

A Visioning Strategy for **Bronte Village**



▶ Bronte Forward! Vision Executive Summary

Home to over 16,000 residents, 173 businesses, and a stunning recreational harbour, Bronte Village is both an attractive destination for visitors and a place more people want to call home. Spurred by the designation as an Intensification Area in the Town of Oakville's Livable Oakville Plan, the community has welcomed 1,000 new residents moving into The Village rentals in June 2021. Additional community growth is afoot, and the Bronte BIA took this opportunity to lead the creation of a space for dialogue about the future of Bronte.

In January 2021, the Bronte Forward! outreach and engagement campaign was launched to capture this shared vision for the community. The BIA wanted to capture answers to pressing questions encompassing community identity and cement a sense of place for all future residents and visitors: What makes Bronte Bronte? And how do we build on the uniqueness of the area to make Bronte even better for everyone?

The vision laid out in this document paints a holistic picture of who we are, what we care about, and what we aspire to be. All the stories and feedback from Bronte Forward! will inform the advocacy work

of the BIA. However, the ideas captured here do not belong to the BIA; they belong to the community that created them.

This document comprises the results of community engagement activities conducted by project partners 8 80 Cities, including an online survey, one-on-one interviews, focus groups, community workshops, social media engagement and print outreach. The compiled quantitative data and qualitative observations from this engagement have been distilled in this forward-thinking document.

"In Bronte, it feels like something exciting is right around the corner"

- A Survey Respondent

Vision Statement

***Bronte is a vibrant
community where
everyone is
welcomed and
everything you need
is here.***

Bronte is a vibrant community where everyone is welcomed and everything you need is here.

The Bronte Forward! engagement strategy has captured the community's vision for how Bronte can be at its very best. Three visionary directions emerged from the feedback heard during the survey, focus groups, interviews and workshops:

► BRONTE IS WALKABLE & CONNECTED

Bronte is a community that emphasizes its connection to the water by creating safe, comfortable parks, streets, and public spaces that are easily walkable and inviting for people to linger.

- **Bronte prioritizes walkable streets** that connect community to the business district and to the water.
- **Bronte invests in wayfinding** at key locations that will invite pedestrians to institutions and destinations.
- **Bronte is accessible and multi-modal** by supporting the cycling network, investing in a safe pedestrian realm while prioritizing equity.
- **Bronte features cohesive parking management** that ensures options are robust and responsive to local needs.

► BRONTE CELEBRATES LOCAL VIBRANCY

Bronte's vibrant business district is a dependable place where everyday needs can be met, and community celebrations embrace local assets.

- **Bronte embraces its unique waterfront assets** through both passive and interactive design elements and programming.
- **Bronte is dependable for everyday needs**, a place where business hours are reliable and there is something for everyone.
- **Bronte celebrates local heritage** by acknowledging Indigenous history and stonehooking roots.
- **Bronte champions local business** through partnerships, open lines of communication and community support.
- **Bronte is an attractive place for new businesses** as support from the community and BIA make growth possible.
- **Bronte amplifies local talent and community stewardship** to host locally-relevant programming and events all-year round.

► BRONTE EMBRACES INCLUSIVITY & ANTICIPATES CHANGE

Bronte is an inclusive community where new residents are welcomed; diverse business owners are embraced, and development is harnessed for the betterment of the future.

- **Bronte embraces diversity and champions inclusivity** through culturally relevant, affordable and representational businesses as well as programming and events.
- **Bronte anticipates community evolution** and ensures that growth keeps pace with the increased demand on parks, public spaces and the business district.
- **Bronte prioritizes local benefit through development** by advocating for new and improved investments to the public realm and business district.

WHAT IS A BIA?

A Business Improvement Area (BIA) is a non-profit association of commercial businesses within a specified geographic district designated by local government. BIAs are funded through levies on commercial property taxes. BIAs represent the needs of the commercial property owners in brick and mortar establishments within the designated area.

BIAs bring business owners and community together to stimulate the local economy through investments in marketing, streetscape improvements and advocacy work. The BIA is managed by an elected volunteer Board of Directors from the local business community.

The Bronte BIA represents the commercial district defined by Bronte Rd. to the west, East St. to the east, Sovereign St. to the north and Ontario St./Lake Ontario to the south

THE BIA & BRONTE FORWARD!

Bronte Forward! was conceived and led by the Bronte BIA with community engagement support by 8 80 Cities. The ideas presented in this document are informed by local residents, business owners, staff, students, seniors, neighbourhood groups and folks who call Bronte a destination and home. The BIA looks forward to working in partnership with community and stakeholders across Oakville to make the vision a reality.

The Provincial Policy Statement, 2020, A Place to Grow: Growth Plan for the Greater Golden Horseshoe, 2019 and the Livable Oakville Plan, 2018 provide direction as to where and at what scale intensification can occur in Bronte and beyond. The shared community vision in this document can support the BIA in advocating for an enhanced commercial district amidst this planned growth. By capturing the community identity and desires for an even better Bronte, the BIA has created a seat at the policy table where the community's voice can be mobilized into action at the local level. The role of the BIA is as an informed advocate within an evolving community.

► Message from the Executive Director

Here we are at the culmination of the engagement process that has captured our shared vision, and at the beginning of a forward-thinking Bronte. Thank you to everyone who participated in this process. Your input, views and aspirations are what have made the vision for Bronte so robust.

The driver behind the Bronte Forward! process was the acknowledgment that Bronte is evolving. Instead of letting change wash over us or opposing inevitable growth and intensification, we must collectively decide what it is that makes Bronte special, then play our part marketing and influencing the dream of what Bronte will look, feel, taste and sound like for years to come.

As a local board of the Town of Oakville, we look forward to working with our municipal partners, stakeholders and members to make the dream a reality.

The Bronte BIA has three paths of influence:

- 1 We manage, fund and staff projects and programs, like the At Home in Bronte Muskoka Chair art installation, as well as beautification efforts like the hanging flower baskets, planters, banners and micro-cleaning throughout the business district.
- 2 We forge and strengthen partnerships with like-minded organizations to work together to meet similar goals. We sometimes take the lead, sometimes not, but we are an active and engaged participant. An example of this is our participation in the Oakville Economic Recovery and Resiliency Group.
- 3 Through relationship-building and ongoing communications, we advocate at the policy, planning and operations levels for positive changes that benefit the business district in both the short and long-terms.

Maureen Healey
Executive Director
Bronte BIA



Table of Contents

Executive Summary	ii
Message from Executive Director	vi
1. Vision Statement	iii
2. Key Directions for Moving Bronte Forward	1
Key Direction #1: Bronte is Walkable & Connected	2
Key Direction #2: Bronte Celebrates Local Vibrancy	6
Key Direction #3: Bronte Embraces Inclusivity & Anticipated Change	9
3. Bronte by the Numbers	11
Data Demographics from Census	12
Data Demographics from Survey	15
Key Data Points from Survey Visualized	18
4. Methodology of Community Engagement	22
Focus Groups	23
Interviews	23
Surveys	24
Social Media	24
Community Workshops	24
Print	25
5. Community Engagement Response & Analysis	26
Recreational Waterfront	26
Open Streets	27
Community Growth	28
Dependable Institutions	29
Transportation & Safety	30
Activities & Programs	31
Four-Seasons Uses	31
6. Campaign Content: Profiles of Business	32
7. Survey Results Index	34

► Key Directions for Moving Bronte Forward

KEY DIRECTION #1: **Bronte is Walkable & Connected**

Bronte is a community that emphasizes its connection to the water by creating safe, comfortable parks, streets, and public spaces that are easily navigable and inviting for people to linger.



KEY DIRECTION #1: BRONTE IS WALKABLE & CONNECTED

Bronte Prioritizes Walkable Streets

Bronte's streets and sidewalks encourage pedestrians to linger and explore vibrant places around every corner. A walkable Bronte connects people to nature and back to the business district with ease of navigation. All streets in Bronte feature activated storefronts that encourage pedestrians to roam, explore and discover the community's uniqueness.

STREETS & SIDEWALKS	STRENGTHS	OPPORTUNITIES
Lakeshore Road	Lakeshore Road is the major thoroughfare that connects Bronte and its neighbouring communities.	Lakeshore Road will feel like a gateway to Bronte that reflects the waterfront community character. Lakeshore Road will be a lively street that provide comfortable walking, seating, dining and programming conditions and clear visual connections to the surrounding commercial streets. Lakeshore Road will become a place where public transit is accessible and convenient. Lakeshore Road will invest in better and protected cycling infrastructure.
Bronte Road	Bronte Road embodies the image of Bronte Village as an unpretentious waterfront community that provides a feeling of nostalgia and refreshment.	Bronte Road will provide the space for open street events. Bronte Road will feature a mix of diverse retail, services and food establishments that will embrace the flexible street through programming and events.
Ontario Street	Ontario Street provides perfect vistas to the lake and access to Bronte Heritage Waterfront Park.	Ontario Street will provide safe pedestrian crossings and become a street that is as active and safe as the adjoining park.
Marine Drive	Marine Drive features a transition from residential to retail in a mixed-use fashion.	The design and visual appeal of Marine Drive will invite residents into the commercial district.

KEY DIRECTION #1: BRONTE IS WALKABLE & CONNECTED

STREETS & SIDEWALKS	STRENGTHS	OPPORTUNITIES
Jones Street	Jones Street's north-south vista to the water is a prized element to the residential and commercial establishments that line this street.	Jones Street will capitalize on its vista to improve the pedestrian realm and visual connection to the water. Jones will become a street that is visually identifiable as being part of Bronte's core business district.
Nelson Street	Nelson Street's waterfront vista encourages pedestrians to venture south after enjoying the retail services that line the intersection at Lakeshore Road.	Nelson Street will add to the connected cohesion of Bronte's business district. The waterfront and retail services will be connected along the vibrant and walkable residential and mixed-use corridor of Nelson Street.
East Street	East Street has established commercial businesses and is well-connected to the residential community. Development is underway on East Street.	East Street will feel like an eastern gateway to Bronte and will welcome visitors and residents home to a thriving business district on the water.



KEY DIRECTION #1: BRONTE IS WALKABLE & CONNECTED

Bronte Invests in Wayfinding

The compact nature of Bronte's streets embodies walkability. To amplify the density of the business district, Bronte's streetscape will provide visual cohesion and wayfinding that will aid in the recognition by pedestrians that more retail, services, food establishments, green space and waterfront await around every corner.

Bronte is Accessible & Multi-Modal

Bronte is easier to access via public transportation and has recognized the importance of trails as connector and commuter routes. Bronte is a community where people of all ages and abilities can navigate the sidewalks, streets and parks without barriers.

"I lived in a suburb for 30 years before moving to Bronte. People would get in their cars from the garage, and socializing was very limited. But in Bronte, I simply cross the street and am amazed at all the friendly people strolling along. Families, pets, children. I can walk everywhere and never feel alone."

- A Survey Respondent

STRENGTHS

Bronte's pedestrian realm is compact and features sidewalks and paths that contribute to local walkability. Bronte's business district can be navigated within 20 minutes on foot.

OPPORTUNITIES

Lakeshore Road will provide signage and visual connections to amenities and the waterfront that await visitors and locals. Wayfinding signage will be tailored toward the pedestrian's point of view and will tie key institutions, amenities and landmarks together.

STRENGTHS

The Bronte GO connects the community with the GTA. Bronte's local bus stops feature covered stops and seating areas.

The presence of walking and cycling trails are appreciated features for both recreational users and those who commute by bike.

OPPORTUNITIES

Improving the connection to the GO station, the Home to Hub on-demand service and increasing frequency for bus arrivals will improve transit accessibility in Bronte. Bus stops and waiting areas will feature beautification elements that will improve the waiting experience and the impression of Bronte as a navigable community.

Pedestrian accessibility will be prioritized in winter to ensure sidewalks, parks, trails and the waterfront will become welcoming to people of all abilities during winter. The addition of benches that enable visitors to stop and linger will be year-round investments.

Investment in cycling infrastructure will prioritize the addition of bike racks and improving trail connections.

KEY DIRECTION #1: BRONTE IS WALKABLE & CONNECTED

Bronte Features Cohesive Parking Management

Bronte has leveraged the power of development and partnerships to improve parking management. Parking options are robust, cohesive and responsive to local needs and conditions.

STRENGTHS	OPPORTUNITIES
Parking spots in Bronte are flexible spaces that can be converted into curbside cafes and programming spaces. Bronte has free and paid public parking spots available.	Bronte will communicate the location and availability of parking spaces and will encourage active transportation to the core business district, especially during events. The BIA will be an active partner in the creation of a Parking Management Strategy.



KEY DIRECTION #2: **Bronte Celebrates Local Vibrancy**

Bronte's vibrant business district is a dependable place where everyday needs can be met, and community celebrations embrace local assets.

Bronte Embraces its Vibrant Waterfront Assets

Bronte is a community where the waterfront is activated with year-round community events and activities that support the business district. Sidewalks and trails are cleared of snow and ice, and public assets are amplified through placemaking in all seasons.

STRENGTHS

Bronte's waterfront makes the community a destination. The waterfront provides a considerable quality of life benefit to residents.

Muskoka chairs, decorative streetscaping and gorgeous waterfront parks allow visitors and locals alike to be connected with the lakeside.

OPPORTUNITIES

Bronte will embrace the waterfront by providing recreational access to the water. The waterfront will be activated year-round with consistent, family-friendly programming. Visual connections to the waterfront will be made from all intersections in the community.



KEY DIRECTION #2: BRONTE CELEBRATES LOCAL VIBRANCY

Bronte is Dependable for Everyday Needs

Bronte is a place where your everyday needs are met. Retail, services and food establishments feature reliable, consistent and inclusive hours. Bronte is seeing new businesses bringing a plethora of options for visitors and locals.

STRENGTHS

Bronte is rich in services like pharmacies, beauty salons and is seeing growth in the food and retail sectors.

OPPORTUNITIES

Bronte will see bakeries, coffee shops, and affordable dining options flourish in the community. Everyday needs and desires will be met, and Bronte will be known as a dependable business community where there is something for everyone to enjoy during reliable business hours.

Bronte Celebrates Local Heritage

Bronte is a community that embraces its roots as a working, waterfront community while achieving a sense of place that will guide growth and intensification in harmony with the past and the future. Bronte embraces the heritage of all its residents and pays tribute to the area's first Indigenous inhabitants. The Indigenous heritage, cultural history, and stories that shape Bronte's identity are highlighted and woven into the fabric of the community through art, design, and programming.

STRENGTHS

Bronte's historical features pay tribute to its fishing and stonehooking past and wartime participation.

OPPORTUNITIES

Bronte will acknowledge its Indigenous history. Partnerships will create opportunities for reconciliation and engagement.

Bronte Champions Local Business

Bronte features a business community that is connected through a collective effort to make the community thrive. Local Bronte businesses maintain open communication lines and often look to the BIA for partnerships and opportunities for engagement.

STRENGTHS

Bronte's business owners are diverse, talented and passionate. Bronte features many unique and independent legacy and new retailers.

OPPORTUNITIES

Bronte will amplify its unique businesses through partnerships and co-creation opportunities.

KEY DIRECTION #2: BRONTE CELEBRATES LOCAL VIBRANCY

Bronte is an Attractive Place for New Businesses

Bronte features attractive business, community and cultural uses at the street-level. Bronte is a preferred place for new business due to the support from the community, BIA and new opportunities for vending, programming and participation.

STRENGTHS

The built form of many local businesses is unique, pedestrian-friendly and attractive.

OPPORTUNITIES

Businesses along all commercial streets will feature attractive and activated storefronts 7 days a week.

Bronte Amplifies Local Talent & Community Stewardship

Bronte is a community that amplifies local talent all-year long. Events in Bronte are lively and embrace the streetscape and local businesses. Bronte has embraced community-based programs and has forged partnerships and support to streamline funding and administration of events and activations.

STRENGTHS

Bronte has played host to successful events in the past that draw thousands of people to enjoy the community.

OPPORTUNITIES

The future of events in Bronte will be smaller-scale, consistent, community-driven all-season events and programs. Events will no longer be large one-offs during after-hour business times. The future of events in Bronte will be rooted in local culture and build upon existing assets and networks of support.



KEY DIRECTION #3:

Bronte Embraces Inclusivity & Anticipated Change

Bronte is an inclusive community where new residents are welcomed; diverse business owners are embraced, and development is harnessed for the betterment of the future.

Bronte Embraces Diversity & Champions Inclusivity

Bronte is welcoming, affordable and attractive for people of all backgrounds. Bronte is a place where people new to the area, city or country can feel welcome and at ease.



STRENGTHS

Bronte is an increasingly diverse and welcoming community.

OPPORTUNITIES

Bronte will represent the needs of residents, old and new, by amplifying the local culture of inclusivity through representational programming and events. Businesses reflect and celebrate a range of cultures.

KEY DIRECTION #3: BRONTE EMBRACES INCLUSIVITY AND ANTICIPATED CHANGE

Bronte Anticipates Community Evolution

Bronte's parks and public spaces have kept pace with the change and demand for age-inclusive amenities. Bronte has forged partnerships with developers and has been able to leverage community benefit from growth.

STRENGTHS

Bronte is experiencing growth of young families, new residents and remote workers, signaling a thriving and changing community.

OPPORTUNITIES

Bronte will ensure that parks, public spaces, and the business district have something to offer everyone of all ages, abilities and socioeconomic status. Parks and public spaces will accommodate new residents and will ensure all are welcome.

Bronte Prioritizes Local Benefit through Development

Bronte embraces anticipated growth and advocates for this new investment to benefit the local business district.

STRENGTHS

Bronte is a designated Intensification Area according to the Livable Oakville Plan. Bronte is host to new, higher-density development that seek to provide new and relocated residents a place in this in high-demand community.

OPPORTUNITIES

Bronte will ensure that development embraces, respects and contributes to the community through quality additions to the public realm and commercial areas.

Bronte by the Numbers

Originally the traditional lands of the Mississaugas of the Credit First Nation, the waterway was used for thousands of years by Indigenous inhabitants as transportation, a source of agriculture, hunting and fishing for sustenance and commerce. European settler-colonizers founded the fishing village of Bronte in 1834, and 22 years later, Bronte Harbour was completed where the Twelve Mile Creek met the vast waters of Lake Ontario.

Today Bronte is home to over 16,000 residents, 173 businesses, a stunning recreational harbour, and a thriving business district.

The following data presents a snapshot of the community, demographics of survey respondents and key insights:

1. BRONTE VILLAGE CENSUS DATA (2016)

2. DEMOGRAPHICS FROM THE SURVEY

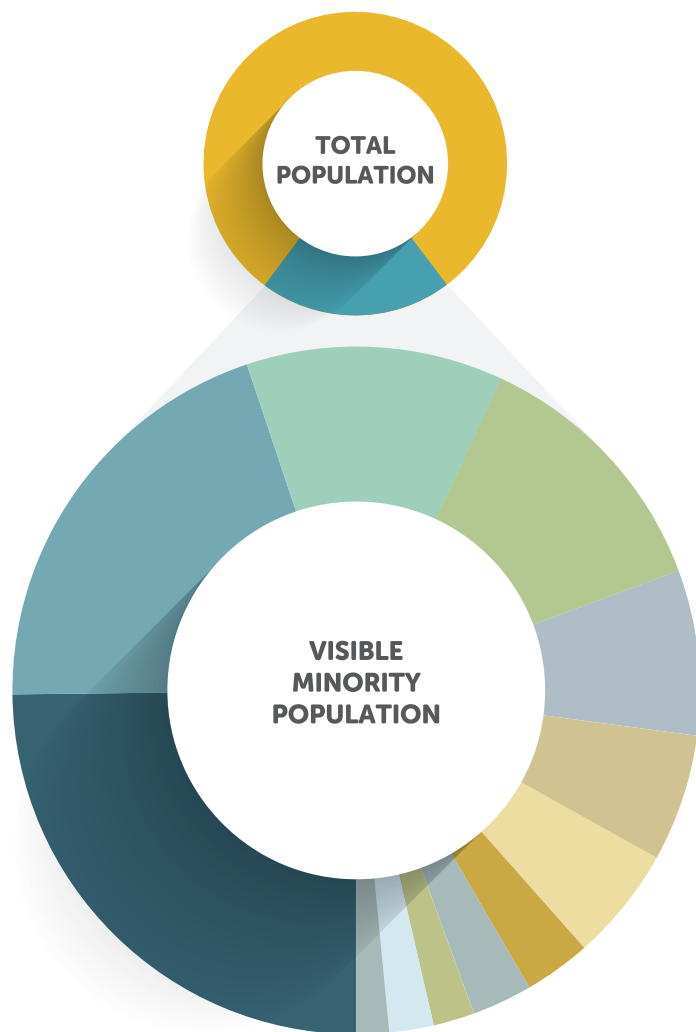
3. KEY DATA VISUALIZATIONS

- i. Bronte Makes me Feel...
- ii. What about Bronte do you value the most?
- iii. What big changes to Bronte's streets and sidewalks would make you want to spend more time here?
- iv. What big changes to Bronte's programming and management would make you want to spend more time here?



DEMOGRAPHICS FROM CENSUS (2016)

POPULATION



BRONTE POPULATION BY RACIAL BACKGROUND

- 79% WHITE POPULATION (NOT A VISIBLE MINORITY)
- 21% VISIBLE MINORITY POPULATION
- 25% SOUTH ASIAN
- 20% CHINESE
- 12% BLACK
- 12% ARAB
- 8% LATIN AMERICAN
- 6% FILIPINO
- 5% MULTIPLE VISIBLE MINORITIES
- 3% SOUTHEAST ASIAN
- 3% WEST ASIAN
- 2% KOREAN
- 2% JAPANESE
- 2% VISIBLE MINORITY; N.E.I.

BRONTE VILLAGE IS HOME TO

16,653 PEOPLE

52.7% FEMALE 47.3% MALE

MEDIAN AGE **48.3**

AVERAGE HOUSEHOLD SIZE IS **2.5** PEOPLE

MEDIAN TOTAL HOUSEHOLD INCOME **\$112,785**

POPULATION GROWTH **5.7%** (2011-2016)

* The census data above reflects three census tracts from Statistics Canada that best represent the boundaries of Bronte Village as defined by the Livable Oakville Plan.

► HOUSING

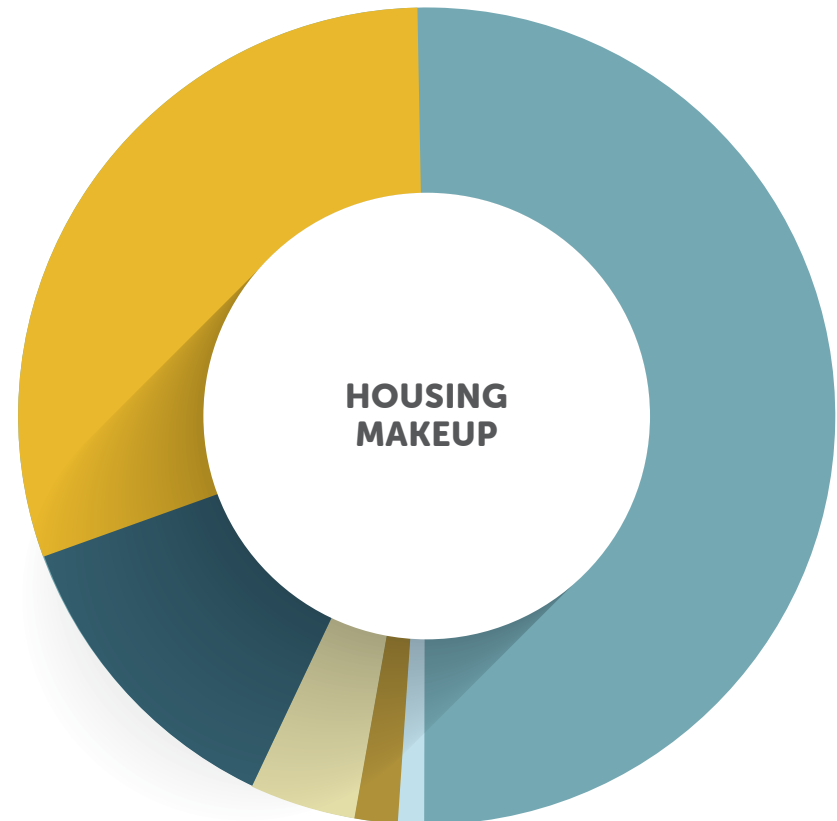


- 51% SINGLE-DETACHED
- 25% 5+ STOREYS
- 12.4% ROW HOUSES
- 4.3% <5 STOREYS
- 1.5% SEMI-DETACHED
- 1.1% DUPLEX

75% HOME OWNERSHIP
COSTS ARE
\$1869/month
OWN

25% RENT
COSTS ARE
\$2019/month
RENT

28% ARE SPENDING
30% or more
OF INCOME ON SHELTER COSTS

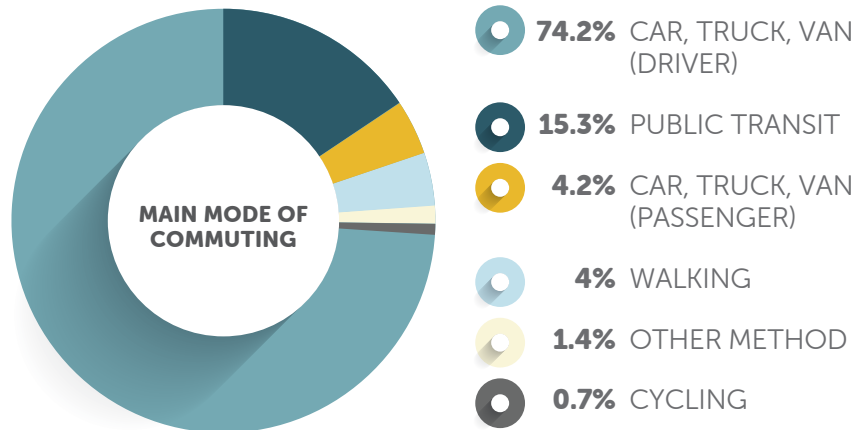


► NATURAL LANDSCAPE

NATURE SURROUNDING
BRONTE INCLUDES

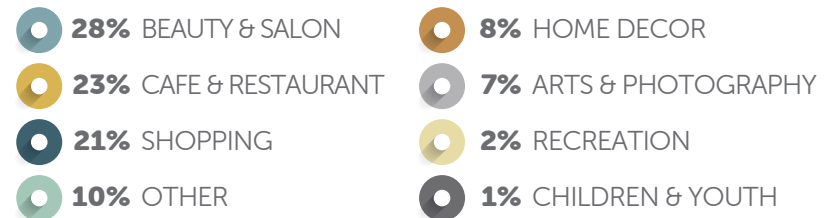
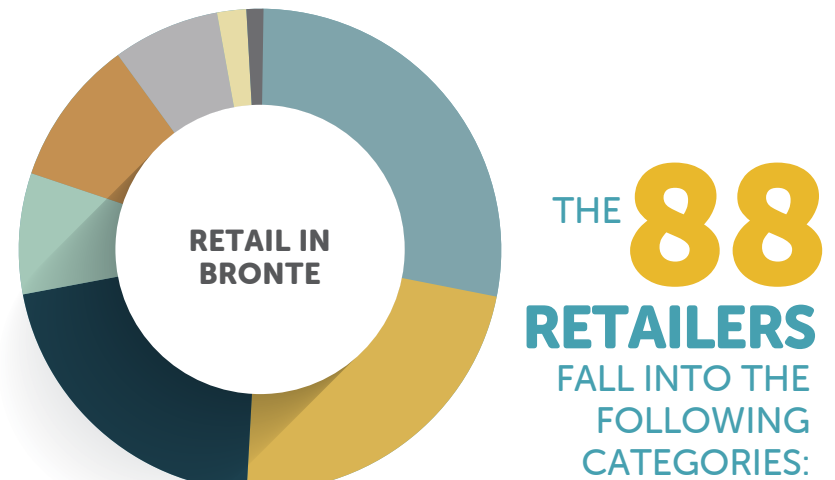


► TRANSPORTATION



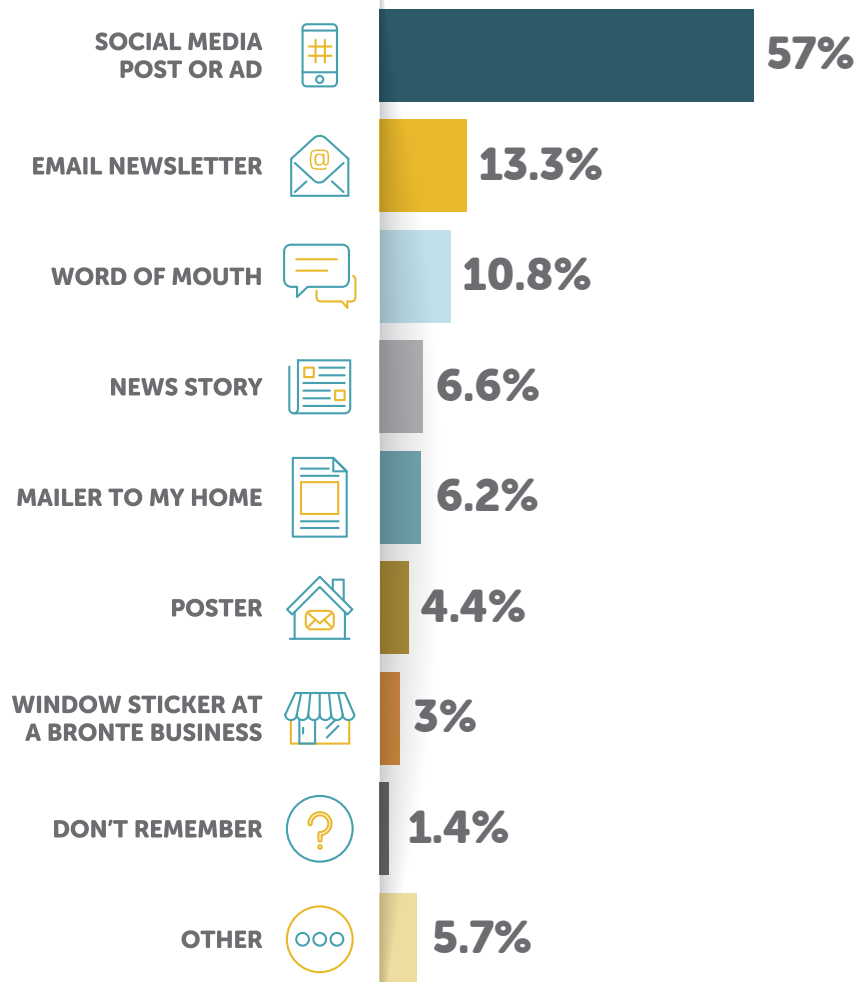
► BUSINESSES

IN BRONTE
THERE ARE **173** ACTIVE
BUSINESSES

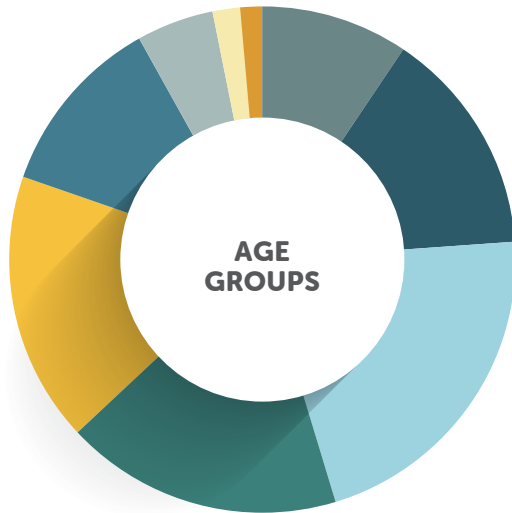


DEMOGRAPHICS FROM SURVEY

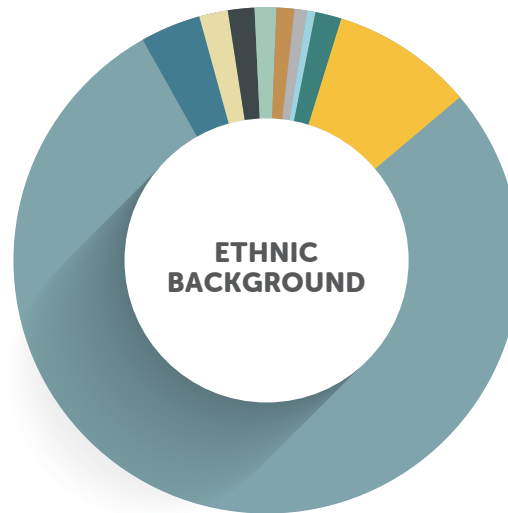
▶ HOW RESPONDENTS HEARD ABOUT THIS SURVEY



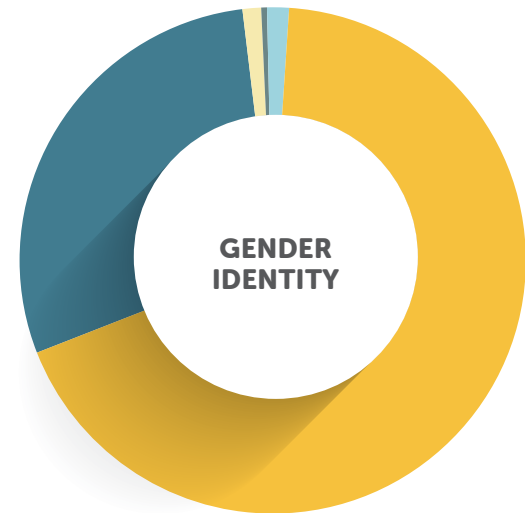
▶ DEMOGRAPHICS FROM SURVEY



- 1.8% 1-17
- 5% 18-24
- 11.5% 25-34
- 17.3% 35-44
- 17.6% 45-54
- 21.4% 55-64
- 14.6% 65-74
- 9.4% 75+
- 1.4% PREFER NOT TO SAY

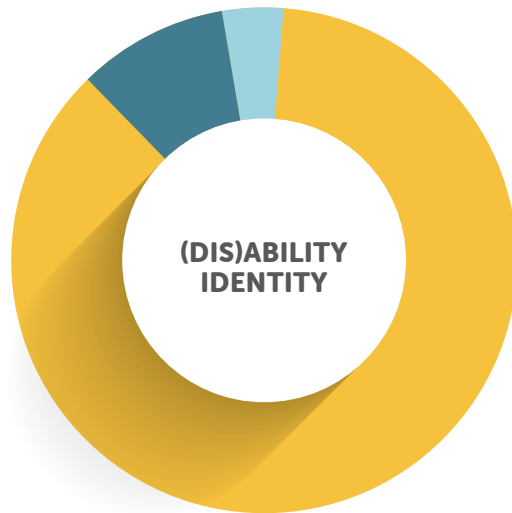


- 10.6% WHITE
- 3.9% SOUTH ASIAN
- 1.9% EAST ASIAN
- 1.7% LATINO
- 1.4% MIDDLE EASTERN
- 1.2% BLACK
- 0.8% SOUTHEAST ASIAN
- 0.5% INDIGENOUS
- 1.7% OTHER
- 9.2% PREFER NOT TO SAY

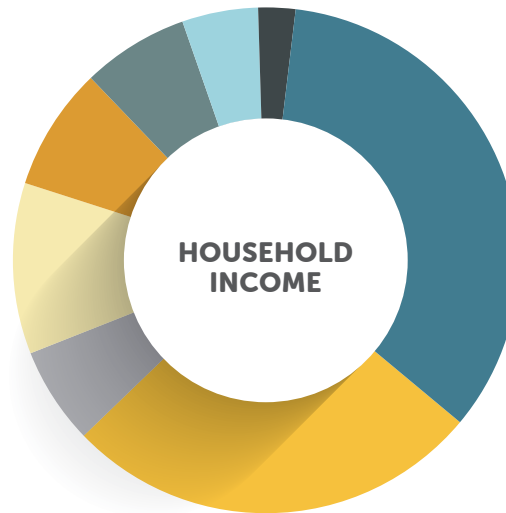


- 66.3% FEMALE
- 28.6% MALE
- 1.2% NON-BINARY
- 1.8% OTHER CULTURAL GENDER IDENTITY (E.G., INDIGENOUS TWO-SPIRITED)
- 3.6% PREFER NOT TO SAY

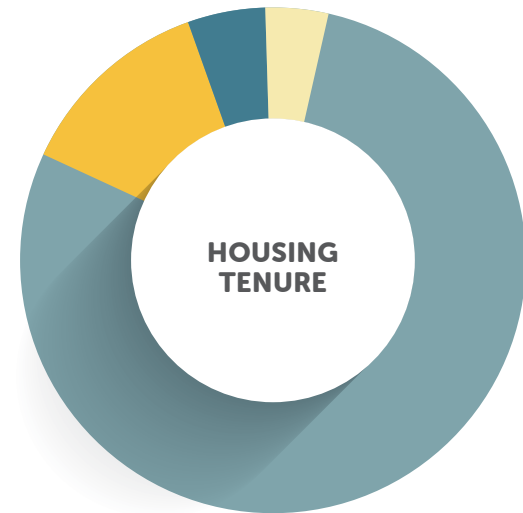
► DEMOGRAPHICS FROM SURVEY



- 87.2% PEOPLE WHO DO NOT IDENTIFY WITH HAVING A DISABILITY
- 9.2% PEOPLE WHO IDENTIFY WITH HAVING A DISABILITY
- 3.7% UNSURE OR PREFER NOT TO SAY



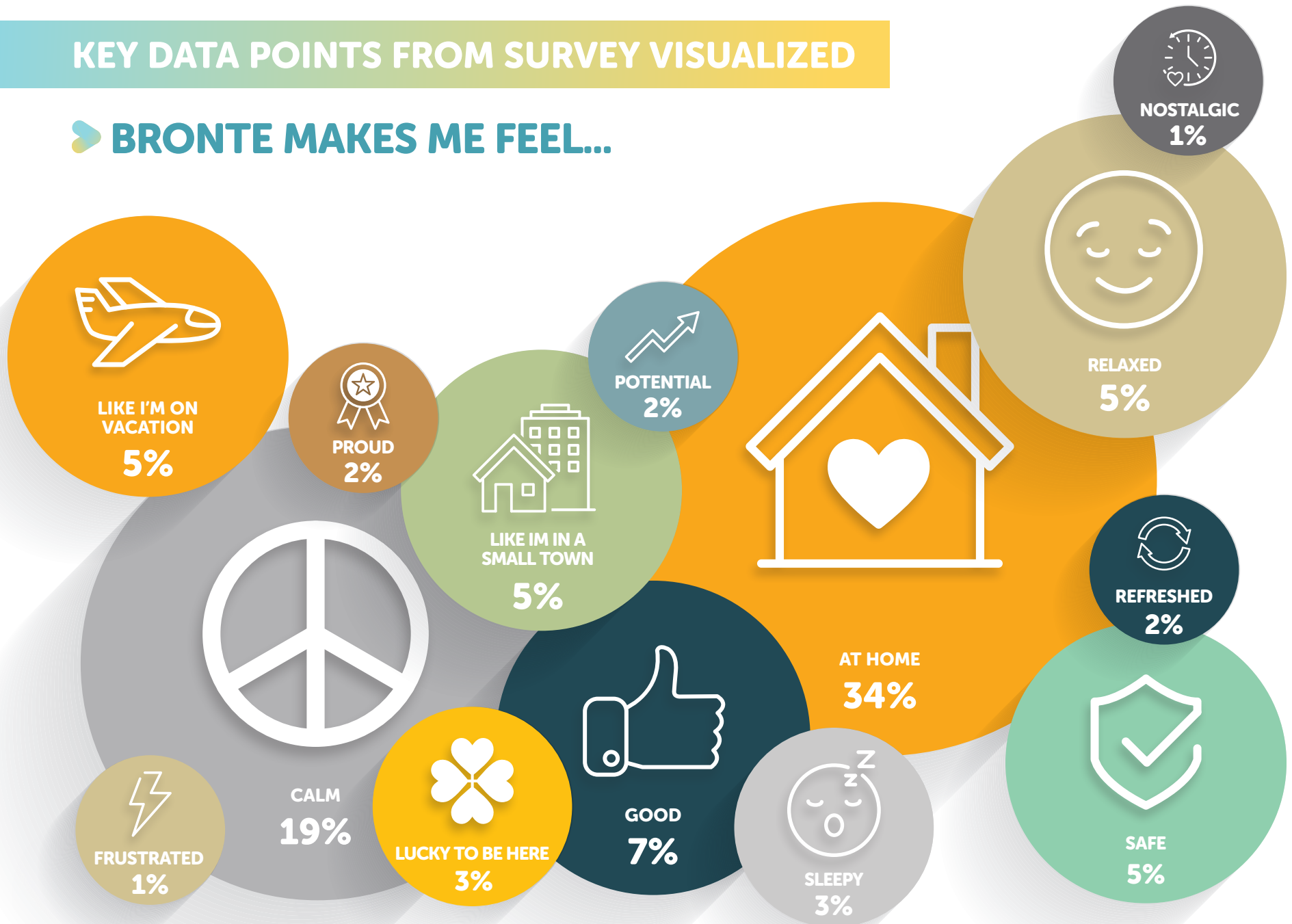
- 34.4% UNSURE OR PREFER NOT TO SAY
- 27.1% \$150,000+
- 6.1% \$125,000-\$149,999
- 10.8% \$100,000-\$124,999
- 7.8% \$75,000-\$99,999
- 6.7% \$50,000-\$74,999
- 5% \$25,000-\$49,999
- 2.2% UNDER \$25,000



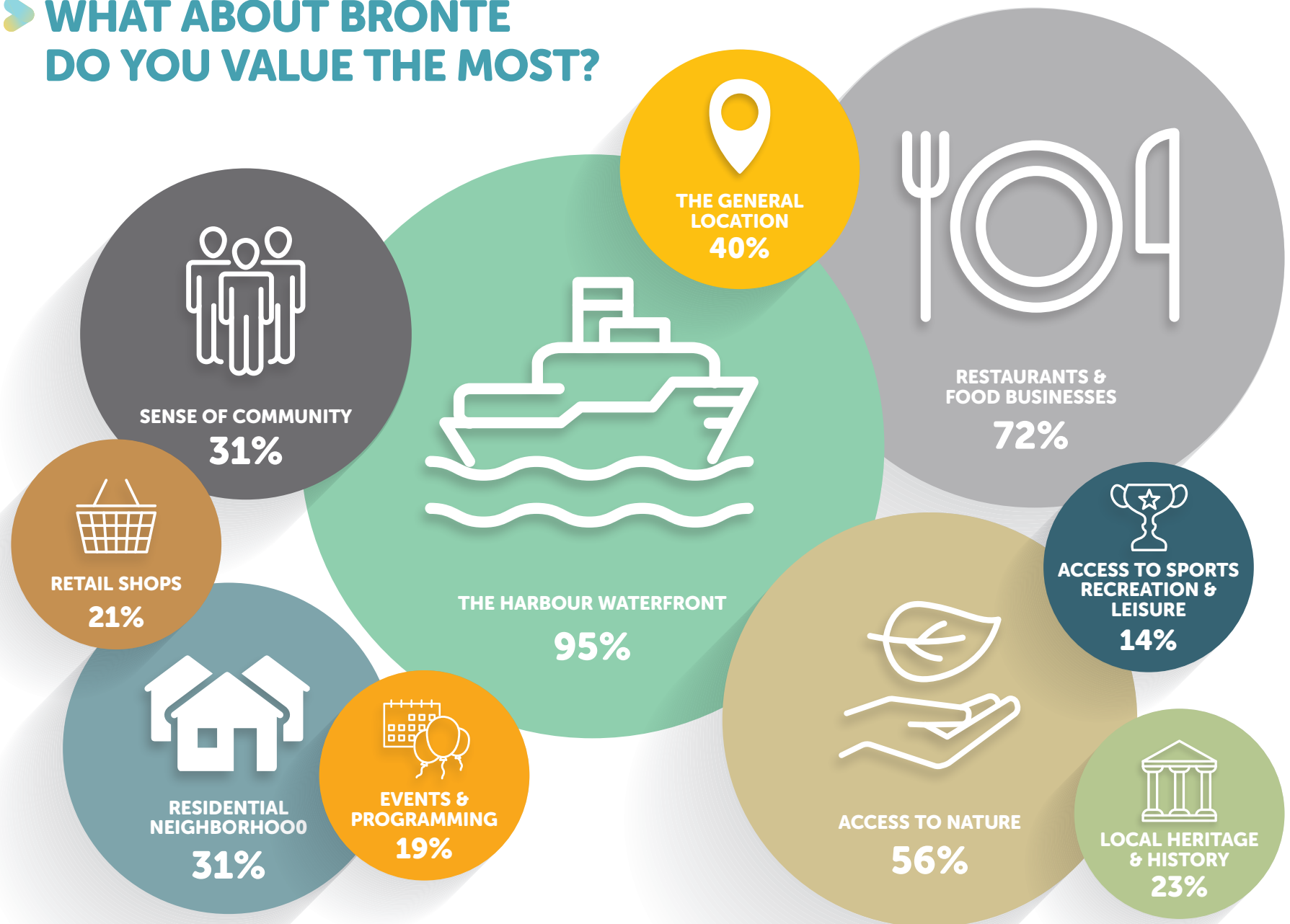
- 78.1% OWN
- 12.5% RENT
- 4.9% NEITHER OWN NOR RENT
- 4.5% UNSURE OR PREFER NOT TO SAY

KEY DATA POINTS FROM SURVEY VISUALIZED

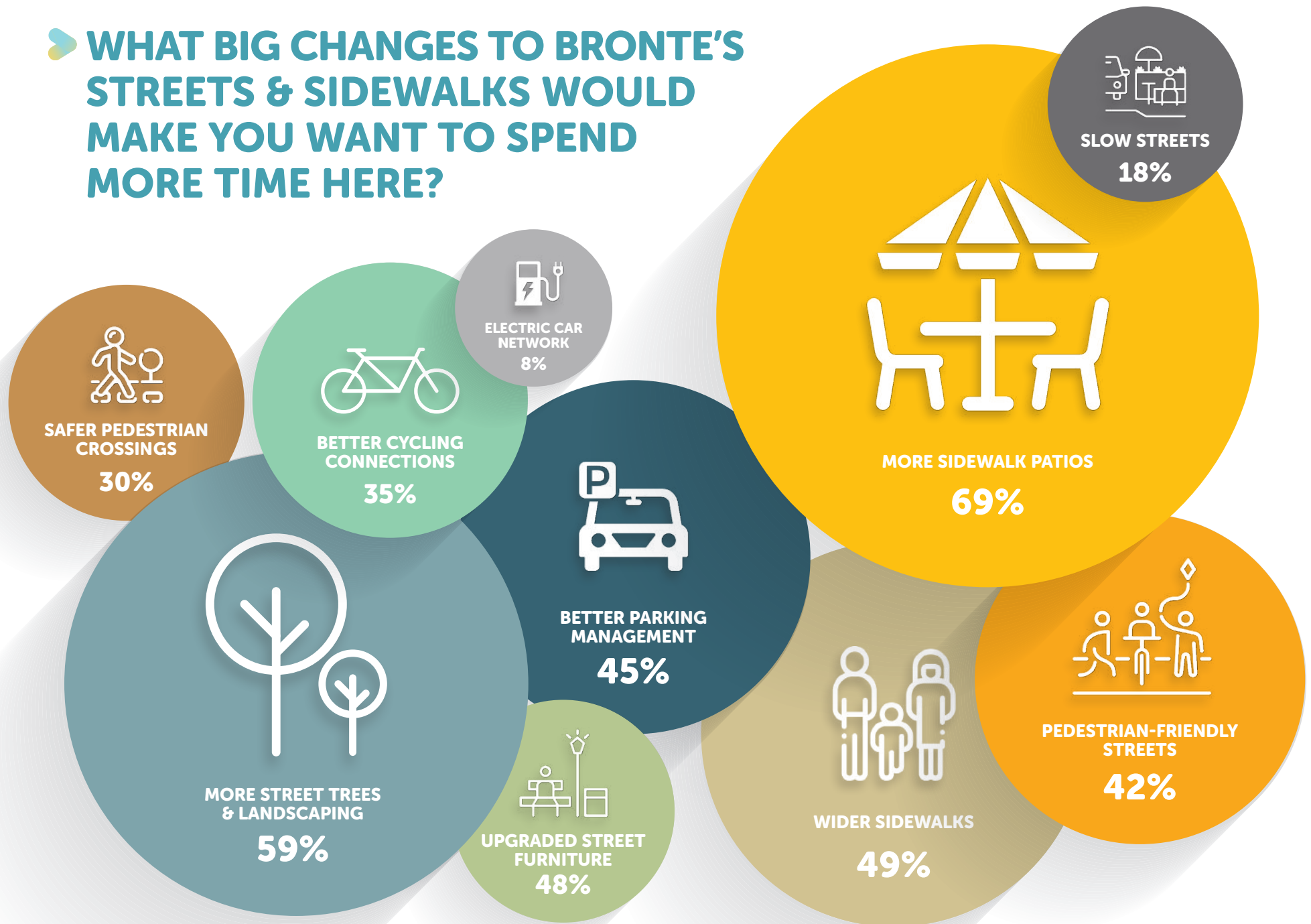
► BRONTE MAKES ME FEEL...



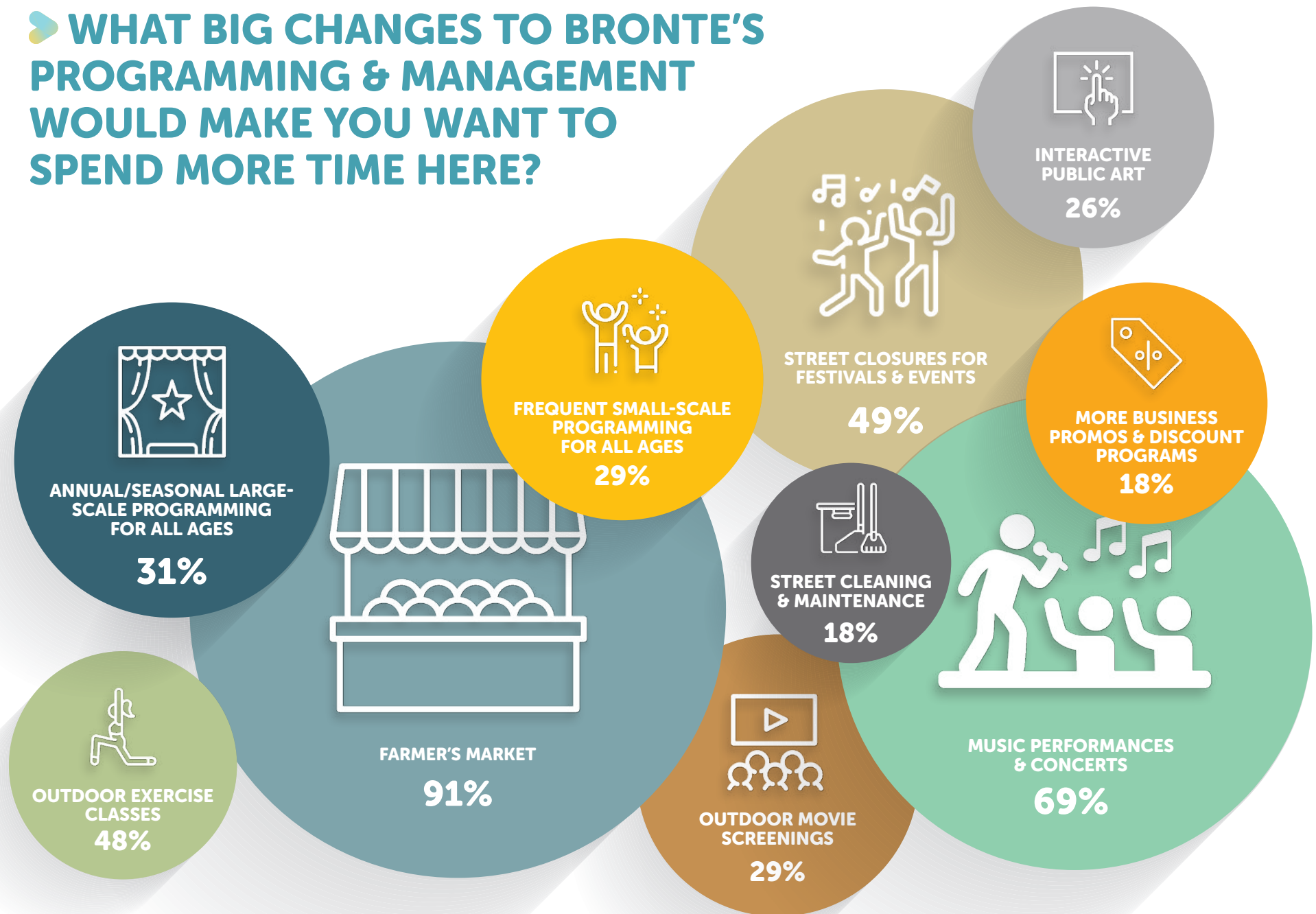
► WHAT ABOUT BRONTE DO YOU VALUE THE MOST?



► **WHAT BIG CHANGES TO BRONTE'S
STREETS & SIDEWALKS WOULD
MAKE YOU WANT TO SPEND
MORE TIME HERE?**



► WHAT BIG CHANGES TO BRONTE'S PROGRAMMING & MANAGEMENT WOULD MAKE YOU WANT TO SPEND MORE TIME HERE?



Methodology of Community Engagement

Bronte Forward! was a community-wide campaign to shape the future of Bronte Village. The result of the campaign is a vision shaped by the community for the community. By engaging directly with residents and visitors of all ages and backgrounds, we gained insights about what matters most to people in Bronte when it comes to creating a thriving waterfront community that is both a cherished destination and a place people call home. This visioning document is the culmination of the engagement and highlights core community values that will guide future planning, development, and community improvement projects in the area.

Between January 2021 and May 2021, the Bronte Business Improvement Area (BIA), in partnership with 8 80 Cities, conducted a community-wide engagement process that connected residents, visitors, business owners, local youth, older adults and everyone in between to virtual workshops, over the phone interviews, postcards invitations for idea sharing, bus stop advertisement, social media and more. Bronte Forward's multi-faceted approach to community engagement sought to spark conversation and create open communication lines, ensuring all residents and visitors alike feel their hopes for Bronte's future are represented in

this document. The community engagement that informs this document sought to connect with people and groups who may be left out of traditional consultation processes.

Before the pandemic, the Bronte Forward! Engagement Strategy sought to engage the public at large-scale community events, hosting workshops in public spaces, and having pop-up activities to encourage participation and feedback from people of all ages and abilities in spaces that are most accessible to them. This 'go-to them approach' was impacted due to social distancing guidelines, and the engagement strategy had to pivot.

Our community engagement approach was tailored to a virtual audience. In conversation with a local seniors' association, we engaged in a virtual talking circle where a question was posed to the room, and everyone could take a turn adding their perspective. While with a Grade 7 class from a local elementary school, the engagement focused on imagery, movement, games and open-ended discussion. The BIA, the local councilor and other interviewees provided the connection and contact to these groups, signaling a new way to 'go to them.'

► FOCUS GROUPS

Focus groups allowed participants to do a deeper dive on issues. They provided an opportunity for individuals to express their own viewpoints, to hear the opinions of others, and to engage in dialogue with one another. Focus group feedback provided more colour and detail about community members' experiences of and aspirations for Bronte, complementing the information we gathered through surveys.

As part of the original workplan, we set out to host four virtual focus groups. We exceeded our goal by conducting five 60-minute virtual focus groups with 5 – 10 participants per session. Each session focused on a specific demographic group:

- **Business owners and employees:** We met with owners and their staff to understand the complexities, challenges and opportunities of being a small business owner in Bronte.
- **Older adults:** We connected with a local seniors' association to hear their perspectives on Bronte as an age-friendly community.
- **Students:** We connected with staff and students from a Grade 7 class from a local elementary school to better understand how the area could become more youth-friendly. We also held a virtual public youth focus group advertised on Facebook as a Saturday morning activity to hear how children of all ages experience growing up in Bronte.

- **Equity Seeking Groups:**

We held meaningful conversations with two local organizations representing equity-seeking groups to hear their hopes for the future of Bronte and how the area can represent them best.

► INTERVIEWS

We held ten one-on-one interviews with community leaders, representatives of local clubs and associations, business owners and staff. Our original target was to host between five and ten one-on-one interviews. The purpose of these interviews was to gather detailed insights into the activities, aspirations, and concerns of local community groups and how they may inform the growth and development of Bronte. An equity lens was adopted in interviews with business owners and staff in order to hear a diverse range of experiences of working and living in Bronte by People of Colour.





**FACEBOOK
POSTS**
@BRONTEEVENTS

6942

PAGE LIKES

642

LIKES

295

COMMENTS

24764

REACH



**INSTAGRAM
PHOTOS**
@BRONTEBIA

4106

PAGE LIKES

895

LIKES

166

COMMENTS

38852

REACH

► SURVEYS

The interactive survey had 37 questions and received 799 complete responses from start to finish. The 799 complete responses significantly outpaced our original target of 400 survey responses.

The online survey was the principal method for collecting feedback from residents and visitors about what they love about their community and their priorities and aspirations for Bronte Village. The online survey included multiple-choice and open-ended questions, photos, and visual elements to make a more enjoyable survey experience. The survey was mobile-friendly and took 6–8 minutes to complete. The survey collected demographic data to segment responses based on demographic categories and to gauge how representative the survey group is of the wider community. Survey respondents were given the option to provide their email addresses to be entered into a draw to win one of five \$100 Bronte BIA gift certificates.

► SOCIAL MEDIA

Sponsored posts and fun contests allowed the Bronte Village BIA's followers to interact with the Bronte Forward! campaign material. 57% of survey respondents stated that they were brought to the survey through social media.

► COMMUNITY WORKSHOPS

Almost 100 people attended the two public 90-minute interactive virtual stakeholder workshops that capped off the engagement process. We hosted two virtual stakeholder workshops at differing times as to provide options for people to attend based on their schedules. The original target was to host one stakeholder workshop, but the virtual nature of community engagement allowed for us to exceed this target and reach a wider audience.

The purposes of the stakeholder workshop were to:

- Share and corroborate the preliminary findings from the public engagement activities.
- Develop community ideas for pilot projects and small-scale solutions for making Bronte Village a more vibrant and inviting place to live, work, and play.

Workshop participants were divided into smaller breakout groups and provided facilitators to hear and discuss moving Bronte forward. Workshop participants were invited to join the two workshops via social media, direct outreach and e-blasts.

► PRINT

A physical print version of the online survey was disseminated to organizations and individuals who were less likely to access the digital version. BIA staff distributed these surveys to a local seniors' residence, and responses were collected and recorded.

Postcards and flyers inviting survey responses through a QR code were sent to Bronte's apartment towers and residential community. Renters are typically a group who are underrepresented in the traditional consultation and outreach processes, so direct invites were a means to correct this. Bus shelter ads with QR codes were strategically placed in and around Bronte to capture the perspectives of transit users.



Community Engagement Response & Analysis

Data from community engagement and the survey have been organized into the following seven categories for the purposes of analysis. These seven categories encompass both the quantitative and qualitative data observed throughout the engagement and provide the contextual background of the three Visionary Directions as discussed above.

▶ RECREATIONAL WATERFRONT

Bronte residents feel a strong connection with the waterfront, public beach space, trails and parks. Visitors to the community also reported that Bronte's identity is as a nautical town.

- Approximately 95% of survey respondents identified the harbour and waterfront as the most valuable asset in Bronte.
- In comparison, 50% of respondents stated that visiting the harbour and waterfront area was an excellent experience.
- The most loved destinations in Bronte included the Bronte Heritage Waterfront Park, the Waterfront Trail, Bronte Bluffs and Beach Park and the Bronte Marina.

People of all ages expressed the desire for more options to be active in green spaces. From suggestions to create public canoe and kayak rentals, to an age-inclusive splash pad, to modular park furniture, parks in Bronte can provide an activity for people of all ages and abilities.

"Bronte feels like a paradise when you sit in one of the Muskoka chairs, close your eyes under the warm sunlight and just breathe."

- Survey Respondent



“During summer 2020 when traffic was restricted, and restaurant tents were erected, the area felt most like an interesting, pedestrian-friendly neighbourhood”

- Survey Respondent

OPEN STREETS

Residents of all ages and abilities spoke to the desire for more open streets in Bronte.

- To older adults in the community, open streets and curbside cafes were places of hope and normalcy amidst the pandemic and added an element of a complete street to Bronte.
- For local youth, sitting in a café space that used to be a parking spot was invigorating and gave them pride in their community.

To residents and visitors alike, the future of Bronte as a complete community includes open streets and the extension of curbside cafes across the business district. In interviews with retail and service business owners, it became clear that they can also benefit from and desire open streets with curbside vending and garner foot traffic. Food establishments and their owners called curbside seating a lifeline amidst the pandemic. These business owners hoped to see open streets and curbside seating combined and extended into all-seasons, alongside age-friendly programming so that the whole business district can thrive.





"It feels like something exciting is just around the corner"

- Survey Respondent

COMMUNITY GROWTH

Demographic changes and community growth have been observed and embraced by long-time residents and business owners.

- Business owners and their staff have noted an increase of new families amidst the pandemic frequenting their establishments and enjoying the parks. Due to the new freedoms of remote work, families from other communities have come to Bronte to enjoy the close-knit feel and big-city amenities.

Desires for community growth to reflect the visual identity of a waterfront community are important to many involved in the engagement. Concerns were raised about growth outpacing service provision and amenity spaces for Bronte's new residents.

▶ DEPENDABLE INSTITUTIONS

Bronte's unique and independently owned food and retail options are major draws for visitors and locals.

- Inconsistent hours of operation of independently owned businesses were identified in focus groups as frustrating and hard to anticipate.

Most survey respondents and interviewees identified the desire for more coffee shops, bakeries, and culturally diverse establishments. The desire for everyday amenities and institutions that are dependable was a reoccurring theme throughout the engagement.



"The local restaurant owners go above and beyond to make their customers feel like family. Thai Senses listened to our concerns and adopted environmentally-friendly take-out packaging. They listened and made the change! When we placed an order with Zara's By The Lake near closing time, they happily made a delicious dinner for us despite the fact that (unbeknownst to us) their family was waiting for the owner to come home so they could break their Ramadan fast. When the snowy owl was at the harbour a photographer was happy to offer my children and I a peek through his lens. My 3-year-old is excited to talk to every single dog owner she passes on our walks and they always have a warm reply for her. Always. Everyone. I could go on and on but my point is that I always feel...loved. Bronte makes me feel loved. It makes me feel home. It makes me feel welcome. It makes me feel safe."

- Survey Respondent

► TRANSPORTATION & SAFETY

This category includes comments from across the engagement related to public transportation, parking management, cycling networks and walkability. The desire for more efficient public transit was identified and the need to better connect the Bronte GO Station with Bronte Village became evident. Older adults praised the Care-a-van service as an efficient and reliable mode of transportation within Bronte.

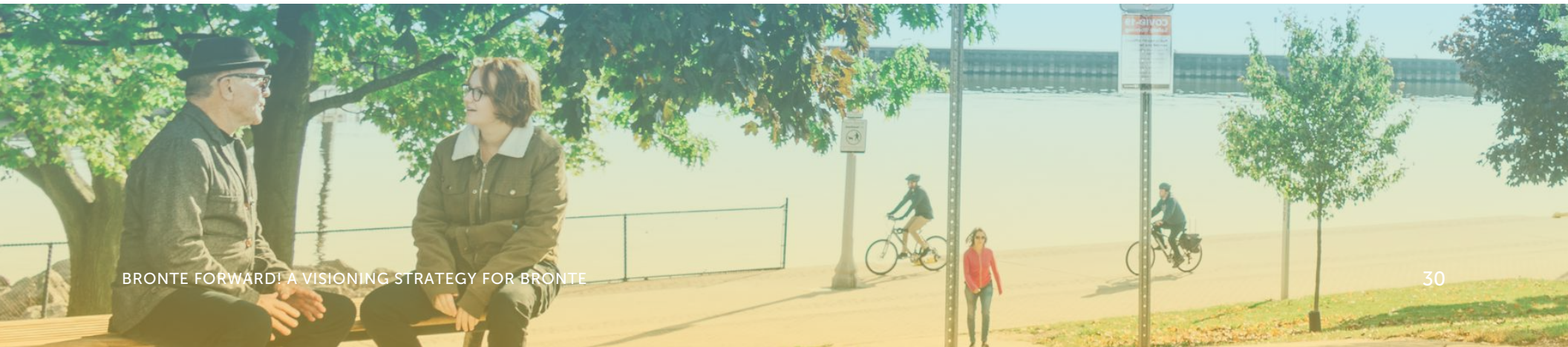
- Private parking lots and a perceived lack of parking spots was issues observed by people who drive to Bronte, a group that represents 63.5% of survey respondents. Interviews with long-time residents revealed that the majority of trips within Bronte, from home to grab a coffee or from home to the waterfront, were trips taken by the car.
- While long-time residents stated that Bronte is walkable, this was mainly in reference to recreational walking without a destination. To reach destinations in Bronte Village, the car remains the mode of choice.

A vibrant and safe public realm depends on the ability of residents to access their community safely on foot. Older adults stated their apprehensions of construction-lined sidewalks that impact their perceptions of safety. A lack of pedestrian crosswalks and disconnected trails have impeded walkability and bikeability, according to focus groups.

- Biking as a means of transportation beyond leisure was identified as a preferred mode of travel to and within Bronte by local youth, select interviewees and 22% of folks that answered the survey. This demographic observed the need and opportunities to better connect Bronte's trails both visually, by design, and through signage to improve walking and biking conditions.
- Interviews with business owners, visitors and those that rely on the car for daily trips revealed that car towing is a frequent occurrence that can impact the reputation of Bronte. Interviewees suggested that private lots be better marked to prevent illegal parking.

"Unfortunately the fear of having my car towed has stopped me from shopping in Bronte. I worry that if I go from one shop (where I am eligible to park) and then go to another shop (where I'm not sure I can park) that I will be towed. So I just don't 'shop around' anymore, I do however, feel that the GO Station is a gift to the community"

- Survey Respondent





"I have many happy memories visiting Bronte with friends and family, not just on Canada Day. I would love to visit more frequently and spend casual time enjoying the area. It doesn't have to be a big celebration to get me to come visit."

- Survey Respondent

▶ ACTIVITIES & PROGRAMS

Residents and visitors want more frequent and less formal events and activations in Bronte's parks and public spaces.

- Events of the past tended to be big celebrations with large crowds, but in discussion with the focus groups, the desire for events and activities in the future should focus on amplifying local talent in the parks and public spaces.
- Local business owners and staff appreciated past events, but a disconnect remained between the event and its stewardship. Events and activations that are co-created with local talent and input from residents and business owners can ensure local support.
- Business owners and staff expressed the desire to get involved in the future of events and programming that will transition from large-scale one-offs into locally driven, crowd-sourced events and activations in parks and public spaces.

▶ FOUR-SEASON USES

Great public spaces are activated in all four seasons. Focus groups identified the lack of programming in Bronte's parks and public spaces in the fall, winter and spring times despite their desire to enjoy the community and support local in all seasons.

- Modular seating and gathering elements and age-inclusive play options should be added to Bronte's parks and public spaces, according to interviewed older adults who desire to be safely active and connected in all seasons.

"Love the painted chairs on the pier every summer. I really enjoyed the live summer concert series for the last two summers. I would love to see a farmer's market or weekend craft fair during the summer. Also, there should be a Festival of Lights as a winter attraction. Skating, and an ice sculpting contest in winter would be fun."

- Survey Respondent

Campaign Content: Profiles of Businesses

As part of the *Bronte Forward!* community-wide campaign, the BIA produced a two-part video series profiling some of Bronte Village's business owners, asking them what their ideas are for moving Bronte forward.



VIDEO 1
INSIGHTS Views 1339
Likes 40



ROSE LUXTON
Owners of Lakeside Livin'

"My vision for Bronte would be growth at a pace that's sustainable. Busy, but with a sense of calm. Beautiful but mother nature beautiful. A community where everyone matters and decides the direction that Bronte should go."



RYAN & RUSSEL MASCARENHAS
Owners of Goldwyn & Sons

"Our idea for moving Bronte forward is encouraging people to come here, keep the big buildings and big corporations out of here and try and keep it very small mom-and-pop, and keep the history and the nostalgia here"



THANH TO & RENATA DARLING
Owners of Ecofillosophy

"It would be great if we had less litter and less trash, and people were responsible for their trash. Not just individuals and the public, but that business owners worked with the public and with the region to create a cleaner environment. The driftwood we have here in our stores is the only things we want to see washing up on our shores."



LISA BOGART
Owners of Bogart Home & Decor

"I think that Bronte's got a great foundation, so I think really what the answer is more small businesses, maybe some more development down by the lake, continue building beautiful restaurants and just keep the village feel."



SIMONE & TODD WADDELL
Owners of Bronte Fish & Chips

"I think Bronte is really growing. There's so many people that come from out of town that just enjoy the area, and are finding it's the place they want to live."

"Definitely younger families coming into the community, it's becoming more diverse than it used to be and it's really expanding."

VIDEO 2 Views 873
INSIGHTS Likes 28

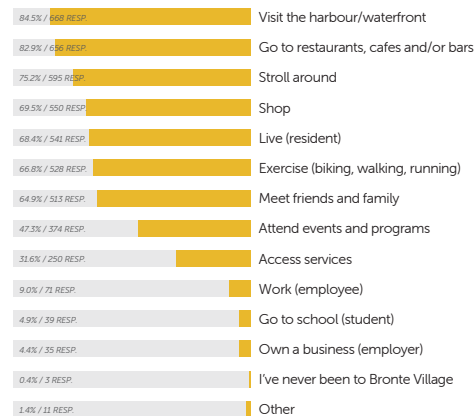


COURTNEY & MIKE COLAS
Owners of La Parisienne Creperie

"Bronte already has the charm of the village. I think we just need to bring back all of the events that we had in the past. Live music, art shows, live performers, and like Mike said; the street food and kiosks vibe would just be incredible."

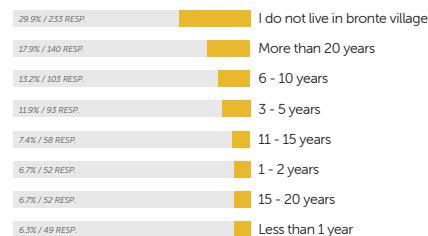
Survey Results Index

When in Bronte, which of the following activities do you do?



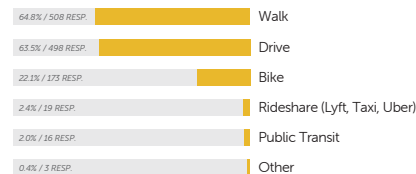
791 of 799 answered

If you are a resident of Bronte Village, how long have you lived here?



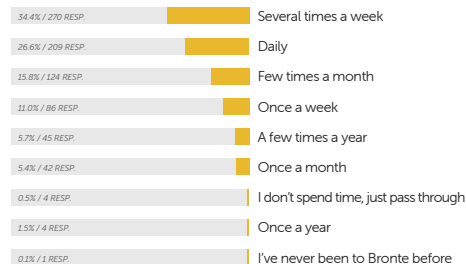
780 of 799 answered

How do you get from your home to Bronte Village?



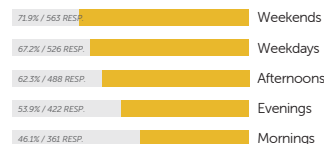
784 of 799 answered

On average, how often do you go out to Bronte Village?



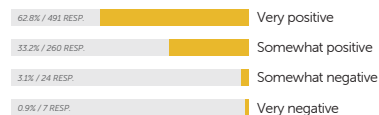
785 of 799 answered

At what time of day/week do you usually go out in Bronte?



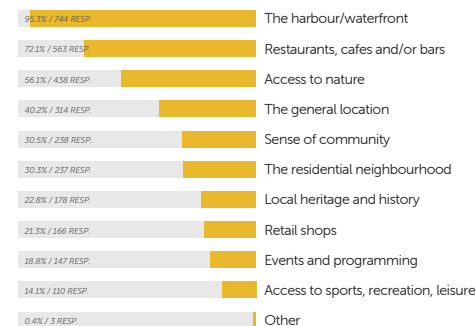
783 of 799 answered

Generally speaking, in the past one to three years, what have your experiences in Bronte been like?



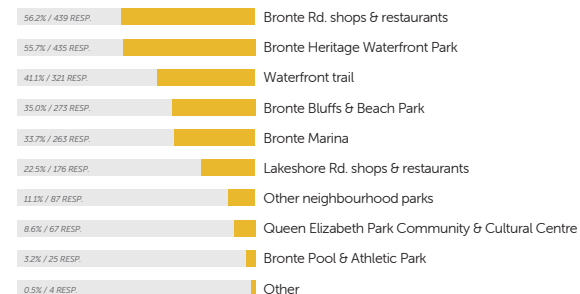
782 of 799 answered

What about Bronte do you value the most?



781 of 799 answered

Which destinations do you love most about Bronte?



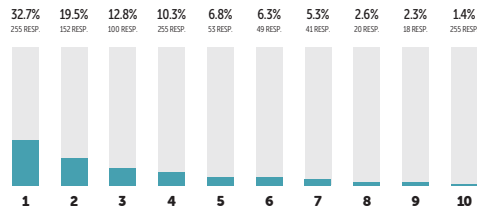
781 of 799 answered

SURVEY RESULTS INDEX

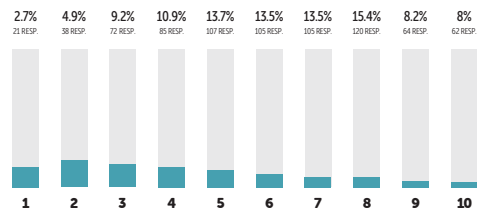
When it comes to creating the best version of Bronte you can imagine, what do you feel are the most important qualities and values to prioritize? Please rank the following options

785 of 799 answered

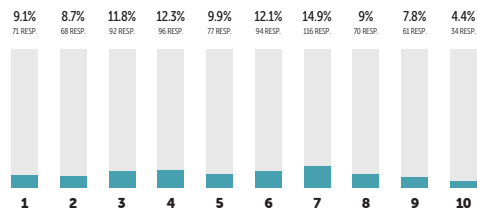
VIBRANT & LIVELY STREETS & PUBLIC SPACES



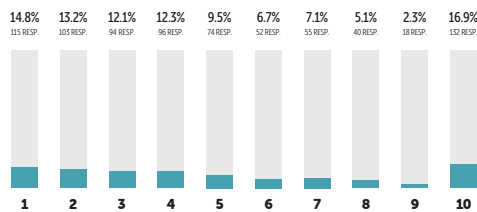
WIDE RANGE OF RETAIL & RESTAURANT OPTIONS



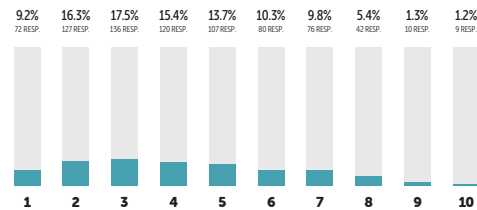
SAFETY



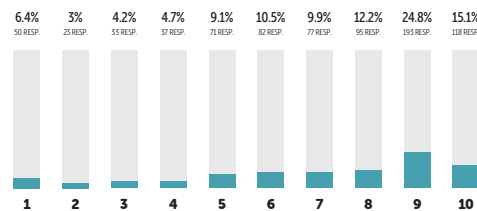
ACCESS TO NATURE



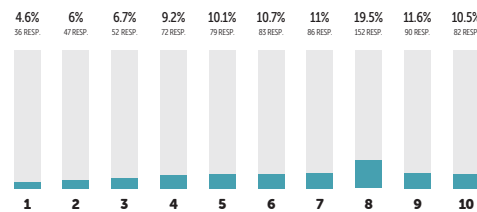
SENSE OF COMMUNITY



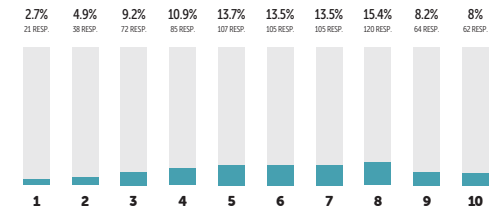
HOUSING AFFORDABILITY



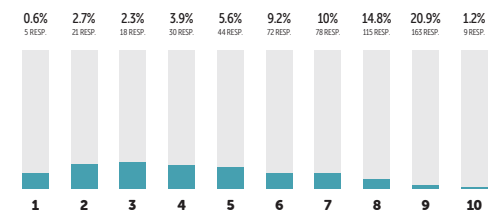
HERITAGE AND PRESERVATION



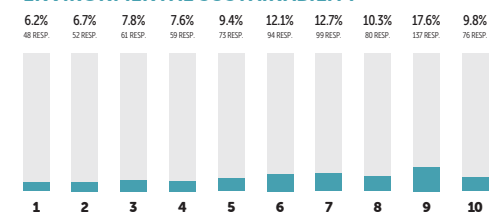
DIVERSITY, EQUITY, & INCLUSION



NEW & DIVERSE HOUSING OPTIONS



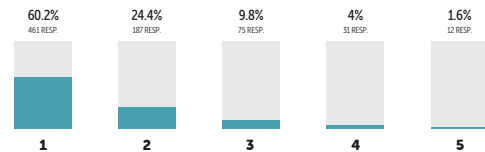
ENVIRONMENTAL SUSTAINABILITY



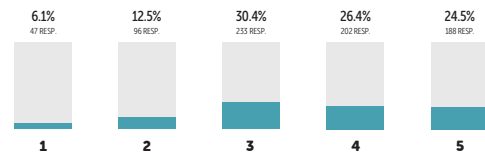
SURVEY RESULTS INDEX

When it comes to getting to and around Bronte, what do you feel are the most important areas to prioritize?
Please rank the following options.

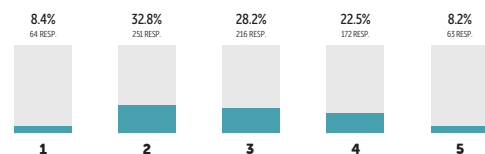
MORE WALKABLE & PEDESTRIAN FRIENDLY STREETS



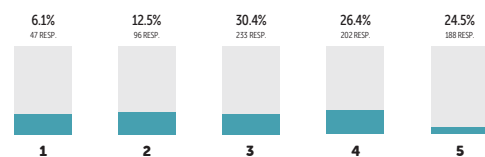
BETTER TRANSIT SERVICE/CONNECTIONS



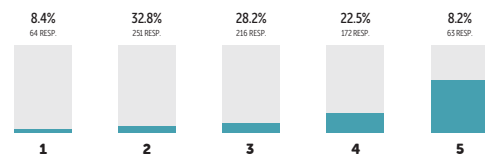
BETTER CYCLING INFRASTRUCTURE/CONNECTIONS



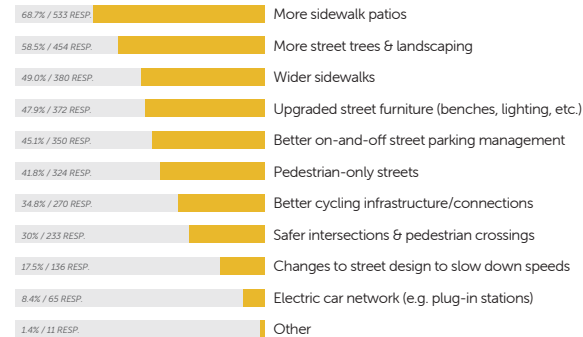
BETTER PARKING MANAGEMENT



BETTER ROADS FOR DRIVING

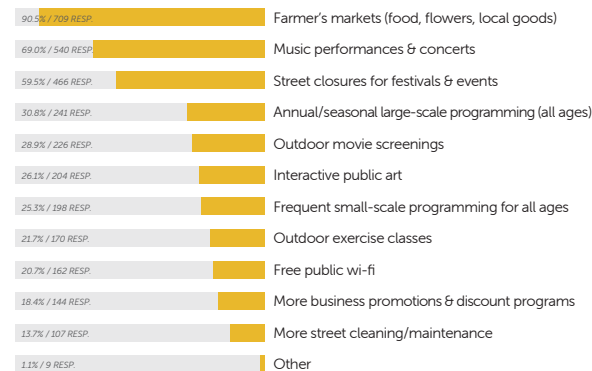


What big changes to Bronte's streets and sidewalks would make you spend more time here?



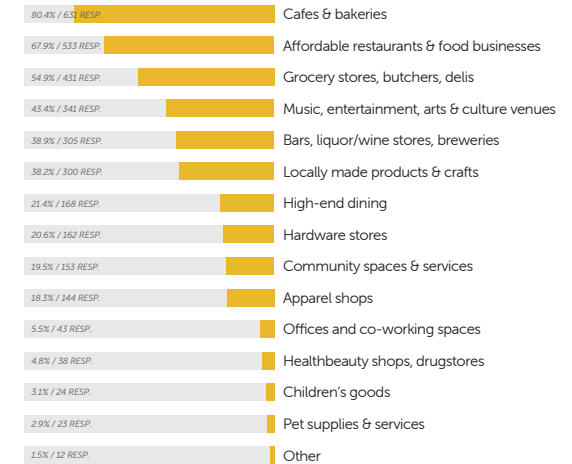
776 of 799 answered

What big changes to Bronte's programming and management would make you spend more time here?



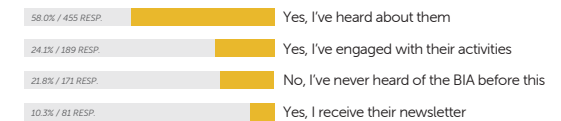
783 of 799 answered

What types of shops and services would you like to see more of in Bronte?



776 of 799 answered

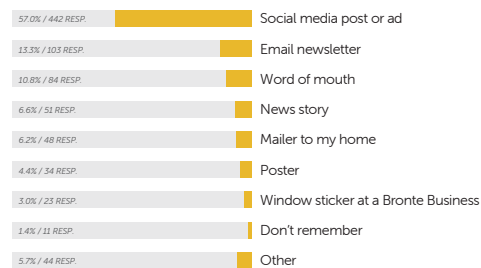
The Bronte Business Improvement Area is a non-profit organization dedicated to improving the economic prosperity and quality of life in Bronte Village. Have you heard of the Bronte BIA prior to filling out this survey?



783 of 799 answered

SURVEY RESULTS INDEX

How did you hear about this survey?



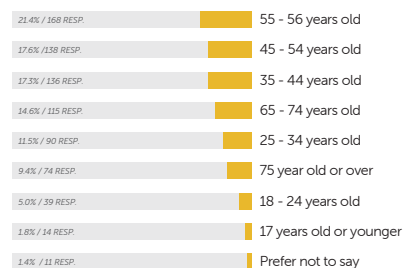
776 of 799 answered

Are you engaged in any community groups or organizations based in bronte? (e.g. neighbourhood association, running or cycling groups, advocacy groups, book clubs, parent teacher association, etc.)



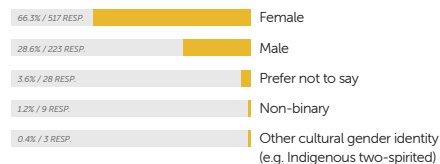
783 of 799 answered

What age group are you in?



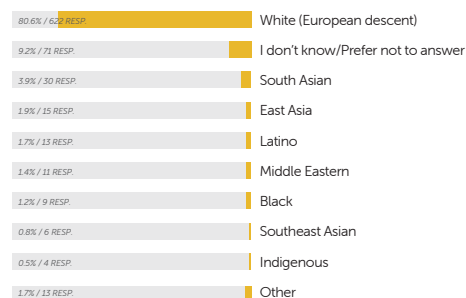
780 of 799 answered

How do you get from your home to Bronte Village?



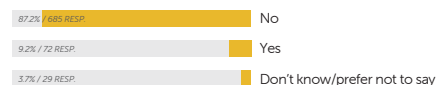
780 of 799 answered

Please indicate if you identify with the following ethnic background.



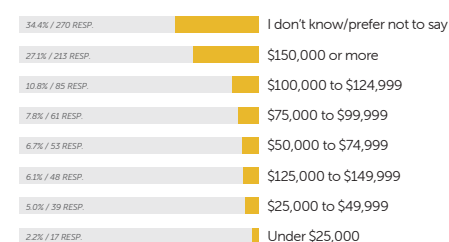
772 of 799 answered

Do you identify yourself as a person with a disability? disabilities both visible and invisible include physical, hearing, seeing, developmental, learning or mental health conditions, chronic illness and addictions. disabilities may be from birth, caused by an accident, developed over time, or result from the combination of a person's condition and barriers in society.



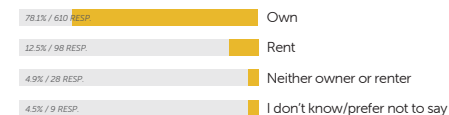
786 of 799 answered

What is your annual household income (before tax)?



786 of 799 answered

Do you rent or own your home?



781 of 799 answered

Would you like to sign up to receive the bronte bia newsletter containing updates on bronte forward! community events, and business promotions?



783 of 799 answered

Would you like to enter our draw for one in three chances of winning a \$100 gift certificate to a local Bronte business? Winners will be announced and contacted the week of May 10, 2021.



783 of 799 answered



Bronte Forward! Visioning Strategy

Prepared by 8 80 Cities
Submitted to Bronte BIA

September 2021

