



Overview of Minnett Survey Findings

Survey Conducted By IMI/Public Reach for FOM and MLA May 3 -12, 2021



Protecting our lakes from harm.



1,530 Muskoka Voices Heard*

Who Spoke Up?

Minett = 185

Peninsula Road = 517

Lake Rosseau = 511

Big Three Lakes = 1,187

Township of Muskoka Lakes = 1,076

Township of Muskoka Lakes + Seguin = 1,255

Members' Voices**

Muskoka Lakes Association = 1,032

Friends of Muskoka = 620

Safe Quiet Lakes = 376

Muskoka Ratepayers' Association = 191

Muskoka Steamships & Discovery Centre = 135

Friends of Muskoka Watershed = 119

44 Lake, Island, Road and Other Associations = 312

* Based on 1,530 responses, representing more than 4,500 people as at May 12.

** Some respondents belong to multiple associations

Expert Survey Design & Methodology

Generate Accurate Findings

- **Expertise Retained: IMI Research / Public Reach**
 - Blue chip clientele
 - 50 years of research studies
- **Respondents Highly Engaged**
 - 17 minutes average survey completion time
 - 49% volunteered email addresses for follow up
 - 1,505 of 1,530 volunteered 4,461 candid comments
- **Survey Findings Accurate, Reliable & Overwhelming**
 - Large sample size; low error rate
 - Rare consistency in responses
 - No statistical difference in responses between 304 full time homes and 1,003 seasonal homes
 - A clear, single overarching message from respondents...

Respondents' Overarching Message:

A plea for...

Responsible Development
with a Light Footprint that minimizes
detrimental Environmental, Visual and
Safety Impacts

Defining Responsible Development I



While the survey found a wide range of responses, the +/-500-unit Goldhar Concept Drawing (above), received significantly more positive support than the more densely built Freed Concept. Note: The Township's current draft policies allow 2,000 units.

Defining Responsible Development II

- **Larger Building Setbacks and Vegetated Buffers**
 - 96% seek **mandatory** setbacks and vegetated buffers
 - 84% (1,286 people) seek 30 meter vegetated buffers from the shoreline
- **Lower Height Important to 99%**
 - 90% (1,377 people) seek a Maximum of 4 floors or below tree line
 - 5% seek a Maximum of 6 floors
 - 0.3% Up to 11 floors
- **Less Density is Better**
 - 84% (1,286 people) seek a maximum of 1,000 units
 - 7% support the 2,000 unit limit
 - 90% seek less than 750,000 square feet in the waterfront area
 - 4% support the 750,000 square foot limit in the waterfront area

Environment First, Safety Essential

- **Any Development beyond what is currently built in Minett to be Contingent on Satisfying 3 of 3 Criteria:**
 - 89% **environmental** protection / stewardship / resilience
 - 85% **boating** capacity and safety
 - 84% **road** capacity and safety thresholds being met or exceeded
- **Hard Cap on Future Growth**
 - 81% support a hard cap on growth beyond the policy limit
 - 0.3% (4 people) support unrestricted growth

Resort Use and Water Safety

- **Resort Units are not Personal Homes**
 - 63% support personal use of resort units being limited to 26 weeks per year and 4 weeks between June 15 and Sept 15
 - 4% view unit-owner use restrictions as not important
- **Critical Importance of Boater & Swimmer Safety**
 - 86% want 24 or fewer additional slips; 0.5% view slips as unimportant to them
 - 97% seek limits on boat launching (84% critical, 13% very important); just 2% not very / not concerned
- **Staff Housing**
 - 78% support requirement for onsite staff housing
 - 8% support no requirement for onsite staff housing
- **Respondent Support for Resort Amenities**
 - Restaurants 57%
 - Walking Trails 39%
 - Retail Stores 31%
 - Golf 29%
 - Marina 26%
 - Wellness Spa 20%

Environmental, Visual & Safety Impacts

Very Concerned (%) : Not Concerned (%)

- Tall Building Heights 93:1
- Overall Environmental Impact 92:2
- Density on the Resort Waterfront 91:1
- Overall Density of Resort 90:1
- Amount of Residential Allowed 85:2
- Boating Safety 83:1
- Building Setbacks 83:3
- Tree Removal 80:2
- Swimmer / Non-Motorized Safety 77:3
- Noise Pollution / Increased Noise 77:4
- Light Pollution 77:4
- Dark Sky Lighting 72:5
- Increased Traffic on Peninsula Rd 67:4
- Widening, other changes to Peninsula Rd 60:8
- Widening of Port Sandfield Bridge 60:13
- Pedestrian Safety 59:8
- Rock Blasting 59:11
- View from the Canoe 55:12
- Biking Safety 52:12
- Onsite Staff Housing 43:21

Only minor differences between Peninsula Road users and all survey respondents
The other options were "A little concerning" and "No Opinion"

In Their Own Words...

The survey provided 12 opportunities for respondents to add their own thoughts, their own way. Here's a verbatim selection from the 4,461 comments received from 1,505 of the 1,530 respondents...

“Muskoka needs to progress with the times and having new development is key for the local economy however it is paramount that the precedent that is set is thoughtful and mindful for future generations to enjoy this beautiful place on all big 3 lakes.”

“Too much, too big, too many people. Dangerous for the environment, roads and waterways.”

“The land is zoned for a resort and should be managed as such. It should be built/developed with minimal impact to the environment. Less is more so we can continue to enjoy the natural beauty of Muskoka.”

“Adhere to the Minett Joint Policy Review Steering Committee's recommendations as closely as possible. There's a reason you commissioned them to look into all of this. Respect the process and accept their recommendations.”

“Muskoka is a treasure to be developed with care to preserve it for future generations of Ontarians. Preserving its environment yet allowing growth and responsible development where warranted.”

What Comes Next...

- **Your Voice is Still Needed**
 - Attend Public Meeting – May 28 at 9 am, zoom access here [\[link\]](#)
- **We will Reach Out and Keep You in the Loop**
- **Persistence will be required to convert policy into implementation, monitoring and enforcement language that is clear and not prone to wide interpretation or successful challenges**
- **Thank You for Participating and for Your Continuing Interest**