



ROMA Delegation
Ministry of Public and Business Service Delivery and Procurement

Representative: Hon. Stephen Crawford, Minister
Date: Monday, January 19, 2026
Time: 2:05 PM – 2:20 PM
Location: Double Tree, 108 Chestnut Street –
Los Angeles Room (26th Floor)
Attending: Saugeen Shores Delegates

Summary Ask

That the Ministry:

Approve a second ServiceOntario terminal in Port Elgin to meet rising demand, reduce wait times, and maintain reliable service for residents and businesses.

Summary Issue

Positioning for Growth:

Saugeen Shores is recognized as the fastest-growing community in Bruce County, currently accommodating over 30% of Bruce Power's workforce of over 4,000 permanent employees—more than any other municipality within the region—and is home to 18 nuclear suppliers. Indicators demonstrate that all economic sectors within the Town are experiencing robust performance, supporting ongoing and substantial growth.

The single ServiceOntario terminal currently processes approximately **24,000 transactions annually**, serving both local residents and those from across the region.

Due to this demand and operating with **only one terminal**, results in the following:

- **Lineups outside and down the sidewalk** during peak seasons.
- **Extended wait times** for complex transactions such as elderly eye and cognitive testing.
- **Strain on staff**, leading to turnover and training challenges.

The provincial benchmark for adding a second terminal is **30,000 transactions**, a target designed for larger urban centres and not reflective of rural realities. The current situation limits reaching this benchmark without additional capacity, creating a cycle that jeopardizes the sustainability of this essential service.



Saugeen Shores: A Growing Community

The Town of Saugeen Shores is a host community to Bruce Power housing upwards of 30% of their labour force. Saugeen Shores stands out as a community defined by its unique blend of urban advantages and rural character. As one of Ontario's fastest-growing municipalities, the Town has seen a **16%** increase in population since the last census—nearly three times the provincial average. This momentum, sustained through consecutive census years, illustrates a place where modern conveniences and rural tranquility coexist. The community is attracting families with children under 15 (**27.8%**) and adults aged 25 to 44 (**29.4%**), reflecting the appeal of a setting that offers both the dynamism of a growing town and the welcoming nature of a rural environment.

Economic opportunity in Saugeen Shores is anchored by Bruce Power, Canada's largest nuclear generation station, which supports a balanced, forward-thinking local economy. The Life-Extension Program at Bruce Power has sustained thousands of jobs, drawing talent and expertise from a wide area.

Tourism continues to play a vital role in Saugeen Shores, with seasonal visitors often returning to become part of the community. The population of residents aged 65 and older has grown by **36.2%** since the last census, highlighting the Town's appeal to those seeking a balanced lifestyle post-retirement. Here, newcomers and long-time residents alike find opportunities to enjoy local amenities, outdoor spaces, and a pace of life that complements personal and professional aspirations.

Saugeen Shores' diversity adds further depth to its character. Over **11%** of residents are newcomers to Canada, and nearly **8%** identify as racialized. Close collaboration with Saugeen First Nation, through shared facilities and ongoing projects, reflects a commitment to inclusivity and partnership. Across backgrounds and stages of life, people are drawn to the Town for its balanced mix of opportunities, services, and community spirit.

Today, Saugeen Shores continues to evolve as a regional hub where the richness of urban amenities meets the warmth of rural tradition. This balance—carefully cultivated and naturally present—offers residents and newcomers alike the space to thrive, connect, and enjoy a lifestyle that truly offers the best of both worlds.



Supporting Background

Saugeen Shores stands out as one of Ontario's most rapidly expanding communities. This growth is clearly reflected in the activity at the Port Elgin ServiceOntario office. With close to 24,000 transactions handled each year, the location plays an integral role, not just for residents but for the broader region, attracting visitors from neighbouring areas. The high transaction volume fuels the local economy, as people coming in for ServiceOntario often extend their stay to shop, enjoy local restaurants, and take advantage of other amenities, amplifying Saugeen Shores' status as a regional hub for commerce and services.

The provincial threshold of **30,000 transactions** for adding a second terminal is tailored to urban environments and does not account for the operational realities facing rural communities. In Port Elgin, reaching this target is unattainable under the current setup, as service limitations directly restrict the number of transactions that can be completed. Without expanding terminal access and increasing staff resources, the office cannot accommodate more customers or streamline service, making the benchmark itself a barrier rather than a goal.

Enhanced capacity is a necessary prerequisite for growing transaction numbers and meeting local demand, not a consequence of it. Until this is addressed, the sustainability and effectiveness of the Port Elgin ServiceOntario office remain at risk, as the existing infrastructure is simply not sufficient to support the community's needs.

Rationale - Adding a second terminal will:

- **Improve service delivery** by reducing wait times and sidewalk congestion.
- **Support staff retention** by supporting an improved work environment.
- **Enable training and operational efficiency**, ensuring quality service.
- **Strengthen local economic growth** by maintaining and expanding ServiceOntario's presence in Saugeen Shores.

Without this expansion, the viability of the Port Elgin ServiceOntario office is at risk, which would negatively impact residents, businesses, and the regional economy.



Saugeen Shores Delegation Members

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