

Visitor Management Community Engagement Strategy

Schedule A to Staff Report 2023-0030

The Economic Development and Tourism office seeks to engage with residents and businesses in Caledon's most-impacted areas to better manage times and locations of peak visitation to inform existing and new initiatives to mitigate visitor impact. The Town of Caledon's annual visitor management and community engagement workplan is being introduced in response to increased pressures on parking, public waste collection, washrooms, public green spaces, conservation parks and small hamlets. Annually, Economic Development and Tourism staff will work in partnership with internal Town departments, community groups, Ontario Provincial Police, Region of Peel, conservation areas, and tourism partners on a detailed work plan that addresses the priority action areas outlined below.

Priority Area	Objective	Deliverable/Outcome
Access to Amenities	Town staff will work across departments and divisions to implement and enhance access to restroom / washroom amenities. This will include town facilities, where available, and seasonal portalets.	Permanent and seasonal washrooms are more available to visitors in peak times.
Parking	Town staff will work across departments and divisions to implement additional parking measures with partners, as appropriate, with partners such as school boards, to make additional parking locations available.	Seasonal overflow locations (such as underutilized parking lots) secured to assist with parking pressure.
Wayfinding and Signage	Town staff will work across departments and divisions to implement seasonal wayfinding signage to washrooms in facilities, and seasonal portalets, downtown businesses, and other points of interest.	Awareness of point of interest, in multiple languages, to advise visitors of points of interest.
Tourism Partnerships	Town staff will seek and develop partnerships that introduce beneficial programs and opportunities that draw visitors to service centres.	Partnerships introduced to supplement amenities and services in Priority areas of this document.
Communication Plan and Visitor Education	Staff will annually develop and implement an overall communication plan and visitor education campaign.	Seasonal communication and education campaign using roadside signage, websites, and social media.
Engagement	Annually, staff will engage village associations, and tourism partners on the visitor management and communication plans to share information, generate feedback, and respond to concerns.	Increased dialogue and engagement opportunities between staff, partners, residents and elected officials.