



AWARE Simcoe

Vision Statement

Simcoe County, including the cities of Barrie and Orillia, will become a community of communities that will permanently sustain the social and physical well-being of all residents.



AWARE Simcoe

Mission Statement

AWARE Simcoe is a citizens' group that works to protect water, the environment and health through transparency and accountability in government.

AWARE Simcoe

Vision Goals

1. A healthy environment
2. Agricultural prosperity
3. Development that is a net benefit to the community
4. Bringing employment home
5. Reliable sustainable energy
6. Awareness of the need for sustainability
7. Healthy lifestyles



For more information:

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A Vision for Simcoe County

Community planning should consist of a series of steps aimed at achieving defined objectives that have been discussed and agreed upon by the community. Otherwise, how is one to know if the planning process has been successful?

This Vision Statement is our first community attempt at defining such objectives or goals for the county. We realize that the physical, social and economic environments are constantly changing. Our goals will, of necessity, be different from those of the past, and of course, they will need to be modified in the future.

What goals might we reasonably achieve over the next generation or two?

A Healthy Environment

The county will have a healthy environment and remain at least as viable and prosperous in the very long term (i.e. 7 generations) as it is today. All county communities will be sustainable with respect to, among other things, groundwater, surface water, foodland, forests, non-renewable resources, waste management, ecological functions and natural heritage.



Agricultural Prosperity

Food producers will have continuous use of agricultural land to produce the quality food that is needed to feed Ontarians and the world. Food producers will receive fair compensation for their labour, assets and risk. The agricultural enterprise is a long-term commitment that is willingly accepted, if there is reward.

Healthy Lifestyles

The county and its municipalities will continue to implement policies that encourage and support healthy lifestyles. Communities will be designed to promote and support physical activity. Planning will support smaller lots, more parks and open spaces, vibrant town centres with shops, restaurants, workplaces and cultural centres nearby.

Development that is a Net Benefit to the Community

Any increase in population will be sustainable and will provide a net benefit to current residents. This allows municipalities to develop long term cost-controlled development strategies based on proven need. Any population growth will occur within existing built boundaries before any development is permitted beyond those boundaries. These policies will result in lower infrastructure cost and increased density, more complete communities, more orderly and cost-effective development, and increased economic activity for local small builders and other local businesses.



Bringing Employment Home

This is an area in which we want growth! Bringing employment home means we work where we live. More time for ourselves and our communities, less demand for costly transportation infrastructure. But instead of squandering dwindling physical resources (particularly land), we can grow employment in sectors based on knowledge and human interaction – new technologies, tourism, culture and service industries. Housing is built as needed as centres of employment develop – not the other way round.

Reliable Sustainable Energy

Policy decisions about energy usage will be influenced predominantly by these imperatives: energy be used as efficiently as possible; energy be produced locally as far as possible; the impact of energy production and distribution on air, water and farmland resources be minimized; and the proportion of nuclear and fossil-fuel generated energy in the energy mix used in Simcoe County continue to be reduced.



Awareness of the Need for Sustainability

The achievement of the other goals in this vision require that both decision-makers and the electorate have a clear understanding of the need for sustainable communities and lifestyles. Electors will understand the benefits of a sustainable lifestyle, and the threats of doing otherwise. Decision-makers will therefore be supported in implementing the sometimes challenging policies.

