

Re-Elect **Your** Councillor who has delivered on a commitment to engage the community, produce cost-effective solutions, and enhance the quality of life for our residents. I live, work and invest in Ward 8. Let's keep the *momentum* going!

"Over the past 17 months Arif worked tirelessly to help us find a solution to being displaced. Arif brought together city staff, the County of Simcoe, the province, multiple service agencies, and the landowners to raise awareness and discuss solutions that could work for all sides. Arif put in many hours and went above and beyond to help us. Ultimately our fate was out of the hands of the city, and the outcome did not come in favour of the residents. I still want to thank Arif, Mayor Jeff, and the City of Barrie for all the work they put into this issue."

**Fleur Ottaway**  
Former Resident & Advocate  
Burton Avenue Mobile Home Park

"Arif has impressed me as a person who takes the responsibility of the position seriously. He is an intelligent, hard-working, and knowledgeable representative who always ensures that he votes with integrity. I may not always agree with his vote, but I always respect the process he goes through to get there."

**Dave Morrison**  
Former Alderman  
Ward 8 Resident

## Delivering Results

### Safer Neighbourhoods

- Improved awareness on community safety issues, and proactive policing strategies have contributed to Barrie being named "**Canada's Safest City**".

### Safer Streets

- Upgrading roads, bike lanes, sidewalks, improved traffic calming.
- Delivered a **signalized crosswalk** to get children to school safely, at Bayview and Springhome.

### Stronger Local Economy

- Barrie is becoming a hub for entrepreneurs and innovators. I will continue to support programs that help local businesses succeed.
- **Barrie's 5.8% unemployment rate beat the provincial and national average.**
- Worked to secure the recently announced 83,000 sq. ft. **medical arts campus coming to Ward 8.**

### A leaner city. A leaner city hall

- Committed to running an efficient operation and to being innovative.
- Focused on the basics. Council delivered operational savings, and **reduced debt by over \$11 million dollars.**
- Streamlining administration through more efficient business processes.

## Proactive

- Renewed incentives to encourage growth in the industrial sector.
- Worked with our economic development team to showcase local talent through our **Train in Trades** program.
- Continue to encourage a **university campus** that will produce qualified candidates that employers seek.
- Endorsed the joint **First Responders Campus** concept - a first-in-Canada partnership between levels of government, saving Barrie millions of dollars.
- Support the joint social services model to assist Barrie's most vulnerable residents.

## Effective Mediator

- Negotiated a suitable planning outcome for Allandale residents on Cumberland St.
- Facilitated extensive dialogue in order to avoid the OMB - Rawson Road redi-mix plant.
- Developed a transit plan to service the Barrie Community Health Centre and residents at Huronia and Lockhardt

## Next Steps

- Developing programs for youths that build solid character and leadership skills.
- Increasing services that enhance the physical, mental and emotional **quality of life for seniors.**
- Pursue a provincial partnership to deliver an **affordable housing strategy.**

"I have found Arif to be genuinely caring, compassionate and fair. He has an honest conciliatory way. He helped us resolve a difficult situation through sustained dialogue that resulted in a satisfactory outcome for all parties, that saved hundreds of thousands of dollars in legal costs for us, others and the city."

**Craig Busch, CEO**  
The Busch Group of Companies

"Arif is professional, knowledgeable, friendly and he listens! His dedication to representing us is clearly evident. The time and effort that Arif invests in earning our trust is reflected in his commitment and service to our community."

**Barbara Mackie**  
Ward 8 Resident

"Arif has been instrumental in making public transit a viable option for our employees. His diligent concern has made it possible for our business to draw on local talent."

**Andrew Dekker**  
COO, Netgain SEO