



BUILDING UP

FOR THE GREATER GOOD

Stewardship | Leadership | Integrity | Innovation | Respect | Accountability | Cooperation



A Report on
County of Simcoe Services



Land Acknowledgment

The County of Simcoe is situated on the traditional territory of the Anishinabek Nation, which includes the Ojibwe, Odawa, and Pottawatomi Nations, collectively known as the Three Fires Confederacy.

We also recognize the Huron-Wendat, who occupied these lands prior to the middle of the 17th century.

We embrace the enduring presence and partnership of the Indigenous Peoples of this region, including the Chippewa Tri – Council First Nations, comprised of the Beausoleil First Nation, the Chippewas of Rama, and the Georgina Island First Nation.

We would also like to recognize the diverse Métis and Inuit communities within our region.

The County of Simcoe is dedicated to honouring our Indigenous history and culture and is committed to coming together to learn, heal, and create future prosperity, respect and understanding in all of our communities.

Table of Contents

4	County at a Glance	13	Geographical Information Systems
4	Financial Principles	13	Statutory and Cultural Services
4	Strategic Management	13	Simcoe County Archives
4	Corporate Values in Action	13	Administration Support
5	County of Simcoe Services	14	Engineering, Planning, and Environment
6	Social and Community Services	14	Transportation and Engineering
6	Building Up homes, lives, and hope in Simcoe County	15	Solid Waste Management
7	Children Services	15	Simcoe County Forests
7	Community Services	16	LINX Transit
8	Social Housing	16	Economic Development Office
8	Ontario Works	17	Lake Simcoe Regional Airport
9	Health and Emergency Services	18	Service Simcoe
9	Paramedic Services	18	Tourism Simcoe County
10	Long-Term Care and Seniors Services	18	Simcoe County Museum
12	911 and Emergency Planning	18	Public Engagement
13	Corporate Performance	19	How to Reach Us



County at a Glance

Financial Principles

The County of Simcoe has adopted a budgeting process with a holistic approach to financial management that balances fiscal stewardship and service delivery with a long-term financial planning horizon. Our financial principles include:

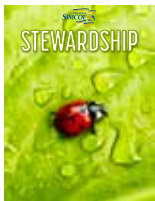
- Ensuring Long-Term Financial Sustainability
- Delivering Services in a Cost-Effective and Efficient Manner
- Managing Tangible Capital Assets to Maximize Long-Term Community Benefit

Strategic Management

Long-range planning is one of the most powerful tools available to the County of Simcoe to help make informed decisions to ensure the County's future vitality and economic stability. The County of Simcoe has embarked on a strategic management process, which includes:

- Strategic Planning
- Long-Term Financial Planning
- Budget Development and Management
- Performance Measurement and Enhancement

Corporate Values in Action



Stewardship

We must ensure we remain responsible guardians for a sustainable future. This stewardship provides leadership and integrity while we work together with our partners to sustain and grow our region.



Leadership

At the County of Simcoe, we lead by example. Our leadership must both inspire and empower our employees, residents, businesses, and communities to work toward a vibrant, healthy, and sustainable Simcoe County.



Integrity

At all times, we must ensure our integrity through honesty, trust, and transparency. It is with these attributes that we are able to maintain our community leadership and accountability.



Innovation

We work towards creative, progressive, leading-edge ideas that sustain and support our region. These ideas lead the way on creating a future that sustains and protects our growing and evolving communities.



Respect

We show our respect for each other by recognizing diversity through fair and equitable interaction. It is through this lens that we are able to work together collaboratively to create a sustainable future for our community.



Accountability

We practice accountability through commitment, ownership, and follow-through. This means that our residents can trust that when we promise something, we will deliver it.



Cooperation

We take positive collaborative approaches to partnerships, teamwork and understanding. This allows us to build relationships, trust, and respect while creating lasting partnerships for our region.

County at a Glance



County of Simcoe Services

The County of Simcoe provides a range of key municipal services to the 16 member municipalities and the separated cities of Barrie and Orillia. Mandated services are services legislated by the Province of Ontario to be performed by the County of Simcoe, including:

- Ontario Works
- Social Housing
- Children and Community Services
- Long-Term Care and Seniors Services
- Paramedic Services
- Emergency Planning
- Land Use Planning
- Solid Waste Management
- Local Immigration Partnership

Directed services are services the County of Simcoe chooses to provide; they include:

- Transportation and Engineering
- Forestry Management
- Bylaw Enforcement
- Economic Development
- LINX Transit
- Tourism Simcoe County
- Simcoe County Museum
- Simcoe County Archives
- Airport Services (Lake Simcoe Regional Airport)



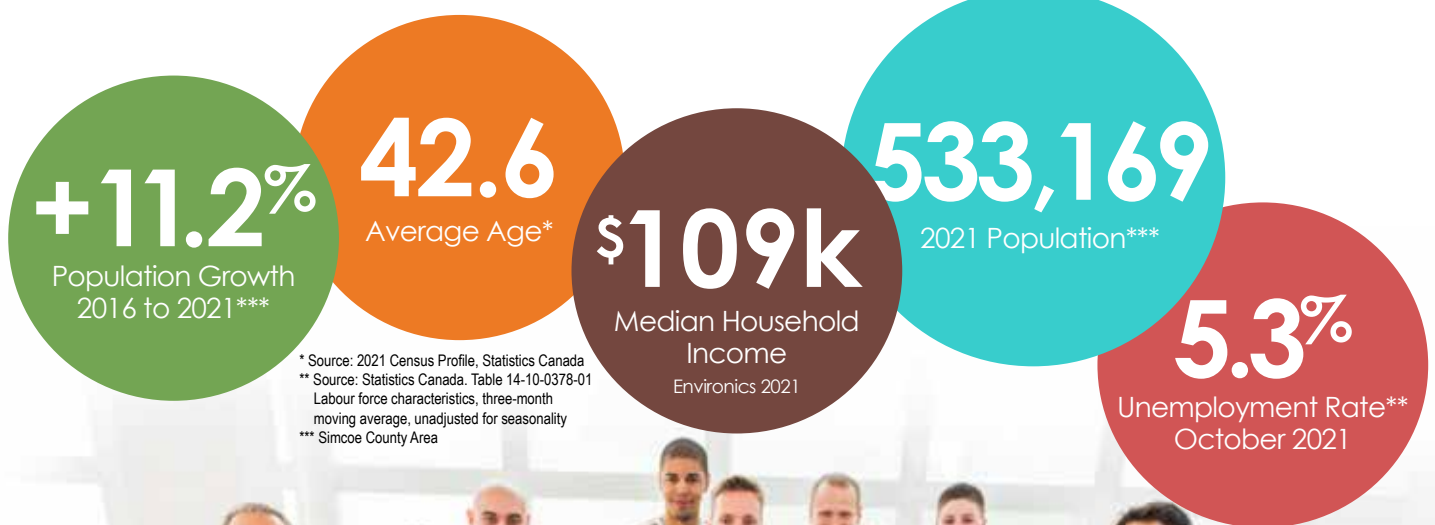
Social and Community Services

Building Up homes, lives, and hope in Simcoe County

The County of Simcoe believes in the value of Building Up homes, lives, and hope in Simcoe County – a system of programs and services, networks and facilities that support people and foster healthy communities.

Solid social infrastructure is critical to ensuring that every person has the opportunity to meaningfully contribute, to be part of the society in which they live. Within the context of this guiding vision, the County of Simcoe actively partners with the Province of Ontario, local community service providers, and broader system stakeholders to further the work of poverty reduction.

The Social and Community Services Division is comprised of four departments: Children Services, Community Services, Social Housing, and Ontario Works. Social and community services are provided to residents in Simcoe County and those living in the separated cities of Barrie and Orillia.



* Source: 2021 Census Profile, Statistics Canada
** Source: Statistics Canada, Table 14-10-0378-01
Labour force characteristics, three-month
moving average, unadjusted for seasonality
*** Simcoe County Area



Social and Community Services

Children Services

The County of Simcoe recognizes the important role of providing high-quality child care and early learning opportunities. This supports the optimal development of children by starting them on a solid path of social, physical, and intellectual development. Children Services oversees the licensed child-care system in the County, including the following programs and activities:

Child Care System

Creating more licensed child care spaces

- more than 3,000 new spaces for children 0-5 years of age by 2026
- promote equity and equality for children
- increase affordability for families
- reduce parent fees to \$10/day on average for children 0-5 years of age by 2025-2026

Enhancing quality and stability for licensed operators

- support high-quality early learning and child care environments

Building up the workforce

- enhance wages
- provide professional development opportunities
- support educator recruitment and retention
- building knowledge in our community
- promote rewarding career opportunities in Early Childhood Education
- educate the public on the positive long-term impacts of positive early years experiences
- evidence-based service planning

Community Services

Homelessness and Poverty Reduction

10-Point Plan

1. Make affordable housing more attainable to end homelessness

Providing deep rent subsidies (\$600-\$800) to Housing First and Outreach teams

2. Creating new supportive housing programs

Increase creative supportive housing programs by converting existing community housing into supportive housing programs

3. Creating peace of mind when using services

Offering storage unit solutions for people experiencing homelessness to store belongings while accessing services

4. Improving safety and well-being for the community

Enhancing and mobilizing mobile Outreach Services to improve safety and well-being for all

5. Increasing housing availability in current programs

Increasing housing availability through increased affordable

housing stock and supportive housing units, and lifting the funding freeze on the Domiciliary Care Program

6. Creating easier ways to help access services

Implementing a Centralized Intake System that is available after-hours

7. Enhancing our community shelters services/standards

Increasing funding to the shelter system and supporting the temporary shelter at Rose Street over the winter

8. Increasing eviction prevention services and access to housing for families

Improving access to housing through Housing Retention Funding by doubling the grant limits for families

9. Improving our existing shelters

Addressing repairs/maintenance needs through the Retrofits & Upgrades Program (up to \$50K per grant)

10. Finding new opportunities

Continued attention to potential capital/operating opportunities to increase housing

Local Immigration Partnership - immigration.simcoe.ca

The County of Simcoe works with local stakeholders to oversee the implementation of the *Community Settlement Strategy*, designed to improve outcomes for newcomers living in Simcoe County. This initiative is wholly funded by Immigration, Refugees and Citizenship Canada.

The Local Immigration Partnership, with funding from the provincial government, built and manages an immigration website containing more than 300 pages of local community content. The website hireimmigrants.ca also includes enhanced content in an employer section.

Social and Community Services

Social Housing

The County of Simcoe is the Service Manager for the wider social housing system of approximately 2,600 units owned and operated by not-for-profit and co-operative housing providers. Additionally, Simcoe County Housing Corporation owns 1,652 units, the majority of which are rent-geared-to-income.

The County of Simcoe also offers a range of affordable housing programs for low-to-moderate

income households. These programs include Rental Development, Affordable Homeownership, Ontario Renovates, Secondary Suite, Rent Supplement, and Housing Allowance programs.

Since 2014, when County Council approved *Our Community 10-year Affordable Housing and Homelessness Prevention Strategy*, the County has exceeded its goal of creating



2,685 new affordable homes in our community, having reached 3,134 as of September 30, 2022, one full year ahead of schedule.

Ontario Works

Ontario Works is a provincially-legislated program that provides temporary assistance for individuals who are in financial need.

Working in partnership with numerous service agencies and educational providers, Ontario Works makes certain that a wide range of programs and services are available to residents throughout Simcoe County, including the cities of Barrie and Orillia.

Financial assistance provides support for expenses, such as basic needs and shelter, along with other services such as special diet allowances and drug coverage. Participants can receive additional benefits related to employment and medical costs, along with non social assistance benefits such as funeral expenses.

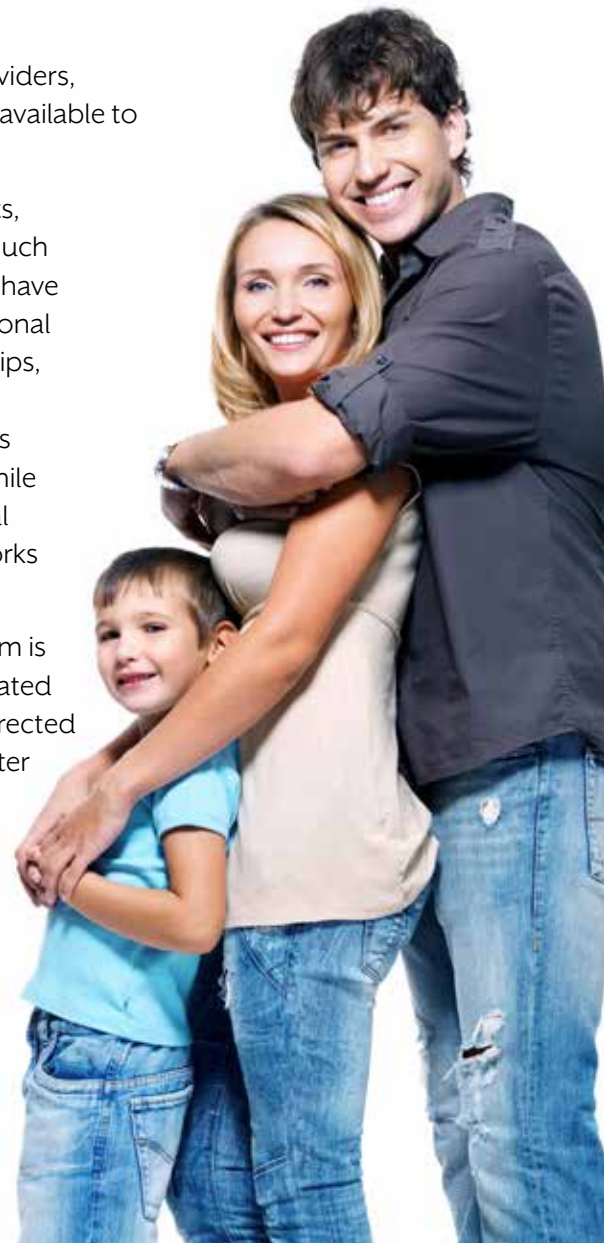
As part of Social Assistance Reform and the phased implementation of employment services transformation, Ontario Works has shifted its focus to delivering person-centred life stabilization supports, building on local connections and municipally-delivered programs (i.e., housing, childcare,

health and mental health supports, etc.). Life stabilization builds on much of the work that OW caseworkers have traditionally done, but with additional outreach, engagement, partnerships, and tools. Within this new model, Employment Ontario delivery sites focus on employment services while working collaboratively with Social Assistance to support Ontario Works and ODSP clients.

The goal of social assistance reform is to ensure a connected and integrated client journey where clients are directed to the support they need, no matter where they enter the human services system.

211 Program

The County of Simcoe provides funding for the 211 program. By dialing '211', residents are provided easy access to a wealth of information about human services.





Health and Emergency Services

Paramedic Services

Advanced Care Paramedics

In an effort to continue to ensure residents receive the best paramedic care available, in 2010 County of Simcoe Paramedic Services deployed the Advanced Care Paramedic (ACP) program. ACPs are certified to deliver additional, potentially lifesaving procedures, including:

- Intubation (inserting a tube directly into the lungs to assist with breathing)
- External cardiac pacemaker therapy
- Administration of an addition 12 medications
- Intravenous therapy (inserting a direct line into the bloodstream for medication administration and replacement of fluids)

Other Paramedic Services activities:

- Paramedics have worked with hospital representatives to measure and decrease the time required to transfer care of patients to hospital staff after arrival to emergency departments
- Visits to schools and community events
- Special event coverage for large public gatherings
- The Community Paramedic – Home Visit
- Program focuses on patients suffering from chronic disease and aims to reduce the need for emergency department admissions
- Annual Paramedic Services Food and Toy Drive facilitates the donation of toys, non-perishable food items, and financial support to local charities

Incident Response Unit (IRU)

A small number of paramedics have been trained to work in the IRU, where they are able to provide Chemical, Biological, Radiological and Nuclear (CBRN) medical response. They are also prepared to provide tactical medical support to police agencies, including advanced field medical care in a tactical environment.



Public Access Defibrillation Program (PAD)

In 2005, the County of Simcoe Paramedic Services established a Public Access Defibrillation (PAD) program to place lifesaving defibrillators in publicly-accessible locations, and train people in CPR and PAD use in order to save lives. As of late 2023, more than 800 PADs are currently supported by the CSPS PAD Program, along with more than 500 registered independent PADS through our partners. The program has directly contributed to 40 patient saves.

Health and Emergency Services

Paramedic Services

Barrie Simcoe Emergency Services Campus

In early 2020, the Barrie-Simcoe Emergency Services Campus opened, a key step in the implementation of the hub-and-post model. This facility, along with new builds in Barrie, Bradford, Collingwood and elsewhere, allow paramedics to be better positioned to respond to the ever-changing needs of this growing community.



25
Paramedic
Stations and
Posts

More than
440
full- and part-time
paramedics and
support staff

Paramedic Services
cover an area of
4,840
square kilometres
within the County



Long-Term Care and Seniors Services

Like many communities in Ontario, the County of Simcoe is experiencing steady growth in its senior population, and County Council is committed to supporting our older adults.

The County is committed to providing effective, high-quality, safe, and efficient long-term care services in a home-like

setting for the clients and families that we serve.

We also offer a continuum of services that range from adult day programs and independent housing, to long-term care services to support aging County residents and their families.

In addition to providing this broad spectrum of housing and services, the County promotes partnerships with many community services, such as Red Cross, Alzheimer's Society, and Hospice, and provides support for programs such as Meals on Wheels. Long-Term Care and Seniors Services also maintains excellent relations with many educational facilities, which includes secondary and post-secondary student placements.



Health and Emergency Services

Long Term Care and Seniors Services

Long-Term Care Homes

The Province of Ontario requires all municipalities to have a minimum of one long-term care home to serve their populations. The County of Simcoe owns and operates four homes.

As part of our commitment to seniors, our four long-term care homes in the County offer nursing and personal care plus a range of support services (medical, nutritional, rehabilitative, social and spiritual). Our homes respond to a variety of needs and service levels that include long stay, respite, convalescent care, and Francophone populations.

Georgian Manor

Penetanguishene

Simcoe Manor

Beeton

Sunset Manor

Collingwood

Trillium Manor

Orillia

Simcoe Village

Simcoe Manor is the oldest of four long-term care and seniors services facilities owned and operated by the County of Simcoe. Originally constructed in 1898, this home has undergone three subsequent developments, with the most recent occurring in 1992.

On June 7, 2021, Council reaffirmed their commitment to proceed with a planned redevelopment into a leading long-term care and seniors services campus to further meet the

needs of seniors in southern Simcoe County. The campus will provide an additional 34 long-term care beds (a total of 160 beds), and more than 180 seniors housing units/homes (140+ new) for seniors with varying levels of care and support needs.

The new community will be modeled on the highly successful Georgian Village, opened by the County in 2013. The Georgian Village model provides a continuum of care, housing, and program options for

residents living in the facility, as well as seniors living independently in the community.

The campus, covering 520,000 sq. ft., will include a range of amenities, potentially including: health/medical services, pharmacy, dental, coffee bar and bistro, retail, salon, fitness amenities, and outdoor recreation options, among other services and programs for residents and older adults living independently in the community.

Housing and Day Programs

Our goal is to provide an entire continuum of housing and services to meet the needs of our seniors.

Georgian Village – Georgian Village, a '60-plus' adult lifestyle community in Penetanguishene offers a unique opportunity that will enhance residents' health and vitality while providing a choice of housing and care options.

Day Programs – Programs in Penetanguishene and Elmvale encourage social activity among frail and dementia care seniors, at the same time offering their caregivers some much needed free time.



Health and Emergency Services

911 and Emergency Planning

Extreme weather, natural and man-made disasters, the threat of pandemics – we live in unpredictable times.

The County of Simcoe's Emergency Management Department develops and implements programs and plans to ensure that the County and its residents are prepared for emergencies and disasters.

In accordance with the Province of Ontario's Emergency Management and Civil Protection Act, our role is to plan for and provide support during and following emergency situations. In addition, this department administers the County's 9-1-1 service

Emergency Planning Services

The five phases of emergency planning are prevention, mitigation, preparedness, response, and recovery

Emergency Response Plan

The County of Simcoe is obligated to conduct one emergency exercise per year and at least one full-tactical emergency exercise every five years. It also follows a more efficient Incident Management System, utilizing a "command and control" approach to emergency response, which ensures the Emergency Operations Centre is staffed by key personnel during emergencies, helping to streamline decision-making.

County Emergency Management Committee

A true partnership, the County assists by chairing this committee, which is comprised of community emergency management co-ordinators from across the County and other partner agencies. This committee identifies and addresses opportunities for joint venture projects.

Chemical, Biological, Radiological and Nuclear (CBRN) Incidence Response Team

Chemicals and other hazardous materials are continually being transported throughout the province. This multi-year project is designed to enhance our current emergency response plan and to safeguard the public in the event of a spill. The first of its kind in Ontario, involving several jurisdictions and disciplines,

it is a great example of our allied emergency services working together for the greater good.

911 Services

Technical Management

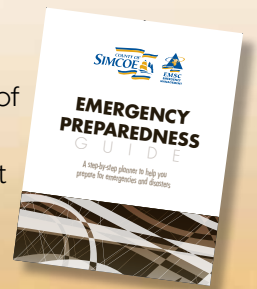
Management of the contracted 9-1-1 service ensures timely, high-quality response to our residents.

County of Simcoe 9-1-1 Management Board

Oversees the integrity of the 9-1-1 service, develops and delivers a public awareness campaign, and responds to 9-1-1 service complaints.

Other Initiatives

- Ham Radio Antennas – installed throughout the County to enhance emergency telecommunications capacity in the event of emergencies
- Portable back-up generators, provisions for lodging, food, clothing, counselling, healthcare and pet services – provided in partnership with Social and Community Services
- Public Education and STEP – free curriculum-based education program available to Grade 5 classes in Simcoe County.
- Home Emergency Preparedness Guide – publication by the County of Simcoe
- Simulated Emergency Exercises – past emergency exercises have featured scenarios of a pandemic, an ice storm, a winter gas disruption, and a drinking water contamination emergency



Corporate Performance

Geographical Information Systems

Explore Simcoe County close up. County of Simcoe Geographical Information Systems (GIS) maintains a database linked to known geographical locations represented as geographic content on a map, providing advanced capabilities for display, manipulation, and analysis of mapped and unmapped data.

Map Products

Products available from the County of Simcoe — including Simcoe County Base Map, Municipal Street Maps and Official Plan Schedules — can be purchased in person or ordered from the Service Simcoe Contact Centre.

maps.simcoe.ca

Most mapped data on file at the County of Simcoe is available to browse free of charge at maps.simcoe.ca.

Statutory and Cultural Services

Simcoe County Archives

The Simcoe County Archives, which opened in 1966 as part of Simcoe County's Canadian Centennial Project, has two principal roles. The first of these is the preservation and promotion of Simcoe County's cultural and visible heritage. The Archives collects, preserves, and makes accessible to the public the documentary history of Simcoe County. The archival collection documents the political, social, and economic history of Simcoe County.

The Archives' second role is to provide efficient permanent-records management services to the executive, management, and administrative departments of the County of Simcoe, and also to serve the same needs of the municipalities that comprise the County. The Archives provides storage, organization, and public access services for the permanent retention of non-active public records of the various levels of Simcoe County government. The

municipal records collection dates from 1837, while the earliest Simcoe County records were created in 1843. Highlights of the collection include the Sir James R. Gowan Papers, the Andrew F. Hunter Papers, the Norman D. Clarke Collection, the Leslie Frost Collection, records of the C. Beck Manufacturing Co. Ltd., the records of the Jacques and Hay Furniture Company, the Sir Frederick Banting Papers, and a map collection which dates from as early as 1540.

Located across the street from the County's Administration Centre in Midhurst, Ontario's first purpose-built county archives comprises 18,000 square feet, approximately 70 per cent of which is dedicated to climate-controlled, high-density, permanent storage, with more than 45,000 records in the database. The remainder consists of work and administrative space, the public reading room, transitional storage, and mechanical equipment.

Administration Support

The delivery of the County of Simcoe's services would not be possible without a team of dedicated administrative staff who work behind the scenes to support the many levels of County government. These include:

- Finance
- Human Resources
- Information Technology
- Purchasing Fleet and Property
- Legal Services
- Communications and Events
- Marketing and Creative Services
- Clerk's Department
- Office of the Warden and CAO

Engineering, Planning, and Environment

Planning

The County of Simcoe's Planning Department helps guide and influence Council on County growth and development policies that will enhance quality of life, conserve natural and cultural resources, and ensure the efficient delivery of municipal services.

County of Simcoe Official Plan

Responsible and sustainable growth is one of the main challenges and opportunities the County of Simcoe is working to address. At its current pace, the population of Simcoe County is expected to have one of the fastest growth rates in Ontario over the next decade. The County's Planning Department develops and maintains the County Official Plan and ensures conformity to provincial policy.

Other Planning Functions

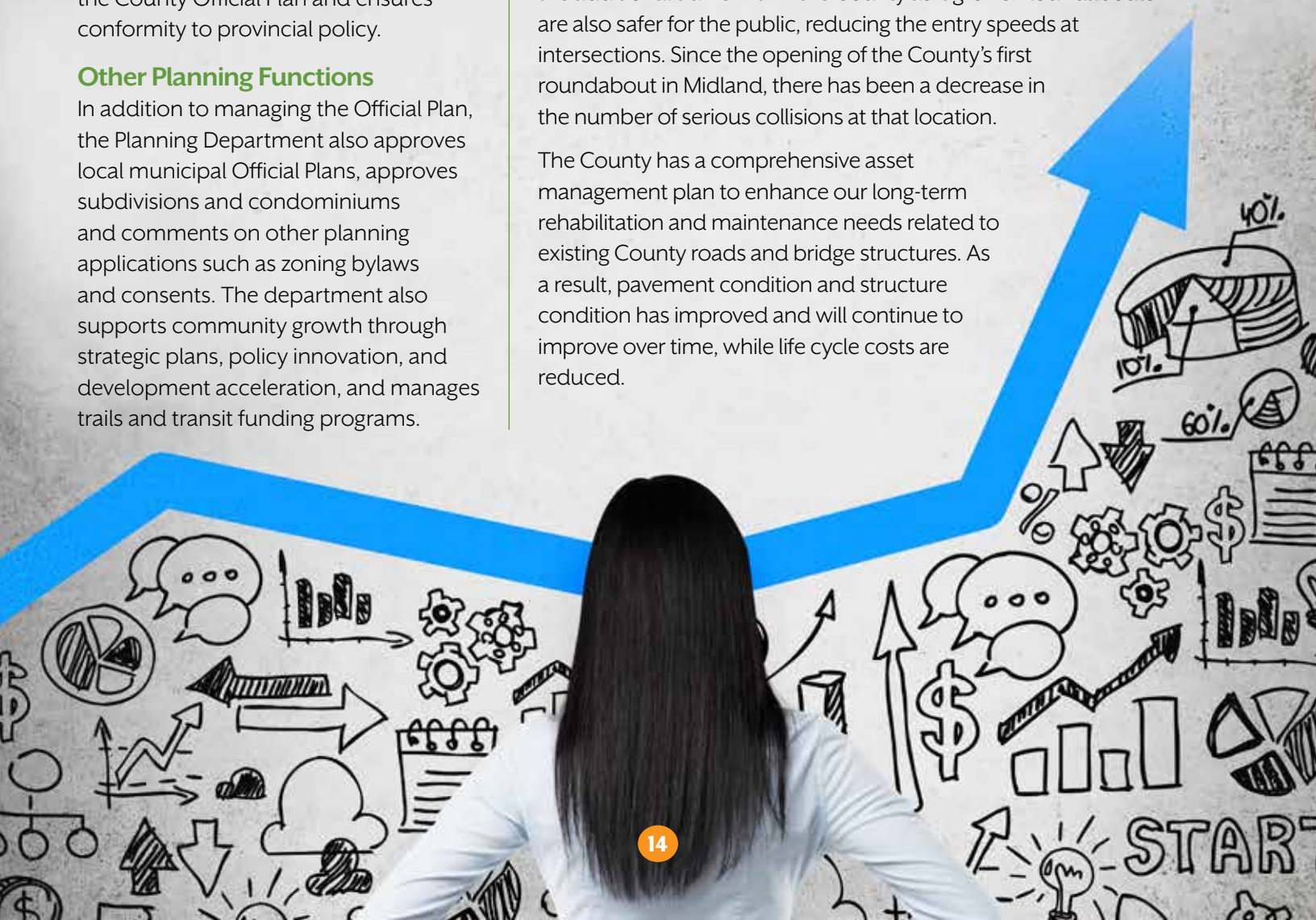
In addition to managing the Official Plan, the Planning Department also approves local municipal Official Plans, approves subdivisions and condominiums and comments on other planning applications such as zoning bylaws and consents. The department also supports community growth through strategic plans, policy innovation, and development acceleration, and manages trails and transit funding programs.

Transportation and Engineering

The Transportation and Engineering Department is responsible for the operation, maintenance, design and construction of the County transportation network. The department's objective is to provide transportation infrastructure, which is maintained, designed and constructed to applicable standards, ensuring safe road conditions through efficient, cost effective maintenance operations and a long-term planned program of road and bridge reconstruction and rehabilitation. The Department is also responsible for traffic operation and transportation planning functions that have a direct impact on the County road system, which includes more than 850 km of road, 120 bridges, 60 oversized culverts, and 60 signalized intersections.

In 2023, the County adopted its latest Transportation Master Plan (TMP), which identified future transportation demands across the entire network and general strategies to meet overall requirements. This year, the County opened two new roundabouts in the townships of Springwater and Essa. These roundabouts, the latest in a series scheduled for construction over several years, will help accommodate the additional traffic within the County as it grows. Roundabouts are also safer for the public, reducing the entry speeds at intersections. Since the opening of the County's first roundabout in Midland, there has been a decrease in the number of serious collisions at that location.

The County has a comprehensive asset management plan to enhance our long-term rehabilitation and maintenance needs related to existing County roads and bridge structures. As a result, pavement condition and structure condition has improved and will continue to improve over time, while life cycle costs are reduced.



Engineering, Planning, and Environment

Solid Waste Management

The Solid Waste Management department provides several services in relation to planning, collecting, processing, and managing waste within the 16 member municipalities that make up the County of Simcoe.

In 2023, Council passed an updated Solid Waste Management Strategy to guide how the County manages its eight public drop-off locations, as well as three active landfills, five household hazardous waste depots, and 33 closed landfill sites.

In 2020-21, the County introduced its bi-weekly collection schedule and

its automated cart collection service to help encourage the overall reduction of garbage and grow our green cart usage. Both

strategies have shown an increase in organics tonnages. Beginning in 2008, the County has collected more than 200,000 tonnes of organic material that has been converted into compost and other useful materials. This equates to approximately four years worth of landfill capacity being saved.

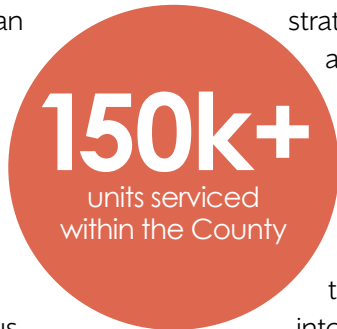
Landfill space is a pressing issue for



many municipalities across the province as Ontario landfills approach their limits. At current rates, County landfills will reach capacity in 2027.

Curbside waste audits show that 41.7 per cent of our garbage is made up of material that belongs in green carts. To help reduce the amount of material sent to landfill, the County continues to offer and promote a wide variety of diversion programs.

In 2023, the County was ranked second among 96 Ontario municipalities for diversion, with around 63 per cent of residential waste materials being successfully diverted from our landfills.



Simcoe County Forest

Many people who walk, ski or cycle through the Simcoe County Forest (SCF) are unaware that the natural splendour they see is due to careful management by a skilled team of dedicated professionals.

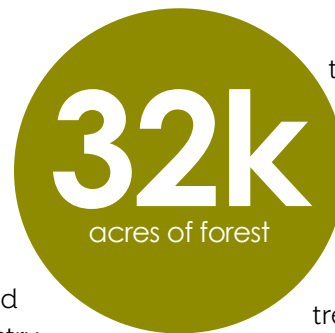
The Forestry Department is primarily responsible for the management of the SCF. Management begins with long-term planning to establish goals and strategies and ensure sustainability. The SCF is economically self-sustaining with all revenues directed back into the management of the forest and its continued expansion through strategic land acquisitions.

In order to maintain forest health, improve timber values, and achieve other objectives, approximately

1,200-to-1,500 acres are thinned annually. Each forest compartment, which is scheduled in the operating plan, is assessed by Forestry staff and treated according to good forestry practices.

Management also includes the protection of the forest resource and the regulation of recreational uses. The SCF has been certified by the Forest Stewardship Council since 2010.

In 2022, Simcoe County was named Forest Capital of Canada by the Canadian Institute for Forestry for the second time. The County is the only



two-time winner of this prestigious award. Bylaw enforcement is primarily responsible for compliance of by-laws regulating the cutting of trees on private lands, signs and encroachments on County Road right-of-ways, illegal dumping, parking along County Roads and security on County properties.



Economic Development Office

The Economic Development Office is responsible for regional efforts to support the attraction, retention, and expansion of businesses and business opportunities within Simcoe County.

The office works with regional partners, including 16 member municipalities, the Cities of Barrie and Orillia, as well as various business service providers to help foster and build capacity for a regional approach to economic development activities.

Taking this team approach, the office focuses on activities that are better addressed collectively, such as sector support and investment attraction.

As the population in Simcoe County increases, County Council has



approved the 2021-2025 Economic Development Strategy to highlight the challenges and opportunities facing local economic development, and sets goals, objectives, and action plans to address them.

The EDO works with businesses to help them remain competitive and grow in today's evolving marketplace, and supports employers to better attract and retain the talent they need to grow.

LINX Transit

The County launched its first inter-municipal transit route between Midland, Penetanguishene, and Barrie in 2018, and has since expanded services to additional five routes, including the assumption of existing

inter-municipal routes from Wasaga Beach to Barrie, Orillia to Barrie, Collingwood to Wasaga Beach, New Tecumseth to Bradford West Gwillimbury, and Midland to Orillia. The LINX Transit Service has been a

great success for County residents, visitors, and businesses. Since 2018, LINX Transit has built up its network to transport more than 700,000 riders to date, and in 2022 travelled almost two million kilometres throughout our 16 member municipalities.



TWO MILLION
kilometres travelled



Lake Simcoe Regional Airport

The County of Simcoe has held shares in the LSRA since 2014. In 2019, County Council approved the acquisition of an additional 50 shares to become the majority shareholder.

In June 2018, airport shareholders approved a new three-phase Strategic Plan for the LSRA that focuses on developing infrastructure, including a runway expansion from 6,001 to 7,000 ft to allow for greater aviation activities. The County remains committed to the expansion opportunity, which will capitalize on its location – just 20 minutes north of Barrie and one hour from the GTA – and allow LSRA to become a true regional commercial airport, with the infrastructure and capacity to become a centre

for corporate aviation, and support regional domestic and international markets.

LSRA is one of the newest and most sophisticated regional airports in Canada, and one of 12 leading commercial airports that make up the Southern Ontario Airport Network (SOAN). Brought together in 2015 and formalized in 2017, SOAN is a forum for regional airports to work together, support growth, and amplify the overall impact of air service. The investment in the expansion of LSRA will allow Simcoe County to help meet forecasted demands in air service across Southern Ontario and thereby increase the competitiveness of our region, province, and country.



Service Simcoe

Service Simcoe brings together client support, engagement, communication, and awareness into one efficient business unit as five different portfolios to deliver customer-focused solutions to the public, Council, staff departments, and partners.

Simcoe County Museum

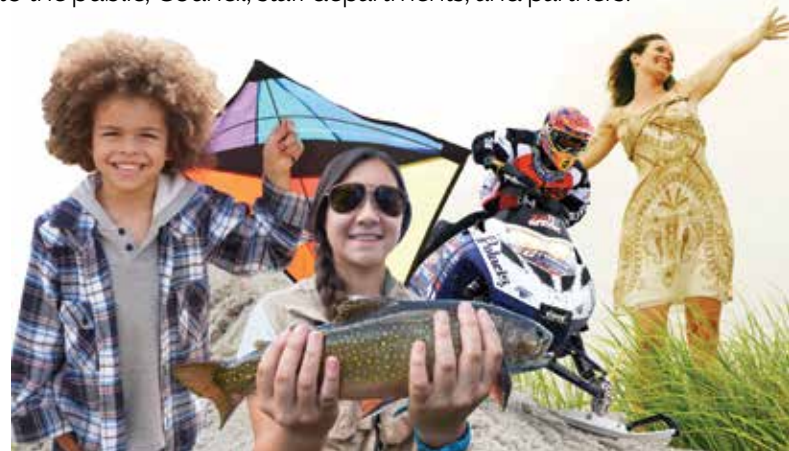
The Museum was started in 1928 by members of the Women’s Institute in Barrie; it was operated by this group until 1962, when the County took over the operation and began its development at its present location.

The Museum consists of a 20,000 square-foot complex that includes 16 outdoor heritage, demonstration, and display structures that are set on 327 acres in Midhurst on Highway 26.

In June 2023, County Council endorsed the plan to build up the heritage and cultural buildings at the Simcoe County Museum in an estimated \$18 million expansion, including the creation of the Matthews Innovation and Transportation Gallery.

The Simcoe County Museum portrays and promotes the history of the County through the collection, preservation, interpretation, and display of natural and human-made heritage artifacts, from the earliest times of the region to present day.

The Museum provides a safe repository for more than 25,000 artifacts of the tangible history of the peoples of Simcoe County.



Tourism Simcoe County

As the fourth-largest tourism destination in Ontario, Simcoe County welcomes more than nine million visitors annually to our beaches, trails, lakes, ski hills, and golf courses.

Tourism Simcoe County promotes Simcoe County as a first-class tourist destination by developing the tourism industry and community partnerships, including acting as a major partner in RTO7 (Regional Tourism Organization).

Other ongoing annual tourism initiatives will be upgraded and customized with dedicated toll-free numbers for better measurement of inquiry response, a brochure distribution system, participation at consumer and travel trade shows, and responding to thousands of travel inquiries per year.

Public Engagement

Public Engagement serves as the County’s public-facing branch, increasing public access to the County’s information, services, and offerings. Through the Service Simcoe Contact Centre, the group provides operational support to the County of Simcoe by responding to public inquiries related to County services, programs, and events.

How to Reach Us

For more information on County of Simcoe services described in this report, please contact:

Service Simcoe Contact Centre

(705) 735-6901 (local to Midhurst)

(800) 263-3199 (toll-free)

Monday – Friday 8:30 am – 4:30 pm

info@simcoe.ca

Simcoe County Museum

(705) 728-3721

museum@simcoe.ca

Simcoe County Archives

(705) 726-9331

archives@simcoe.ca

Service Simcoe Communications and Events

communications@simcoe.ca

Ontario Works, Children Services and Community Services

(705) 722-3132

(905) 729-4514 (Beeton area)

Social Housing

(705) 725-7215

(905) 729-4514 (Beeton)

