

Housing Faster. Building Better. Preliminary Engagement Update

The District Municipality of Muskoka District Council

AUGUST 20, 2026

About the Engagement Approach

- To support the *Housing Faster. Building Better.* proposal, the District designed an engagement approach to provide Council with a well-rounded evidence base.
- Recognizing no single engagement method represents all residents, multiple tactics and channels were used to reduce participation barriers.
- By combining open public participation, online listening, representative polling, and stakeholder dialogue, the District can better understand both the breadth and depth of community perspectives on the proposal.

Engagement Tactics Used

Dedicated Project Webpage

- Served as a central, accessible source of project information
- Included: survey link, supporting materials, frequently asked questions (FAQs), videos, and contact information

Media Release

- Announced project and consultation opportunities through local media channels
- Helped extend awareness beyond District-owned communications channels

Online Survey

- Provided an opportunity for the community to share views, priorities and written comments
- Generated quantitative responses and qualitative feedback

Engagement Tactics Used

Social Media Engagement, Ads and Online Listening

- Shared project information and participation opportunity
- Monitored posts, comments, reactions and discussion themes
- Identified questions that required answers and/or clarification

Third-Party Phone Poll

- Provided statistically reliable, population-based input
- Helped capture perspectives beyond those most likely to engage online or through social media

Stakeholder Engagement

- Provided way for stakeholders to share views, priorities and comments
- Generated qualitative feedback
- **Status:** Underway

Engagement Update: What We Heard So Far

- Engagement is ongoing.
- The District continues to engage with stakeholders and community partners to gather additional perspectives, local knowledge and implementation considerations.
- This presentation provides a high-level snapshot of early findings from engagement activities completed to date. The information presented here is intended to identify emerging quantitative themes and areas of interest—not to represent final conclusions.
- The District will continue to review and synthesize feedback across all engagement channels.

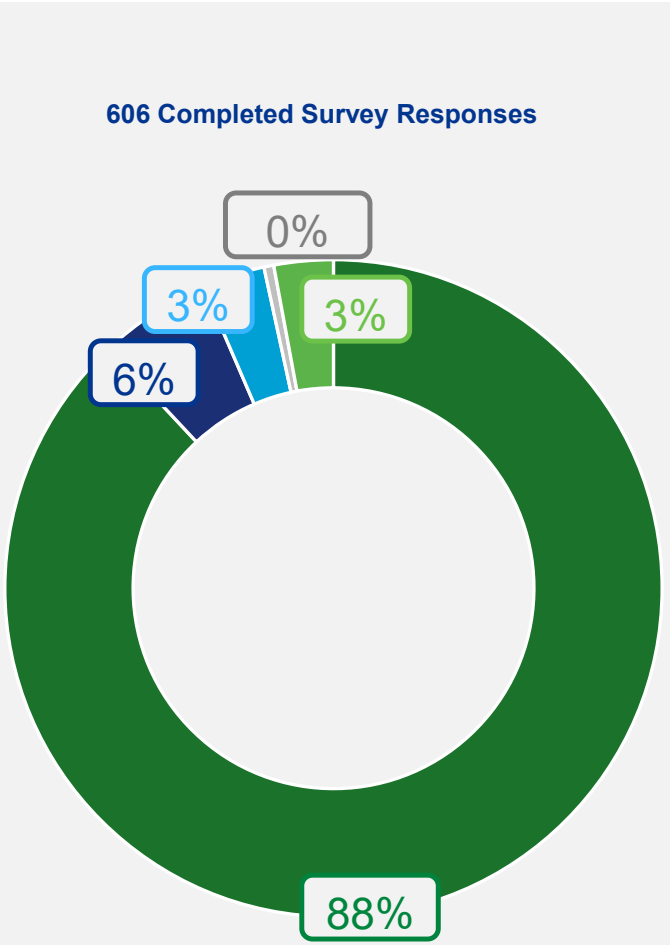
Staff will return to Council with a fulsome **What We Heard Report** that documents the complete engagement process, participation, key findings and stakeholder feedback

Online Survey Quantitative Results

Online Survey Question 1

What is your relationship or connection to Muskoka?

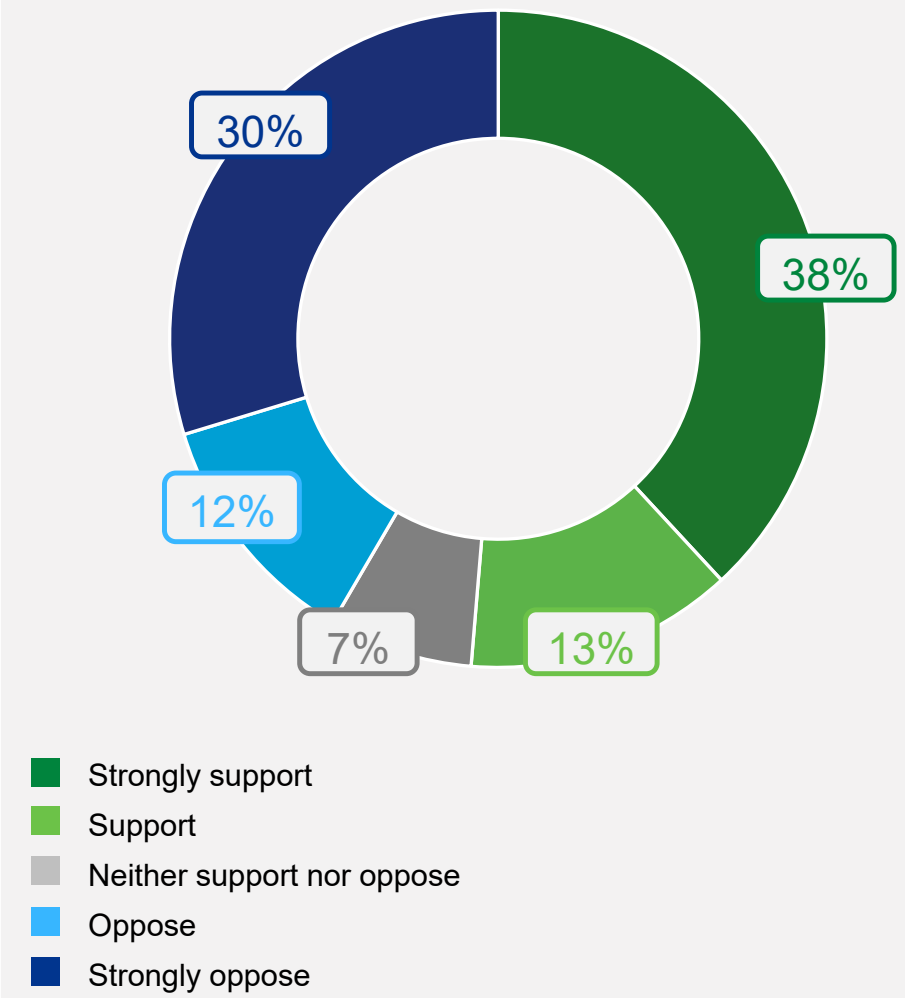
- Resident who lives in Muskoka year-round
- Resident who lives in Muskoka seasonally
- Work in Muskoka and live outside of Muskoka
- No direct connection to Muskoka
- Other



Online Survey Question 2

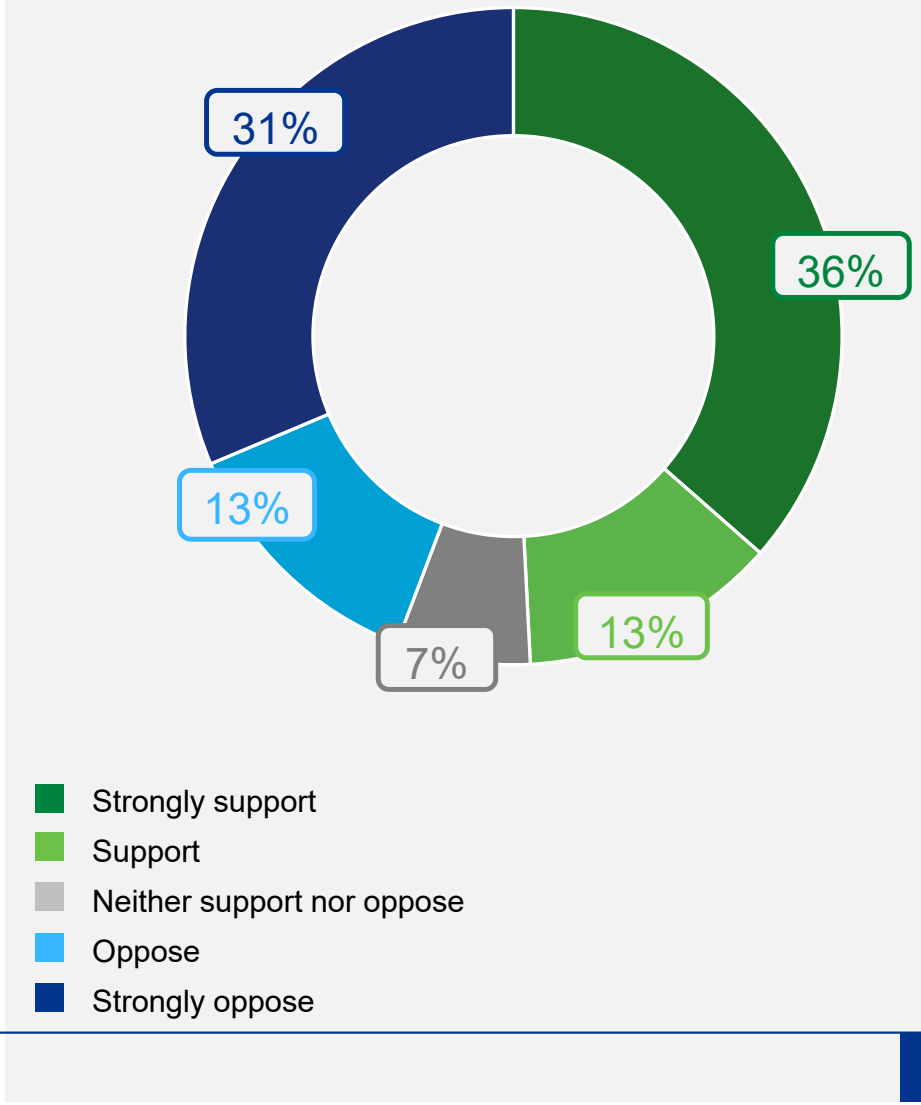
If this approach helps build non-market affordable rental homes faster and gets people housed sooner, how much do you support the District exploring it?

*Affordable rental homes have rent that is lower than typical market rents



Online Survey Question 3

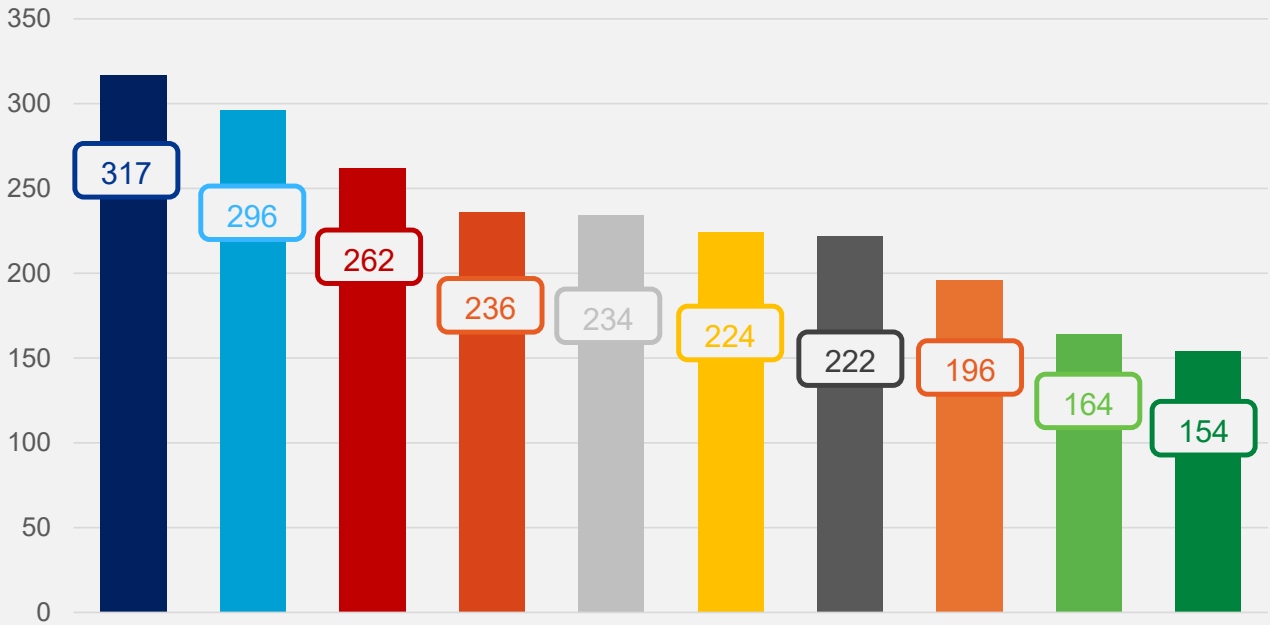
Knowing this initiative would add factory-based production while keeping skilled trades work on site, how much do you support the District exploring this approach for non-market affordable housing?



Online Survey Question 4

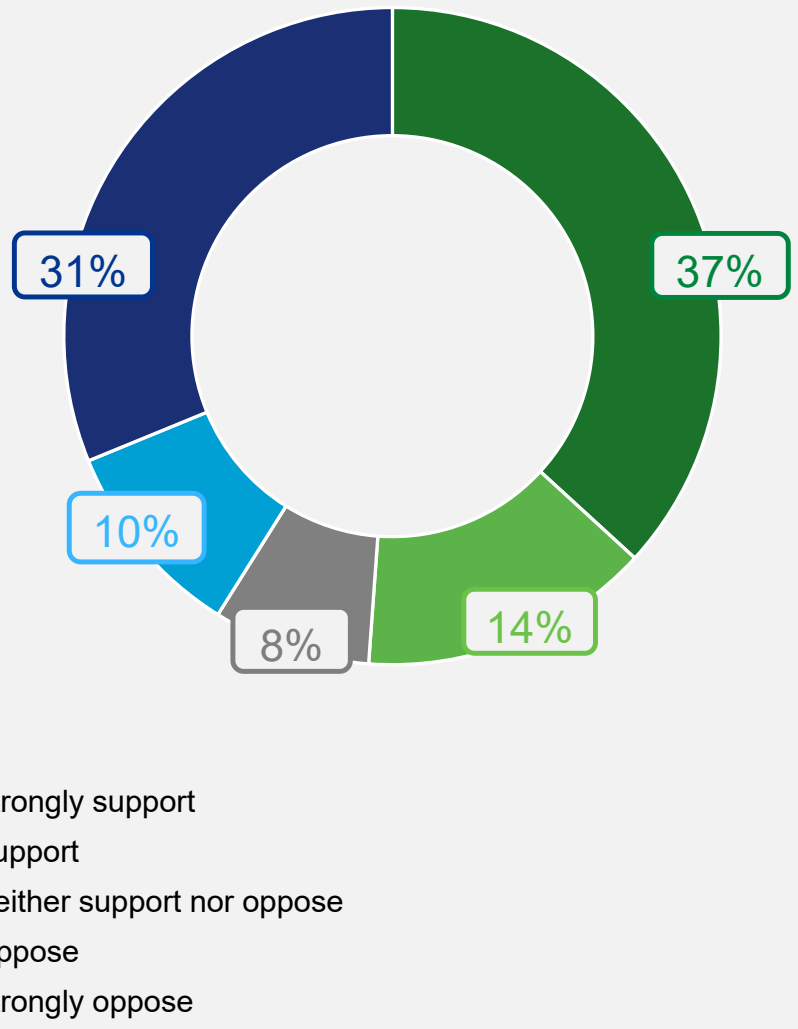
What important opportunities could this initiative generate to support local jobs and enhance Muskoka's economy?

- Creation of new year-round jobs
- Increasing non-market housing supply
- Supporting and complementing local trades
- Training and upskilling opportunities
- Other
- Youth career pathways
- Innovation in construction
- Addressing skilled labour shortage
- Positive workforce impacts
- Economic diversification



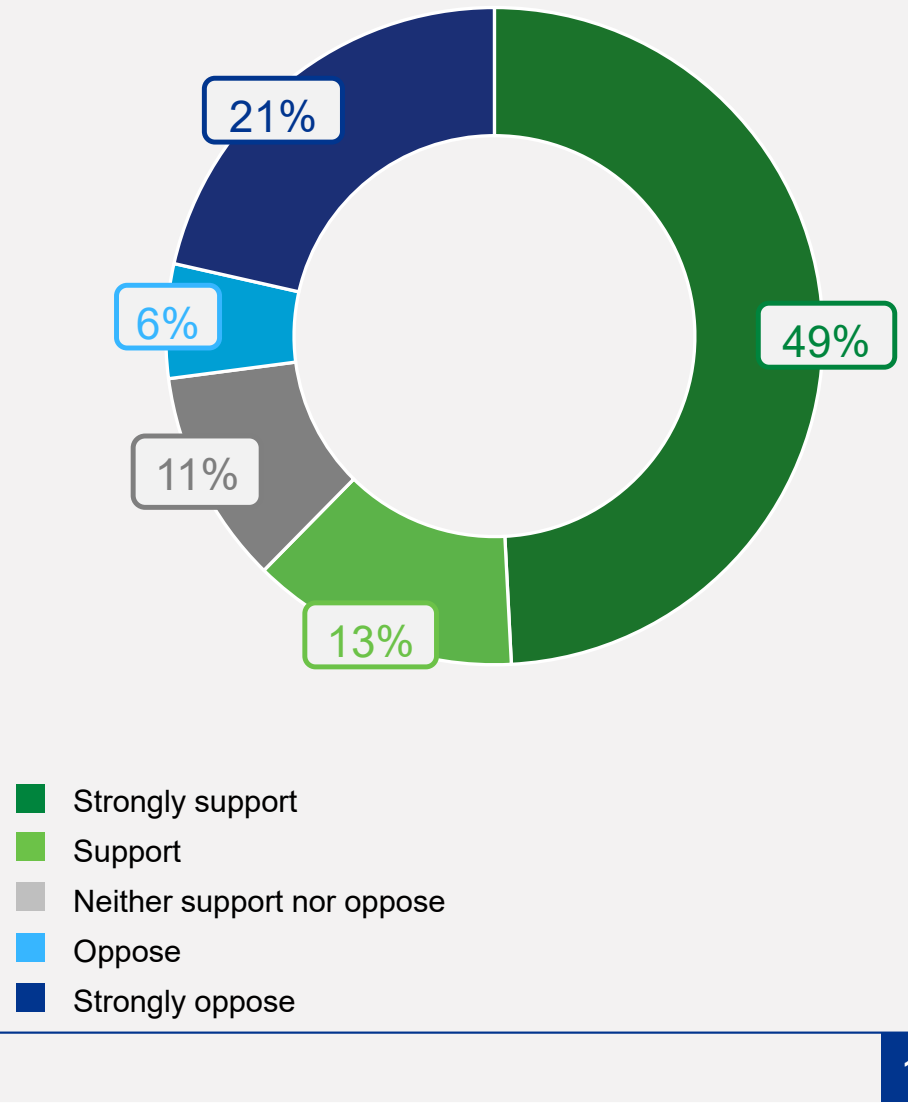
Online Survey Question 5

If this initiative could add more non-market affordable rental homes and reduce pressure on the rental market, how much do you support the District exploring it?



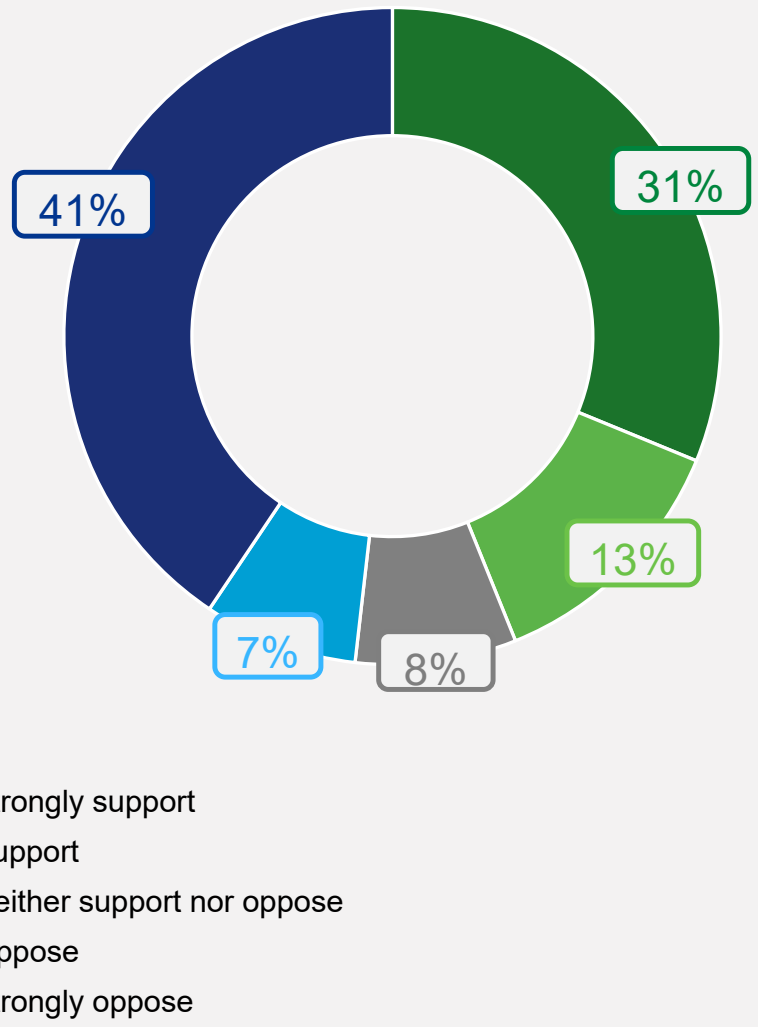
Online Survey Question 6

Knowing this initiative will use local and Canadian materials and suppliers when possible, how much do you support the District committing to Buy Canadian as part of this initiative?



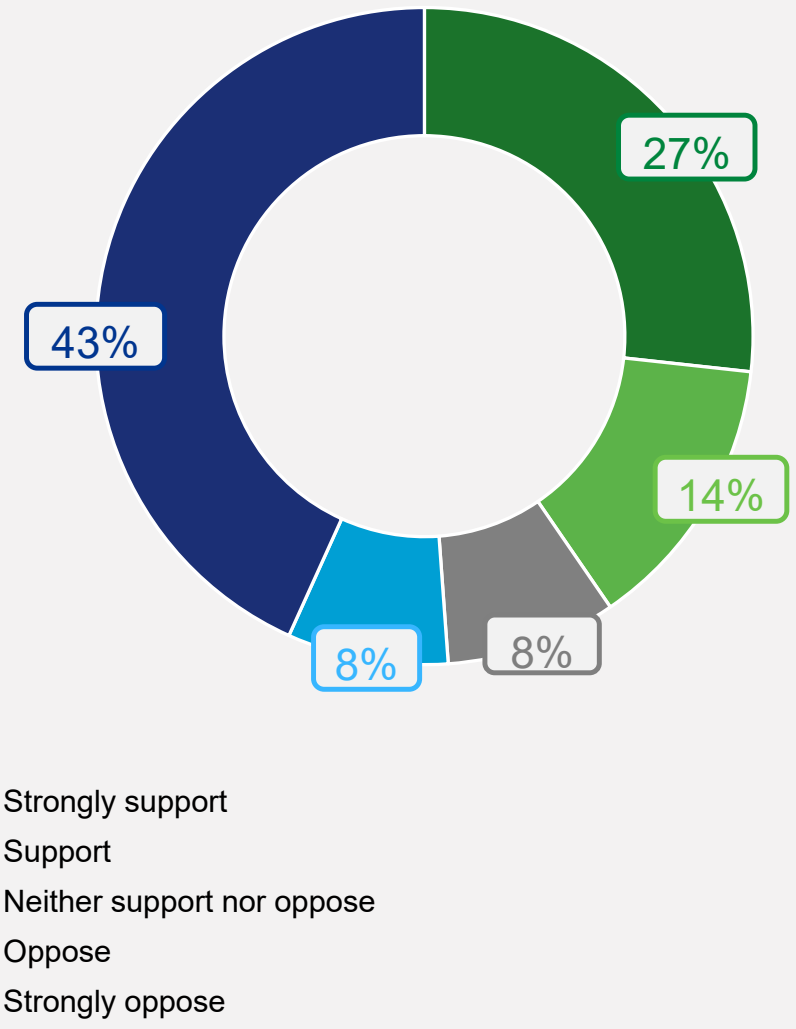
Online Survey Question 7

Do you support the District making an investment of up to $17 million to help build non-market affordable rental homes faster and at lower costs, using an innovative new approach?



Online Survey Question 8

How comfortable are you with the District investing in capital assets (building and robotic equipment) to speed up non-market affordable rental housing delivery and recover the investment over time through efficiencies & sales to other municipalities?



Social Engagement

Social Engagement

Throughout the survey period, the District actively promoted the survey through its social media channels, sharing key information, videos, and encouraging public participation.

19 Posts in Total

2 Video Formats

77,419 Content Views

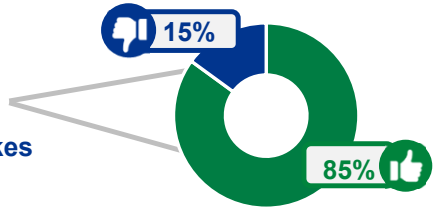
47,233 Users Reached

10,723 Online Engagements

284 Comments

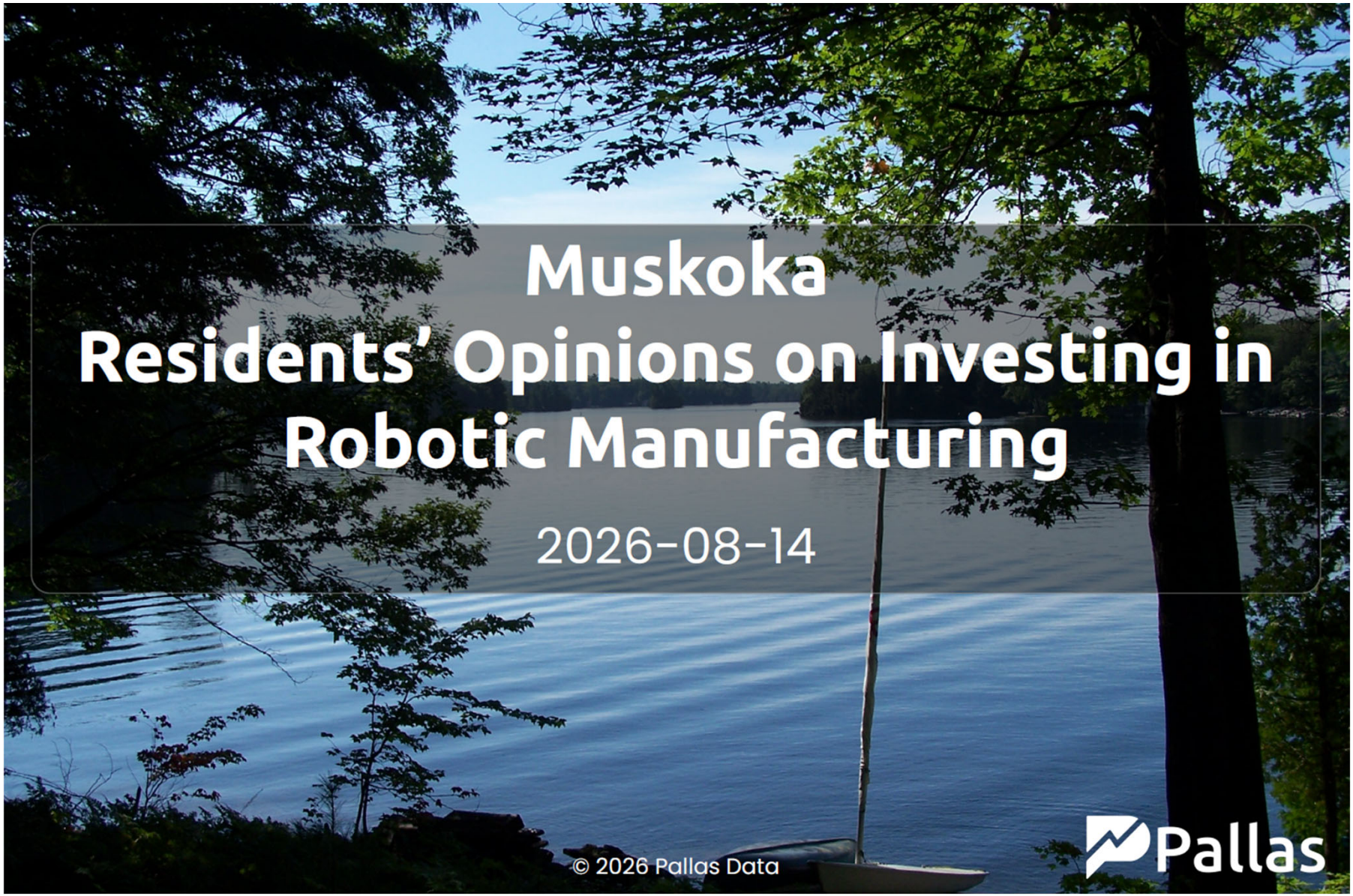
2,586 Users Clicked the Link

398 Reactions/Likes



248 91 11 3 45

Third-Party Phone Poll Report


Muskoka
Residents' Opinions on Investing in Robotic Manufacturing
2026-08-14
© 2026 Pallas Data
Pallas

About Pallas Data

Pallas Data is a market research firm based in Toronto, ON. We are experienced researchers and data experts committed to delivering the best value to our clients by leveraging the highest industry standards and our leading expertise. Our mission is to harness data to empower our clients with accurate and actionable insights and analysis, enabling them to make informed decisions that drive growth and maximize their competitive advantage.

Pallas Data is a member of the Canadian Research and Insights Council (CRIC). CRIC is Canada's voice of the Research, Insights and Analytics profession and represents the highest standards, ethics and best practices.

For more information, please contact:
Dr. Joseph Angolano, founder and CEO
Email: joseph@pallas-data.ca
Telephone: (647)-894-1552

© 2026 Pallas Data

Pallas

Methodology

The analysis in this report is based on results of a survey conducted on August 12th-13th, 2026 among a sample of 400 adults, 18 years of age or older, living in the District Municipality of Muskoka. The survey was conducted using live agent calls. Respondents were interviewed on landlines and cellular phones. The sample was weighted by age, gender, and region according to the 2021 Census. The survey is intended to represent the adult population in the District Municipality of Muskoka.

This poll was commissioned by the District Municipality of Muskoka.

The margin of error for the poll is +/- 4.9%, at the 95% confidence level. Margins of error are higher in each subsample.

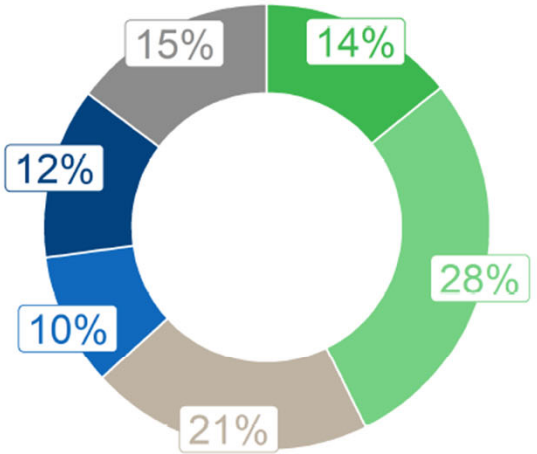
Totals may not add up to 100% due to rounding.

© 2026 Pallas Data

Pallas

Support For Investment

The District of Muskoka is considering investing up to $17 million to build a robotic manufacturing facility that would produce components (such as walls, floors, and roofs) for municipalities to build affordable rental housing. Based on what you just heard, do you support or oppose the District moving forward with this investment?



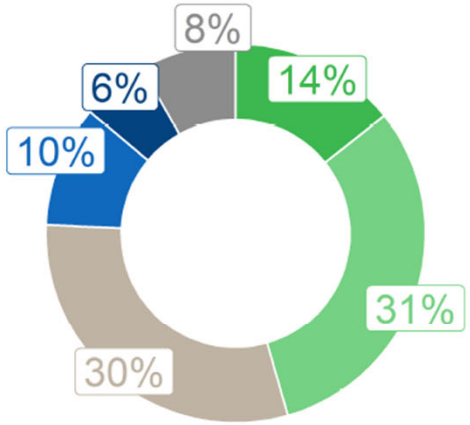
Response: Strongly support; Somewhat support; Neither support nor oppose; Somewhat oppose; Strongly oppose; Not sure / no opinion

© 2026 Pallas Data

Pallas

Investment Recovery Over Time

The District is applying for federal and provincial funding that could cover up to half of this $17 million investment. The remaining cost is expected to be recovered over time through construction savings and by selling housing components to other municipalities. The District has already engaged with some other regional governments and municipalities that have responsibility for housing. Does that make you more likely, less likely, or no more or less likely to support this investment?



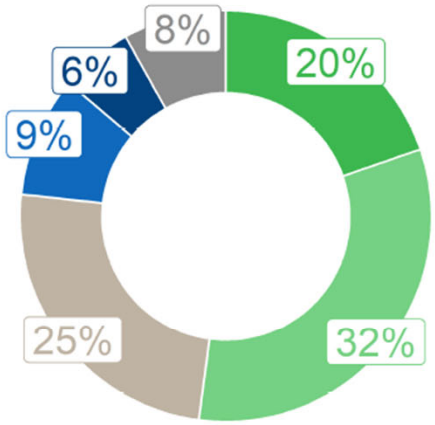
Response — Much more likely | Somewhat more likely | No more or less likely | Somewhat less likely | Much less likely | Not sure

© 2026 Pallas Data

Pallas

Job Creation

This facility is expected to create new year-round manufacturing jobs, along with training opportunities in robotics and construction, while local builders and contractors continue to do the remaining on-site work (such as foundations, electrical, plumbing, heating/cooling and fit and finish). Does that make you more likely, less likely, or no more or less likely to support this investment?



Response — Much more likely | Somewhat more likely | No more or less likely | Somewhat less likely | Much less likely | Not sure

© 2026 Pallas Data

Pallas

Tables

The District of Muskoka is considering investing up to $17 million to build a robotic manufacturing facility that would produce components (such as walls, floors, and roofs) for municipalities to build non-market affordable rental housing.

Based on what you just heard, do you support or oppose the District moving forward with this investment?

		Gender		Age			
	Total	**Male**	**Female**	**18-34**	**35-49**	**50-64**	**65+**
Strongly support	14.2%	15.9%	12.6%	14%	13.6%	9.8%	18.6%
Somewhat support	28.5%	27.6%	29.3%	39.3%	38.5%	25.7%	19.2%
Neither support nor oppose	20.5%	18.9%	22%	18.8%	17.4%	24.1%	20%
Somewhat oppose	9.7%	12.5%	6.9%	8.7%	8.6%	13.7%	7.2%
Strongly oppose	12.4%	10.6%	14.2%	12.1%	8.2%	9%	17.9%
Not sure / no opinion	14.8%	14.5%	15.1%	7%	13.6%	17.8%	17.1%
Unweighted Frequency	400	168	232	72	111	84	133
Weighted Frequency	400	198	202	75	74	118	133

© 2026 Pallas Data

Pallas

Tables

The District is applying for federal and provincial funding that could cover up to half of this $17 million investment. The remaining cost is expected to be recovered over time through construction savings and by selling housing components to other municipalities. The District has already engaged with some other regional governments and municipalities that have responsibility for housing.

Does that make you more likely, less likely, or no more or less likely to support this investment?

		Gender		Age			
	Total	**Male**	**Female**	**18-34**	**35-49**	**50-64**	**65+**
Much more likely	14.3%	16.1%	12.6%	17.6%	19%	11.2%	12.6%
Somewhat more likely	31.2%	31.2%	31.3%	38.6%	40.8%	30.6%	22.4%
No more or less likely	30.2%	29.6%	30.8%	34.8%	23.8%	31.6%	29.8%
Somewhat less likely	10.3%	12.3%	8.5%	3.6%	6%	15.1%	12.3%
Much less likely	5.7%	4.4%	7.1%	2.9%	1.8%	3.5%	11.5%
Not sure	8.2%	6.5%	9.8%	2.4%	8.6%	7.9%	11.5%
Unweighted Frequency	400	168	232	72	111	84	133
Weighted Frequency	400	198	202	75	74	118	133

© 2026 Pallas Data

Pallas

Tables

This facility is expected to create new year-round manufacturing jobs, along with training opportunities in robotics and construction, while local builders and contractors continue to do the remaining on-site work (such as foundations, electrical, plumbing, heating/cooling and fit and finish).

Does that make you more likely, less likely, or no more or less likely to support this investment?

		Gender		Age			
	Total	**Male**	**Female**	**18-34**	**35-49**	**50-64**	**65+**
Much more likely	19.7%	20.6%	18.8%	18.8%	20.8%	21.2%	18.2%
Somewhat more likely	32.4%	31.6%	33.2%	38.6%	42.3%	27.1%	28.1%
No more or less likely	24.6%	24.9%	24.4%	33.6%	20.5%	26.5%	20.1%
Somewhat less likely	9.5%	10.5%	8.5%	3.6%	6%	12.3%	12.3%
Much less likely	5.7%	4.1%	7.2%	2.9%	1.8%	3%	11.8%
Not sure	8.1%	8.2%	8%	2.4%	8.6%	9.8%	9.5%
Unweighted Frequency	400	168	232	72	111	84	133
Weighted Frequency	400	198	202	75	74	118	133

© 2026 Pallas Data

Pallas

Next Steps



Complete stakeholder engagement sessions

Review findings across all sources

Compile *What We Heard* Report

Report results back to to Council

Thank You