

Top Findings

1. **Downtown/Main Street revitalization is the clearest priority.** Comments consistently call for fewer vacancies, better building upkeep, lower rents, more diverse businesses, extended hours, patios, murals, trees, and a stronger overall visual identity.
2. **Pedestrian and traffic safety is a major concern.** Residents frequently mention missing sidewalks, unsafe crossings, speeding, poor stop-sign compliance, and the need for stronger enforcement around schools, trails, and key intersections.
3. **Bylaw enforcement is seen as insufficient.** Many comments point to weak or inconsistent enforcement related to traffic, dogs, liquor, smoking, scooters, nuisance properties, and general public safety concerns.
4. **Transit and local mobility need improvement.** Repeated requests include more frequent transit, evening service, community shuttles, inter-community connections, improved bus stops, and safer active transportation routes.
5. **There is strong demand for year-round recreation and amenities.** The most repeated request is an **indoor pool**, along with more teen activities, winter programming, sports lighting, public washrooms, and family-oriented recreation.
6. **Business attraction and affordability matter.** Residents want lower taxes, fees, and permitting costs, along with incentives or grants that help attract and retain a broader mix of businesses.
7. **Beautification and public realm improvements are widely supported.** Trees, shade, streetscaping, murals, public art, gathering spaces, and cleanup of derelict properties are seen as practical ways to improve community pride and visitor appeal.
8. **Growth should be balanced with community character and long-term sustainability.** While some want more development and housing flexibility, others emphasize preserving small-town character, managing water use, and avoiding uncontrolled growth.

Certain content in this document was generated using Microsoft Copilot and was reviewed for accuracy by a member of the Development Services Department prior to publication