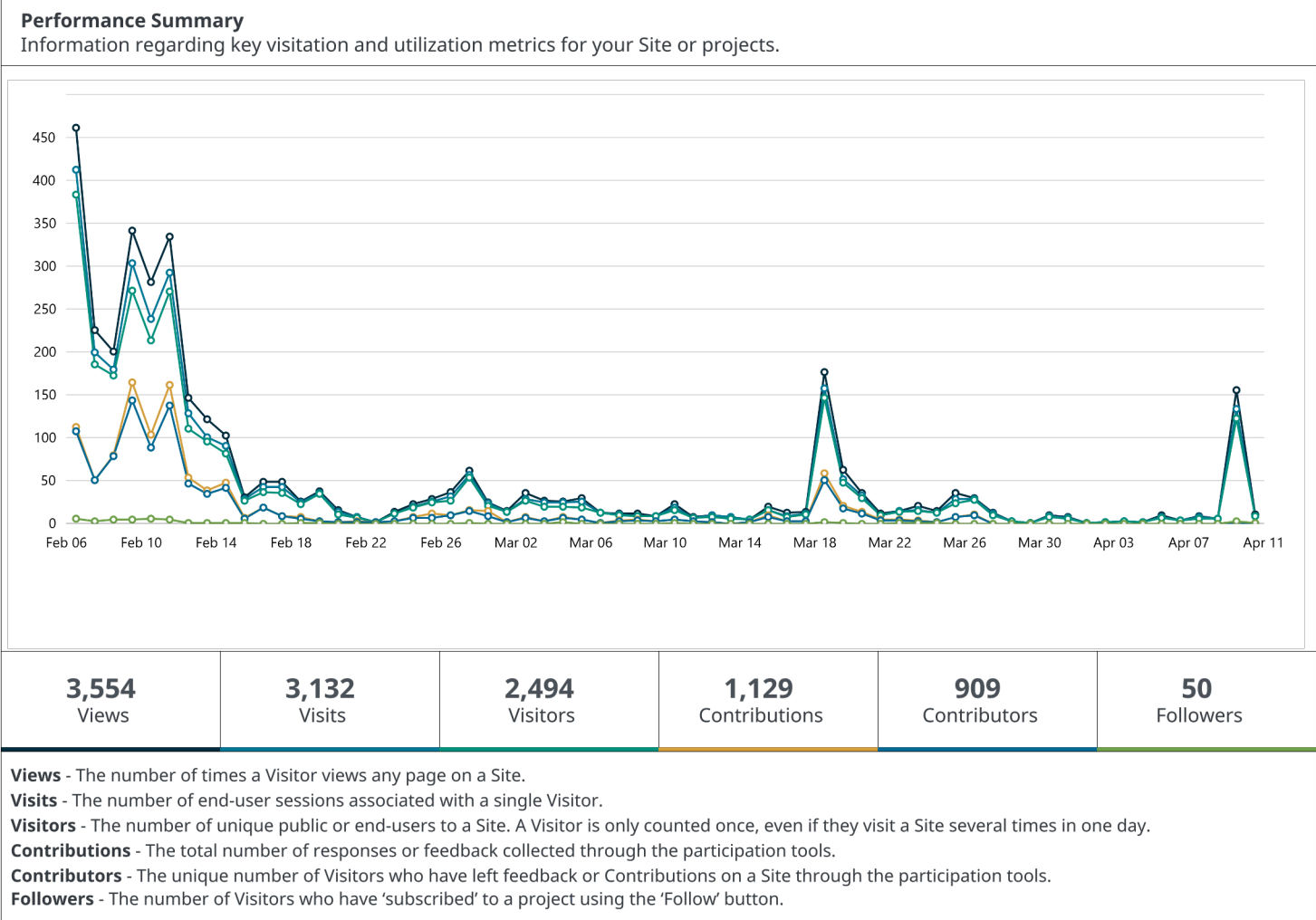
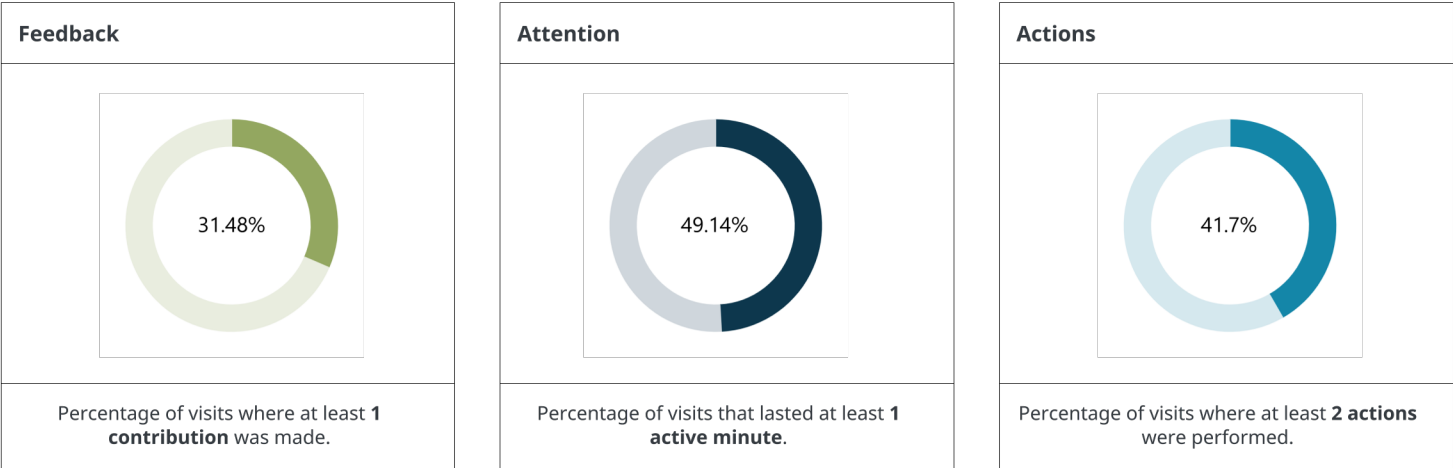




Conversions

Information regarding how well your engagement websites converted Visitors to perform defined key actions.



Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity			
Contributions by Activity is a breakdown of contributions across each tool			
Activity	Contributions		%
I Form	1,129		100%

Top Activities				
Top Activities is the top 5 tools that received the highest contributions				
Activity	Page Name	Contributions	Contributors	
 Form	Cabot Head Road	946	862	
 Form	Cabot Head Road	183	176	

Projects

The current number of published projects on your site

Engagement Time

10

Days

12

Hours

13

Minutes

Feb 9th 2026

Peak Visitation Date

Wednesday

Peak Visitation Day

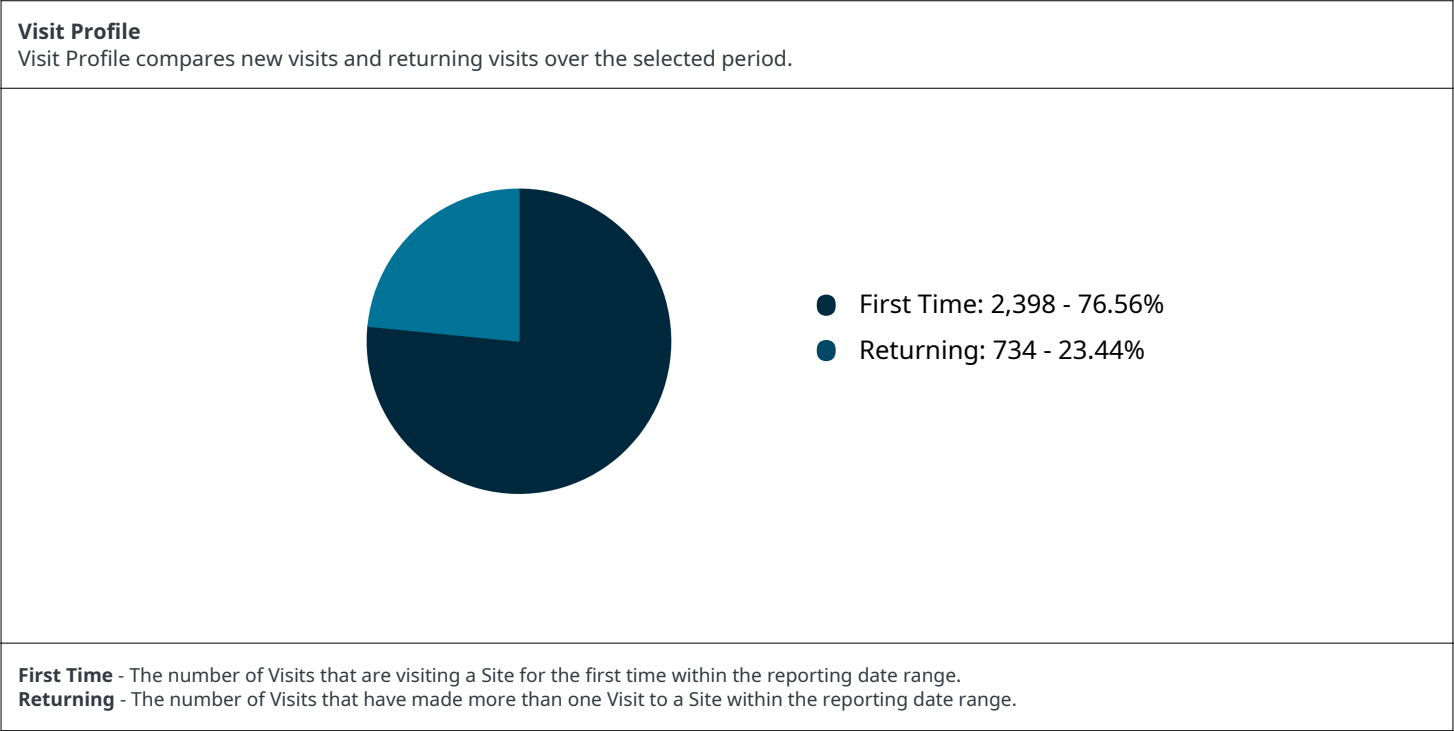
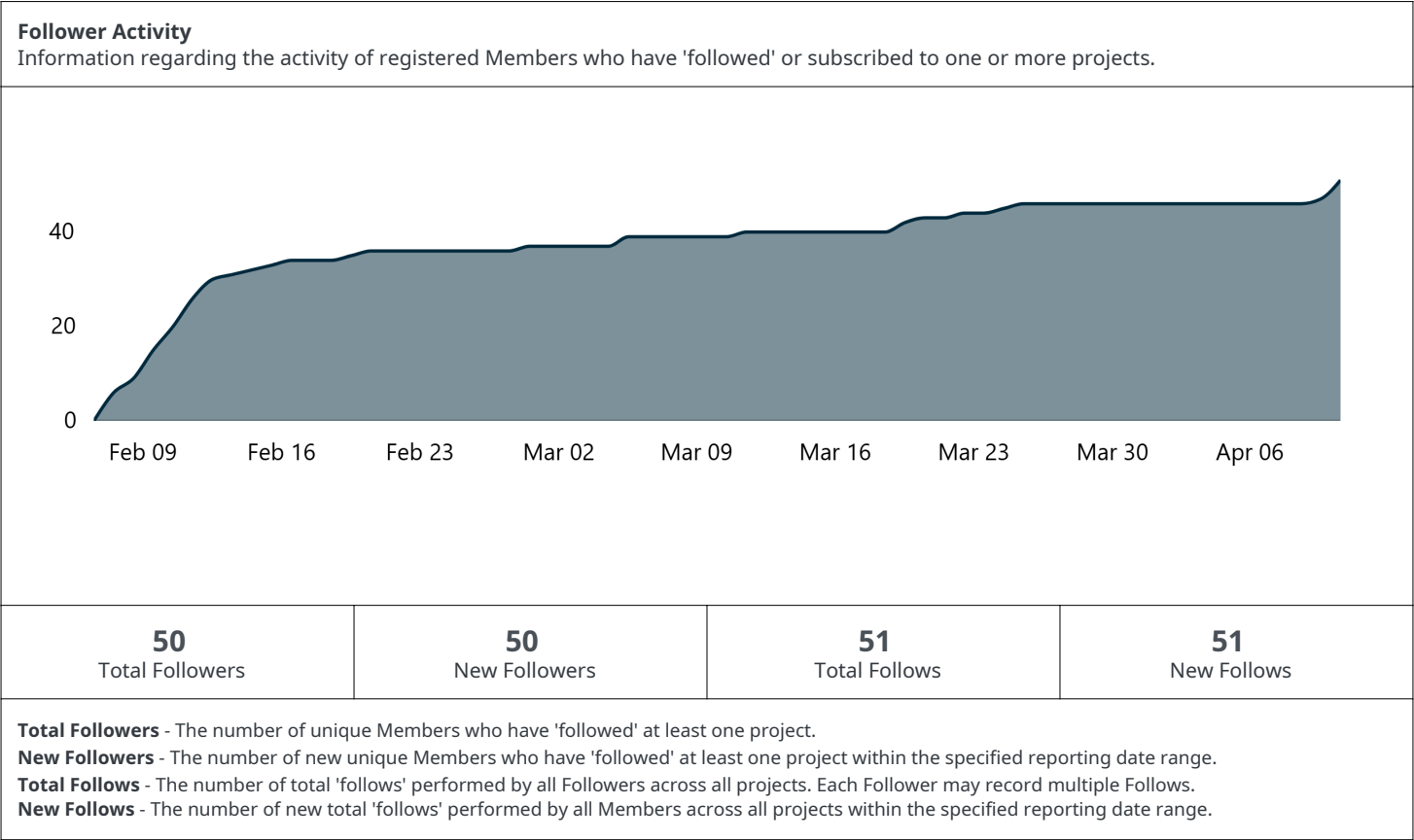
Top Visited Pages

Summary information for the top five most visited Pages.

Page Name	Visitation %	Visits	Visitors
Cabot Head Road	99.78%	3,115	2,484
Cabot Head Open House Materials	0.51%	16	15

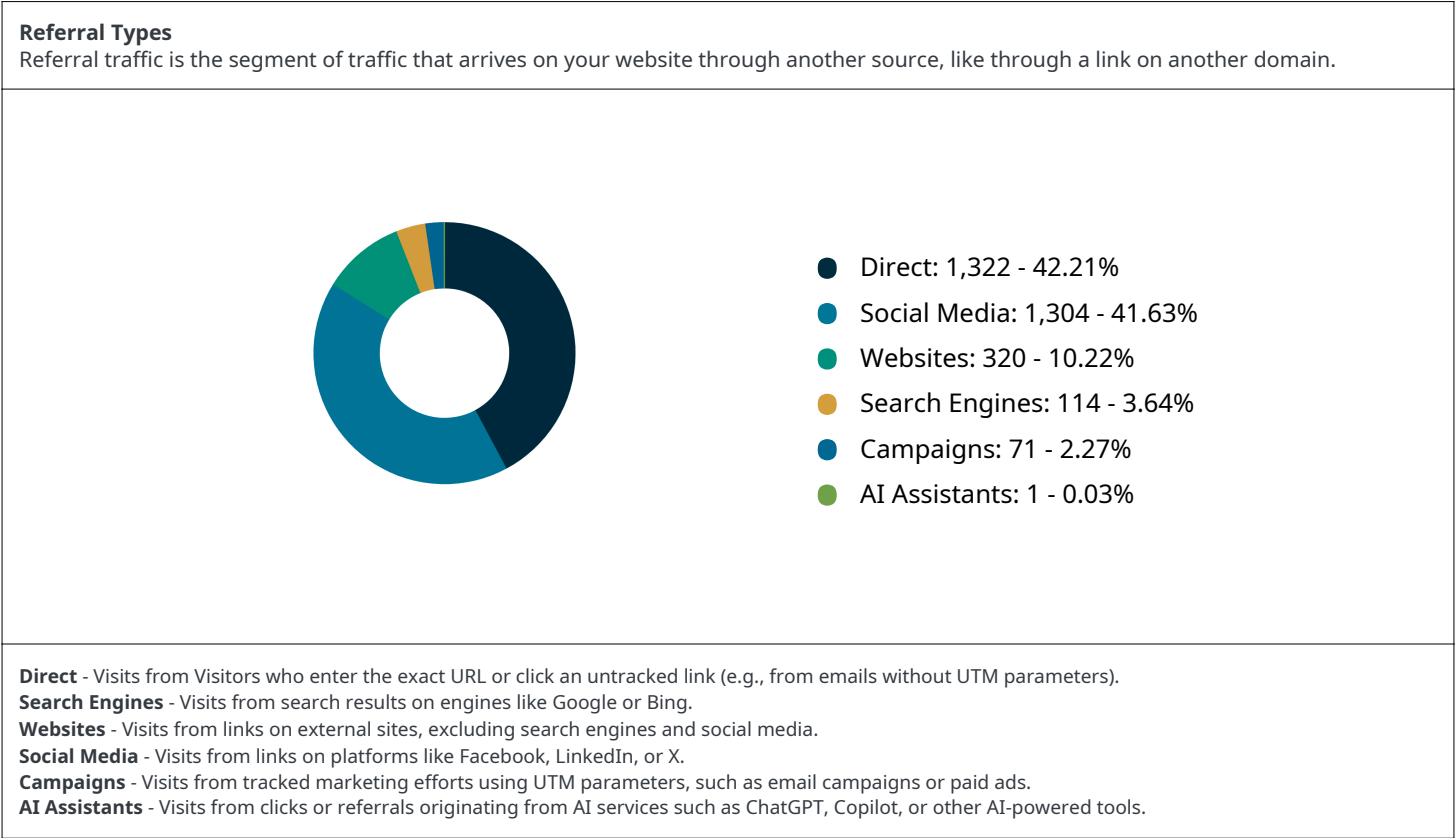
People

Information regarding who has participated in your projects and activities.



Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.



Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.



949
Total Downloads

Top Downloads		
Top file downloads in your selection, ordered by the number of downloads.		
File Title	File Type	Downloads
CAO 25-21 Cabot Head Project and Engagement Plan(combined).pdf	PDF	331
CAO 16-2023 Cabot Head Road Background.pdf	PDF	216
PW 22-01Cabot Head Road Temporary Road Closure.pdf	PDF	187
CAO 21-54 Cabot Head Road Ownership.pdf	PDF	41
CAO 21-31 Cabot Head Trail Presentation.pdf	PDF	37

Email Campaigns

Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).



1
Email Campaigns Sent



46
Total Recipients

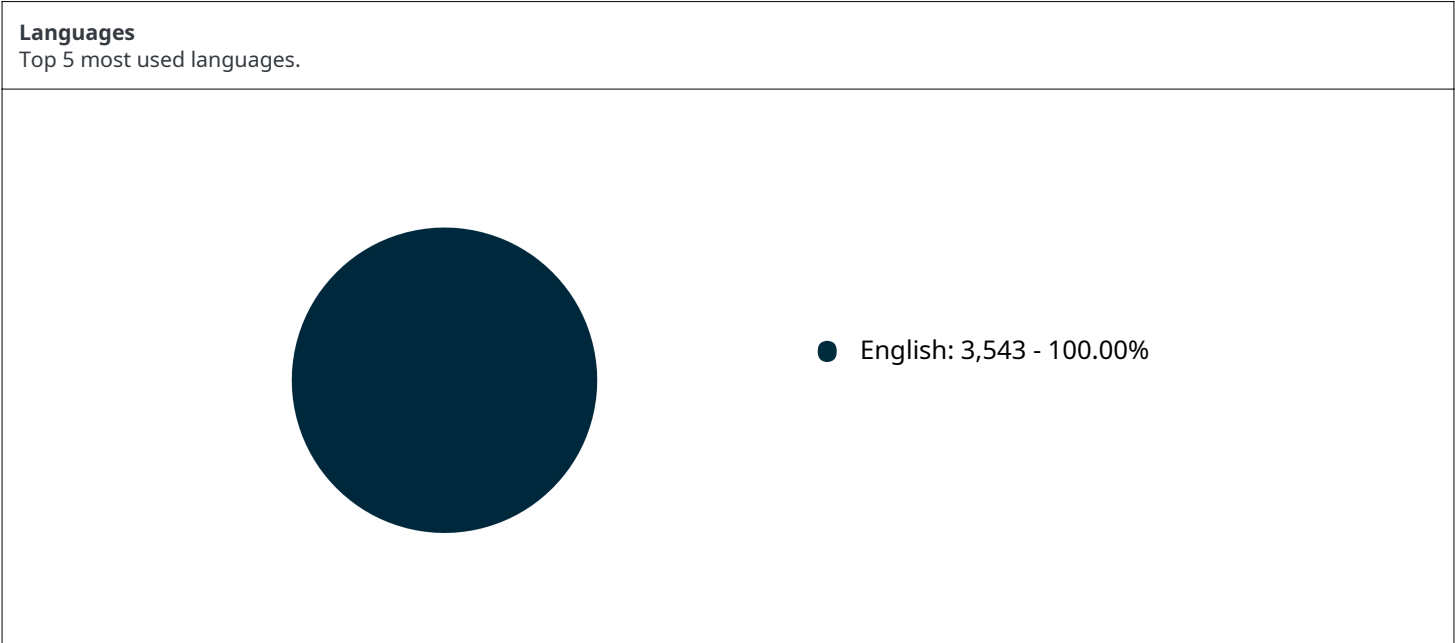


19.57%
Click-through Rate

Top Campaigns			
Top email campaigns that have activity in your selection, ordered by click-through rate (clicks as a percentage of total recipients).			
Campaign Name	Recipients	Clicks	Click-through Rate
Cabot Head Road	46	9	19.57%

Translation

Information regarding the languages used by visitors to your site or projects.



Top Languages	
Top 5 languages with the number of page views	
Language	Page Views
English	3,543

Let's Talk NBP

Form Results Summary

Feb 06, 2026 - Mar 26, 2026

Project: Cabot Head Road

Form: Cabot Head Road Public Engagement Survey

Tool Type: Form

Activity ID: 55

Exported: Apr 10, 2026, 09:24 AM

Exported By: KSmith

Filter By: No filters applied.

Closed

Cabot Head Road Public Engagement Survey
Cabot Head Road

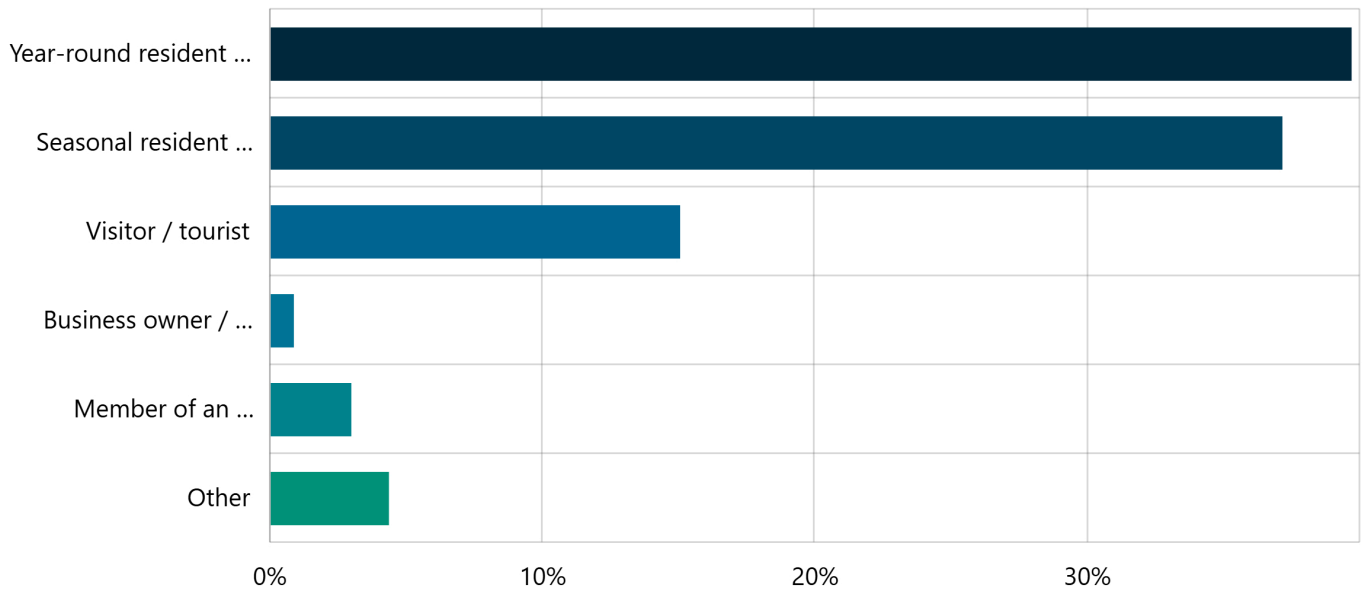
862
Contributors

946
Contributions

Contribution Summary

1. Which best describes you? Required

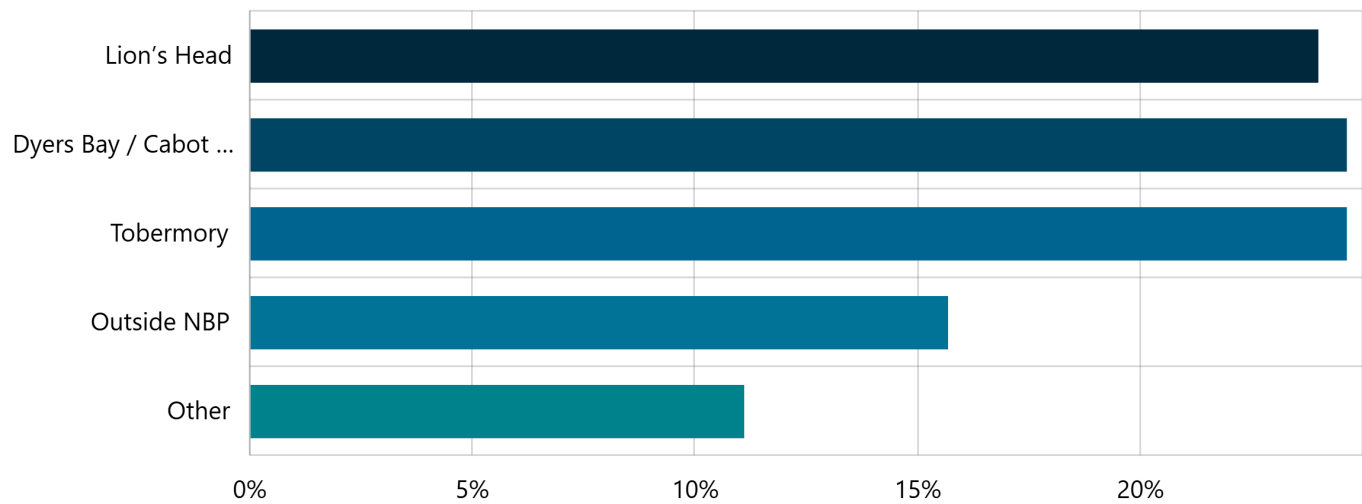
Multi Choice | Skipped: 1 | Answered: 945 (99.9%)



Answer choices	Percent	Count
Year-round resident of Northern Bruce Peninsula	39.68%	375
Seasonal resident (own/use property seasonally)	37.14%	351
Visitor / tourist	15.03%	142
Business owner / operator in the area	0.85%	8
Member of an organization / stakeholder group	2.96%	28
Other	4.34%	41
Total	100.00%	945

2. Which area best describes you? Required

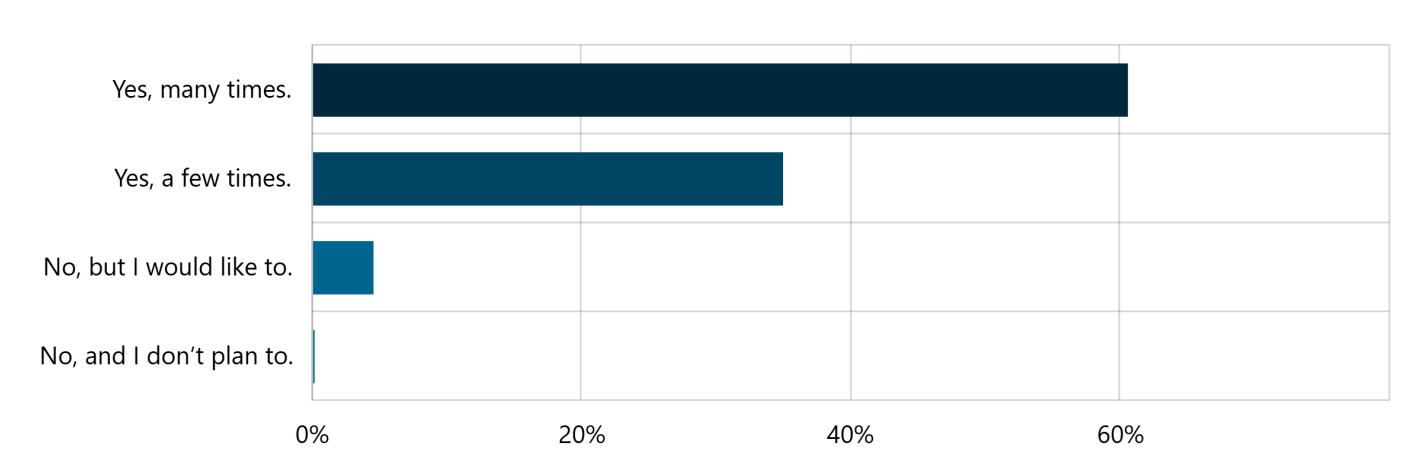
Multi Choice | Skipped: 8 | Answered: 938 (99.2%)



Answer choices	Percent	Count
Lion's Head	23.99%	225
Dyers Bay / Cabot Head area	24.63%	231
Tobermory	24.63%	231
Outside NBP	15.67%	147
Other	11.09%	104
Total	100.00%	938

3. Have you visited Cabot Head before? Required

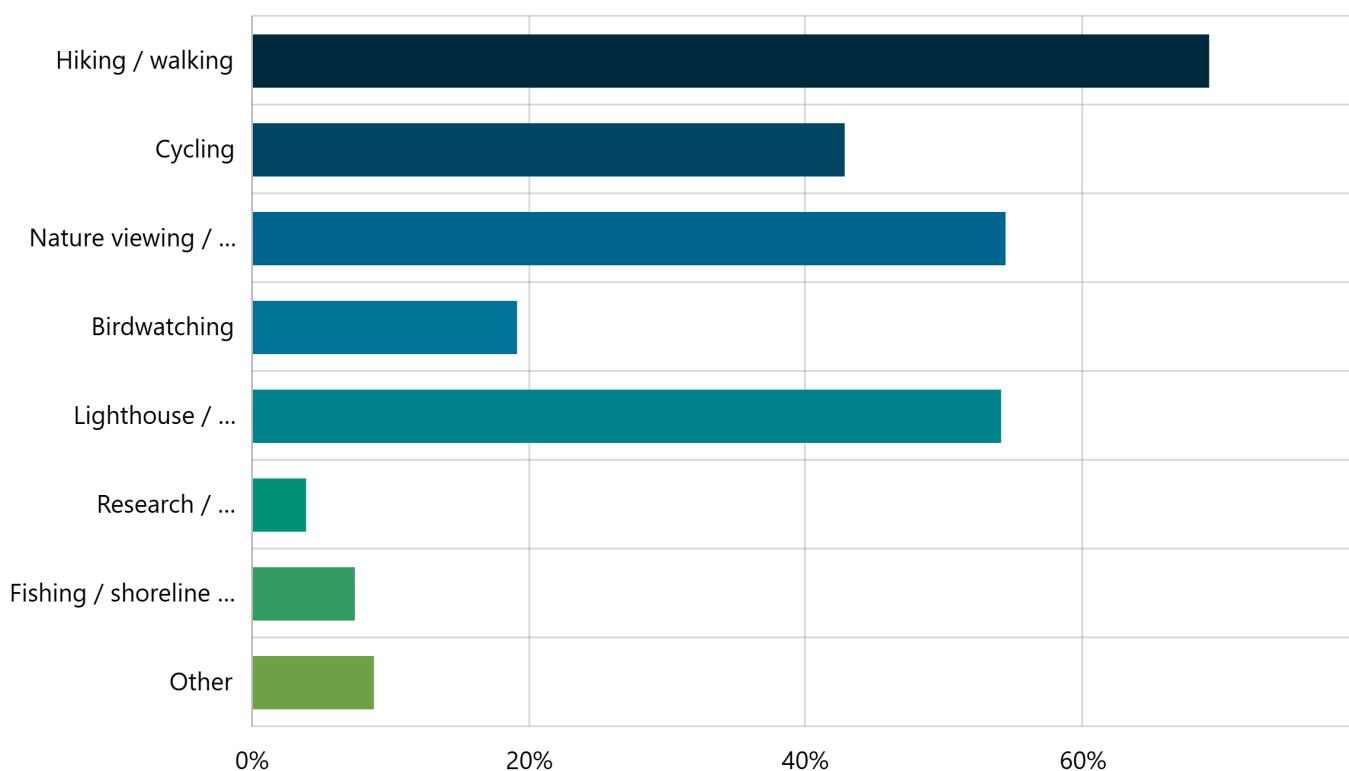
Multi Choice | Skipped: 9 | Answered: 937 (99%)



Answer choices	Percent	Count
Yes, many times.	60.51%	567
Yes, a few times.	34.90%	327
No, but I would like to.	4.48%	42
No, and I don't plan to.	0.11%	1
Total	100.00%	937

4. What is your primary interest in Cabot Head? Required

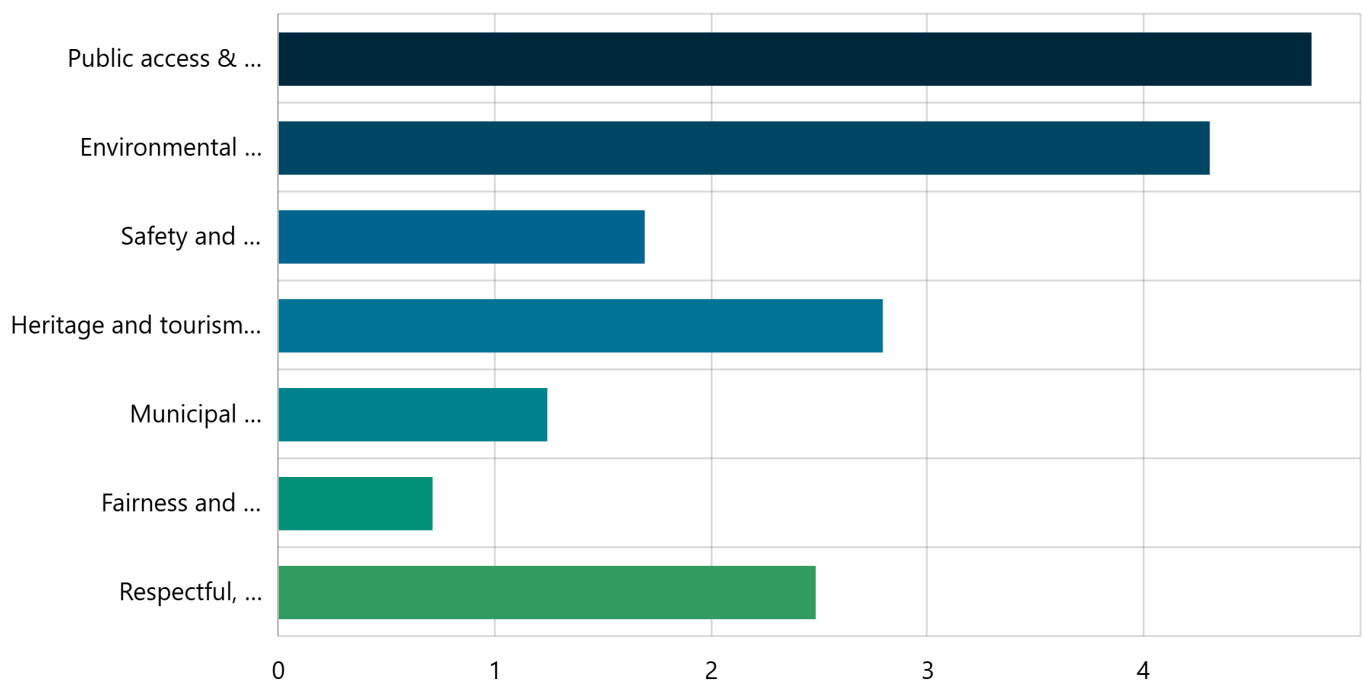
Multi Choice | Skipped: 8 | Answered: 938 (99.2%)



Answer choices	Percent	Count
Hiking / walking	69.08%	648
Cycling	42.75%	401
Nature viewing / photography	54.37%	510
Birdwatching	19.08%	179
Lighthouse / heritage tourism	54.05%	507
Research / organizational operations	3.84%	36
Fishing / shoreline access	7.36%	69
Other	8.74%	82

5. Which priorities matter most to you when considering Cabot Head access? Required

Ranking | Skipped: 0 | Answered: 946 (100%)



	1	2	3	4	5	6	7	Count	Score	Avg Rank
Public access & recreation	53.65% 382	26.97% 192	19.38% 138	0% 0	0% 0	0% 0	0% 0	712	4.77	1.66
Environmental protection	49.69% 321	30.65% 198	19.66% 127	0% 0	0% 0	0% 0	0% 0	646	4.30	1.70
Safety and emergency access	16.01% 45	38.08% 107	45.91% 129	0% 0	0% 0	0% 0	0% 0	281	1.69	2.30
Heritage and tourism value	17.88% 81	46.58% 211	35.54% 161	0% 0	0% 0	0% 0	0% 0	453	2.79	2.18
Municipal affordability / cost control	16.91% 35	34.78% 72	48.31% 100	0% 0	0% 0	0% 0	0% 0	207	1.24	2.31
Fairness and enforceability	8.94% 11	31.71% 39	59.35% 73	0% 0	0% 0	0% 0	0% 0	123	0.71	2.50
Respectful, ...										

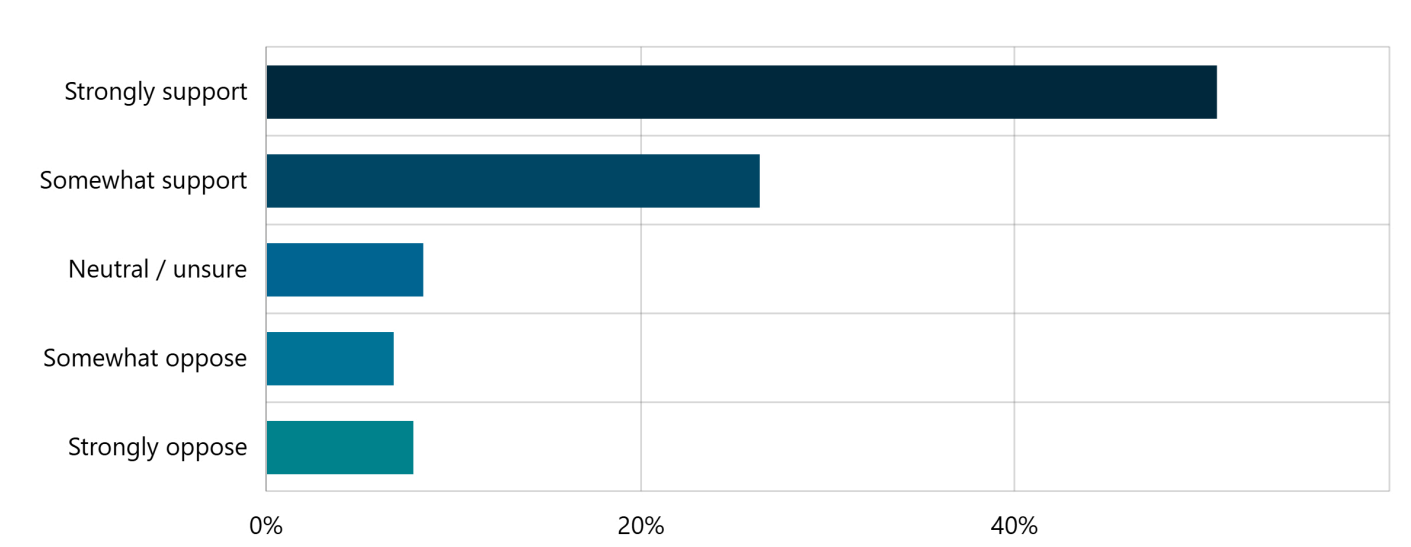
Respect ful, balance d compr omise	17.07% 71	30.53% 127	52.40% 218	0% 0	0% 0	0% 0	0% 0	416	2.48	2.35
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Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.

Avg Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

6. Overall, how much do you support the proposed combined model? Required

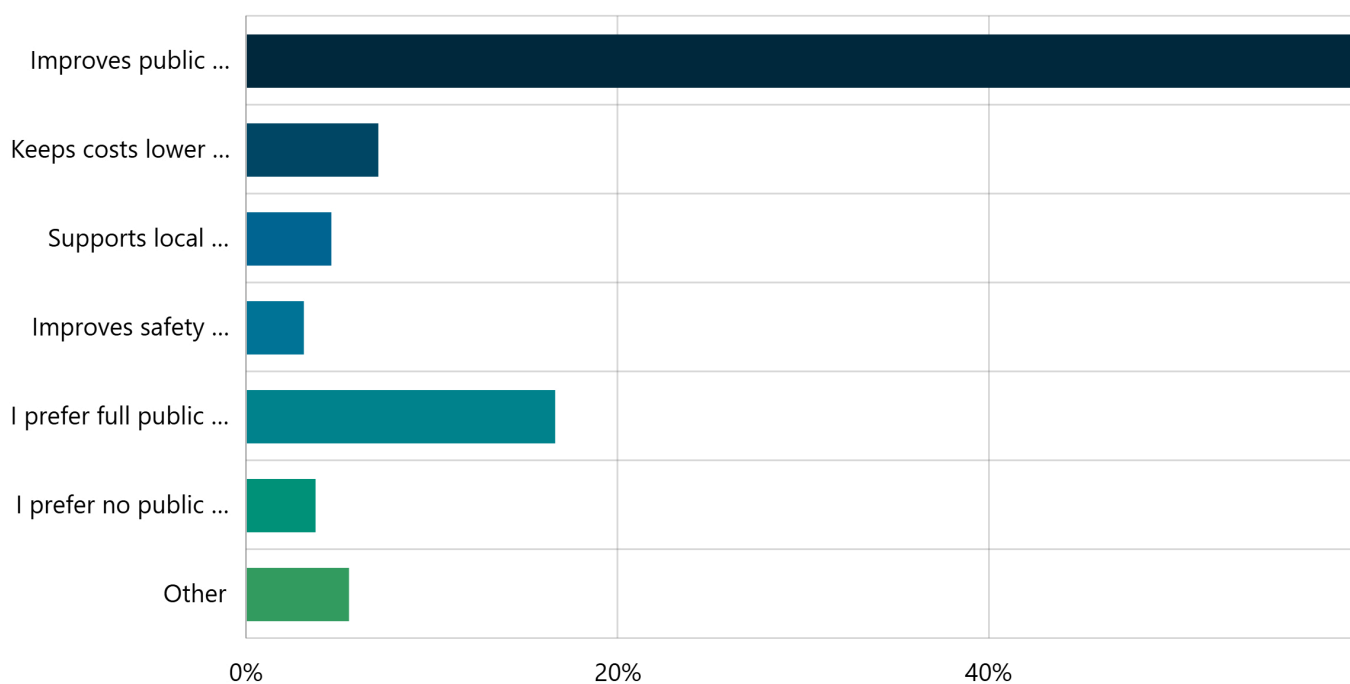
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Strongly support	50.74%	480
Somewhat support	26.32%	249
Neutral / unsure	8.35%	79
Somewhat oppose	6.77%	64
Strongly oppose	7.82%	74
Total	100.00%	946

7. What is the main reason for your answer above? Required

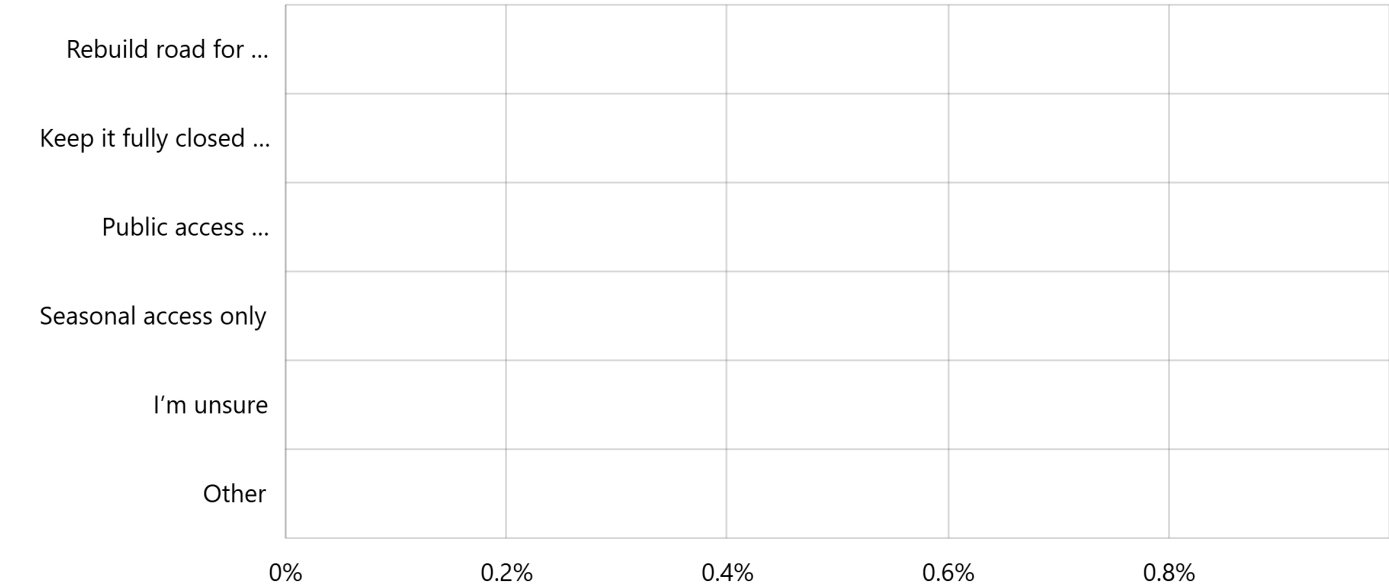
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Improves public access while protecting sensitive areas	59.51%	563
Keeps costs lower than full reconstruction	7.08%	67
Supports local partners and operations	4.55%	43
Improves safety and management	3.07%	29
I prefer full public vehicle access instead	16.60%	157
I prefer no public access at all	3.70%	35
Other	5.50%	52
Total	100.00%	946

8. If you oppose the combined model, which option do you prefer most? Required

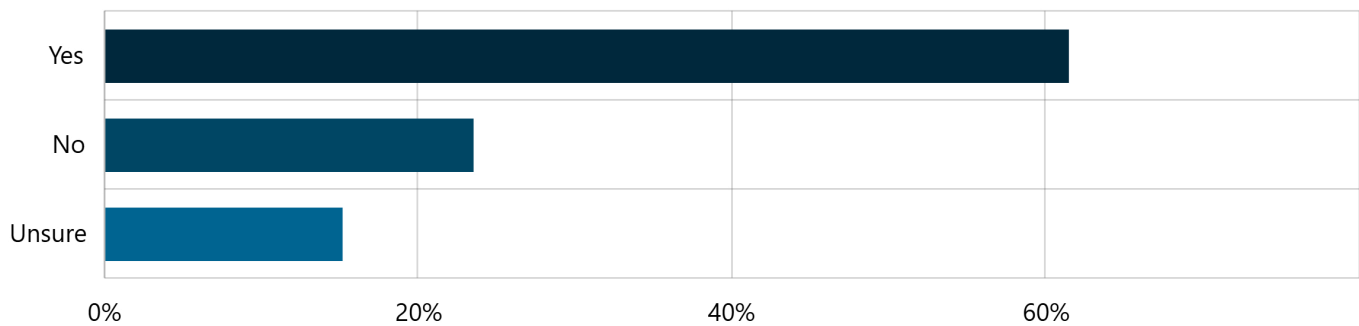
Multi Choice | Skipped: 946 | Answered: 0 (0%)



Answer choices	Percent	Count
Rebuild road for general public vehicles	0%	0
Keep it fully closed (no public access)	0%	0
Public access allowed by shuttle system	0%	0
Seasonal access only	0%	0
I'm unsure	0%	0
Other	0%	0
Total	0%	0

9. Do you support a gated authorized-user access system? Required

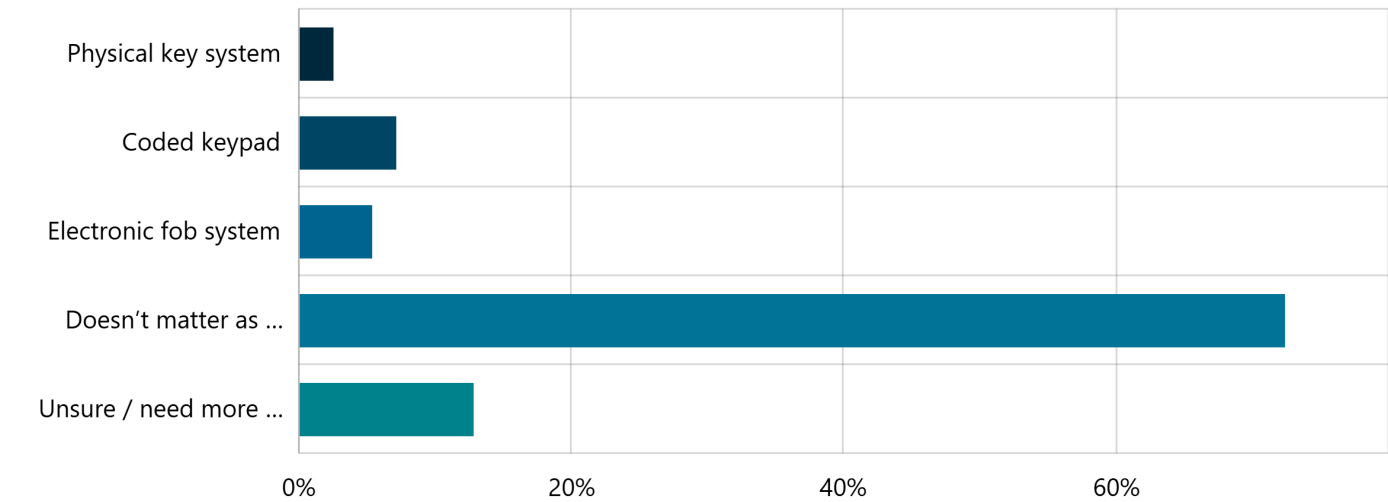
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Yes	61.42%	581
No	23.47%	222
Unsure	15.12%	143
Total	100.00%	946

10. Which gate system would you trust most? Required

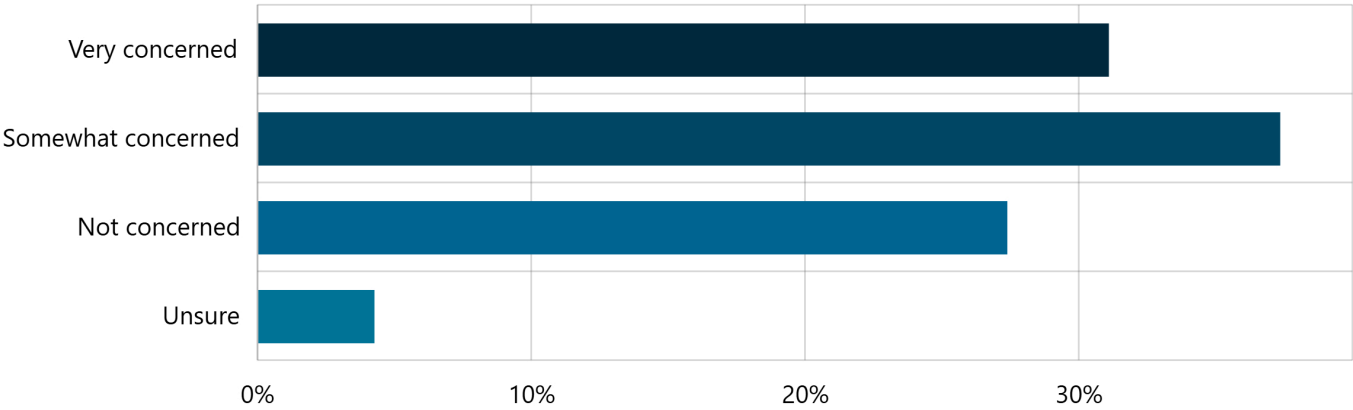
Multi Choice | Skipped: 664 | Answered: 282 (29.8%)



Answer choices	Percent	Count
Physical key system	2.48%	7
Coded keypad	7.09%	20
Electronic fob system	5.32%	15
Doesn't matter as long as it works	72.34%	204
Unsure / need more information	12.77%	36
Total	100.00%	282

11. How concerned are you about unauthorized vehicles accessing the corridor? Required

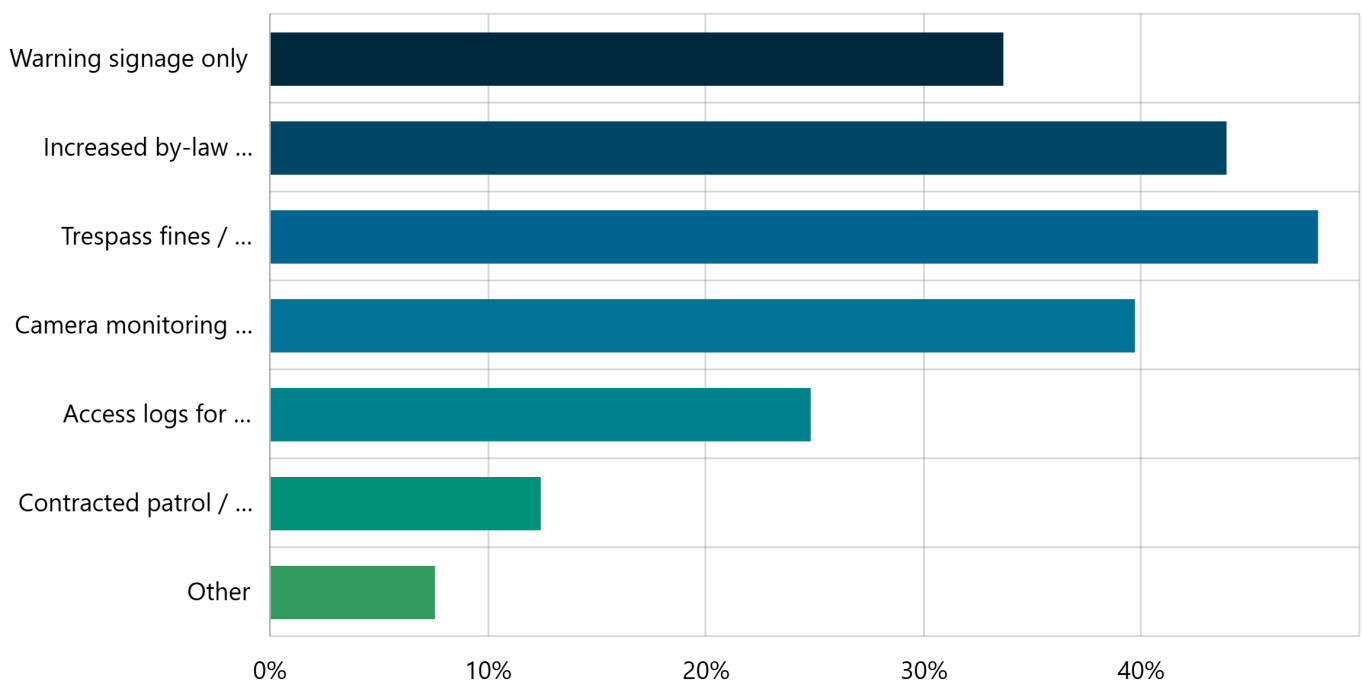
Multi Choice | Skipped: 3 | Answered: 943 (99.7%)



Answer choices	Percent	Count
Very concerned	31.07%	293
Somewhat concerned	37.33%	352
Not concerned	27.36%	258
Unsure	4.24%	40
Total	100.00%	943

12. What would you consider acceptable enforcement measures? Required

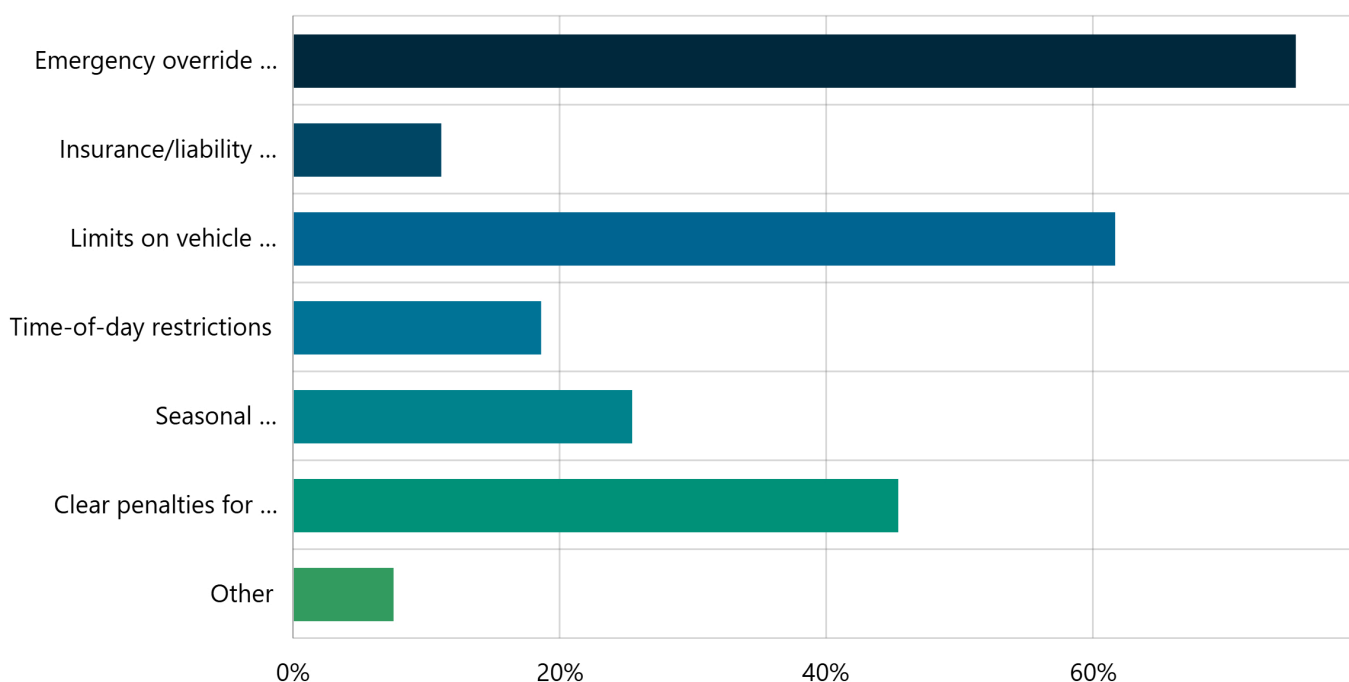
Multi Choice | Skipped: 18 | Answered: 928 (98.1%)



Answer choices	Percent	Count
Warning signage only	33.62%	312
Increased by-law patrols during peak periods	43.86%	407
Trespass fines / ticketing	48.06%	446
Camera monitoring at gate	39.66%	368
Access logs for authorized users (electronic tracking)	24.78%	230
Contracted patrol / enforcement support	12.39%	115
Other	7.54%	70

13. In your opinion, what should be the top rules for authorized access? Required

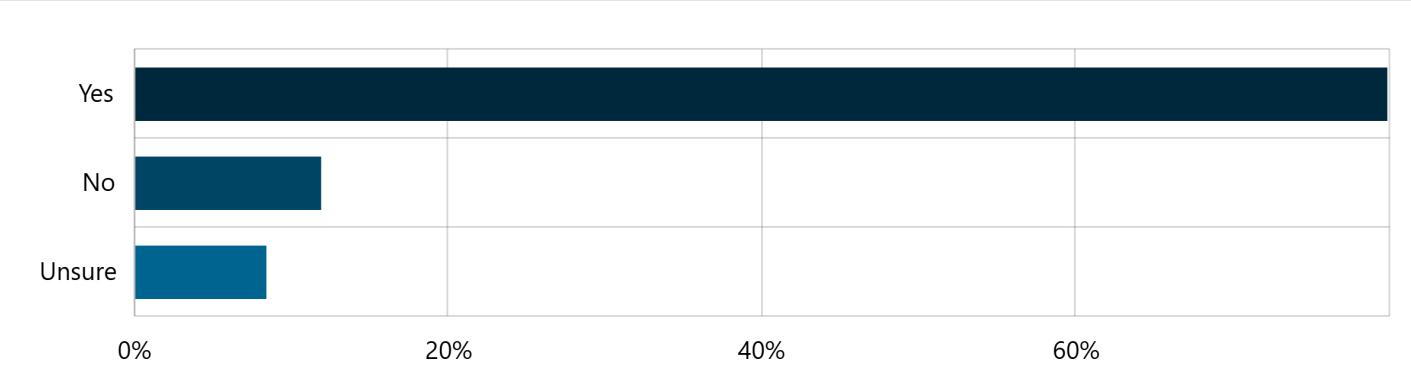
Multi Choice | Skipped: 24 | Answered: 922 (97.5%)



Answer choices	Percent	Count
Emergency override for fire/EMS/police	75.16%	693
Insurance/liability requirements for users	11.06%	102
Limits on vehicle types (no buses/public vehicles)	61.61%	568
Time-of-day restrictions	18.55%	171
Seasonal restrictions (weather dependent)	25.38%	234
Clear penalties for misuse	45.34%	418
Other	7.48%	69

14. Do you support public access to Cabot Head through a non-motorized trail? Required

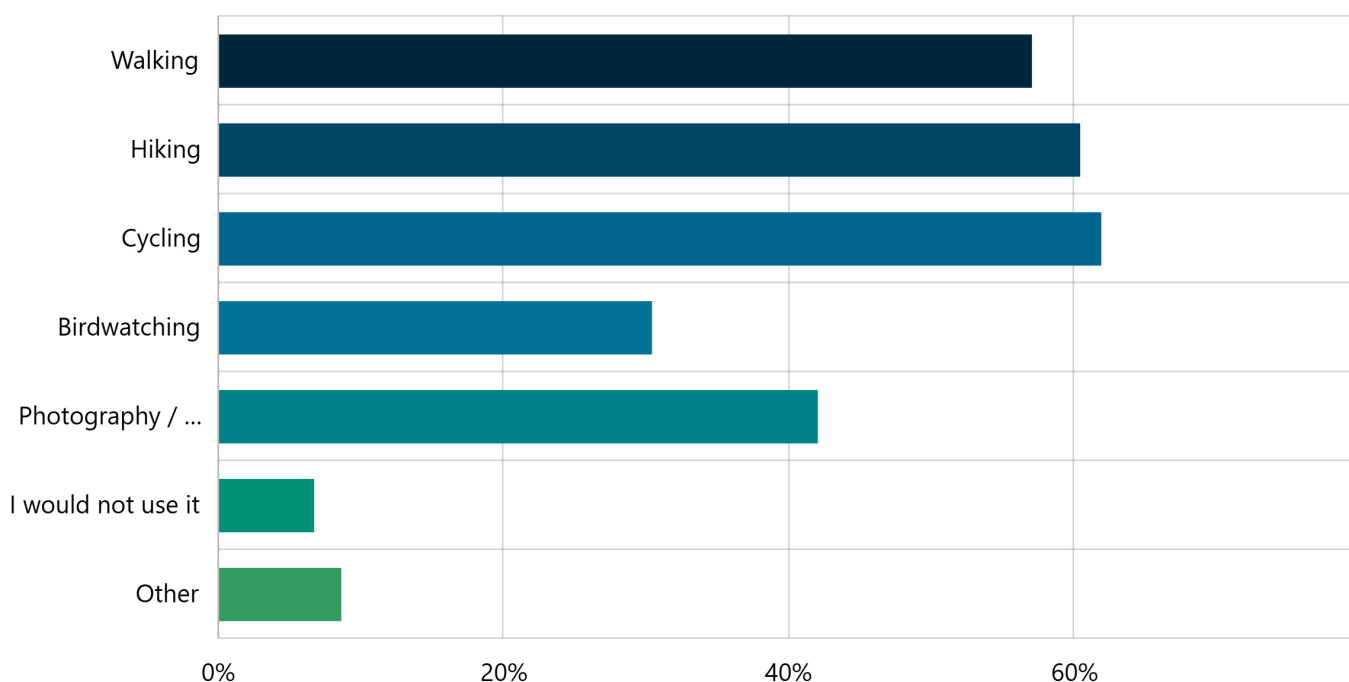
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Yes	79.81%	755
No	11.84%	112
Unsure	8.35%	79
Total	100.00%	946

15. If a trail is created, how would you most likely use it? Required

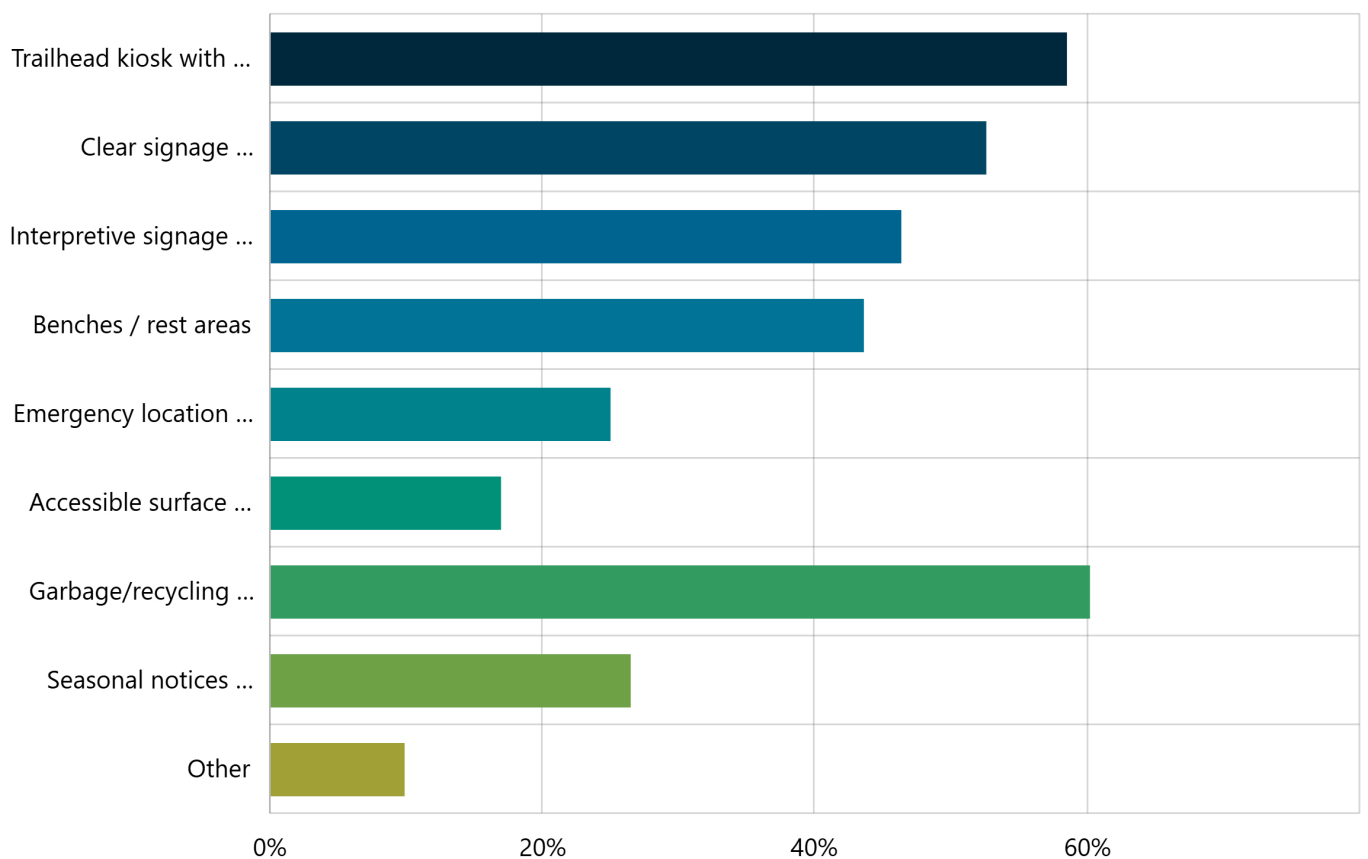
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Walking	56.98%	539
Hiking	60.36%	571
Cycling	61.84%	585
Birdwatching	30.34%	287
Photography / nature viewing	41.97%	397
I would not use it	6.66%	63
Other	8.56%	81

16. What trail features are most important to you? Required

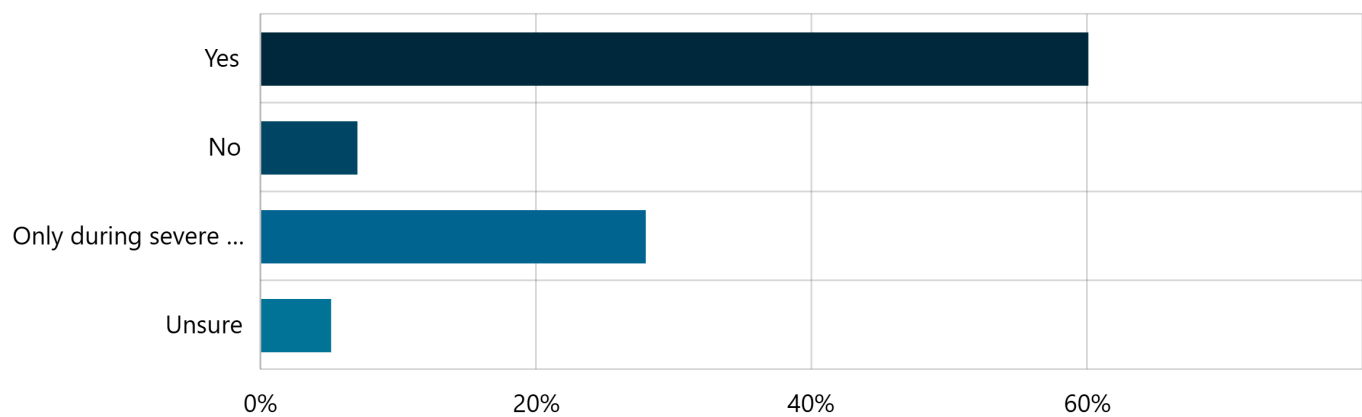
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Trailhead kiosk with map and safety rules	58.46%	553
Clear signage (wayfinding)	52.54%	497
Interpretive signage (ecology/culture/history)	46.30%	438
Benches / rest areas	43.55%	412
Emergency location markers	24.95%	236
Accessible surface where feasible	16.91%	160
Garbage/recycling bins at trailhead	60.15%	569
Seasonal notices (closure updates)	26.43%	250
Other	9.83%	93

17. Would you support seasonal trail closures for safety/environmental reasons? Required

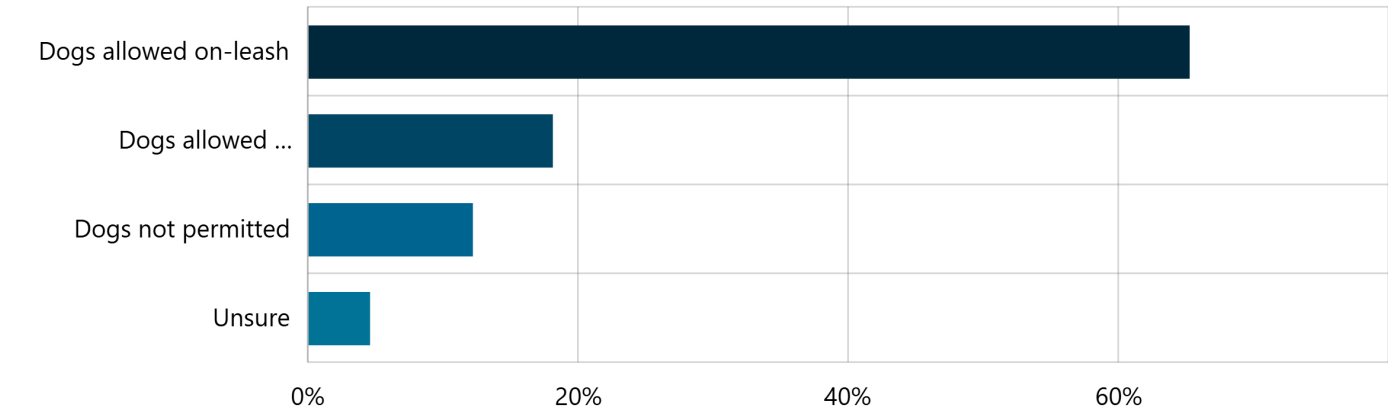
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Yes	60.04%	568
No	6.98%	66
Only during severe storms/unsafe conditions	27.91%	264
Unsure	5.07%	48
Total	100.00%	946

18. Dogs on trail (if the trail is implemented): what approach do you support most? Required

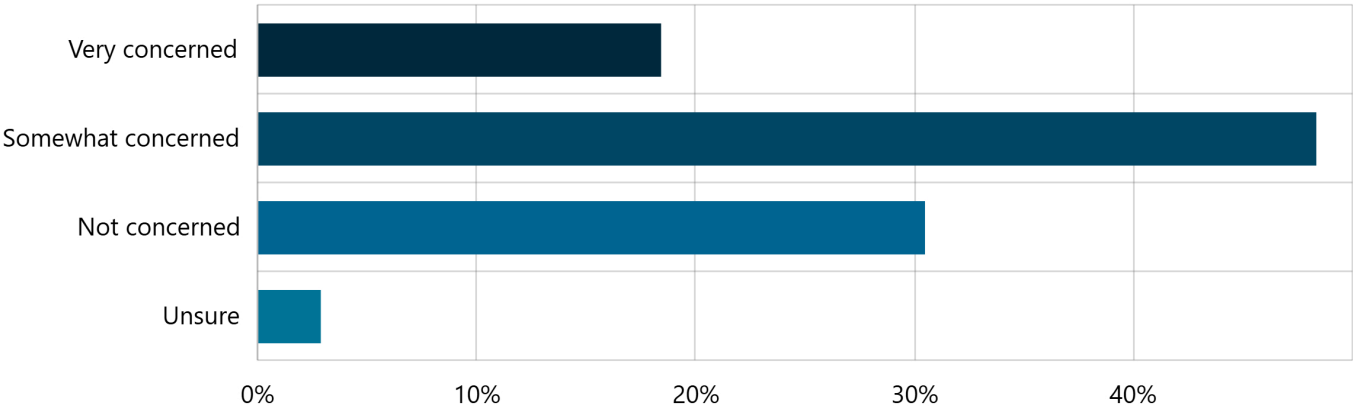
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Dogs allowed on-leash	65.22%	617
Dogs allowed off-leash in limited areas	18.08%	171
Dogs not permitted	12.16%	115
Unsure	4.55%	43
Total	100.00%	946

19. How concerned are you about safety on the corridor (washouts, erosion, weather)? Required

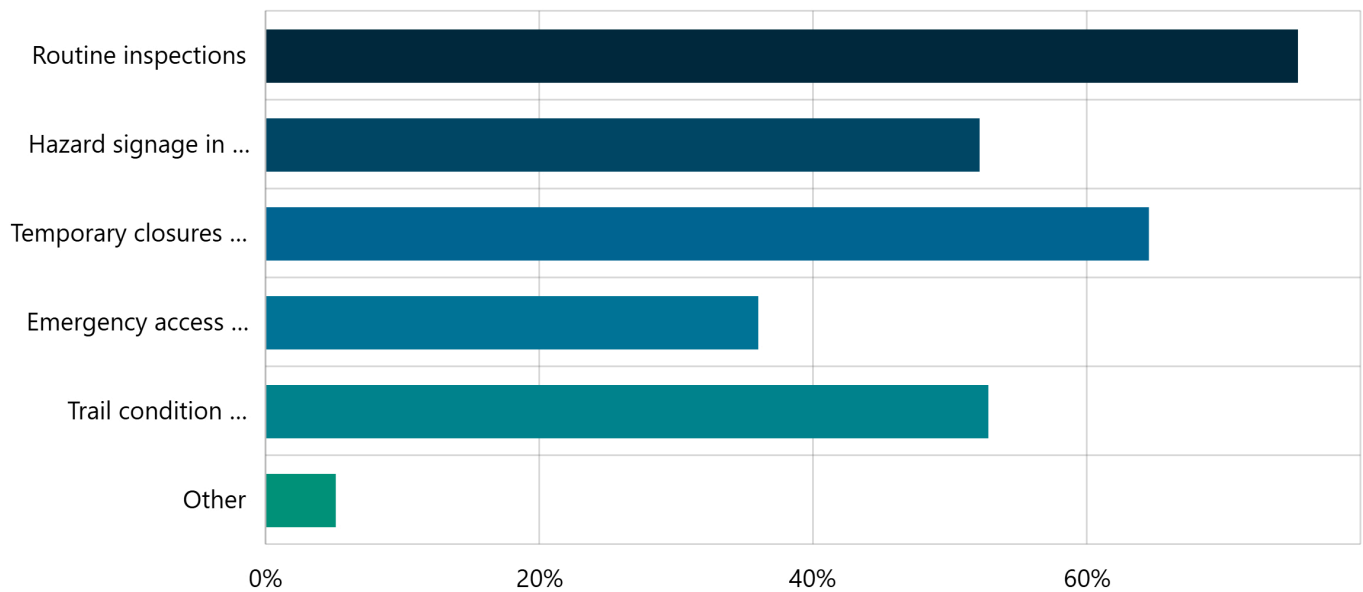
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Very concerned	18.39%	174
Somewhat concerned	48.31%	457
Not concerned	30.44%	288
Unsure	2.85%	27
Total	100.00%	946

20. What safety measures should be included? Required

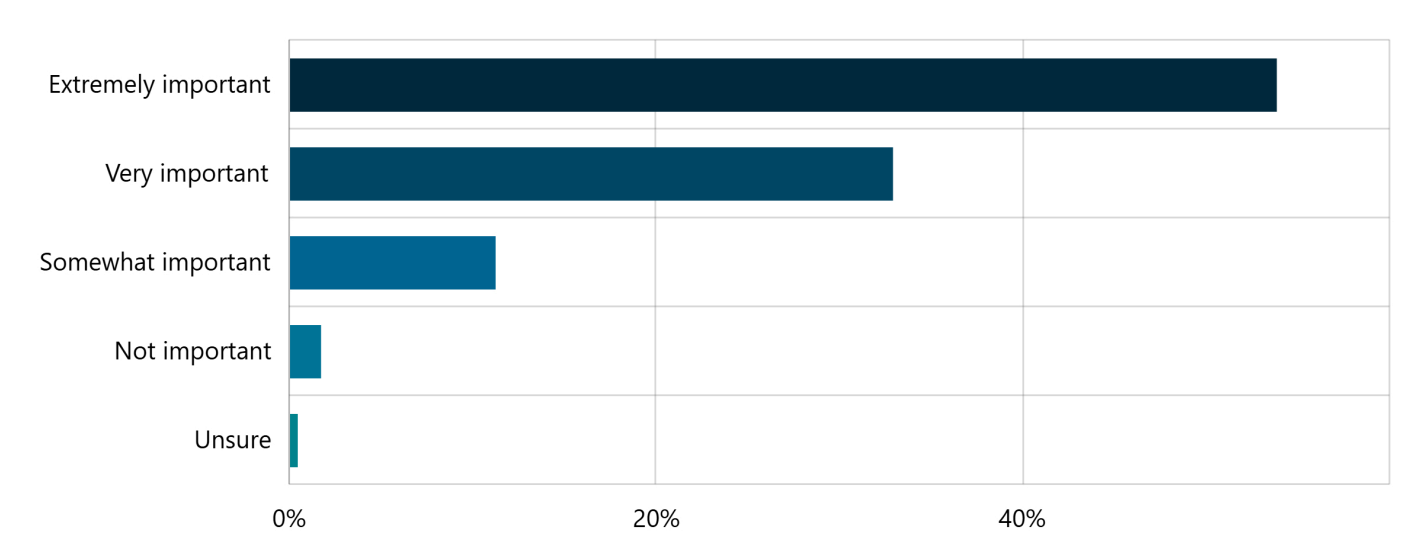
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Routine inspections	75.37%	713
Hazard signage in erosion-prone areas	52.11%	493
Temporary closures during storms/flooding	64.48%	610
Emergency access protocols	35.94%	340
Trail condition reporting updates online	52.75%	499
Other	5.07%	48

21. How important is environmental protection in Cabot Head management decisions? Required

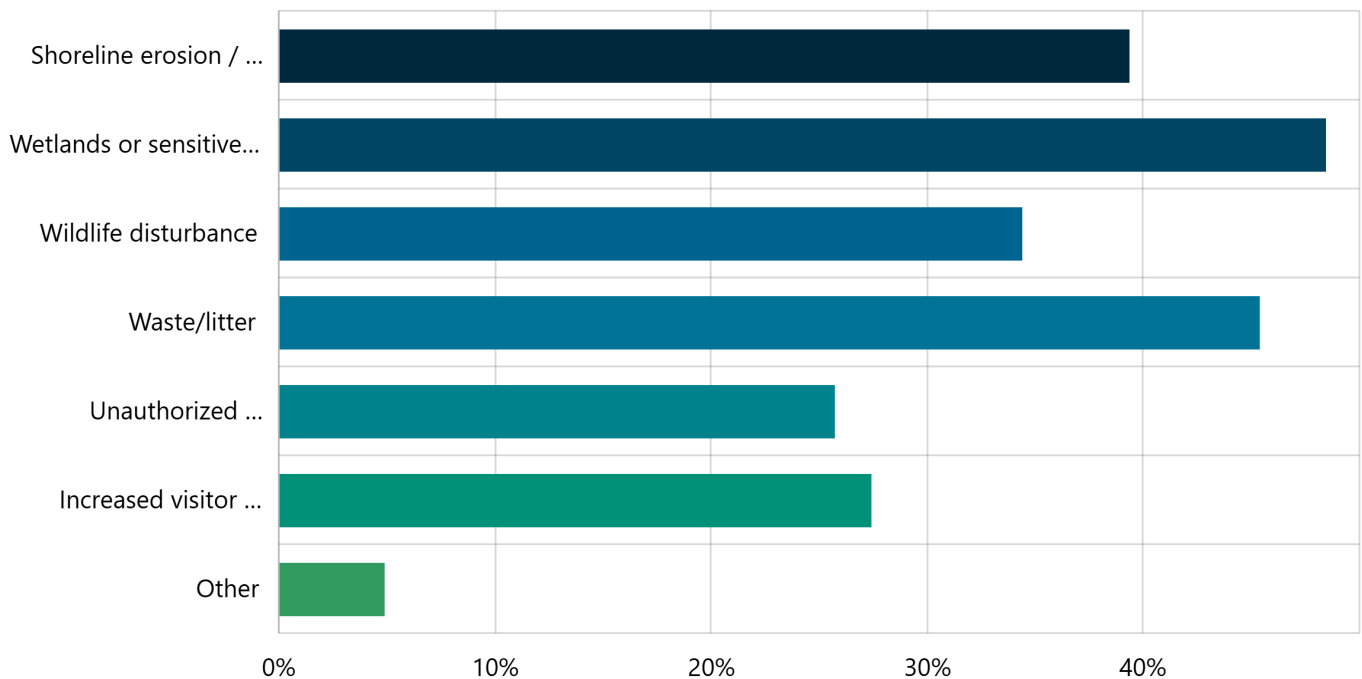
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Extremely important	53.81%	509
Very important	32.88%	311
Somewhat important	11.21%	106
Not important	1.69%	16
Unsure	0.42%	4
Total	100.00%	946

22. What environmental concerns should be prioritized? Required

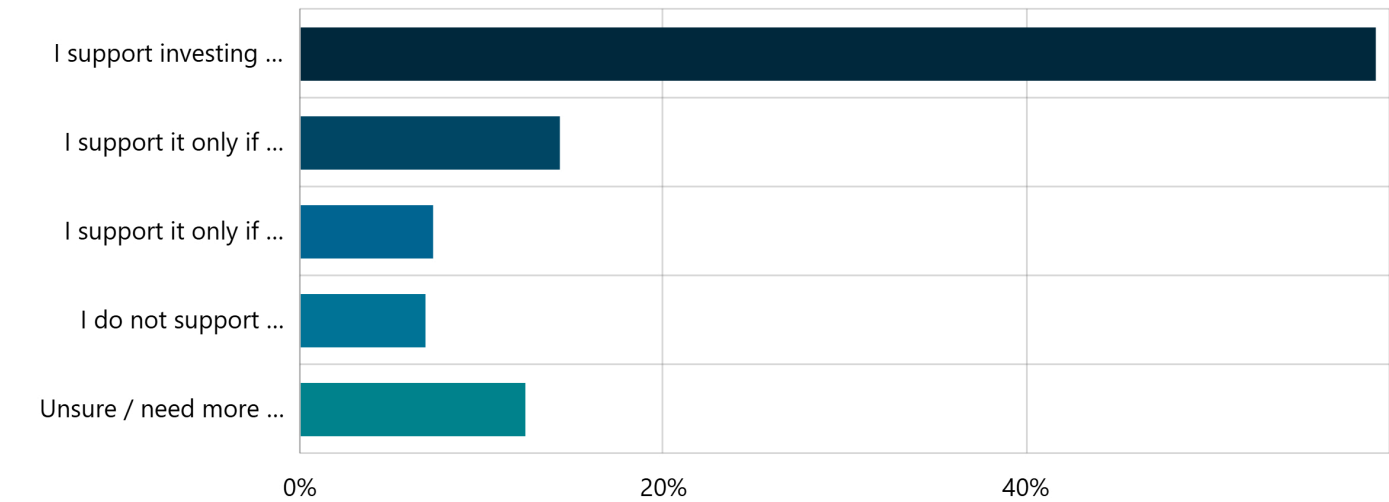
Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
Shoreline erosion / instability	39.32%	372
Wetlands or sensitive habitat areas	48.41%	458
Wildlife disturbance	34.36%	325
Waste/litter	45.35%	429
Unauthorized vehicle impacts	25.69%	243
Increased visitor pressure	27.38%	259
Other	4.86%	46

23. What best reflects your view on municipal spending for this project? Required

Multi Choice | Skipped: 0 | Answered: 946 (100%)



Answer choices	Percent	Count
I support investing in the combined model	59.20%	560
I support it only if costs stay low	14.27%	135
I support it only if external funding is secured	7.29%	69
I do not support spending on this project	6.87%	65
Unsure / need more details	12.37%	117
Total	100.00%	946

Let's Talk NBP

Form Results Summary

Feb 09, 2026 - Mar 26, 2026

Project: Cabot Head Road

Form: Environmental Priorities (Updated Question)

Tool Type: Form

Activity ID: 56

Exported: Apr 10, 2026, 09:25 AM

Exported By: KSmith

Filter By: No filters applied.

Closed

Environmental Priorities (Updated Question)
Cabot Head Road

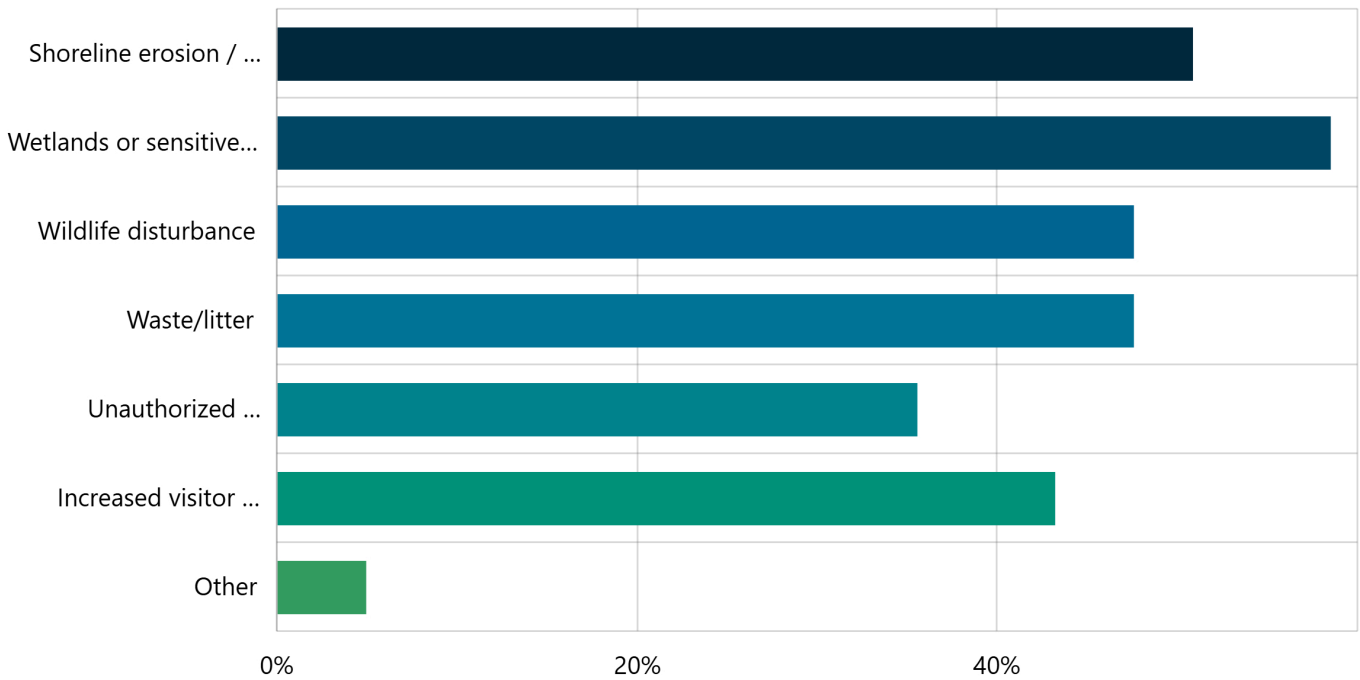
176
Contributors

183
Contributions

Contribution Summary

1. What environmental concerns should be prioritized? Required

Multi Choice | Skipped: 0 | Answered: 183 (100%)



Answer choices	Percent	Count
Shoreline erosion / instability	50.82%	93
Wetlands or sensitive habitat areas	58.47%	107
Wildlife disturbance	47.54%	87
Waste/litter	47.54%	87
Unauthorized vehicle impacts	35.52%	65
Increased visitor pressure	43.17%	79
Other	4.92%	9