic non-GMO food without MRNA technology
17. Fruit trees
18. Community gardens and market (10 votes)
19. Waterfront hotel(s) with dining (casual, semi formal) (2 votes)
20. Supporting ecology + community in food production in PEC (2 votes)
21. Food co-op (2 votes)
22. Markets, markets, markets not just weekends (6 votes)
23. Harvest festival in fall (2 votes)
24. Rooftop greenspaces / gardens (1 vote)
25. Public outdoor swimming pool with memberships 14 votes
26. Food festivals / competitions (1 vote)
27. Year round gathering
28. Winter + summer markets

*****Ideas have been transcribed as written preserving any typographical errors.***



PROJECT DETAILS STATION

This is where attendees could meet with members of the planning team to learn about the planning process and project timeline. This is a station where education could take place surrounding the technical and planning-specific elements of the project:

1. The unique location and size of the Base31 site.
2. The planning process for the Base31 Neighbourhood Plan.
3. The current and future timeline of this 30-year project.
4. Feedback was generated verbally.

Key Takeaways:

1. Discussions in this station focused on larger project-level details or questions such as:
 - a. Timeline and key milestones of the project
 - b. Size and scope of the project
 - c. Project Numbers, such as number of units
 - d. Sustainability strategies for the Neighbourhood Plan
2. This station served as a place for education and information gathering to take place for guests upon arrival before moving to the other stations in the room. This allowed for key data points and facts to be gathered, and support a more robust conversation and feedback generation throughout the other thematic areas.



SKETCH ARTIST

Total points of feedback: 47 new ideas

A sketch artist was deployed near the Create a Village station to capture feedback of attendees and transcribe ideas on two 8-foot-wide boards. Feedback was parsed based on one of the five key themes - Parks, Play & Culture, Housing for All, People & Economy, Farm to Table and Future Readiness - and incorporated using an illustration to depict the new idea or aspirational comment for inclusion in the future of the site.

Key Findings:

1. The Sketch Artist is an additional feedback gathering opportunity that occurs within a free flow environment. Feedback is shared verbally with the sketch artist, and she draws the feedback using an illustration housed within one of the five guiding principles: Housing for All, Parks, Play & Culture, Farm to Table, People & Economy, and Future Ready.
2. Feedback gathered at this station echoed the ideas/thematics heard at each station; affordable and tiny homes were key ideas incorporated and also found at the Housing Station. Parks, Play & Culture incorporated activity-based ideas and concepts such as horseback riding, an indoor park/rec centre, pickleball, skate trails, parkour for dogs, a roller rink, and a bowling alley. Farm to Table highlighted unique ideas or features to consider such as: more farm stands, a drone delivery system, community gardens, an industrial kitchen, and teaching preserving skills. People & Economy highlighted the importance of more doctors and nurses, support for aging in place, and a walk-in clinic. Future Ready included ideas such as geo-thermal energy, sewer + water infrastructure, transit, and walkability.

Idea Fair kids Section Ideas

EQUIP. & MATERIALS

- CANOPY
- 3 TABLES, CHAIRS (6?)
- TABLECLOTHS
- ROCKS *price?*
- BLOCKS \$50 (2pk)
- PAINT \$40
- PAINT MARKERS \$40
- BRUSHES \$15
- CURTAIN LINERS \$65 (4pk)

PAINT TENT:

#1 CURTAIN LINERS FOR TRANSPARENT PAINTABLE WALLS

BLOCK TOWER VOTING STATION:

#2

- IMAGE REPRESENTING ACTIVITY/CATEGORY OPTIONS
- VOTING "TOWERS"
- GIVE KIDS 3 BLOCKS EACH TO VOTE WITH
- PREPARE QUICK, SHORT SURVEY QUESTIONS FOR OLDER KIDS

KIDS' ZONE

Michelle Doran, a certified early childhood educator and Base31 camp counsellor, brought a playful approach to a kid-friendly idea generating station. Situated by the two large food kiosks, this was a destination for all ages.

1. Paint houses and construct a future village.
2. Create rock art for a future Base31 rock garden.
3. Vote on key ideas for parks, playgrounds and other recreational facilities for The Neighbourhood Plan.

This was an opportunity to ensure inclusivity for families at the Idea Fair, and ensure feedback from our youth could be incorporated into the overall experience.



Various online and offline channels were used for informing the public and key stakeholders of the survey series, workshop series, and the public Idea Fair, including:

1. **Email Outreach:** This includes outreach to the Base31 database of 1,700 people, and the recently established and growing Neighbourhood Plan project database of over 320 people; totalling over 2,000 email sends.
 - a. 4 emails sent to the Neighbourhood Plan database for the Idea Fair and Survey 2 Promotion
 - b. 1 email sent to Eventbrite Registrants for the Event Feedback Survey (135 opt-ed in), plus regular reminder emails sent 2 days in advance.

2. **Social Media:** Our approach included both organic and paid social media campaigns to drive engagement and project awareness.
 - a. Six organic social media posts, plus a series of Instagram Stories, on the Base31 channels with a total following of 10,500 across all channels.
 - b. Three targeted paid ads to the local audience in Prince Edward County, within 35 km of the site, resulting in 2,462 link clicks, 64,267 reach, and 37,843 post engagements.

3. **Print Ads:** Two print ads were distributed in local media outlets to drive engagement for Survey #1 and attendance at the Idea Fair. Outlets included:
 - a. The Picton Gazette: Distribution of 11,433
 - b. The Wellington Times: Distribution of 4,500
 - c. The County News Weekly: Distribution of 11,087

4. **A dedicated Neighbourhood Plan website, housing project information including a project timeline, rendering vignettes, and opportunities to get involved in the creation of the vision for the site** (surveys, Idea Fair). Since the launch of the site in February, the site has had 2,400 visitors - with 87% NEW - and 3,500 page views.

5. **Stakeholder Outreach:** 103 stakeholders and neighbours from a range of organizations, businesses and local community groups were invited to participate in the Neighbourhood Plan Engagement Series.
 - a. Outreach also included Prince Edward County Municipal Staff, Prince Edward County Councillors, and Mayor Steve Ferguson.

The public engagement strategy for the Neighborhood Plan is one that builds awareness with community members, defines and implements outreach to target audiences for consultation, education, and the sharing of feedback, and ensures the public's voice is heard, evaluated, and recorded. The public engagement strategy is based on the following guiding principles:

1. **Accessible & Inclusive:** The Project team aims to create a convenient and accessible environment for greater inclusivity, democracy and diversity throughout the consultation process. This is achieved through the deployment of a range of tactics and tools – both online and in person – to support knowledge sharing and collaboration. The Project team includes a range of diverse perspectives and lived experiences that are most representative of the broader community, and has incorporated outreach to a range of stakeholders.
2. **Education & Connection:** The Project team strives to shift the nature of discourse typically seen at in-person community meetings by expanding the traditional scope of engagement to include hard-to-reach groups and communities often neglected and marginalized. This has been achieved through targeted outreach and digital tools (website, surveys) that are accessible for learning, collaborating and sharing feedback. This allows for people of all ages and backgrounds to engage when it is most convenient for them.
3. **Transparency & Awareness Building:** This engagement series has been an opportunity to quantify feedback and gather statistically relevant information to support the planning and design process. It also builds awareness and a relationship with the community by establishing a two-way dialogue early in the planning process—leading to higher participation, higher engagement rates, and more detailed insights.
4. **An Informed Feedback Process:** The self-driving nature of online tools and surveys ensures feedback is informed, helps to facilitate more in-depth conversations, and realizes more focused outcomes that can be tallied, vetted and distilled into actionable direction. Both online and offline outreach tactics and engagement tools have been utilized to deliver a robust approach defined based on the project phase.

FORWARD LOOKING

Our planning cycle takes place over several years and our engagement practices will remain nimble throughout, including both in-person and online feedback gathering strategies for the consultation lifetime to ensure we have equitable and robust representation from all community members.