



## Committee of the Whole Revised Agenda

Monday, January 15, 2024, 7:00 p.m.

Council Chambers

Whitby Town Hall

This meeting will be available for viewing through the Town's **live stream feed** while the meeting is in progress. Please visit [whitby.ca/CouncilCalendar](http://whitby.ca/CouncilCalendar) for more information about the live stream and archived videos.

This meeting will be held in a hybrid in-person and virtual format. In accordance with Section 7 of Procedure By-law # 7462-18, Members of Council may choose to attend in-person or participate virtually.

Should you wish to provide comments regarding a matter being considered below, please submit written correspondence and/or a Delegation Request Form.

- **To submit written correspondence**, please email your correspondence to the Office of the Town Clerk at [clerk@whitby.ca](mailto:clerk@whitby.ca) by noon on the day of the meeting. Correspondence must include your full name, address, and the item on the agenda that your correspondence is related to.
- **To speak during the Committee meeting either in-person or virtually**, please submit a Delegation Request Form online to the Office of the Town Clerk by 10 a.m. on the day of the meeting. Should you be unable to access a computer, please call 905.430.4315 to speak with a Staff Member in the Office of the Town Clerk.

A Revised Agenda may be published on a later date. Late items added or a change to an item will appear with an asterisk beside them.

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1. **Call To Order: The Mayor**
  2. **Call of the Roll: The Clerk**
  3. **Declarations of Conflict of Interest**
  4. **Consent Agenda**
  5. **Planning and Development**
    - 5.1 Presentations
    - 5.2 Delegations

- \*5.2.1 Sandy Hodder, Resident (In-Person Attendance)  
Re: PDP 01-24, Planning and Development (Planning Services) Department Report

Delegation of Land Division Responsibilities from the Region of Durham to the Town of Whitby Committee of Adjustment

**Refer to Item 5.4.1, PDP 01-24**

- \*5.2.2 Rodger Miller, representing See Path Group Inc. (Virtual Attendance)  
Re: PDP 02-24, Planning and Development (Planning Services) Department Report

DEV-23-23: Draft Plan of Subdivision and Zoning By-law Amendment Applications, See Path Group Inc. c/o Sakmet Developments Inc., 780 Garden Street, File Number: DEV-23-23 (SW-2023-02, Z-07-23)

**Refer to Item 5.4.2, PDP 02-24**

5.3 Correspondence

5.4 Staff Reports

- 5.4.1 PDP 01-24, Planning and Development (Planning Services) Department Report  
Re: Delegation of Land Division Responsibilities from the Region of Durham to the Town of Whitby Committee of Adjustment

Recommendation:

1. That Council approve a By-law to permit the Town of Whitby Committee of Adjustment to grant approval of both Minor Variance and Consent Applications within the Town of Whitby, in accordance with the relevant provisions of the *Planning Act*;
2. That Council approve the revised Committee of Adjustment Terms of Reference, including to the added responsibilities for Consents to land severance under Section 53 of the *Planning Act*;
3. That Council approve the proposed amendments to the Fees & Charges By-law #7220-17 (as amended), to introduce new fees related to Consent applications; and,
4. That Council approve an increase in the remuneration for Committee of Adjustment members from \$65 (sitting member) and \$75 (Chair), to \$125 (sitting member) and \$150 (Chair) effective February 1, 2024.

- 5.4.2 PDP 02-24, Planning and Development (Planning Services) Department Report  
Re: DEV-23-23: Draft Plan of Subdivision and Zoning By-law Amendment Applications, See Path Group Inc. c/o Sakmet Developments Inc., 780 Garden Street, File Number: DEV-23-23 (SW-2023-02, Z-07-23)

Recommendation:

1. That Council approve the Draft Plan of Subdivision (File No. SW-2023-02), subject to the comments included in Planning Report PDP 02-24 and the conditions of draft plan approval included in Attachment #11;
2. That Staff be authorized to prepare a Subdivision Agreement;
3. That the Clerk forward a Notice to those parties and agencies who requested to be notified of Council's decision, including the Region of Durham's Commissioner of Planning and Economic Development;
4. That Council approve the amendment to Zoning By-law No. 2585 (File No. Z-07-23), as outlined in Planning Report No. PDP 02-24; and,
5. That a By-law to amend Zoning By-law No. 2585 be brought forward for consideration by Council at such time as the subdivision receives Draft Approval and the Commissioner of Planning and Development has issued Site Plan Approval.

5.5 New and Unfinished Business - Planning and Development

**6. General Government**

6.1 Presentations

- \*6.1.1 Lara Toman, Program Manager, Events, Culture & Tourism and Andria Louca, Tourism & Culture Coordinator (In-Person Attendance)  
Re: CAO 01-24, Office of the Chief Administrative Officer Report

Tourism Strategy Update - January 2024

**Refer to Item 6.4.1, CAO 01-24**

6.2 Delegations

- 6.2.1 Chuck Thibeault, representing Central Counties Tourism (In-Person Attendance)  
Re: CAO 01-24, Office of the Chief Administrative Officer Report

Tourism Strategy Update - January 2024

**Refer to Item 6.4.1, CAO 01-24**

- \*6.2.2 Paul Scott, Chair, Accessibility Advisory Committee, Marta Swirydowicz, LEAD Executive Assistant, Abilities Centre, and Lyndsay Aitken, Manager, Post-Rehabilitation, Abilities Centre (In-Person Attendance)  
Re: Memorandum from H. Ellis, Council and Committee Coordinator, dated October 13, 2023 re: Joint Accessibility Advisory Committee and Diversity and Inclusion Advisory Committee Request to Participate in the Leading Equitable and Accessible Delivery Program

**Refer to Item 6.3.1, Memorandum from H. Ellis, Council and Committee Coordinator, dated October 13, 2023 re: Joint Accessibility Advisory Committee and Diversity and Inclusion Advisory Committee Request to Participate in the Leading Equitable and Accessible Delivery Program**

- \*6.2.3 Thyagi DeLanerolle, Arlene Dias, and De-Anna Lamas, representing Durham Standard Condominium Corporation 301 (In-Person Attendance)  
Re: CMS 01-24, Community Services Department Report

Waste Collection Services on Private Residential Property

**Refer to Item 6.4.7, CMS 01-24**

### 6.3 Correspondence

- 6.3.1 Memorandum from H. Ellis, Council and Committee Coordinator, dated October 13, 2023 re: Joint Accessibility Advisory Committee and Diversity and Inclusion Advisory Committee Request to Participate in the Leading Equitable and Accessible Delivery Program

Recommendation:

That the Memorandum from H. Ellis, Council and Committee Coordinator, dated October 13, 2023 re: Joint Accessibility Advisory Committee and Diversity and Inclusion Advisory Committee Request to Participate in the Leading Equitable and Accessible Delivery (LEAD) Program, be received for information.

- 6.3.2 Memorandum from C. Chrus, Manager, Creative Communities and L. Toman, Program Manager, Events, Culture and Tourism, dated December 15, 2023 re: Staff Response to Downtown Whitby BIA Letter regarding 2024 Street Event

Recommendation:

That the Memorandum from C. Chrus, Manager, Creative Communities and L. Toman, Program Manager, Events, Culture and Tourism, dated December 15, 2023 re: Staff Response to Downtown Whitby BIA Letter regarding 2024 Street Event, be received for information.

- \*6.3.3 Memorandum from K. Palilionis, Climate Change Coordinator, dated January 9, 2024 re: Whitby Sustainability Advisory Committee's 2023-2026 Work Plan and 2023 Annual Report

Recommendation:

That the Whitby Sustainability Advisory Committee's 2023 Annual Report be received for information.

- \*6.3.4 Memorandum from J. Romano, Commissioner, Community Services, dated January 12, 2024 re: 2024 Days of Significance for Proclamations
- Recommendation:
- That the proclamations from January to December 2024 outlined in the Memorandum from J. Romano, Commissioner of Community Services, dated January 12, 2024, be endorsed.

#### 6.4 Staff Reports

- 6.4.1 CAO 01-24, Office of the Chief Administrative Officer Report  
Re: Tourism Strategy Update - January 2024

Recommendation:

That Report CAO 01-24, Tourism Strategy Update – January 2024, be received for information.

- 6.4.2 CAO 03-24, Office of the Chief Administrative Officer Report  
Re: Public Art Policy

Recommendation:

1. That Council approves the Public Art Policy as presented in Report CAO 03-24 and as appended in Attachment 1;
2. That the Public Art Policy, once approved, replace MS 040 Public Art Loan and Donation Policy; and,
3. That Staff be directed to bring a report to Council for the establishment of a new discretionary program reserve fund, the Public Art Program Reserve Fund, in accordance with Report CAO 03-24.

- 6.4.3 CAO 04-24, Office of the Chief Administrative Officer Report  
Re: Economic Development Strategy Update

Recommendation:

1. That Report CAO 04-24 be received for information; and,
2. That the updates described herein be consolidated into an updated Economic Development Strategy.

- 6.4.4 CAO 02-24, Office of the Chief Administrative Officer Report  
Re: Community Strategic Plan 2023 Progress Report

Recommendation:

That Report CAO 02-24 be received for information.

- 6.4.5 CLK 01-24, Office of the Town Clerk Report  
Re: Ward Town Hall Meetings Policy

Recommendation:

That Council approve the Ward Town Hall Meetings Policy appended to Report CLK 01-24 as Attachment 1.

- \*6.4.6 CLK 02-24, Office of the Town Clerk Report  
Re: Council Participation at Community Events Protocol and Attendance Guidelines Policy

**See also Memorandum from C. Harris, Town Clerk, dated January 15, 2024 re: Council Resolution #183-23 re: Council Attendance at Business Openings**

Recommendation:

That Council approve the Council Participation at Community Events Protocol and Guidelines Policy appended to Report CLK 02-24 as Attachment 1.

- 6.4.7 CMS 01-24, Community Services Department Report  
Re: Waste Collection Services on Private Residential Property

Recommendation:

1. That Report CMS 01-24 be received for information; and,
2. That NUB Item GG 0008 – “Staff report to Council on townhouses, multi-residential and other properties that are not currently serviced for waste collection by the Town of Whitby and report on the feasibility and cost implications of including these properties in the Town's waste collection service to ensure that there are no gaps with respect to the implementation of upcoming extended producer responsibility legislation” be removed from the New and Unfinished Business Listing.

- \*6.4.8 LS 01-24, Legal and Enforcement Services Department Report  
Re: Transfer of Portion of Old Lake Ridge Road from Regional Municipality of Durham to Town of Whitby, Boundary Road Agreement between Town of Whitby and Town of Ajax and transfer of a Portion of Lake Ridge Road to the Regional Municipality of Durham

**Note:** This item has been withdrawn from the agenda.

6.5 New and Unfinished Business - General Government

- 6.5.1 Request to the Province to Temporarily Remove Tolls on Highway 407 in Durham Region  
Moved by Councillor Mulcahy

Recommendation:

Whereas Highway 407 from Brock Road (Regional Road 1) in Pickering to Highway 35/115 is provincially owned and tolls are set by the province; and,

Whereas planned Regional road construction work to widen Winchester Road (Regional Road 3) from Anderson Street to Baldwin Street (Regional Highway 12) will necessitate reducing Winchester Road to one lane of traffic in one direction over an expected two construction seasons impacting travel times for residents and businesses; and,

Whereas the temporary removal of tolls on Highway 407 during Winchester Road construction work would improve overall travel times and alleviate the traffic impacts on surrounding Regional and local municipal roads.

Now therefore, be it resolved:

1. That the Province be requested to temporarily remove tolls on Highway 407 in Durham Region during the duration of the planned Winchester Road construction work; and,
2. That a copy of this request be sent to all Durham local area municipalities, Durham MPPs, and the Minister of Transportation.

\*6.5.2 Review of the Procedure By-law

**Note:** This item has been withdrawn from the agenda.

\*6.5.3 Social and Economic Prosperity Review  
Moved by Councillor Mulcahy

Recommendation:

Whereas current provincial-municipal fiscal arrangements are undermining Ontario's economic prosperity and quality of life; and,

Whereas nearly a third of municipal spending in Ontario is for services in areas of provincial responsibility and expenditures are outpacing provincial contributions by nearly \$4 billion a year; and,

Whereas municipal revenues, such as property taxes, do not grow with the economy or inflation; and,

Whereas unprecedented population and housing growth will require significant investments in municipal infrastructure; and,

Whereas municipalities are being asked to take on complex health and social challenges – like homelessness, supporting asylum seekers and addressing the mental health and addictions crises; and,

Whereas inflation, rising interest rates, and provincial policy decisions are sharply constraining municipal fiscal capacity; and,

Whereas property taxpayers – including people on fixed incomes and small businesses – can't afford to subsidize income re-distribution programs for those most in need; and,

Whereas the province can, and should, invest more in the prosperity of communities; and,

Whereas municipalities and the provincial government have a strong history of collaboration.

Now therefore, be it resolved:

1. That the Province of Ontario commit to undertaking with the Association of Municipalities of Ontario a comprehensive social and economic prosperity review to promote the stability and sustainability of municipal finances across Ontario; and,
2. That a copy of this resolution be circulated to Premier Doug Ford, Durham area MPPs, Durham area municipalities, the Region of Durham, and the Association of Municipalities of Ontario.

**7. Adjournment**

# Town of Whitby

## Staff Report

[whitby.ca/CouncilCalendar](http://whitby.ca/CouncilCalendar)



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### Report Title: Delegation of Land Division Responsibilities from the Region of Durham to the Town of Whitby Committee of Adjustment

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**Report to:** Committee of the Whole

**Date of meeting:** January 15, 2024

**Report Number:** PDP 01-24

**Department(s) Responsible:**

Planning and Development Department  
(Planning Services)

**Submitted by:**

Roger Saunders, Commissioner of  
Planning and Development x4309

**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**For additional information, contact:**

John Taylor, Senior Manager of Zoning &  
Administration x2908

Justin Malfara, Principle Planner, Zoning  
& Administration x2930

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### 1. Recommendation:

1. That Council approve a By-law to permit the Town of Whitby Committee of Adjustment to grant approval of both Minor Variance and Consent Applications within the Town of Whitby, in accordance with the relevant provisions of the *Planning Act*;
2. That Council approve the revised Committee of Adjustment Terms of Reference, including to the added responsibilities for Consents to land severance under Section 53 of the *Planning Act*;
3. That Council approve the proposed amendments to the Fees & Charges By-law #7220-17 (as amended), to introduce new fees related to Consent applications; and,
4. That Council approve an increase in the remuneration for Committee of Adjustment members from \$65 (sitting member) and \$75 (Chair), to \$125 (sitting member) and \$150 (Chair) effective February 1, 2024.

## 2. Highlights:

- The Town of Whitby Committee of Adjustment (CoA) is responsible for Minor Variance applications. The CoA is comprised of five members of the public who are appointed by Council to serve during the term of Council. The CoA is tasked with reviewing and rendering decisions on Minor Variance applications in accordance with Section 45 of the *Planning Act*. The CoA has an appointed Chair and Vice-Chair and is assisted by staff from the Planning and Development Department.
- The Region of Durham's Land Division Committee has historically had the delegated authority to consider Consent applications including, land severances, easements, lot line adjustments, title validations and leases or mortgages greater than 21 years.
- In 2022, the Province passed Bill 23. Bill 23 made several changes to the *Planning Act*, including removal of the Region's authority as it relates to Consents under Section 53 of the *Planning Act*. That authority is now delegated to lower tier Municipalities, including the Town of Whitby and all other Area Municipalities in the Region of Durham.
- It is appropriate that Consent applications be considered by the Town of Whitby CoA. As such, an update to the CoA Terms of Reference, Delegation By-law, Fees and Charges By-law, and Committee of Adjustment remuneration is proposed.

## 3. Background:

### 3.1 Town of Whitby Committee of Adjustment

The Town of Whitby has a Committee of Adjustment (CoA), consisting of five members of the public who have been appointed by Council at the beginning of each Council term. The CoA is authorized by Section 44 (1) of the *Planning Act* to consider requests for minor variances to the Town's Zoning By-laws.

The Committee provides a forum for the expeditious consideration of minor variances and permissions from the provisions of the Town's Zoning By-laws without the need for an amendment to the Zoning By-laws.

Currently, the CoA holds meetings every three weeks in a virtual format. The meetings are comprised of the Committee members, applicants, members of the public (interested parties), as well as Planning staff. On average, CoA meetings require 1-3 hours to conclude and approximately 2-10 applications may be heard at each meeting.

### **3.2 Bill 23, More Homes Built Faster Act 2022**

In 2022, the Province passed Bill 23. Bill 23 made several changes to the *Planning Act*, including removal of the Region's authority as it relates to Consents under Section 53 of the *Planning Act*. That authority is now delegated to lower tier Municipalities, including the Town of Whitby and all other Area Municipalities in the Region of Durham.

### **3.3 Regional By-law 61-2023**

In 1974, Durham Region Council delegated the authority for the granting of consents to the Regional Land Division Committee. Since that time, the Committee has processed Consent applications, with the assistance of Regional Planning staff providing intake/administrative support as well as technical planning/legal advice through the Secretary Treasurer and the Assistant Secretary-Treasurer.

In response to Bill 23, Regional Council passed By-law 61-2023 on October 25, 2023, thereby delegating Regional Council's Land Division responsibilities for Consents under the *Planning Act* to each of the Region's Area Municipalities, including the Town of Whitby.

The last day for accepting applications to the Region's Land Division Committee was October 20, 2023, and as of January 1, 2024, new consent applications must be considered by the Area Municipalities.

## **4. Discussion:**

### **4.1 Consent Applications**

Consents under the *Planning Act* allow for the subdivision or conveyance of land without the requirement of a plan of subdivision. Consent applications apply for the following:

- To create a new lot;
- To register a mortgage/charge or to discharge a mortgage on a parcel of land;
- To register a lease for a term of 21 years or more;
- To register an easement or a right-of-way;
- To undertake a correction of title;
- To undertake lot addition or lot line adjustment; or
- To undertake a Validate of Title, Power of Sale, or Foreclosure of Mortgage.

### **4.2 Delegation to the Town of Whitby Committee of Adjustment**

As a result of Bill 23 and the subsequent passage of By-law 61-23 by the Region of Durham, the authority for Consents is now the responsibility of Town Council.

However, Section 54 of the Planning Act allows for the further delegation of the authority to an appointed officer or a committee of adjustment. Accordingly, it is recommended that the authority for Consents to land division be delegated to the Town's Committee of Adjustment and the Committee's Terms of Reference be updated to reflect the added responsibilities.

**Consent applications are commonly delegated to Committees of Adjustment in many municipalities across Ontario**

Most Greater Toronto Area (GTA) and surrounding lower-tier municipalities have delegated the authority for Consents to their respective Committees of Adjustment, including municipalities within York Region, Peel Region, Halton Region and Niagara Region.

**The Town of Whitby Committee of Adjustment has experience in processing and evaluating planning applications**

The Town of Whitby CoA members and staff have attended virtual and in-person training conducted by the Region of Durham Planning Department in Q4 of 2023.

The Committee is made up of members who are well versed in planning and/or have direct experience working in the planning profession. The Committee, as a whole, is often tasked with reviewing Minor Variance applications that are required to facilitate land division proposals.

As part of the Committee's role, members are required to review applications in accordance with the Town's Official Plan, Zoning By-laws, and other applicable standards. The Committee is also tasked with conducting site visits, providing input at public meetings, and corresponding with Town staff, applicants, and members of the public.

In consideration of the Committee's experience and current ability to successfully review and render decisions on Minor Variance applications, staff are of the opinion that the Consent application process can successfully be delegated to the CoA.

**Certain Administrative matters such as notices, reports, site visits, meeting format, and decisions are similar in nature to the Minor Variance process**

The *Planning Act* provides direction on how statutory requirements such as when notice of a hearing and notice of a decision must be provided, whereas other administrative matters including but not limited to report preparation/format, site visits, meeting format, etc. are generally subject to the Municipalities terms.

The CoA has previously held meetings every three weeks which was tailored to meet the statutory timelines regarding Minor Variance applications. However, the 2024 meeting schedule has been amended to have one meeting every four

weeks, which will allow the minimum 14 day notice of hearing requirement associated with Consent applications to be satisfied.

Consent applications require similar procedures as the current process for Minor Variance applications, including:

- notice sign preparation procedures undertaken by the Secretary Treasurer and Clerical staff;
- internal filing process;
- application review for completeness;
- site visits;
- agency circulation;
- report writing template and format;
- committee meeting format and decision protocol;
- notice of decision format to parties; and
- processing of appeals.

### **Challenges regarding staff resources**

Prior to the passing of Regional By-law 61-2023, the Durham Region Planning Department was responsible for managing the review of Consent applications. Regional Staff resources included support from the Secretary Treasurer, Planning Clerk, Planner, and Manager of Planning.

One area of concern relates to requirements for deed and condition clearance in the Consent process. The Region of Durham Planning Department had a dedicated Law Clerk on a full-time basis who had a legal and planning background and was well versed in processing/reading transfer documents, encumbrances, mortgages, deed packages, PIN pages, legal acknowledgement and direction forms, and other similar tasks.

At this time, the Planning and Development Department does not have staff with a legal background or expertise in this area. In addition, the Town's Legal Division has staffing limitations to provide this function. The Legal Division will endeavour to assist the Planning in processing the legal aspects of the process, however, Planning and Legal will have to assess the type and volumes of consent applications to determine if additional staff resources are required or if external services may be required.

## **4.3 Updated Terms of Reference**

The Town of Whitby CoA operates in accordance with an approved Terms of Reference. The existing CoA Terms of Reference will require certain revisions in order to reflect the added responsibilities for Consents. A revised Terms of Reference is included as Attachment 1 to this report, including a new Section (1.2), which outlines the legislated responsibilities for Consents and an update to

Section 2.0, which includes new responsibilities for processing and rendering decisions on Consent applications.

It is recommended that the revised Terms of Reference, pertaining to the expanded role of the CoA, be approved.

## **5. Financial Considerations:**

### **5.1 Application Fee Update**

It is recommended that the Fees & Charges By-law #7220-17 (as amended) be updated to introduce new fees related to Consent applications. Schedule M of the By-law currently includes a “Land Division Release Fee” of \$938.24, which will be repealed and replaced in accordance with, and in addition to the other proposed fees listed below. The proposed fees are the same or similar to the current fees required by the Region.

<b>Type of Fee</b>	<b>Amount (\$)</b>
Consent Application Fee	\$1,350.00
Town Planning Fee Review	\$500.00
Consent Release Fee	\$961.70
Tabling by Applicant Fee	\$300.00
Deed Stamping Fee	\$1,000.00
Deed Re-Stamping Fee	\$250.00

The above fees may be adjusted following the completion of the Development Application Approval Process (DAAP) Review that is currently under way.

### **5.2 Committee Remuneration**

The Committee of Adjustment currently receives remuneration in the amount of \$65 per meeting for sitting members, and \$75 per meeting for the Chair. Prior to being dissolved, the Durham Region Land Division Committee earned \$200 per meeting with an additional stipend to the Chair on an annual basis. The number of applications at the Regional level are typically higher and the distance to travel for site visits is typically further than for a local Committee. Other local Durham Region Committee of Adjustments have proposed the following remuneration:

- Clarington: \$53.66 per meeting;
- Oshawa: \$125 per meeting;
- Ajax: \$65 per meeting and \$70 per meeting for the chair;
- Pickering: \$140/meeting (member) and \$150/meeting (Chair) plus \$0.61 per kilometer for mileage;

- Brock: \$60 per meeting plus mileage

In light of the additional duties the Committee members will be required to undertake, it is recommended that remuneration be increased from \$65 to \$125 per meeting for sitting members, and from \$75 to \$150 per meeting for the Chair.

**6. Communication and Public Engagement:**

Not applicable.

**7. Input from Departments/Sources:**

Not applicable.

**8. Strategic Priorities:**

The recommendations of this report advance the Town's Strategic Pillars and Actions, specifically Pillar 4, by promoting efficiency, effectiveness, and financial sustainability. Implementing the recommendations of this report will assist in the delivery of services that respond to community needs while balancing the impact to taxpayers.

**9. Attachments:**

Attachment 1: Draft Committee of Adjustment Terms of Reference

## Draft Committee of Adjustment Terms of Reference



# Town of Whitby Committee of Adjustment Terms of Reference

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## 1.0 Enabling Legislation

### 1.1 Minor Variances

The authority for a municipality to appoint a Committee of Adjustment (CoA) is outlined in Section 44 of the Planning Act. The powers of the CoA are outlined in Section 45 of the Planning Act.

### 1.2 Consents

The authority for an upper-tier municipality to give a consent is outlined in Sections 51 and 53 of the Planning Act

The authority for an upper-tier municipality to delegate authority for the giving of consents to a lower-tier municipality is outlined in Section 54 (1) of the Planning Act.

The further delegation of authority for the giving of consents to a CoA is outlined in Section 54(2) of the Planning Act.

## 2.0 Responsibilities (Mandate)

- 2.1. The CoA is an independent quasi-judicial body appointed by the Council that considers applications from property owners. Council does not ratify and cannot appeal a decision of the CoA.

The CoA is responsible for considering the following types of applications:

- Minor Variances from the provisions of the Zoning By-laws.
- extension or enlargement of a building or structure that is considered to be a legal non-conforming use.
- permission for the use of any land, building or structure for a purpose that is similar to the purpose for which it was used on the day the Zoning By-law was passed.
- permission for the use of any land, building or structure that is more compatible with the uses permitted by the Zoning By-law than the purpose for which it was used on the day the Zoning By-law was passed.

- permission for the use of any land, building or structure where the uses of land, buildings or structures permitted by the Zoning By-law are defined in general terms.
- consent for matters such as severing a new lot from an existing lot, adding land to an existing lot, creating easements, and allowing mortgages or leases in excess of 21 years while having regard for the criteria outlined in subsection 51(24) of the Planning Act. While exercising the responsibilities outlined above, the CoA will abide any amendments to the Planning Act and other relevant Provincial Legislation and the Town's Official Plan.

2.2 In processing an application, the CoA shall:

- review the application and any supporting documents.
- review any related staff reports and written submissions.
- meet in a public forum and hear presentations by applicants and any other interested party.
- make a decision based on the reports, submissions, and public presentations to approve with or without conditions, refuse, or table the application.

### **3.0 Orientation and Training**

3.1 CoA members will meet (in person or in a virtual format) for a mandatory orientation session with planning staff at the beginning of the Committee's term. The CoA will also attend training sessions with planning staff as necessary throughout the remainder of the term.

### **4.0 Composition**

4.1 The CoA shall be comprised of five residents/property owners, appointed by Council, to hold office for the term of Council.

4.2 Where the CoA is composed of more than three members, three members constitute a quorum.

### **5.0 Term of Office**

5.1 The CoA members term of office shall be concurrent with the term of Council or until their successors are appointed.

### **6.0 Committee Chair**

6.1 The Chair shall be elected by a majority of CoA members for a one-year term at the first meeting of each calendar year. An individual shall only act as a Chair for a maximum of two consecutive years unless the CoA determines otherwise with the unanimous consent of its membership.

- 6.2 The Chair's role is to provide guidance and leadership to the CoA in the completion of its mandate. The Chair only votes to resolve any tie votes by CoA members.
- 6.3 The Chair shall ensure that decorum is maintained at each meeting and that the rules of procedure as per the current Town of Whitby Procedural By-law are observed.

## **7.0 Vice-Chair**

- 7.1 The Vice-Chair shall be elected by a majority of CoA members for a one-year term at the first meeting of each calendar year. An individual shall act as Vice-Chair for a maximum of two consecutive years unless there is unanimous consent of the CoA's membership.
- 7.2 The Vice-Chair acts in the Chair's absence and assumes the roles and responsibilities of the Chair.

## **8.0 Committee Members**

- 8.1 CoA members shall contribute time, knowledge, skill and expertise to the fulfillment of the CoA mandate; research issues relevant to their mandate as required; and attend regular meetings during the year.
- 8.2 CoA members must have the ability to understand and apply the provisions of the Town's Official Plan and Zoning By-laws and be impartial when fulfilling their responsibilities.
- 8.3 The appointment of a CoA member shall be rescinded should the member be absent from three consecutive meetings or absent from over 50% of the meetings in one year, unless excused by the CoA due to extenuating circumstances. The Town Clerk shall maintain the master record of member attendance.
- 8.4 Where a CoA member ceases to be a member before the expiration of their term, Council will appoint another person for the remainder of the term.

## **9.0 Town Staff**

- 9.1 The CoA is administered by the Planning Division of the Planning and Development Department, including a Secretary-Treasurer position. An agenda shall be prepared for each CoA meeting and the minutes of each meeting shall outline the general deliberations and specific actions and decisions that result. The CoA shall provide its decision on each application in writing as required by the Planning Act. Notice of the decision must be given within 10 days of the making of the decision on a Minor Variance application and within 15 days of the making of the decision on a Consent application. Notices of the decision will be provided to the applicant and to any interested parties.

- 9.2 The Secretary-Treasurer will provide support services to the CoA as follows:
- a) review all applications for processing.
  - b) distribute the meeting agenda.
  - c) prepare and distribute a public notice.
  - d) notify members of upcoming meetings.
  - e) attend each meeting to provide assistance and support.
  - f) record and circulate minutes.
  - g) issue decisions.
  - h) undertake administrative duties including correspondence, reports, providing assistance to applicants, answering questions from the public and CoA members.
  - i) maintain the Town of Whitby Committee of Adjustment Procedures and Guidelines Manual.

## **10.0 Reporting**

- 10.1 The Committee will not be required to submit a work plan or year end report to Council due to its quasi-judicial nature.

## **11.0 Meetings**

- 11.1 The CoA shall meet every third Thursday at 7:00 pm at the Town of Whitby Municipal Building, 575 Rossland Road East, Whitby and/or in a virtual format. However, additional meetings may be scheduled if needed. If no applications are received by the deadline for the scheduled meeting, the CoA meeting will be cancelled. The date and time of the meetings will be coordinated by the Secretary-Treasurer.
- 11.3 The CoA meeting schedule will be posted on the Town of Whitby website and at the Planning and Development Department. The meeting schedule will be updated on an annual basis.

## **12.0 Conflict of Interest**

- 12.1 CoA members may have a conflict of interest due to their decision-making powers. Members should be aware of any direct or perceived conflict of interest, which may serve to benefit them personally. If deemed necessary, members should not participate in a hearing where there is a perceived conflict. The Municipal Conflict of Interest Act applies to the CoA members.

## **13.0 Budget**

- 13.1 The Commissioner of Planning and Development shall be responsible for budgeting for the honorariums for the CoA members, which shall be submitted annually in accordance with established Town budget guidelines.

- 13.2 CoA members will be paid a per diem of \$125 per meeting. The Chair will be paid a per diem of \$150 per meeting. Per diems will be disbursed mid-year and at the end of each calendar year.

## **14.0 Committee Review**

- 14.1 The Planning and Development Department shall undertake a review every four years to coincide with the term of Council, or undertake a review when a change to legislation influences the responsibilities of the CoA.

# Town of Whitby

## Staff Report

[whitby.ca/CouncilCalendar](http://whitby.ca/CouncilCalendar)

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**Report Title: Draft Plan of Subdivision Application & Zoning By-law Amendment Application, 780 Garden Street  
File No. DEV-23-23 (SW-2023-02, Z-07-23)**

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**Report to:** Committee of the Whole

**Date of meeting:** January 15, 2024

**Report Number:** PDP 02-24

**Department(s) Responsible:**

Planning and Development Department  
(Planning Services)

**Submitted by:**

R. Saunders, Commissioner of Planning  
and Development

<b>Acknowledged by M. Gaskell, Chief Administrative Officer</b>
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**For additional information, contact:**

M. Wianecki, Planner II, x. 2932

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### 1. Recommendation:

1. That Council approve the Draft Plan of Subdivision (File No. SW-2023-02), subject to the comments included in Planning Report PDP 02-24 and the conditions of draft plan approval included in Attachment #11;
2. That Staff be authorized to prepare a Subdivision Agreement;
3. That the Clerk forward a Notice to those parties and agencies who requested to be notified of Council's decision, including the Region of Durham's Commissioner of Planning and Economic Development;
4. That Council approve the amendment to Zoning By-law No. 2585 (File No. Z-07-23), as outlined in Planning Report No. PDP 02-24; and,
5. That a By-law to amend Zoning By-law No. 2585 be brought forward for consideration by Council at such time as the subdivision receives Draft Approval and the Commissioner of Planning and Development has issued Site Plan Approval.

### 2. Highlights:

- Draft Plan of Subdivision and Zoning By-law Amendment Applications have been submitted by Miller Planning Services on behalf of See Path Group Inc. c/o Sakmet Developments Inc. for land municipally known as 780 Garden Street.

- The Draft Plan of Subdivision Application proposes to create three (3) blocks. Block 1 encompasses the existing single-detached dwelling, which is proposed to be retained and utilized as residential and professional office space. Block 2 is to accommodate 7 townhouse blocks comprising 41 common element townhouse units. Block 3 is to accommodate a site triangle.
- The Zoning By-law Amendment Application proposes to change the current zoning from Institutional Zone (I) and Development Zone – Residential D(R), to appropriate Zone categories to accommodate the proposed development.

### **3. Background:**

#### **3.1. Site and Area Description**

The subject land is located at the northwest corner of Garden Street and Manning Road. The subject land is municipally known as 780 Garden Street (refer to Attachment #1). The subject land is approximately 1.46 hectares (3.61 acres) in size.

The subject land is Zoned Institutional Zone (I) and Development Zone – Residential D(R) within Zoning By-law No. 2585. The surrounding land uses include residential uses to the north, south, east, and west (refer to Attachment #2).

Currently, the subject land contains a single-detached dwelling and a detached garage in the northwest portion of the site.

#### **3.2. Applications and Proposed Development**

Draft Plan of Subdivision and Zoning By-law Amendment Applications have been submitted by Miller Planning Services on behalf of See Path Group Inc. c/o Sakmet Developments Inc. to accommodate the proposed development of the subject land.

The Draft Plan of Subdivision application proposes to divide the subject property into three blocks (refer to Attachment #3). Block 1 encompasses the existing single-detached dwelling, which is proposed to be retained and utilized as residential and professional office space. Block 2 is to accommodate 7 townhouse blocks comprised of 41 common element townhouse units on an internal private road (refer to Attachment #4). Block 3 is to accommodate a site triangle at the corner of Manning Road and Garden Street.

The Zoning By-law Amendment Application proposes to change the current zoning from Institutional Zone (I) and Development Zone – Residential D(R) within Zoning By-law No. 2585, to appropriate Zone categories to accommodate the proposed development. There will be a total of 95 parking spaces on the subject land, which complies with the requirements of the Zoning By-law.

### 3.3. Documents Submitted in Support

The following documents were submitted in support of the applications:

- A Proposed Site Plan (SP-01) prepared by P Del Design, dated June 13, 2023 (refer to Attachment #4);
- An Architectural Grading Plan (GP-01) prepared by P Del Design, dated June 13, 2023;
- Building Elevations and Floor Plans prepared by P Del Design, dated July 18, 2023;
- A Functional Design & Line Painting & Signage Plan (FDP-2) prepared by Candevcon East Limited, dated June 15, 2023;
- A Removals, New Construction Line Painting and Signage Plan (FDP-1) prepared by Candevcon East Limited, dated February 28, 2023;
- A Site Grading Plan (SG) prepared by Candevcon East Limited, dated September 26, 2023;
- A Site Servicing Plan (SS) prepared by Candevcon East Limited, dated September 26, 2023;
- A Site Servicing and Stormwater Management Report prepared by Candevcon East Limited, dated April 2023, Revised September 2023;
- A Construction Management & Erosion Sedimentation Plan (CMP) prepared by Candevcon East Limited, dated September 26, 2023;
- A Construction Management Report prepared by Candevcon East Limited, dated April 2023, Revised September 2023;
- Landscape Plans (L1.1, L2.1, L2.2, L2.3) prepared by Trophic Design, dated August 29, 2023;
- A Traffic Management Plan (TMP) prepared by Candevcon East Limited, dated September 26, 2023;
- A Utility Coordination Plan (UCP) prepared by Candevcon East Limited, dated June 1, 2023;
- An Electrical Arrangement – Hydro Design prepared by Elexicon Energy;
- Architectural Colour Boards prepared by Sakmet Developments;
- A Draft Plan of Subdivision prepared by Miller Planning Services/DFP Surveyors, dated December 2022 (refer to Attachment #3);

- A Cultural Heritage Impact Assessment prepared by AREA Architects, dated November 7, 2022;
- An Environmental Noise Assessment prepared by YCA Engineering Limited, dated July 2022;
- A Geotechnical Investigation Report prepared by GHD Limited, dated June 17, 2022;
- A Grading Cross Sections / Functional Grading Plan, Sections A-A and B-B prepared by Candevcon East Limited, dated November 2022;
- A Hydrogeological Assessment prepared by GHD Limited, dated June 2022;
- A Phase One Environmental Site Assessment prepared by GHD Limited, dated June 17, 2022;
- A Phase One ESA, Reliance Letter & Insurance Certificate;
- A Photometric Plan (PH-1) and Street Light Details (DN-1) prepared by Colm Electrical, dated March 10, 2023;
- A Planning Rationale Report prepared by Miller Planning Services, dated November 2022;
- A Retaining Wall Design prepared by Risi Stone Inc., Updated March 20, 2023;
- A Stage 4 Archaeological Assessment prepared by Parslow Heritage Consultancy Inc., dated June 22, 2022;
- A Sustainability Rationale Report with Green Standards Checklist prepared by Miller Planning Services, Updated April 2023;
- A Traffic Impact Brief prepared by Candevcon East Limited, dated September 7, 2022;
- An Addendum Letter to the Traffic Impact Brief prepared by Candevcon East Limited, dated April 25, 2023;
- A Tree Inventory and Preservation Plan Report prepared by Kuntz Forestry Consulting Inc., Updated August 28, 2023;
- A Vibration Monitoring Plan prepared by Cambium Inc., dated April 14, 2023.
- A Proposed Active Transportation Plan prepared by Candevcon East Limited, dated October 13, 2023 (refer to Attachment #5).

The above documents were distributed to relevant internal departments and external agencies for review and comment.

## **4. Discussion:**

### **4.1. Region of Durham Official Plan**

The subject land is designated 'Living Areas' on Schedule 'A' Map 'A4' of the Regional Official Plan (ROP).

The Regional Official Plan (8B.2.1) states that 'Living Areas' are intended to be used predominantly for residential purposes. Limited office and retail/commercial uses are also permitted.

The proposed development conforms to the (ROP).

### **4.2. Whitby Official Plan**

The subject land is designated Residential on Schedule 'A' of the Whitby Official Plan (refer to Attachment #6), which "encourages residential intensification in appropriate locations while maintaining and enhancing the character and identity of established residential neighbourhoods" (4.4.2.2).

Both Manning Road and Garden Street are also designated as Type C Arterial Roads on Schedule 'D' of the Whitby Official Plan (refer to Attachment #7).

The Official Plan (4.4.3.5.1 b) further notes that medium density residential uses "not exceeding a height of 4 storeys, shall be permitted with a density range of greater than 30 and up to 65 dwelling units per net hectare". The construction of the proposed 41 three-storey common element townhouse units on Block 2 of the Draft Plan results in a net density of 51.26 units per net hectare.

The subject land is within the Mature Neighbourhood Boundary, as adopted through Amendment #130 to the Official Plan. Section 4.4.3.13.11 notes that Medium Density Residential development shall be directed to the edges of Mature Neighbourhoods along arterial roads. Furthermore, new Medium Density Residential development are to be compatible with the surrounding context and provide a sensitive transition to adjacent Low Density Residential areas. The OPA is currently under appeal, however, the proposed development conforms to the Council adopted criteria.

The proposed development conforms to the Whitby Official Plan.

#### **4.3. Zoning By-law**

The subject land is currently zoned Institutional Zone (I) and Development Zone – Residential D(R) within Zoning By-law No. 2585 (refer to Attachment #8), which does not permit the proposed uses.

Therefore, a Zoning By-law Amendment is required to permit the proposed development.

#### **4.4. Heritage**

The subject land is listed on the Municipal Register as having cultural heritage value or interest under the Ontario Heritage Act. The Heritage Whitby Advisory Committee has recommended that 780 Garden Street be designated under Part IV of the Ontario Heritage Act.

A report (PDP 42-23) was considered by Committee of the Whole on November 13, 2023 recommending that a Notice of Intention to Designate (NOID) be published for a portion of the subject property occupied by the existing dwelling, consisting of Block 1 of the proposed draft plan of subdivision (refer to Attachment #3).

A Notice of Intention to Designate, which applies to the portion of the subject land occupied by the existing single-detached dwelling, was issued to the property owner and was posted on the Town's website. The objection period to Council ended at 4:00pm on January 3rd, 2024.

#### **4.5. Whitby Green Standards**

The submitted Whitby Green Standard Draft Plan Application Checklist was reviewed by Sustainability staff. The Checklist states that the proposed development is committed to achieve the Tier 1 Performance category.

#### **4.6. Conclusion**

The subject land is designated Residential on Schedule 'A' of the Whitby Official Plan. The proposed development represents an intensification opportunity within the built-up area of the Town of Whitby located within the 'Built Boundary', as defined by the Province. The proposed development provides an appropriate range and mix of housing types and densities to meet the needs of current and future residents. The development of the subject land for block townhouse dwellings is appropriate as it is situated within the built-up area, and it is along arterial roads with access to transit facilities.

All of the commenting departments and external agencies have indicated support for, or no objection to, the proposed development subject to their comments and conditions, as outlined in Section 6.

Based on the detailed review of the applications and consideration of public and agency comments and requirements, it is concluded that the proposed development is consistent with the Provincial Policy Statement, and is in conformity with the Growth Plan, the Region's Official Plan, and the Town's Official Plan. Therefore, it is recommended that Council approve the proposed Draft Plan of Subdivision and Zoning By-law Amendment Applications.

## **5. Communication and Public Engagement:**

The consultant overseeing the applications held a Public Information Centre on June 6th, 2023 at the Whitby Curling Club. The consultant notified stakeholders within 120m of the subject land.

A Public Meeting was held on December 6th, 2023, in accordance with the Town of Whitby Official Plan and the Planning Act. This Public Meeting provided the public, interested persons, and agencies the opportunity to make representation in respect of the Draft Plan of Subdivision and Zoning By-law Amendment Applications. The meeting minutes are included in Attachment #9. There were some members of the public who spoke at the Public Meeting. The concerns raised at the Public Meeting included the following:

- how the proposed development and the increase in density will impact local traffic; and,
- details regarding attendance of the Public Information Centre held on June 6th, 2023.

No written comments were received following the Statutory Public Meeting.

In response to the question related to the impacts on traffic, it is noted that the proponent has provided a Traffic Management Plan and Traffic Impact Brief, neither of which have identified any concerns related to significant traffic impacts in the area as a result of the proposed development. These reports have been reviewed and accepted by Transportation staff.

All individuals who registered as an interested party at the statutory public meeting and any individual who provided written correspondence to the Town have been provided notice of the January 15th, 2024 Committee of the Whole Meeting.

The oral submissions by the public have been considered in determining the recommendation for approval of the proposed Draft Plan of Subdivision and Zoning By-law Amendment Applications.

## **6. Input from Departments/Sources:**

The following agencies have reviewed the applications and have no objection:

- Whitby Landscaping;
- Whitby Strategic Initiatives;
- Whitby Financial Services - Tax;
- Whitby Planning and Development;
- Bell Canada;
- Rogers Communications;
- Enbridge Gas Inc.;
- Durham Catholic District School Board;

Refer to Attachment #10 for Agency and Stakeholder Detailed Comments.

Refer to Attachment #11 for Conditions of Draft Plan Approval.

### **Internal Departments**

#### **Whitby Financial Services**

The comments provided by Financial Services staff outline the requirements for the payment of development charges and cash-in-lieu of parkland. Refer to Attachment #10 for detailed comments.

#### **Whitby Fire and Emergency Services**

The comments provided by Whitby Fire and Emergency Services staff outline the requirement of designating fire access routes, that the location of fire hydrants be shown on the site plan, and that the location of firebreaks be shown on the site plan for review and approval. Refer to Attachment #10 for detailed comments.

#### **Whitby Engineering Services**

The comments provided by Whitby Engineering Services staff outline that there is no objection to the applications, subject to the Conditions of Draft Approval (refer to Attachment #11). Refer to Attachment #10 for detailed comments.

### **External Agencies**

#### **Region of Durham Planning and Economic Development**

The comments provided by the Region of Durham Planning and Economic Development Department state that there is no objection to the applications, subject to the Conditions of Draft Approval (refer to Attachment #11). Refer to Attachment #10 for detailed comments.

**CLOCA**

The Central Lake Ontario Conservation Authority has no objection to the proposed development proceeding, subject to their requested Conditions of Draft Plan Approval being implemented (refer to Attachment #11). Refer to Attachment #10 for detailed comments.

**7. Financial Considerations:**

With each new subdivision development approved by the Municipality, the Town of Whitby assumes assets requiring regular operational maintenance and eventually capital replacement. The following assets will be generated as a result of the subdivision and included in the Town's Asset Management Plan. The Capital replacement and annual operating costs would be included in future budgets. Further details regarding infrastructure costs would also be identified in the Financial Services Asset Management annual report.

<b>Asset</b>	<b>Quantity</b>
Roads	N/A
Sidewalks	0.19 km
Storm Sewers	N/A
Ponds	N/A
District Park	N/A
Local Parks	N/A

**8. Strategic Priorities:**

The development of a residential subdivision contributes to meeting the priorities of the Community Strategic Plan, specifically Action Item 1.3.4 under Pillar 1: Whitby's Neighbourhoods by providing a variety of housing options.

This report is in a fully accessible format, which addresses the Town's strategic priority of accessibility.

The proposed residential development increases the density on the subject land which provides a better use of existing infrastructure, which implements the Town's strategic priority of sustainability.

**9. Attachments:**

Attachment #1: Location Sketch

Attachment #2: Aerial Context Map

Attachment #3: Proponent's Proposed Draft Plan of Subdivision

Attachment #4: Proponent's Proposed Site Plan

Attachment #5: Proponent's Proposed Active Transportation Plan

Attachment #6: Excerpt from the Town of Whitby Official Plan – Schedule A

Attachment #7: Excerpt from the Town of Whitby Official Plan – Schedule D

Attachment #8: Excerpt from Zoning By-law No. 2585

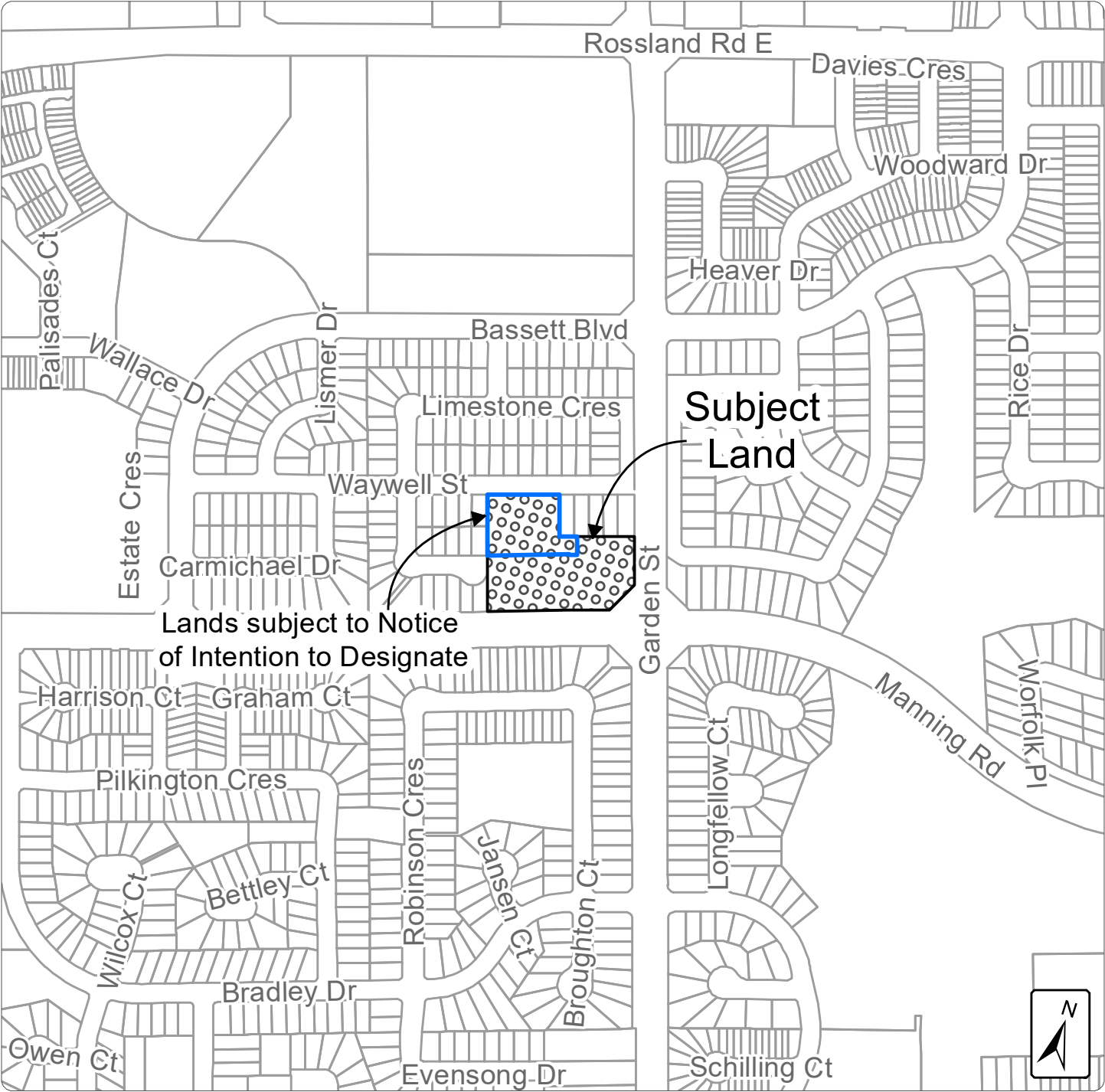
Attachment #9: Public Meeting Minutes

Attachment #10: Agency and Stakeholder Detailed Comments

Attachment #11: Conditions of Draft Plan – Subdivision Approval

# Attachment #1 Location Sketch

PDP 02-24



## Town of Whitby Planning and Development Department

Proponent:

See Path Group Inc. c/o Sakmet Developments Inc.

File Number:

DEV-23-23  
(Z-07-23, SW-2023-02)

Date:

January 2024

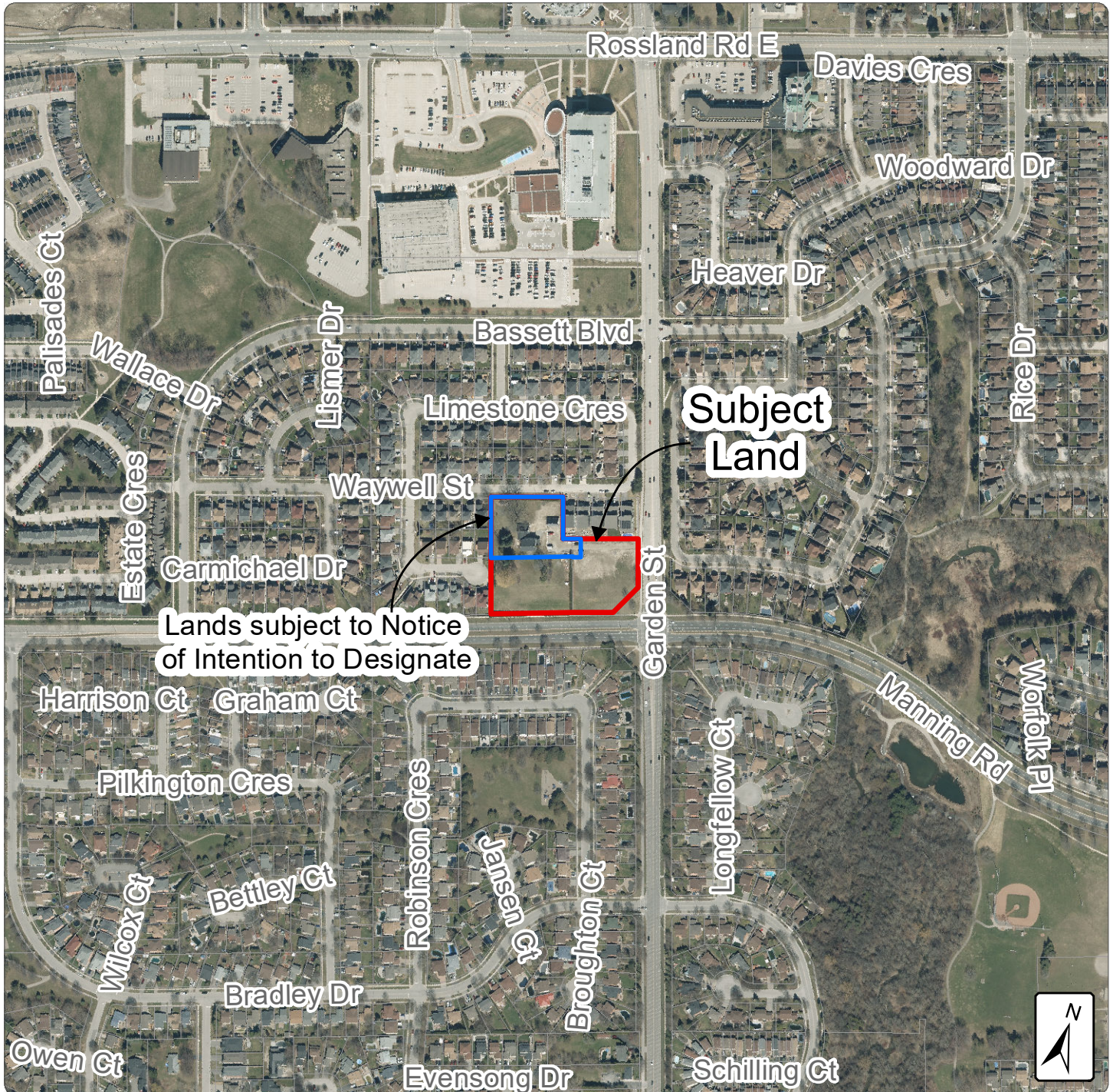
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# Attachment #2 Aerial Context Map

PDP 02-24



## Town of Whitby Planning and Development Department

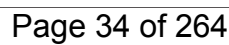
Proponent: See Path Group Inc. c/o Sakmet Developments Inc.	File Number: DEV-23-23 (Z-07-23, SW-2023-02)	Date: January 2024
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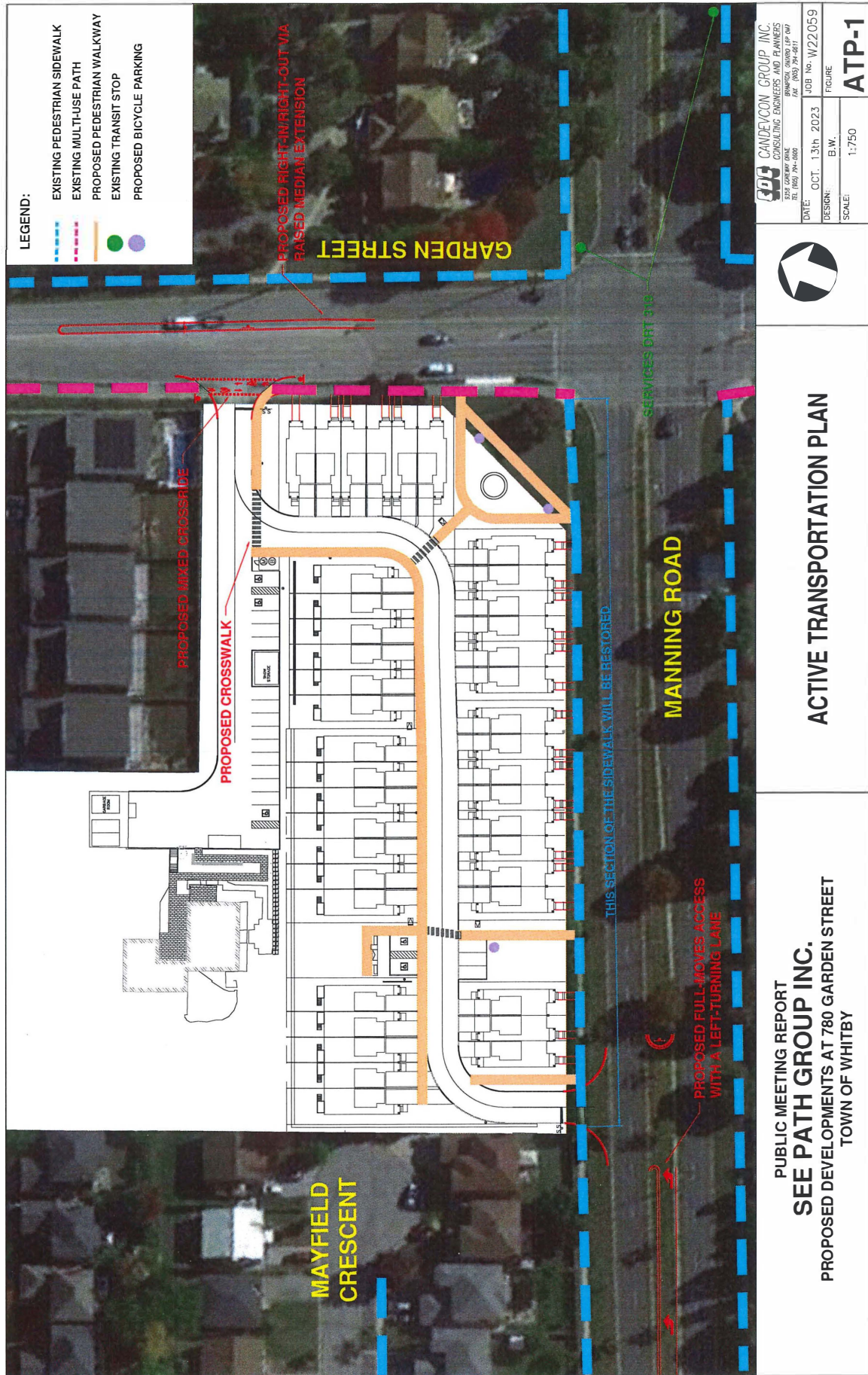
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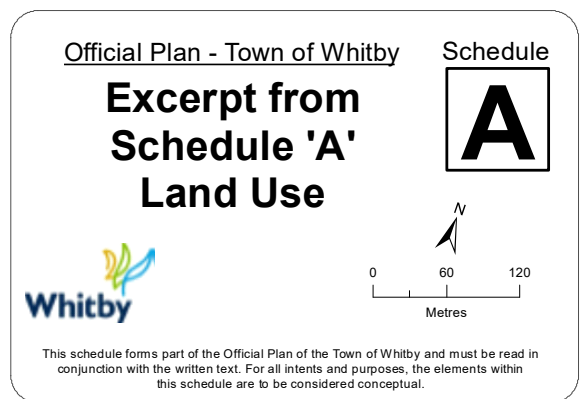
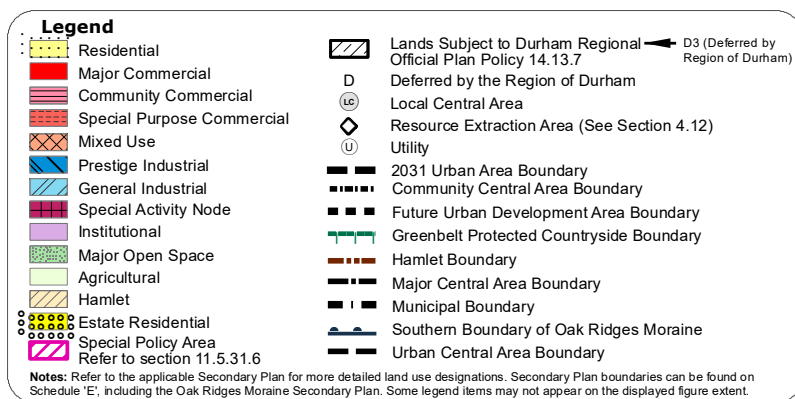
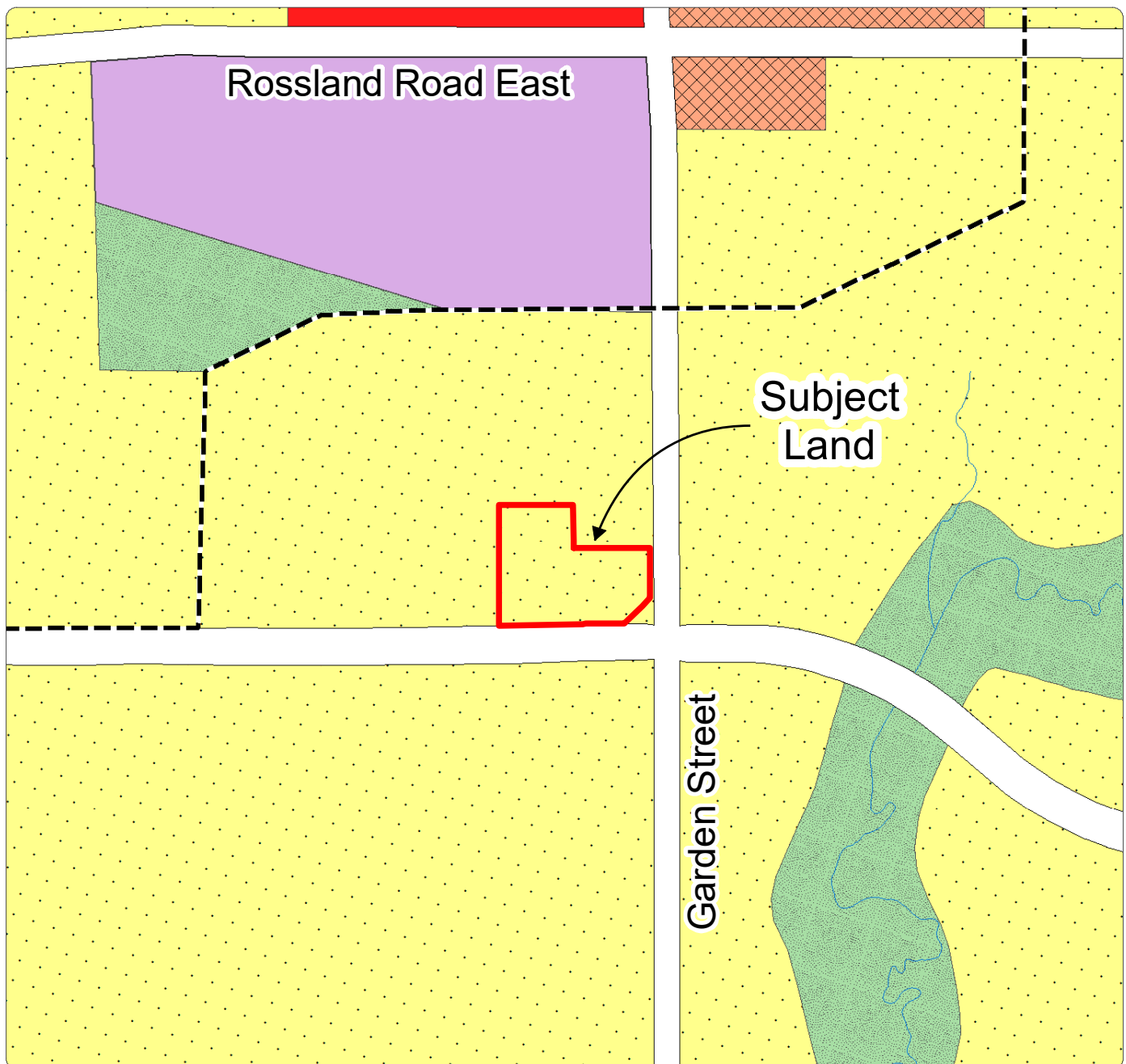
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## Page 33 of 264

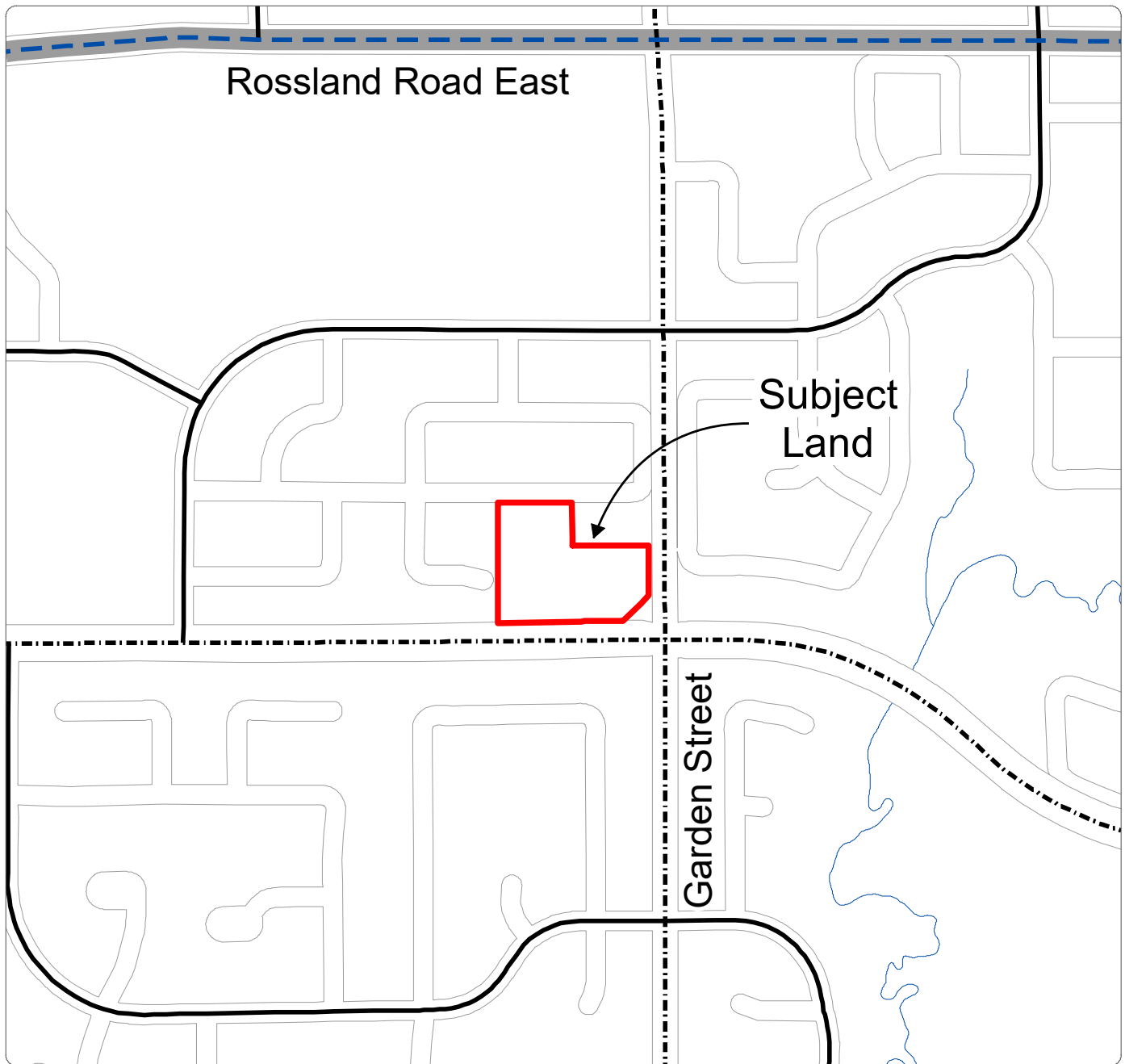




## Excerpt from the Town of Whitby Official Plan Schedule 'A'



## Excerpt from the Town of Whitby Official Plan Schedule 'D'

**Legend**

- Existing Interchange
- Proposed Interchange
- ◆ Proposed Grade Separation
- Hydro Corridor
- Municipal Boundary
- Pipeline Corridor
- Railway Corridor
- Deferred by the Region of Durham
- Transit:**
- ⊕ Future Transitway Station
- \* Major Transit Station
- Commuter Rail
- ⊙ Future Commuter Rail
- Transit Spine

▨ Lands Subject to Durham Regional Official Plan Policy 14.13.7

▨ Special Policy Area  
Refer to section 11.5.31.6

**Road Network:**

**Note:** Refer to Section 8.1.3.1.6 regarding alternative route to Baldwin Street for goods and people movement.

- ⑦ Provincial Highway
- ④ Regional Road
- Controlled Access Highway (Freeway)
- Type A Arterial Road
- Type B Arterial Road
- Type C Arterial Road
- Collector Road
- Local Road
- Unopened Road Allowance

**Note:** Some legend items may not appear on the displayed figure extent.

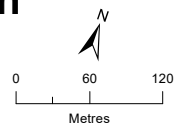
**Official Plan - Town of Whitby****Schedule**

# Excerpt from Schedule 'D' Transportation

# D



This schedule forms part of the Official Plan of the Town of Whitby and must be read in conjunction with the written text. For all intents and purposes, the elements within this schedule are to be considered conceptual.



The map displays a residential area with various zoning districts and street layouts. The 'Subject Land' is highlighted with a black outline and labeled with an arrow. The parcel is located between Waywell St and Garden St, and is zoned D(R) and I. The map also shows other zoning districts such as R2A, R2B, R2C, R3B, R4A, R4B, R4B-1, R5A-2, OS, RMU, G, F, and I. Streets shown include Rossland Rd E, Davies Cres, Woodward Dr, Heaver Dr, Rice Dr, Manning Rd, Schilling Ct, Evensong Dr, Bradley Dr, Jansen Ct, Robinson Cres, Broughton Ct, Longfellow Ct, Wilcox Ct, Owen Ct, Harrison Ct, Graham Ct, Pilkington Cres, Waywell St, Limestone Cres, and Garden St.

## January 2024

Page 38 of 264

Attachment #9:  
Public Meeting Minutes  
DEV-23-23 (Z-07-23, SW-2023-02)

December 06, 2023 Public Meeting

Matthew Wianecki, Planner II, provided a PowerPoint presentation which included an overview of the applications.

Rodger Miller, representing See Path Group Inc., provided a PowerPoint presentation which included a detailed overview of the applications.

The Chair indicated that comments would now be received by members of the public.

Michael Twitchin, Resident, raised concerns regarding the impact of the proposed development on traffic in surrounding residential neighbourhoods.

Rodger Miller answered questions regarding the Traffic Impact Brief submitted to the Town for review and strategies to limit the impact of traffic in surrounding residential neighbourhoods.

Greg Rea, Resident, inquired about the number of Public Information Centre attendees.

Rodger Miller answered questions regarding the number of Public Information Centre attendees and households represented at the meeting.

There were no further submissions from the public.

# Attachment #10

## Agency and Stakeholder Detailed Comments

### DEV-23-23 (Z-07-23, SW-2023-02)

#### Internal Departments

##### Whitby Engineering Services

The subject lands are currently zoned D(R), and I under Zoning By-Law 1784. The purpose of the proposed Zoning By-law Amendment application is to permit both residential as well as professional office space use within the existing single-detached house and to permit the construction of 41 common element townhouse units. The purpose of the Draft Plan of Subdivision is to create two (2) blocks. Block 1 on the Draft Plan will retain the existing single-detached house, which has been proposed to be utilized as residential and professional office space. Block 2 on the Draft Plan will consist of 7 townhouse blocks comprised of 41 common element townhouse units.

The Engineering Services, Development Engineering and Environmental Services Section, has conducted a preliminary review of the circulated materials outlined below for the draft plan of subdivision and zoning applications:

- Draft Plan of Subdivision, Part of Lot 25, Concession 2, by Miller Planning Services, dated December 2, 2022;
- Architectural Site Plan (Drawing No. SP-01), by P Del Design, dated June 13, 2023;
- Site Servicing and Stormwater Management Report, by Candevcon East Limited, dated April 2023, revised July 2023, and September 2023;
- Traffic Impact Brief, by Candevcon East Limited, dated September 7, 2022; and,
- Addendum Letter to the Traffic Impact Brief, by Candevcon East Limited, dated April 25, 2023.

We have reviewed the drawings and reports, and Engineering Services does not object to the proposed Draft Plan of Subdivision and Zoning By-Law Amendment provided that:

##### A. Conditional Comments

The Engineering Services supports a favourable decision to the applications based on the following comments and conditions.

To address the Town's Community Strategic Plan 2023 to 2026 and assist in providing a complete picture of the proposed subdivision's mobility provisions, Engineering Services has attached a Composite Transportation Component Plan (CTCP) as Attachment 1.0 highlighting the anticipated locations of sidewalks, multi-use trails, multiuse paths and dedicated biking facilities for reference.

Engineering Services requires the following Financial Considerations to be identified within Section 7 of the Council Report:

With each new subdivision development approved by the Municipality, the Town of Whitby assumes assets requiring regular operational maintenance and eventually capital replacement. The following assets will be generated as a result of the subdivision and included in the Town's Asset Management Plan. The Capital replacement and annual operating costs would be included in future budgets. Further details regarding infrastructure costs would also be identified in the Financial Services Asset Management annual report.

Asset	Quantity
Roads	N/A
Sidewalks	0.19 km
Storm Sewers	N/A
Ponds	N/A
District Park	N/A
Local Parks	N/A

Engineering Services requires several Conditions of Draft Approval. Please refer to Attachment #11.

#### B. Informational Comments

The following items can be addressed through the Engineering Submission and Subdivision/Site Plan Agreement process:

- Site Plan Engineering Fee - Tier 3 fees will apply to the development in accordance with Fee and Services By-Law at time of Site Plan Agreement execution.
- Security will be required at time of Site Plan Agreement execution as per Engineering Services accepted Construction Cost Estimate: 50% for onsite engineering work and 100% for engineering work within road right of way.
- To address lot level low impact development (LID) recommendations, ensure that lots and areas where roof water leaders are proposed to be disconnected from the storm sewer connection are clearly noted and can accommodate the drainage without creating problems associated with winter ice accumulation. Ensure that storm drainage areas reflect the correct boundary location.
- Noise fence/barrier design may need to accommodate surface drainage outlets depending on the lot type and grading design. At the design stage, once detailed grading information is available, a letter will be required from the noise consultant to confirm that the recommendations of the Noise Report provided for the development remain relevant to the accepted grading. Any transition in height of the noise barrier is to occur at lot lines so that the noise barrier height across individual lots is consistent. Currently, the environmental noise assessment does not require any noise barriers.

- The Town will not grant exemptions to half-load restrictions to facilitate construction of the proposed development. The Subdivider shall schedule construction activities in accordance with typical timing of load restrictions for the surrounding road network.
- Per the recommendation within the Site Servicing and Stormwater Management Report, topsoil thickness for landscaped areas within the development is to be increased to 300 mm.
- The Subdivider shall provide the Town with a cash contribution in accordance with the by-lawed rate in force at the time of payment, for each newly installed streetlight for the relamping and cleaning of streetlights, representing typical maintenance costs prior to assumption.
- The Subdivider shall provide the Town with a cash contribution in accordance with the by-lawed rate in force at the time of payment towards the installation of vertical control benchmarks.

### **Whitby Planning and Development**

The Planning and Development Department has reviewed the submission materials and are satisfied, subject to addressing revisions and requirements outlined by other commenting agencies.

### **Whitby Landscaping**

No comments on the ZBA and Draft Plan of Subdivision.

### **Whitby Fire and Emergency Services**

- Private lanes shall be designed as fire access routes in accordance with OBC 3.2.5.6
- Indicate location of fire hydrants on site plan.
- Fire hydrants shall be spaced at intervals of not more than 90 m.
- Fire hydrants shall be installed at each end of private lanes designated as fire access routes.
- Provide fire access route sign locations as per Town of Whitby Bylaw 4084-97
- Submit a site plan indicating designated fire breaks for review and approval prior to construction.

### **Whitby Strategic Initiatives**

The Creative Communities team appreciates the raised planter with seating wall as shown on the Landscape Plan to provide a focal point for the intersection. Through email correspondence dated June 15, 2023 with Nathan Thomas of Sakmet Developments, the images provided for the site art feature also included a central art piece within the middle of the seating wall. Please confirm if this is still intended to be part of the design so as to showcase the space and highlight the public art.

Sustainability Staff acknowledge and appreciate the sustainability considerations outlined in the Whitby Green Standard (WGS) Checklist and provided in the Sustainability Rationale Report. However, we will require that the WGS Checklist and

Sustainability Report be updated based on comments below to demonstrate that the requirements of Tier 1 have been satisfied:

- Please submit the Whitby Green Standard Checklist for Draft Plan of Subdivision Application as this review is for Draft Plan of Subdivision Application and not Site Plan Application.
- CC1.1 – Please confirm that L2.1 is the correct plan/drawing for this criterion as well as the location described in the applicant's comments column.
- CC1.2 – Please confirm details of the public square and landscape feature.
- SW1.1 – Please provide further details as to how the proposed development meets the Ministry of the Environment, Town Design Criteria and Master Drainage Plans, and Central Lake Ontario Conservation Authority Guidelines.
- SW1.2 – Please include any plans and drawings in the correct column.
- SW1.5 – Please explain how the proposed development meets the Central Lake Ontario Conservation Authority's requirements and guidelines and the Town Design Criteria and Master Drainage Plans.
- TT1.3 – Please explain how the proposed development meets the compact development goals, objectives, and policies in Whitby's Official Plan.
- TT1.5 – Please provide further details of how the proposed development off-street surface parking is designed in accordance with the policies of the Official Plan and the Town's Design Criteria and Engineering Standards.

Lastly, please update the Sustainability Rationale Report to reflect the Whitby Green Standard Draft Plan of Subdivision Checklist and to ensure compliance with the Whitby Green Standard, the report can be submitted in the following format:

1. Executive Summary: Overview of the project and declaration of performance tier commitment.
2. Purpose of the Application: Detailed description of the project.
3. Sustainability Overview: Summary of the project's sustainability vision and objectives.
4. Sustainability Declaration: Provide the performance tier that will be achieved by the project.
5. Mandatory Performance Measures: List all mandatory performance measures and their related reference document(s) in a table format.
6. Voluntary Performance Measures: Where a higher performance tier is being pursued, list all core, voluntary performance measures, and their related reference document(s) in a table format.
7. Innovation: If applicable, provide an overview of any innovation performance measures being pursued by the project.

## **Whitby Financial Services – Tax**

There is an outstanding balance for the subject land. All taxes are to be paid prior to the issuance of a Building Permit.

## **Whitby Financial Services – Development Charges**

The following pertains to Town of Whitby Development Charges **only**, based on current Provincial legislation and Town of Whitby by-laws (subject to change). Additional information can be found at <https://www.whitby.ca/en/work/development-charges.aspx?mid=3457>.

This development will also be subject to Region of Durham development charges and DDSB/DCDSB education development charges, please reach out to them directly with any questions.

### Development Charges

- Will be owing for the residential development.
- Under Section 26.2 of the Development Charges Act.
  - The base DC rate(s) will be set as of the Zoning By-law Amendment application submission date.
  - Interest will accrue on the base DC rate(s), from the date of Zoning By-law Amendment application submission until the date of building permit issuance. Per the DC Act, the interest is set at Prime +1% adjusted quarterly.
  - The applicant has 2 years from the date of Zoning By-law Amendment application approval to obtain a building permit. Otherwise, Section 26.2 no longer applies, and instead the applicable DC rate(s) are the current posted rates in effect as of the building permit issuance date.
- If this development is a condo, development charges are payable prior to the issuance of the 1st building permit. If this development is entirely rental housing development charges shall be payable as per Section 26.1 of the DC Act.
- If this development includes affordable or attainable units (as defined in Section 4.1 of the DC Act), those units are eligible for DC exemptions.
- If this development includes rental housing or institutional development, Section 26.3 of the DC Act allows for development charges to be paid in equal annual installments beginning upon occupancy.
- If this development includes rental housing, Section 26.2 (1.1) of the DC Act allow for additional development charge reductions based on number of bedrooms per unit.
- If a building is being demolished to make way for this redevelopment, the applicant has 5 years from the date that the demolition permit was issued, to obtain the new building permit to qualify for a redevelopment credit.

### Parkland Dedication / Cash-in-Lieu

Shall be applicable as per the Planning Act and Town of Whitby By-Law for the residential development.

- If utilizing a CIL, a land appraisal is required at the cost of the developer and will remain current for a maximum period of one (1) year.
- If CIL has previously been applied, a reduction in the amount owing will be applied.
- If CIL has not previously been applied, only the incremental residential units are used for the calculation of the CIL value.

## External Agencies

### Durham Region Planning and Economic Development Department

We have reviewed this proposal and the following comments are offered with respect to compliance with the Durham Regional Official Plan (ROP), Provincial Policies, the Region's delegated Provincial Plan review responsibilities, Regional services, transportation, and transit.

The purpose of the subdivision application is to permit the creation of three subdivision blocks – a heritage block, a common-element condominium block and a site-triangle block. This will facilitate the development of 41 common-element townhouse units.

The purpose of the proposed Zoning By-law Amendment application is to change the zoning to an appropriate zone category to accommodate the proposed subdivision.

#### Regional Official Plan

The subject site is designated “Living Areas” in the Regional Official Plan (ROP). Living Areas shall be predominantly used for housing purposes.

A new ROP was adopted by Regional Council in May 2023, and forwarded to the Province for approval. The subject site is designated “Community Areas” in the new ROP. Community Areas shall be planned for a variety of housing types, sizes and tenures within connected neighbourhoods that include population-serving uses such as commercial, retail, personal service uses, home businesses, recreational uses, public service facilities, institutional uses and office uses, provided such uses are appropriately located and compatible with their surroundings.

The proposed development will add an array of housing to the area and conforms with the ROP.

#### Provincial Policy and Delegated Plan Review Responsibilities

##### Provincial Policy Statement

Policy 1.1.3.2 a) of the Provincial Policy Statement (PPS) encourages development within settlement areas that support densities and a mix of land uses that efficiently use land, resources and planned infrastructure. Policy 1.4.3 states that planning authorities shall provide an appropriate range and mix of housing options and densities to meet projected market-based and affordable needs of current and future residents. The proposed development includes a mix of unit types. The proposed development is consistent with the policies of the PPS.

### Growth Plan for the Greater Golden Horseshoe

The Growth Plan contains policies to guide land use planning and development. Policy 1.2.1 of the Growth Plan, in part, includes a policy related to housing, which emphasizes, “to support a range and mix of housing options, including second units and affordable housing, to serve all sizes, incomes, and ages of households.” The proposed residential subdivision contributes to providing greater housing options for the community and maintains the objectives of the Growth Plan.

Additionally, the subject site is located within the Built Boundary for the Town of Whitby. The proposed development will assist the Town in meeting its intensification allocation as per Schedule “E” – Table “E9” of the ROP.

The proposed development, which, through intensification, will add an array of housing to the area conforms to the policies of the Growth Plan.

### Provincial Plan Review Responsibilities

#### Archaeology

A Stage 4 Archaeological Assessment, prepared by Parslow Heritage Consultancy Inc (June 2022) was submitted in support of the proposed development. The archaeological site is known as the Thompson site. The Stage 4 mitigation was undertaken through mechanical topsoil removal and photo documentation was undertaken. No artifacts were collected and no cultural features were observed. The Assessment concluded that no further cultural heritage value or interest from an archaeological perspective remains.

The Archaeological Assessment must be submitted to the Province for review and their clearance letter should be provided to the Region. This can be addressed as a condition of draft approval.

#### Potential Site Contamination

A Phase One Environmental Site Assessment (ESA) Update report, prepared by GHD (June 2022), was submitted in support of the application. This report was an update from a 2017 Phase One ESA. GHD stated that there are no new environmental concerns, and the property is suitable for residential use.

Additionally, the Regional Reliance Letter and Certificate of Insurance were also submitted and are acceptable to the Region.

In accordance with the Region’s Soil and Groundwater Assessment Protocol all ESA work is valid for up to 18 months. As such, an updated Phase One ESA Update Report will be required as a condition of draft approval.

#### Noise

The Environmental Noise Assessment prepared by YCA Engineering (July 2022) was reviewed. The report provides for noise mitigation measures and warning clauses and is acceptable to the Region. The warning clause should be included in the Town of Whitby Subdivision Agreement. This will be addressed as a condition of draft approval.

### Municipal Servicing - Water Supply

The subject property is located within the Zone 1 water pressure district of the water supply system for Whitby. The estimated static water pressure is within the maximum allowance of 550 kpa (80 psi); therefore, private pressure reducing valves will not be required.

The Region would prefer that the Applicant use the existing 200 mm dia. PVC water service plugged at the Garden Street property line. If the existing 200 mm dia. water service is not suitable then the applicant shall abandon the service and plug it at the existing 300 mm DI watermain along the east side of the Garden Street right of way.

Water servicing is also available via a connection to the existing 150 mm dia. PVC watermain plugged at the west property line of the subject site at the Mayfield Crt. R.O.W. The Applicant shall note, the Region will not permit a service connection to the existing 600 mm dia. CPP feedermain within the Manning Road right-of-way.

### Municipal Servicing - Sanitary Servicing

Servicing is available via a connection to the existing 200 mm dia. sanitary sewer within the Mayfield Crt. R.O.W. at the southwest corner of the site, or the existing 200 mm dia. PVC sanitary sewer at the property line of the Garden Street.

In accordance with the Region of Durham Sewer Use By-Law, we will not permit foundation drains to connect to the sanitary sewer system. The applicant shall note that sanitary drainage capacity is allocated on a first come first serve basis at the time of signing a development agreement.

### Transportation

The portion of the sight triangle, shown as Block 3 of the draft plan, is to be dedicated free and clear of all encumbrances as a condition of the draft plan of subdivision.

### Site Servicing and Stormwater Management Report

The subject development is proposing to release 49 L/s storm water to the Regional storm sewer on Manning Road, which is close to a 5-year pre-release rate allowed for this development in the original sewer design. On-site storage of 362 m<sup>3</sup> will be provided through pipes with a 105 mm orifice to control a 100-year post-development flows to the above noted release rate seems reasonable and this stormwater management proposal is acceptable to the Region. Please note that the Region has no liability for any backflow resulting from capacity on the Regional or downstream storm system.

### Traffic Engineering Design Plan (Manning Road)

The preliminary design on the Manning Road left turn lane is generally acceptable. It meets our design standards for the bay taper, deceleration and storage for a 60 km/h design speed (posted speed 50 km/h).

The Region agrees with the Town's requirement on the Garden Street access to be controlled by an extension of the median northwards from the intersection of Garden

Street and Manning Road, as the small island within the access is not only ineffective at restricting left-turns, but also provides a barrier to the MUP through the access.

### Waste Management

The Region of Durham provides recycling and waste collection service to draft plans of subdivision residential lots and freehold townhouse blocks in the Town of Ajax, City of Pickering, Townships of Scugog, Brock and Uxbridge and the Municipality of Clarington. Only Blue Box recycling collection is provided by the Region in the City of Oshawa and Town of Whitby.

On June 3, 2021, Ontario filed O.Reg. 391/21 under the Resource Recovery and Circular Economy Act that will make product producers responsible for the Blue Box program including collection. Once transition occurs, The Regional Municipality of Durham will no longer be the service provider for the Blue Box program. The transition of responsibility of the Blue Box program to product producers in Durham Region is expected to occur in 2024. Please see O.Reg. 391/21 for full details.

Any dead-end municipal road(s) must be designed and built with a permanent or temporary, cul-de-sac. If the residential development is built in stages or by multiple builders, municipal waste service may be delayed to completed homes due to access availability. All municipal road networks will be reviewed through the draft plan approval process and through the detailed design of any phase limits to ensure it complies with the Waste By-law 46-2011. All municipal roads, including rear laneways, must be built to a Regionally approved, area municipal standard road cross sections.

Waste Management collection for residential blocks (other than freehold townhouse blocks) including any units within these blocks which will front onto a municipal road will be assessed for waste collection through the Site Plan approval process.

### Transportation Planning

The application was reviewed from a Transportation Planning perspective and there are no comments.

### Durham Region Transit

Durham Region Transit reviewed the applications and advised that there are no comments.

### Conclusion

Based on the forgoing, the Region has no objection to draft approval of the subdivision application. The attached conditions of approval shall be complied with prior to clearance by the Region for registration of this plan. Please refer to Attachment #11 to review Conditions of Draft Approval.

In addition to sending the Region copies of the draft approved plan and conditions of approval, at such a time as the draft approval is in effect, please e-mail me a digital copy of the conditions of draft approval and the signed draft plan.

### **Central Lake Ontario Conservation Authority**

The Central Lake Ontario Conservation Authority has no objection to the proposed development proceeding, subject to the below Conditions of Draft Plan Approval being implemented.

1. That prior to any on-site grading or construction or final approval of the plan, the Subdivider shall submit to, and obtain approval from the Town of Whitby and the Conservation Authority for reports describing the following:
  - a) The intended means of conveying stormwater flow from the site, including use of stormwater techniques which are appropriate and in accordance with provincial guidelines; The stormwater management facilities must be designed and implemented in accordance with the recommendations of the Lynde Creek Master Drainage Study.
  - b) The intended means whereby erosion and sedimentation and their effects will be minimized on the site during and after construction, in accordance with provincial guidelines. The report must outline all actions to be taken to prevent an increase in the concentration of solids in any water body as a result of on-site, or other related works.
  - c) The intended means to install, access, maintain and monitor any proposed Low Impact Development (LID) measures as part of this development.
2. The Subdivider shall satisfy all financial requirements of the Central Lake Ontario Conservation Authority.
3. The subdivision agreement between the Owner and the Town of Whitby shall contain, among other matters, the following provisions:
  - a) The Subdivider agrees to carry out the works referred to in Condition 1 to the satisfaction of the Central Lake Ontario Conservation Authority.
  - b) The Subdivider agrees to maintain all stormwater management and erosion and sedimentation control structures operating and in good repair during the construction period, in a manner satisfactory to the Central Lake Ontario Conservation Authority.
  - c) In order to expedite clearance of Condition 3 a copy of the fully executed subdivision agreement between the area municipality and the owner should be submitted to the Authority.

### **Durham Catholic District School Board**

Planning staff at the Durham Catholic District School Board have reviewed the above noted planning applications and have no objections to the proposed development of 41 common element townhouse units.

This development is located within the boundary of St. Matthew the Evangelist C.S. located at 60 Willowbrook Drive, Whitby.

## **Bell Canada**

We have reviewed the circulation regarding the above noted application. The following paragraphs are to be included as a condition of approval:

### Bell Canada Condition(s) of Approval

1. The Owner acknowledges and agrees to convey any easement(s) as deemed necessary by Bell Canada to service this new development. The Owner further agrees and acknowledges to convey such easements at no cost to Bell Canada.
2. The Owner agrees that should any conflict arise with existing Bell Canada facilities where a current and valid easement exists within the subject area, the Owner shall be responsible for the relocation of any such facilities or easements at their own cost.

Upon receipt of this comment letter, the Owner is to provide Bell Canada with servicing plans/CUP at their earliest convenience to [planninganddevelopment@bell.ca](mailto:planninganddevelopment@bell.ca) to confirm the provision of communication/telecommunication infrastructure needed to service the development.

It shall be noted that it is the responsibility of the Owner to provide entrance/service duct(s) from Bell Canada's existing network infrastructure to service this development. In the event that no such network infrastructure exists, in accordance with the Bell Canada Act, the Owner may be required to pay for the extension of such network infrastructure.

If the Owner elects not to pay for the above noted connection, Bell Canada may decide not to provide service to this development.

### **Concluding Remarks:**

To ensure that we are able to continue to actively participate in the planning process and provide detailed provisioning comments, we note that we would be pleased to receive circulations on all applications received by the Municipality and/or recirculations.

If you believe that these comments have been sent to you in error or have questions regarding Bell's protocols for responding to municipal circulations and enquiries, please contact [planninganddevelopment@bell.ca](mailto:planninganddevelopment@bell.ca) directly.

We note that WSP operates Bell Canada's development tracking system, which includes the intake and processing of municipal circulations. However, all responses to circulations and requests for information, such as requests for clearance, will come directly from Bell Canada, and not from WSP. WSP is not responsible for Bell's responses and for any of the content herein.

## **Rogers Communications**

Rogers Communications Canada Inc. ("Rogers") has reviewed the application for the above Subdivision and has determined that it intends to offer its communications services to residents of the Subdivision. Accordingly, we request that municipal approval for the Subdivision be granted subject to the following conditions:

1. The Owner shall agree in the Subdivision Agreement to (a) permit all CRTC-licensed telecommunications companies intending to serve the Subdivision (the "Communications Service Providers") to install their facilities within the Subdivision, and (b) provide joint trenches for such purpose.
2. The Owner shall agree in the Subdivision Agreement to grant, at its own cost, all easements required by the Communications Service Providers to serve the Subdivision, and will cause the registration of all such easements on title to the property.
3. The Owner shall agree in the Subdivision Agreement to coordinate construction activities with the Communications Service Providers and other utilities, and prepare an overall composite utility plan that shows the locations of all utility infrastructure for the Subdivision, as well as the timing and phasing of installation.
4. The Owner shall agree in the Subdivision Agreement that, if the Owner requires any existing Rogers facilities to be relocated, the Owner shall be responsible for the relocation of such facilities and provide where applicable, an easement to Rogers to accommodate the relocated facilities.

In addition, we kindly request to, where possible, receive copies of the following documents:

1. the comments received from any of the Communications Service Providers during circulation;
2. the proposed conditions of draft approval as prepared by municipal planners prior to their consideration by Council or any of its committees; and
3. the municipal planners' report recommending draft approval before it goes to Council or any of its committees.

### **Enbridge Gas Inc.**

Enbridge Gas does not object to the proposed application(s) however, we reserve the right to amend or remove development conditions.

This response does not constitute a pipe locate, clearance for construction or availability of gas.

The applicant shall use the Enbridge Gas Get Connected tool to determine gas availability, service and meter installation details and to ensure all gas piping is installed prior to the commencement of site landscaping and/or asphalt paving.

([https://enbridge.outsystemsenterprise.com/GetConnected\\_Th/Login2?OriginalURL=https%3A%2F%2Fenbridge.outsystemsenterprise.com%2FGetConnectedApp\\_UI%2F](https://enbridge.outsystemsenterprise.com/GetConnected_Th/Login2?OriginalURL=https%3A%2F%2Fenbridge.outsystemsenterprise.com%2FGetConnectedApp_UI%2F))

If the gas main needs to be relocated as a result of changes in the alignment or grade of the future road allowances or for temporary gas pipe installations pertaining to phased construction, all costs are the responsibility of the applicant.

In the event that easement(s) are required to service this development, and any future adjacent developments, the applicant will provide the easement(s) to Enbridge Gas at no cost.

The applicant will contact Enbridge Gas Customer Service at 1-877-362-7434 prior to any site construction activities to determine if existing piping facilities need to be relocated or abandoned.

## Attachment #11

### Conditions of Draft Plan – Subdivision Approval

#### DEV-23-23 (Z-07-23, SW-2023-02)

1. The Subdivider shall prepare the final plan and shall include a land use table on the basis of the approved draft plan of Subdivision, prepared by Miller Planning Services, identified as project 780 Garden Street, dated December 22, 2022, which illustrates 3 blocks.
2. The Subdivider shall name road allowances included in this draft plan to the satisfaction of the Region of Durham and the Town of Whitby.
3. The Subdivider shall submit plans showing the proposed phasing to the Region for review and approval, if this subdivision is to be developed by more than one registration.
4. The Subdivider shall grant to the Region, any easements required to provide Regional services for this development. The easements shall be in locations and of such widths as determined by the Region.
5. The Subdivider shall provide for the extension of such sanitary sewer and water supply facilities which are external to, as well as within, the limits of this plan that are required to service this plan. In addition, the Subdivider shall provide for the extension of sanitary sewer and water supply facilities within the limits of the plan which are required to service other developments external to this subdivision. Such sanitary sewer and water supply facilities are to be designed and constructed according to the standards and requirements of the Region of Durham. All arrangements, financial and otherwise, for said extensions are to be made to the satisfaction of the Region of Durham, and are to be completed prior to final approval of this plan.
6. Prior to entering into a Subdivision Agreement, the Region of Durham shall be satisfied that adequate water pollution control plant and water supply plant capacities are available to the proposed subdivision.
7. The Subdivider shall satisfy all requirements, financial and otherwise, of the Region of Durham. This shall include among other matters, the execution of a Subdivision Agreement between the Subdivider and the Region concerning the provision and installation of sanitary sewers, water supply, roads and other Regional services.

8. The Subdivider shall convey to the Region, free and clear of all encumbrances, sight triangle at Manning Road and Garden Street shown as Blocks 3 on the Draft Plan.
9. The Subdivider shall carry out an archaeological assessment of the subject property and mitigation and/or salvage excavation of any significant heritage resources to the satisfaction of the Ministry of Tourism, Culture, and Sport. No grading or other soil disturbance shall take place on the subject property prior to a letter of clearance from the Ministry of Tourism, Culture and Sport.
10. Prior to the finalization of this plan of Subdivision, the Subdivider must provide satisfactory evidence to the Region of Durham in accordance with the Region's Soil and Groundwater Assessment Protocol to address site contamination matters. Such evidence may include the completion of a Regional Reliance Letter and Certificate of Insurance. Depending on the nature of the proposal or the findings of any Record of Site Condition (RSC) Compliant Phase One Environmental Site Assessment (ESA), an RSC Compliant Phase Two ESA may also be required. The findings of the Phase Two ESA could also necessitate the requirement for an RSC through the Ministry of the Environment, Conservation and Parks, accompanied by any additional supporting information.
11. The Subdivider shall agree in the Town of Whitby Subdivision Agreement to implement the recommendation of the report, entitled "Environmental Noise Assessment" prepared by YCA Engineering dated July 2022, which specifies noise attenuation measures for the development. The measures shall be included in the Subdivision Agreement and must also contain a full and complete reference to the noise report (i.e. author, title, date and any revisions/addenda) and shall include warning clauses identified in the study.
12. That prior to any on-site grading or construction or final approval of the plan, the Subdivider shall submit to, and obtain approval from the Town of Whitby and the Conservation Authority for reports describing the following:
  - a. The intended means of conveying stormwater flow from the site, including use of stormwater techniques which are appropriate and in accordance with provincial guidelines; The stormwater management facilities must be designed and implemented in accordance with the recommendations of the Lynde Creek Master Drainage Study.
  - b. The intended means whereby erosion and sedimentation and their effects will be minimized on the site during and after construction, in accordance with provincial guidelines. The report must outline all actions to be taken to prevent an increase in the concentration of solids in any water body as a result of on-site, or other related works.

- c. The intended means to install, access, maintain and monitor any proposed Low Impact Development (LID) measures as part of this development.
- 13. The Subdivider shall satisfy all financial requirements of the Central Lake Ontario Conservation Authority.
- 14. The subdivision agreement between the Owner and the Town of Whitby shall contain, among other matters, the following provisions:
  - a. The Subdivider agrees to carry out the works referred to in Condition 12 to the satisfaction of the Central Lake Ontario Conservation Authority.
  - b. The Subdivider agrees to maintain all stormwater management and erosion and sedimentation control structures operating and in good repair during the construction period, in a manner satisfactory to the Central Lake Ontario Conservation Authority.
  - c. In order to expedite clearance of Condition 14 a copy of the fully executed subdivision agreement between the area municipality and the owner should be submitted to the Authority.
- 15. The Subdivider shall convey the following to the Town:
  - a. Block 3 for road widening on Garden Street.
- 16. That an easement shall be registered on Block 2 to permit both vehicular and pedestrian easement to Block 1 through future land division applications.
- 17. The Subdivider shall be responsible for concrete sidewalk and/or multi-use path installation in the following locations:
  - a. 1.8m-wide concrete sidewalk along the frontage of Manning Road including the diagonal section adjacent to the sight triangle. Further review and consideration of sidewalk placement is required and will be addressed through detail design / engineering.
- 18. The Subdivider shall be responsible for maintaining the existing Town roads in an acceptable condition throughout the duration of construction. The Subdivider may be required to provide the Town with securities to ensure roads are maintained to the Town's satisfaction. This is to be reviewed further when information regarding the timing of the townhouse construction.
- 19. Construction access shall be limited to Garden Street.
- 20. The Subdivider shall implement all recommended noise control measures identified in the Environmental Noise Assessment report and revise the plan as

required to accommodate recommended noise control measures prior to registration.

21. All non-regulatory fencing shall be installed wholly on private property and all operation and maintenance of said fencing shall be the responsibility of the private property owners.
22. All black vinyl chain link fences to delineate Town blocks, and open spaces from private property shall be designed and constructed in accordance with the relevant engineering standards.
23. All community mailboxes for the private developments shall be located within private properties.
24. The Subdivider shall provide a detailed engineering submission in accordance with Sections A2.00 and A3.00 of the Town of Whitby's Engineering Design Criteria. The engineering drawings must be set up as per the Town's CAD layering standards and object data requirements set out in Appendix A of the Design Criteria. The engineering drawings will not be accepted until it is confirmed that the drawing set-up conforms to this requirement. See Section J of Town of Whitby Design Criteria for Site Plan submission requirements.
25. The Subdivider shall confirm the details of all existing above and below grade infrastructure relevant to the proposed design. Existing details shall be confirmed in the field by a method determined by the Subdivider's consulting engineer in consultation with the Town. Acceptable methods include, but are not limited to, topographical surveys, locates, measure downs, sub-surface utility engineering (SUE) investigation Quality Level A (QL-A), also referred to as daylighting, to determine horizontal and vertical location. The Subdivider further acknowledges that any as-built information provided by the Town is for informational purposes only.
26. The Subdivider shall be responsible for all hydro poles, luminaries and hydro requirements for this proposed subdivision and shall enter into a separate agreement with Elexicon accordingly.
27. Any concerns raised through future re-submissions of the geotechnical and hydrogeotechnical reports for the site shall be addressed by the Subdivider to the satisfaction of the Engineering Services. This includes, but is not limited to, long term slope stability, confirmation of design parameters and preliminary layout for LID measures (proposed infiltration trenches), proposed stormwater management pond elevations relative to groundwater levels and the need / thickness of the impervious membrane or synthetic clay lining, foundation

construction requirements and recommended measures for Best Management Practices for municipal servicing construction. The plan must reflect changes required in this regard prior to registration.

28. The Subdivider shall implement a pre-construction survey/assessment, including a vibration monitoring program within the vibration zone of Influence (ZOI), on any adjacent buildings/structures/properties that may be affected by the construction activity, prior to commencing construction. The assessment shall be completed by a qualified person (QP) to the satisfaction of the Town and shall be provided to the Town prior to construction. Any waiving of this requirement shall be at the sole discretion of the Director of Engineering of the Town of Whitby.
29. The Subdivider shall provide the Town with a deposit for any necessary peer review costs with the amount to be determined at time of first peer review. The Town will administer payments to any Peer Review Consultant(s) and provide milestone billings back to the Subdivider. The Town may request additional deposits for the Peer Review funds if required. At the time of issuance of full engineering approvals, any remaining deposit will be returned to the Subdivider. This condition will be superseded at such time as the Town has a Peer Review By-law in place.
30. The Subdivider shall agree to implement the recommendations of all reports submitted in support of the application.
31. The Subdivider shall be responsible for satisfying any additional requirements identified by the Engineering Services not specifically listed above.
32. The Subdivider shall submit a land appraisal to the Planning and Development Department for review and approval to determine the Parkland Dedication / Cash-in-Lieu of the subject land. Please note that the calculation for the Parkland Dedication / Cash-in-Lieu will be for the new residential units only. The land appraisal is required at the cost of the Subdivider and will remain current for a maximum period of one (1) year. The land appraisal for the Parkland Dedication / Cash-in-Lieu shall be submitted for review and approval at the Site Plan Application stage.
33. The Subdivider shall consult with Canada Post to determine suitable permanent locations for Community Mail Boxes. The Subdivider will indicate these locations on the appropriate servicing plans.
34. That the Subdivider enter into a Subdivision Agreement for the subdivision, and a future Site Plan Agreement for each block with the Municipality and be

responsible for the fees associated with the preparation and registration of the Agreement, including any review required by Legal Services.

35. The required noise mitigation measures and warning clauses shall be included in the Subdivision Agreement and future Site Plan Agreements.
36. The Subdivider shall provide a tree preservation plan and install protective fencing in advance of any on-site grading works.
37. Through the Site Plan Agreement, the Subdivider shall complete the Whitby Green Standard performance measures as part of the construction of the approved development as detailed in Sustainability Rationale Report submitted by the proponent.
38. That the new home construction be designed to meet the Energy Star standards or equivalent.
39. The Subdivider shall prepare and implement the following reports and plans in accordance with the applicable guidelines to the satisfaction of the agencies noted:

Report	Town	Region	CLOCA
Functional Servicing and Stormwater Management Report	Yes	Yes	Yes
Geotechnical Investigation	Yes	-	Yes
Hydrogeological Study	Yes	-	Yes
Noise Impact Study	Yes	Yes	-
Phase One Environmental Site Assessment	-	Yes	-
Archaeological Assessment	-	Yes	-
Sustainability Report	Yes	-	-
Transportation Impact Study	Yes	-	-

40. The Subdivider shall satisfy all requirements, financial and otherwise, of the Town of Whitby, including among other matters, the execution of a subdivision agreement between the Subdivider and the Town of Whitby concerning the provision and installation of services, drainage and other local services.
41. Prior to final approval of this plan for registration, the Town of Whitby shall be advised in writing by:

- a) The Regional Municipality of Durham, how conditions 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, and 11 have been satisfied.

b) The Central Lake Ontario Conservation Authority, how conditions 12, 13, and 14 have been satisfied.

Note

Please be advised that the approval of this draft plan will lapse three (3) years after the date the plan is draft approved. The approval may be extended pursuant to Section 51(33) of the Planning Act, but no extension can be granted once the approval has lapsed.

If final approval is not given to this plan within three (3) years of the draft approval date, and no extensions have been granted, draft approval will lapse under 51 (32) of the Planning Act, RSO, 1990, as amended. If the owner wishes to request an extension to the draft approval, a written request and explanation must be received by the Commissioner of Planning and Development 120 days prior to the lapsing date. A processing fee in effect at the time of request, shall apply.

New and Unfinished Business - Planning and Development

Item Number	Description	Resolution	Meeting Date	Due Date	Revised Date	Explanation/Comments
P&D-0004	Automated Speed Cameras on Town Roads	That staff report to Council on the feasibility and cost of adopting an Automated Speed Enforcement program on Town Roads in School Safety Zones and Community Safety Zones.	29 Nov 2021	06 Mar 2023	02 Dec 2024	ASE will be considered through the Traffic Calming Policy. Details from the Region of Durham and area municipalities to support future consideration and help identify cost to implement.
P&D-0005	Planning and Development (Engineering Services) Department Report, PDE 02-22 Re: Boulevard Permit Parking Program	That Report PDE 02-22 be referred to Staff to review concerns raised by the Committee.	28 Feb 2022	13 Mar 2023	02 Dec 2024	Boulevard parking will be reviewed and considered as part of the residential parking permit program.
P&D-0007	Thistledown Crescent Emergency Access Review	That Staff be directed to report on the following issues: c. Following the opening of Thistledown Crescent to Taunton Road, the implementation of a monitoring program with 24/7 traffic counter device to obtain traffic data on speed, volumes, and other metrics and report back to Council within one year of the road opening regarding the traffic impacts of the development and whether any additional traffic calming measures are required.	07 Mar 2022	TBD		The road has not been constructed. Monitoring, through Radar Message Boards, and observations will occur following the opening of the roadway. Timing is currently unknown. Date to report back will continue to be delayed until construction/opening is known.

**New and Unfinished Business - Planning and Development**

<b>Item Number</b>	<b>Description</b>	<b>Resolution</b>	<b>Meeting Date</b>	<b>Due Date</b>	<b>Revised Date</b>	<b>Explanation/Comments</b>
P&D-0008	Temporary Pop-Up Parking or Restricted Parking Signage	That Staff be directed to report to Council on the feasibility, cost, and related by-law amendments to implement temporary (pop up) permitted parking signage or temporary (pop up) restricted parking signage, as needed with extraordinary weather events, special events, and/or special circumstances.	07 Mar 2022	05 Dec 2023	04 Mar 2024	Staff to consider temporary pop-up restrictions and provide information through Council Information Index (CII).
P&D-0012	PDP 66-22, Planning and Development (Planning Services) Department, Financial Services Department, and Legal and Enforcement Services Department Joint Report Re: Ontario Bill 109, More Homes for Everyone Act, 2022	3. That staff report back to Council following completion of the Development Application Approval Process and Fee Review study regarding any further proposed process and fee changes required to adequately address the impacts of Bill 109.	12 Dec 2022	04 Dec 2023	15 Apr 2024	Report back following completion of DAAP in 2024.

New and Unfinished Business - Planning and Development

Item Number	Description	Resolution	Meeting Date	Due Date	Revised Date	Explanation/Comments
P&D-0015	Requiring mandatory consultation with the Town and Region of Durham on development matters	That Staff report to Council through a memorandum on the Council Information Index on the legal feasibility of enacting a planning by-law, which the Durham Region shall comply with the Town of Whitby building codes, laws, rules, regulations, or requirements of any and all authorities having jurisdiction, irrespective of the Town of Whitby Zoning By-law 1784, Section 4 General Provisions, A (i) and (ii), B (i) and (ii) and C. With an emphasis on ensuring the Region must obtain building permits (if required), occupancy permits directly from the Town of Whitby (especially if the building is 70,000+ square feet). Which the purpose is to include a request for mandatory consultation with the Town and the Region.	18 Dec 2023	TBD		

**New and Unfinished Business - Planning and Development**

Item Number	Description	Resolution	Meeting Date	Due Date	Revised Date	Explanation/Comments
P&D-0016	Requiring the Region of Durham to consult with the Town of Whitby prior to proposed expropriation requests or orders	That Staff report to Council through a memorandum on the Council Information Index on the legal feasibility of requiring Durham Region to consult with Town of Whitby Planning & Development Staff, CAO, and Council prior to a proposal of expropriation requests on private lands, or orders (for any buildings or lands) not being used for the purpose of providing utilities, (especially if the building is 70,000+ square feet). Which the purpose is to include a request for mandatory consultation with the Town and the Region.	18 Dec 2023	TBD		
P&D-0017	Port Whitby Pedestrian Crossovers	That Staff Report back on the need and feasibility of adding appropriate cross walks to Port Whitby in areas identified during the December 11, 2023 Committee of the Whole meeting in the first quarter of 2024.	18 Dec 2023	26 Feb 2024		

# Memorandum to Council

Office of the Town Clerk



**To:** Mayor and Members of Council

**CC:** J. Romano, Commissioner of Community Services  
C. Harris, Director of Legislative Services, Town Clerk  
K. Narraway, Sr. Manager, Legislative Services/Deputy Clerk

**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**From:** H. Ellis, Council and Committee Coordinator

**Date:** October 13, 2023

**File #:**

**Subject:** Joint Accessibility Advisory and Whitby Diversity and Inclusion Advisory Committee  
Re: Request to participate in the Leading Equitable and Accessible Delivery Program

During their meeting held on October 5, 2023, the Joint Accessibility Advisory and Whitby Diversity and Inclusion Advisory Committee passed the following motion:

*That the Joint Accessibility Advisory and Whitby Diversity and Inclusion Advisory Committee recommends that Council direct Staff to participate in the Leading Equitable and Accessible Delivery (LEAD) program for the Town of Whitby, in partnership with the Abilities Centre prior to the end of 2024.*

The LEAD program is a self-assessment process, facilitated by Abilities Centre which helps municipalities evaluate their accessibility and inclusion practices in areas such as leadership, governance structure and strategy, suppliers and partnerships, HR, communications and technology, programs, services, and facilities. A customized improvement plan is developed from the self-assessment to support municipalities in embedding accessibility and inclusion in every department and at every level.

Municipal participants in the LEAD program include the Region of Durham, Pickering, Ajax, Oshawa, Clarington, Scugog, Uxbridge, Brock, Brighton, and Cobourg.

The LEAD program is a funded program and it facilitated at no cost to municipalities.

Additional information about the LEAD program is available in the attached brochure.

The Joint Accessibility Advisory and Whitby Diversity and Inclusion Advisory Committee recommendation is being provided to Council for information due to the fact that carrying out the recommendation requires direction to Staff. In accordance with the Town's Procedure By-law, should a Member wish to include this correspondence on a future Committee of the Whole agenda for consideration, please notify Christopher Harris, Town Clerk.



# LEAD Canada™

Lead your sector into an accessible  
and inclusive community.

# LEADCanada™

LEAD is a top-down approach to accessibility and inclusion that helps organizations set clear targets for your business needs and provides a welcoming environment for the people you serve.

Through the LEAD Canada process, Abilities Centre staff helps organizations develop the confidence, and capability to serve the needs of all, regardless of age, ability or background, and lay the foundation for your organization to embrace inclusion and accessibility as important strategies for success. LEAD is an approach designed to generate both economic and social return on investment.

## Who we help

**Every organization is unique, and this process is designed to be flexible and adaptable to support your organization's needs.**

1. Municipalities
2. School Boards
3. Universities / Colleges
4. Healthcare Organizations
5. Non-Profits
6. Businesses

**100%**  
**of the population will**  
**experience disability**  
**in their lifetime.**



**Build an accessible future for  
you and your community!**



**22.3%**  
of Canada's households contain  
at least one member living with a  
disability; the consumer spending  
of those households equals  
**\$215.7 billion**



Since 2012, the population age  
15+ with disabilities has grown  
from 3.8 million to  
**6.2 million.**

### **LEAD Process will help improve:**

- **Leadership**
- **Strategy**
- **Policies**
- **Finances**
- **Human Resources**
- **Programs & Services**
- **Communications and Marketing**
- **Facilities**
- **Digital Technology**



**Are you ready to  
LEAD the way?**

**LEAD**Canada™



## **Our Vision:**

A better, barrier-free life  
for all Canadians



# **LEAD**Canada™

**Accessibility & Inclusion are innovation.  
Start leading the way today.**

### **What's Next? Contact Us**

Every organization's journey to inclusion and accessibility is unique; so too is each organization's LEAD process. If you are interested in learning more, please contact us.

Phone: 1-866-639-1858

Email: [lead@abilitiescentre.org](mailto:lead@abilitiescentre.org)

[www.abilitiescentre.org](http://www.abilitiescentre.org)

Source – Statistics Canada:

Canadian Survey on Disability, 2017 and 2012

Survey of Household Spending, 2017;

Labour Force Participation of Adults with Disabilities, 2012 13-1003-48

## LEAD Process and Timeline

Activity	Purpose	Time Involved	Staff Involved
<b>Visioning Document</b>	Fill out a brief document to give an overview of your organization's structure, vision, mission, and aspirations to Abilities Centre LEAD facilitators.	30 mins form filling, and 30 mins discussion with AC	1-2 staff members familiar with the whole organization
<b>Disability Inclusion Workshop</b>	Establish a common understanding of accessibility and inclusion terms and concepts used in LEAD	One-hour virtual /in-person session	A cross-representation of staff from various departments and levels; about 10 – 15 individuals but can be less or more depending on size of org; these should be the same individuals who would complete the self-assessment
<b>Self-Assessment</b>	Go through the seven LEAD themes and indicators to assess your organization's strengths and improvement areas, using an evidenced-based rating system	Two 3.5-hour virtual /in-person sessions	A cross-representation of staff from various departments and levels; about 10 – 15 individuals but can be less or more depending on size of org; same individuals who have completed the Inclusion workshop
<b>Improvement Planning</b>	Meet with Abilities Centre staff to review the Improvement Plan developed, prioritize, and assign Project Leads to implement the plan	About a 60-90 minute virtual /in-person	Individuals heading up LEAD implementations & any other Managers and/or Directors you want present.
<b>Follow-ups</b>	Meet with Abilities Centre staff to review progress and secure assistance needed	One hour up to 3 times within the year	Individual at the Region heading up LEAD implementations & any other Managers and/or Directors you want present.

# Memorandum to Council

Office of the Chief Administrative Officer

Strategic Initiatives Division



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**To:** Mayor and Members of Council  
**CC:** Sarah Klein, Director Strategic Initiatives  
**From:** Christy Chrus, Manager Creative Communities; Lara Toman, Program Manager Events, Culture and Tourism  
**Date:** December 15, 2023  
**File #:** N/A  
**Subject:** Staff Response to Downtown Whitby BIA Letter regarding 2024 Street Event

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**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**The purpose of this memo is to advise Council that Town Staff recommend declining the Downtown Whitby BIA's request to consider the implementation and funding of a street event in 2024.**

The Town of Whitby received the attached letter from the Downtown Whitby Business Improvement Area (BIA) requesting the Town's consideration in allocating funding for the inclusion of a new street event in the 2024 budget and planning.

In the letter, the BIA indicates that the Downtown Whitby BIA Board of Directors, comprised of Downtown Whitby business owners, have discussed, and emphasized the importance of reinstating a street event with a closure like Heritage Day, to garner more exposure for local businesses and infuse a renewed sense of vitality into the downtown area. While Town staff support this objective, staff do not recommend this approach due to budget constraints, staffing capacity constraints and a Council endorsed Plan to develop a new signature event in 2025.

Currently, the Downtown Whitby BIA organizes two major events annually including Beer Fest held at Celebration Square in September and the Christmas Market held at Celebration Square and The Promenade in November. In addition, other smaller scale events such as a ladies shopping night have been organized. The BIA develops an annual budget, like the Town of Whitby, and once approved by the BIA Board of Directors and Town of Whitby Council, a special property tax levy is collected from property owners within the BIA boundaries based on the BIA budget. The special property tax levy is in addition to the Town's property tax levy and is transferred to the BIA Board to fund the BIA's budgeted events and other expenditures. While the BIA

letter notes that their noteworthy events (Beer Fest and the Christmas Market), are funded by sponsorship and ticket sales, any shortfalls between event revenue and costs are offset by the special (BIA) tax levy revenues. The BIA may also proceed with their proposed street event by incorporating the costs of this event into their 2024 budget and special (BIA) tax levy. Costs related to road closures include staffing costs for the installation of signage and barricades, pay-duty police officers and Town staff for the duration of the event. In accordance with the Special Events policy, a request for a road closure requires a minimum of 120 days in order for appropriate consultation by the Special Events Review Team (which includes outside agencies) to ensure the closure is safe and does not conflict with construction and other events.

In 2022, Council approved the Special Events Strategy 2022-2025 which outlines several key actions the municipality shall undertake to support the planning, delivery, permitting and implementation of special events in the community.

One of the key actions of the Strategy is the development and launch of a new signature event in 2025. In addition, the development of a new signature event was identified in the Community Strategic Plan as a 2025 action.

In the Special Events Strategy, Strategic Priority 2 - Grow the Town's signature events, includes three action items as follows:

- 2.10 Develop a business plan to host a new signature event that showcases the diversity and uniqueness of Whitby with a timeline of 2023.
- 2.11 Planning of signature event (budget, sponsorship, grants, partners, operational plans) with a timeline of 2024.
- 2.12 Delivery and promotion of new signature event with a timeline of 2025.

With the labour disruption this fall, the timelines for the business plan have slightly shifted and staff are currently in the business planning stages and community engagement component of the new signature event plan. Staff will be launching a public survey in early 2024 to receive feedback from the community on the type of event they would like to see, possible locations and opportunities to ensure Whitby's diversity is showcased as part of the new event plan. Staff will report back to Council on the status of the business plan for the new signature event.

As part of the 2024 capital budget, staff have put forward a capital budget request of \$30,000 to support the planning for the new signature event, while the 2025 capital budget will include a proposed budget to support the implementation of the new signature event, subject to Council approval. The introduction of a new event takes time and proper planning to ensure the needs of the community are being addressed while responsibly allocating resources to achieve the desired outcome.

Creative Communities staff have advised the BIA Board of the plans for the 2025 signature event and the potential of this event being in downtown Whitby subject to community engagement results.

Town Staff will continue to seek opportunities to partner with the BIA to achieve their objective of increased exposure for local businesses and infusing vitality into the downtowns. This could include, but not be limited to supporting smaller event pop ups, third party partnerships in Downtown Whitby. Staff will continue to consult and engage with the BIA as part of the signature event planning process and look for opportunities to partner.

Given the information provided in this memo, Town Staff recommend declining the BIA's request for a 2024 street closure and event budget. Creative Communities staff will continue to work through the timelines as noted in the Council approved Special Event Strategy, the Community Strategic Plan and our current work plans to plan, build out and budget for a new signature event in 2025 to ensure its success within the community.



Clorraine Dennie  
Executive Director  
Downtown Whitby Business Improvement Area (DWBIA)  
209 Dundas St. E., LL5 (Suite B4)  
Whitby, ON L1N 7H8

December 6, 2023

Mayor Elizabeth Roy  
575 Rossland Road East  
Whitby, Ontario Canada L1N2M8

Subject: Formal Request for Inclusion of Funding for Street Event in 2024 Budget

Dear Mayor Roy,

I am writing to you on behalf of the Downtown Whitby Business Improvement Area (DWBIA), an organization that has been diligently working since its establishment in 2017 to enhance the appeal and prosperity of the downtown core.

The DWBIA operates within a designated zone in the downtown core, and businesses within this area contribute through a mandatory municipal tax. The funds collected are utilized to transform Downtown Whitby into a preferred destination through various initiatives, including events, beautification efforts, tourism endeavors, business support, and more. Our overarching mission is to create a vibrant and thriving community, achieved through place-making attractions and signature events.

Over the years, the DWBIA has made significant strides in putting Downtown Whitby on the map as a destination of choice. Noteworthy events such as Beer Fest and the Christmas Market, which attract a combined 2,000 visitors annually, have become integral traditions in our community. It is crucial to highlight that these events are not funded by the budget but are made possible through sponsorship dollars and ticket sales.

Currently operated by two dedicated full-time staff members, the DWBIA is not only responsible for executing event programming to drive traffic but also provides essential services to our members. These include public consultation and member relations, safety initiatives in collaboration with the town and DRPS, beautification and streetscaping programs, and engagement with government agencies and community partners to offer support for the downtown and the wider region.

As we embark on the planning of our 2024 initiatives and budget, the DWBIA voluntary Board of Directors, comprised of downtown Whitby business owners have extensively discussed and emphasized the importance of reinstating a street event with a closure similar to Heritage Days. Resilient business owners, who form the core of our thriving downtown, have also voiced their support for this endeavor. This event, they believe, will not only garner more exposure for our local businesses but also infuse a renewed sense of vitality into the downtown area.

In light of the above, the DWBIA is formally requesting the Town of Whitby's consideration and support in allocating funding for the inclusion of a street event in their 2024 budget and planning. We believe that this collaboration will not only bolster the economic landscape of our downtown but also contribute to the overall well-being and satisfaction of our residents.

We would be more than willing to provide additional details, engage in discussions, and address any inquiries you may have regarding this request. The DWBIA looks forward to the opportunity to work closely with the Town of Whitby in making this street event a reality and reinforcing the sense of pride and community spirit that defines our town.

Thank you for your time and consideration. We eagerly await a positive response and the prospect of collaborating for the betterment of our community.

Sincerely,

*Clorraine Dennie*

Clorraine Dennie, Executive Director  
Downtown Whitby Business Improvement Area (DWBIA)  
209 Dundas St. E., LL5 (Suite B4)  
Whitby, ON L1N 7H8  
905.431.3271  
[info@whitbybia.org](mailto:info@whitbybia.org)  
[www.whitbybia.org](http://www.whitbybia.org)

# Memorandum to Council

## Office of the Chief Administrative Officer



Strategic Initiatives Division

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**To:** Mayor and Members of Council

**CC:** Sarah Klein, Director of Strategic Initiatives  
and Junaid Khan, Project Manager,  
Sustainability and Climate Change

**Acknowledged by M. Gaskell,  
Chief Administrative Office**

**From:** Kristin Palilionis, Climate Change  
Coordinator

**Date:** January 9, 2024

**Subject:** Whitby Sustainability Advisory Committee's  
(WSAC) 2023-2026 Work Plan and 2023  
Annual Report

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The purpose of this memorandum is to present the Whitby Sustainability Advisory Committee's (WSAC) 2023-2026 Work Plan and 2023 Annual Report to Council for their information.

Staff will continue to work with the WSAC on items within their 2023 to 2026 Work Plan. Updates to Council will be provided through the annual reporting process.

Should you have any questions regarding the information, please do not hesitate to contact the undersigned.

Kristin Palilionis, Climate Change Coordinator

Telephone: 905.767.3946

Email: [palilionisk@whitby.ca](mailto:palilionisk@whitby.ca)

# Whitby Sustainability Advisory Committee's

## 2023 – 2026 Work Plan

The Whitby Sustainability Advisory Committee (WSAC) is pleased to present its 2023 – 2026 Work Plan which has collaboratively been developed by the Committee.

The first meeting of this term's WSAC was on February 1, 2023. There are 13 members, including a member of Council as the Mayor's designate.

According to their Terms of Reference, the Whitby Sustainability Advisory Committee advises Council on sustainability, environmental management and climate change response.

The Committee's functions include:

1. Providing advice, support and guidance to Council on sustainability, climate change and environmental management issues;
2. Supporting education, awareness and stewardship of sustainability in the community through engagement, outreach and advocacy; and,
3. Helping the Town of Whitby identify, develop and implement plans, programs and policies, strategies and action around sustainability.

The Committee's mandate will be furthered through the following focus areas:

- Education - Providing information and advice to support understanding of sustainability, climate change and environmental management issues.
- Awareness - Promoting awareness and stewardship regarding climate change and the built and natural environment through engagement, outreach and advocacy.
- Advice - Providing input and guidance for the preparation and prioritization of plans, programs, policies, strategies, actions, corporate operations and decision making.

The WSAC 2023-2026 Work Plan follows their mandate and incorporates specific aspects of the Town's Sustainability Plan and can be measured against the goals laid out in the Sustainability Plan Annual Reports.

The Sustainability Plan includes:

- Nature, Trees and Greenscaping
- Sustainable Transportation
- Waste, Litter and Recycling
- Local Food
- Climate Changes and Extreme Weather
- Water Quality, Storm Management and Flooding

Whitby Sustainability Advisory Committee 2023 achievements include the following:

- Creation of WSAC 2023-2026 Work Plan.
- A WSAC member was directly involved with the implementation of the “Help Choose the Town of Whitby’s Official Tree” campaign.
- A WSAC member acted as a judge for the Roebuck Street Art Project event.
- WSAC members reviewed and provided feedback for the Town of Whitby’s Climate Emergency Response Plan: Phase 2 Mitigation.
- WSAC discussed the Durham Meadoway project in detail. This discussion brought new ideas to consider regarding the current design plan.
- The WSAC made a presentation and recommendation to Council to endorse a one-time funding request for zero carbon projects in the 2023 budget in the amount of \$721,080. This recommendation was approved in the 2023 budget and the total estimated GHG emissions savings resulting from these projects is 165,373 KgCO<sub>2</sub>e. This funding encourages the continued support of the Zero Carbon Whitby plan.

The Work Plan will be revisited each year through the annual report of the Committee to ensure work plan items are being met and to address any new items that should be added for upcoming years.

**Attachments:** Whitby Sustainable Advisory Committee’s 2023-2026 Work Plan

## Attachment 1: WSAC's 2023-2026 Work Plan

Sustainability Plan	Advice, Support & Guidance to Council	Education & Awareness	Assist Development of Plans, Programs, Strategies, Actions
<p><b>Nature, Trees and Greenscaping</b></p> <p>Nature provides important, environmental, social and economic benefits. These benefits include the air we breathe, helping us fight climate change and beautifying our community.</p>	<ul style="list-style-type: none"> <li>• Provide recommendation to Council to adopt tree and natural ground cover preservation policies and regulations.</li> <li>• Consider a recommendation to Council to limit residential use of artificial turf.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase awareness regarding invasive plant species and benefits of natural ground cover including preservation of old growth trees.</li> <li>• Attend Town events to promote sustainability such as Local Enhancement &amp; Appreciation of Forest (LEAF) Community Greening Program.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a community gardeners' program.</li> <li>• Host educational events.</li> <li>• Look at what other municipalities are doing in this area.</li> </ul>

Sustainability Plan	Advice, Support & Guidance to Council	Education & Awareness	Assist Development of Plans, Programs, Strategies, Actions
<p><b>Sustainable Transportation</b></p> <p>Transportation is the largest contributor to greenhouse gas emissions and poor air quality. In order to reduce this impact, the Town is committed to encouraging the transition to more sustainable modes of transportation.</p>	<ul style="list-style-type: none"> <li>• Provide recommendation to Council to require all new developments in Whitby to include infrastructure for sustainable modes of transportation.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote and/or increase awareness of sustainable transportation in Whitby such as EV chargers, public transportation, biking, and carpooling.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with the Active Transportation Committee.</li> <li>• Host educational events.</li> </ul>

Sustainability Plan	Advice, Support & Guidance to Council	Education & Awareness	Assist Development of Plans, Programs, Strategies, Actions
<p><b>Waste, Litter and Recycling</b></p> <p>The Town of Whitby provides curbside residential waste collection services to Whitby residents. This includes garbage, green bin organics, yard waste, and a special collection program for bulky items, metal goods, porcelain and electronic waste. The Town is committed to keeping the community clean, litter free and promoting the reduction of waste.</p>	<ul style="list-style-type: none"> <li>• Provide advice to Council on working with the Region of Durham to establish a compost pick-up program for multi-residential properties and provide more public litter containers (e.g., to existing and former bus stops).</li> </ul>	<ul style="list-style-type: none"> <li>• Use Whitby Waste Buddy tool to create awareness around good waste practices and waste reduction events.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop initiatives to promote environmentally sustainable practices in multi-unit residences.</li> </ul>
<p><b>Local Food</b></p> <p>Whitby is dedicated to supporting local food opportunities. By supporting local food-sourcing, we can become more self-sufficient as well as support local farmers and increase access to healthy food.</p>	<ul style="list-style-type: none"> <li>• Provide advice to Council on Town-run events that encourage the use of local food vendors and locally sourced food including plant-based options.</li> </ul>	<ul style="list-style-type: none"> <li>• Community education program about supporting local food sourcing and the benefits of a plant-based diet.</li> </ul>	<ul style="list-style-type: none"> <li>• Support the United Nation's recommendation to reduce meat consumption by encouraging residents to explore and enjoy plant-based foods through local vendors.</li> </ul>

Sustainability Plan	Advice, Support & Guidance to Council	Education & Awareness	Assist Development of Plans, Programs, Strategies, Actions
<b>Climate Change and Extreme Weather</b> The Town of Whitby has declared a climate emergency and is working to develop policies to combat climate change.	<ul style="list-style-type: none"> <li>Provide recommendations on prioritization of actions in Whitby's Climate Emergency Response Plan, Phase 1 and Phase 2.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a high-level education program on Whitby's Climate Emergency Response Plan, Phase 1 and Phase 2 including residential actions.</li> <li>Educate residents on Zero Carbon Whitby.</li> </ul>	<ul style="list-style-type: none"> <li>Use the UN recommendations as a base and promote them at regular intervals using social media to educate, highlight benefits etc.</li> </ul>
<b>Water Quality, Storm Management and Flooding</b> Whitby delivers a number of initiatives to improve and maintain the health of our natural waterways as well as helping to protect our natural based hazards: <ul style="list-style-type: none"> <li>Flooding</li> <li>Stormwater management ponds</li> <li>Source water protection</li> </ul>	<ul style="list-style-type: none"> <li>Support Council in improving the Town's stormwater infrastructure through advocating the implementation of 1 to 2 action items in CERP, Phase 1 Implementation Plan.</li> </ul>	<ul style="list-style-type: none"> <li>Create a stormwater education campaign to encourage residents to consider alternatives such as rain gardens, bioswales etc.</li> </ul>	<ul style="list-style-type: none"> <li>Look at natural ways to reduce localized flooding and improve stormwater infiltration.</li> </ul>

# Memorandum to Council

Community Services Department

Recreation Services Division



**To:** Mayor and Members of Council

**CC:** Sharon Meredith, Senior Manager  
Recreation; Kim Evans, Manager, 55+  
Recreation, Accessibility, Diversity

**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**From:** John Romano, Commissioner, Community  
Services

**Date:** January 12, 2024

**File #:**

**Subject:** 2024 Days of Significance for  
Proclamations

Annually, the Whitby Diversity and Inclusion Advisory Committee (WDIAC) recommends to Council days of significance for proclamations to raise awareness of culturally significant days and create community recognition, acceptance and support the development of an inclusive community. The Committee selected dates based on the Government of Canada's identified [commemorative days](#) and group consensus.

While WDIAC does not actively promote dates, save and except for working with the Town to promote events hosted by WDIAC (example: supporting the Region's Black History Month event), the Town actively promotes dates of significance through a variety of channels. These include the Town's website, social media, eNews, print advertising and other channels, as appropriate. Approved dates of significance are also specifically recognized on the Town's [Flag Raising and Proclamations](#) webpage.

The Committee has reviewed the 2024 days of significance and are advancing the attached dates (Attachment 1) for proclamation by Council.

# 2024 Dates of Significance

## January 2024

Date	Observance	Overview
January	<a href="#">Alzheimer's Awareness Month</a>	To encourage individuals and organizations across Canada to learn more about dementia and its impact on Canadians.
January	<a href="#">Tamil Heritage Month</a>	To increase awareness about the Tamil culture and to honour the contributions and achievements of Tamil people.
January 4	<a href="#">National Ribbon Skirt Day</a>	National Ribbon Skirt Day commemorates the experience of Isabella Kulak, a member of Cote First Nation in Saskatchewan who was shamed for wearing a handmade ribbon skirt to a formal day at her elementary school. Ribbon skirts have been worn by First Nations and Métis women, girls, and gender-diverse people for generations. With their vibrant colours, bold patterns, and intricate designs, they are a symbol of pride and offer a deep connection to Mother Earth. Isabella's story reminds us of the ongoing challenges Indigenous Peoples face, including racism and inequity, and of the work we need to continue doing, together, on the shared path of reconciliation.
January 4	<a href="#">World Braille Day</a>	World Braille Day reminds us of the importance of accessibility and independence for those who are blind or visually impaired.
January 17	<a href="#">Raoul Wallenberg Day</a>	To remember Raoul Wallenberg, Canada's first honorary citizen, who saved thousands of persecuted Jews during the Second World War. This day is an opportunity to reflect on the atrocities of the Holocaust and honour the millions of victims, survivors and their families.
January 21	<a href="#">Lincoln Alexander Day</a>	Pays tribute to Canada's first Black Member of Parliament, Cabinet Minister, and Lieutenant-Governor of Ontario.

January 24	<a href="#">World Day for African and Afrodescendant Culture</a>	Celebrates the many vibrant cultures of the African continent and African Diasporas around the world and promotes them as an effective lever for sustainable development, dialogue, and peace.
January 24	<a href="#">International Day of Education</a>	Celebrates the role of education for peace and development.
January 27	<a href="#">International Day of Commemoration in Memory of the Victims of the Holocaust</a>	Pays tribute to the memory of the victims of the Holocaust and reaffirms unwavering commitment to counter antisemitism, racism, and other forms of intolerance.
January 29	<a href="#">National Day of Remembrance of the Quebec City Mosque Attack and Action Against Islamophobia</a>	A day to honour the memory of victims of the Islamic Cultural Centre of Quebec attack and to denounce Islamophobia and all other forms of racism, hate and religious discrimination.

## February 2024

Date	Observance	Overview
February	<a href="#">Black History Month</a>	During Black History Month, Canadians celebrate the many achievements and contributions of Black Canadians and their communities who, throughout history, have done so much to make Canada a culturally diverse, compassionate, and prosperous country.
February 4	<a href="#">World Cancer Day</a>	A day to come together to honour and remember everyone affected by cancer and take action to change the future of cancer forever.
February 10	<a href="#">Lunar New Year</a>	The Lunar New Year also known as the Spring Festival, Chinese New Year, Tet Nguyen Dan for Vietnamese Canadians, or Seollal for Korean Canadians and is celebrated in Canada and around the world.
February 13	<a href="#">Wear Red Canada Day</a>	Celebrated annually across Canada to raise awareness about women's heart health.

February 15	<a href="#">National Flag of Canada Day</a>	Celebrating our national flag as a symbol that unites Canadians and reflects the common values, we take pride in — equality, freedom, and inclusion.
February 20	<a href="#">World Day of Social Justice</a>	Recognizes the efforts of the international community in poverty eradication, promotion of full employment and decent work, gender equity and access to social well-being and justice for all.
February 21	<a href="#">International Mother Language Day</a>	Recognizes that languages and multilingualism can advance inclusion, and the Sustainable Development Goals' focus on leaving no one behind.
February 22	<a href="#">Human Trafficking Awareness Day</a>	Focuses on understanding healthy relationships and raises awareness about Human Trafficking.
February 28	<a href="#">Pink Shirt Day</a>	Aims to raise awareness about the impact of bullying.

## March 2024

Date	Observance	Overview
March	<a href="#">Greek Heritage Month</a>	An opportunity to recognize and celebrate the many achievements and contributions of Greek Canadians to Canada, and an occasion to mark and enjoy the history of Greek culture.
March	<a href="#">Irish Heritage Month</a>	Celebrates the contributions of Irish Canadians to the story of Canada and serves as an opportunity to learn more about Irish-Canadian history.
March	<a href="#">Bangladeshi Heritage Month</a>	Honours the many significant contributions Bangladeshi Canadians have made, and highlights their important role in strengthening Canada's multi-cultural fabric.
March 1	<a href="#">Zero Discrimination Day</a>	A call to action to eradicate discrimination in all forms and promote social inclusion and tolerance.

March 8	<a href="#"><u>International Women's Day</u></a>	A global day celebrating the social, economic, cultural, and political achievements of women.
March 17	<a href="#"><u>Irish Heritage Day</u></a>	Celebrates Irish Heritage.
March 20	<a href="#"><u>International Francophonie Day</u></a>	Celebrates the French language and Francophone culture.
March 21	<a href="#"><u>International Day for the Elimination of Racial Discrimination</u></a>	A day to re-commit our efforts to combat all forms of racial discrimination, injustice, systemic racism and hate to ensure a world where everyone is respected, safe, and has equitable access to contribute meaningfully to all aspects of society.
March 21	<a href="#"><u>World Down Syndrome Day</u></a>	Encourages awareness about Down Syndrome and showcases the abilities of people with Down Syndrome.
March 25	<a href="#"><u>International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade</u></a>	A time to pay tribute to the millions of Africans who were torn from their homelands and communities through slavery and to stand up in solidarity against racism everywhere.
March 23	<a href="#"><u>Earth Hour</u></a>	A symbolic event to show collective support for the planet.
March 31	<a href="#"><u>International Transgender Day of Visibility</u></a>	Dedicated to celebrating trans people and raising awareness of discrimination faced by transgender people worldwide.

## April 2024

April	<a href="#"><u>National Volunteer Month</u></a>	Celebrates the impact volunteers have on our lives and encourages active volunteerism in generations to come.
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April	<a href="#"><u>Genocide Remembrance, Condemnation and Prevention Month</u></a>	To honour the memory of the victims of genocide and reflect on the root causes of these tragedies, so that they never happen again.
April	<a href="#"><u>Sikh Heritage Month</u></a>	To recognize the many past and current contributions of the Sikh community in Canada.
April 2	<a href="#"><u>World Autism Awareness Day</u></a>	To raise awareness about Autism and recognize those on the Autism spectrum, their families, caregivers, and communities.
April 9	<a href="#"><u>Vimy Ridge Day</u></a>	To remember Canadians who fought in the battle of Vimy Ridge in northern France during the First World War.
April 10	<a href="#"><u>International Day of Pink</u></a>	A day to wear pink as a sign of solidarity and to stand against bullying.
April 22	<a href="#"><u>Earth Day</u></a>	Honors the achievements of the environmental movement and raises awareness of the need to protect Earth's natural resources for future generations.
April 28	<a href="#"><u>National Day of Mourning</u></a>	The National Day of Mourning is not only a day to remember and honour those lives lost or injured due to a workplace tragedy, but also a day to collectively renew our commitment to improve health and safety in the workplace and prevent further injuries, illnesses and deaths.
April 30	<a href="#"><u>Journey to Freedom Day</u></a>	The commemoration of the exodus of Vietnamese refugees and their acceptance in Canada after the fall of Saigon and the end of the Vietnam War

## May 2024

May	<a href="#"><u>Asian Heritage Month</u></a>	An opportunity to learn more about the many achievements and contributions of Canadians of Asian heritage.
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May	<a href="#"><u>Mental Health Awareness Month</u></a>	An opportunity to learn about mental illnesses, the effect on people's lives and learning more about how to reduce the stigma around mental illnesses.
May 5	<a href="#"><u>Dutch Heritage Day</u></a>	To honour the sacrifices made by past members of the Canadian armed forces in the liberation of the Netherlands during the Second World War and an opportunity to celebrate the many contributions that generations of Dutch Canadians have made.
May 5	<a href="#"><u>National Day of Awareness for Missing and Murdered Indigenous Women and Girls</u></a>	Also known as Red Dress Day, it is encouraged for people to wear red or display red clothing to honor and commemorate missing and murdered Indigenous women, girls and two-spirit people.
May 17	<a href="#"><u>International Day Against Homophobia, Transphobia and Biphobia</u></a>	To celebrate sexual and gender diversity and to condemn the discrimination, violence, and stigma that members of 2SLGBTQ+ communities continue to experience in Canada and globally.
May 21	<a href="#"><u>World Day for Cultural Diversity for Dialogue and Development</u></a>	Provides an opportunity to deepen understanding of the values of cultural diversity and to advance the four goals of: <ul style="list-style-type: none"> <li>1) Supporting sustainable systems of governance for culture;</li> <li>2) Achieving a balanced flow of cultural goods and services and increase mobility of artists and cultural professionals;</li> <li>3) Integrating culture in sustainable development frameworks; and</li> <li>4) Promoting human rights and fundamental freedoms.</li> </ul>
May 26 – June 1	<a href="#"><u>National AccessAbility Week</u></a>	An opportunity to celebrate Canadians with disabilities and raise awareness of the critical need for accessibility and inclusion for all in our communities and workplaces.

## June 2024

June	<a href="#">Filipino Heritage Month</a>	A time to recognize and highlight the many contributions Canadians of Filipino heritage make to Canada.
June	<a href="#">Italian Heritage Month</a>	A time to showcase the rich culture and heritage of Italian Canadians.
June	<a href="#">National Indigenous History Month</a>	A time to recognize the rich history, heritage, resilience and diversity of First Nations, Inuit and Métis Peoples across Canada.
June	<a href="#">Portuguese History and Heritage Month</a>	To highlight the many past and ongoing contributions of Portuguese Canadians, and to learn more about their traditions and culture.
June	<a href="#">Pride Month</a>	Refers to the wide range of Pride events that take place over the summer (June to September) when 2SLGBTQI+ communities and allies come together to spotlight the resilience, celebrate the talent, and recognize the contributions of 2SLGBTQI+ communities.
June	<a href="#">Seniors Month</a>	A time to recognize older Ontarians and the contributions they have made in communities across the province.
June	<a href="#">Recreation and Parks Month</a>	A movement that promotes the benefits of recreation and parks for physical, social, and environmental health.
June 15	<a href="#">World Elder Abuse Awareness Day</a>	A day that acknowledges the significance of elder abuse as a public health and human rights issue.
June 20	<a href="#">World Refugee Day</a>	An international day designated by the United Nations to honour refugees around the globe. It celebrates the strength and courage of people who have been forced to flee their home country to escape conflict or persecution.

June 21	<a href="#">National Indigenous Peoples Day</a>	A day for all Canadians to recognize and celebrate the unique heritage, diverse cultures and outstanding contributions of First Nations, Inuit and Métis peoples.
June 21	<a href="#">Summer Solstice</a>	The summer solstice is the day of the year with the longest light. It is a day with spiritual significance for many people and is a good time to celebrate Indigenous people and cultures. Activities for National Indigenous Peoples Day are organized across Canada every year.
June 27	<a href="#">Canadian Multiculturalism Day</a>	A day to honour the many cultural communities that help build a strong and vibrant Canadian society.

## July 2024

July 1	<a href="#">Canada Day</a>	Canada's national holiday for citizens to celebrate being Canadian.
July 18	<a href="#">Nelson Mandela International Day</a>	To honour the legacy of Nelson Mandela, South Africa's former President, and his values, through volunteering and community service.
July 30	<a href="#">World Day Against Trafficking in Persons</a>	A day set aside to raise awareness of the plight of human trafficking victims and to promote and protect their rights.

## August 2024

August 1	<a href="#">Emancipation Day</a>	Marks the actual day, in 1834, that the Slavery Abolition Act of 1833 came into effect across the British Empire. A time to reflect, educate and engage in the ongoing fight against anti-Black racism and discrimination.
August 9	<a href="#">International Day of the World's Indigenous Peoples</a>	Marks the day of the first meeting, in 1982, of the UN Working Group on Indigenous Populations of the Sub-Commission on the Promotion and Protection of Human Rights. To raise awareness and protect the rights of the world's Indigenous population.

August 12	<a href="#"><u>International Youth Day</u></a>	A day for bringing youth issues to the attention of the international community and celebrating the potential of youth as partners in today's global society.
August 22	<a href="#"><u>International Day Commemorating the Victims of Acts of Violence Based on Religion or Belief</u></a>	A day to condemn continuing violence and acts of terrorism targeting individuals, including persons belonging to religious minorities, on the basis of or in the name of religion or belief.
August 23	<a href="#"><u>International Day for the Remembrance of the Slave Trade and its Abolition</u></a>	A day to honour and remember those who suffered and died at the hands of slavery.

## September 2024

September 7	<a href="#"><u>Ukrainian Heritage Day</u></a>	To celebrate the contributions of Ukrainians to economic, political, social and cultural life across Ontario.
September 10	<a href="#"><u>World Suicide Prevention Day</u></a>	Focuses attention on death by suicide to reduce stigma and raise awareness among organizations, government, and the public, giving a singular message that suicide can be prevented.
September 21	<a href="#"><u>International Day of Peace</u></a>	A day devoted to strengthening the ideals of peace, through observing 24 hours of non-violence and cease-fire.
September 25	<a href="#"><u>Franco-Ontarian Day</u></a>	A time to celebrate the Franco-Ontarian community and its history.
September 30	<a href="#"><u>National Day for Truth and Reconciliation</u></a>	Honours the children who never returned home and Survivors of residential schools, as well as their families and communities. Public commemoration of the tragic and painful history and ongoing impacts of residential schools is a vital component of the reconciliation process.

September 30	<a href="#">Orange Shirt Day</a>	In recognition of the harm the residential school system did to children's sense of self-esteem and well-being, and as an affirmation of people's commitment to ensure that everyone around us matters.
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## October 2024

October	<a href="#">German Heritage Month</a>	A celebration of the contributions Canadians of German heritage have made and continue to make in Canada.
October	<a href="#">Hispanic/Latin American Heritage Month</a>	Recognizes the Latin American community's contribution to Canadian society.
October	<a href="#">Islamic Heritage Month</a>	Recognizes the Muslim community's contribution to Canadian society.
October	<a href="#">Somali Heritage Month</a>	Recognizes the contributions of the Somali Canadians have made in Canada.
October	<a href="#">Women's History Month</a>	A celebration of the outstanding achievements of women and girls throughout Canada's history.
October 1	<a href="#">International Day of Older Persons</a>	Celebrates and thanks older adults for the role they play in our communities.
October 4	<a href="#">National Day of Action for Missing and Murdered Indigenous Women and Girls</a>	To honour the lives of missing and murdered Indigenous women, girls and gender diverse people by creating change and committing to ending the violence that disproportionately impacts their communities
October 10	<a href="#">World Mental Health Day</a>	To raise awareness of mental health issues around the world and to mobilize efforts in support of mental health.

October 11	<a href="#">International Day of the Girl Child</a>	A day dedicated to celebrating the voices and power of girls, championing their rights worldwide, and reflecting on the challenges they continue to face because of their gender.
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## November 2024

November	<a href="#">Albanian Heritage Month</a>	Recognizes Albanian Heritage and the contributions that the Somali Canadians have made in Canada.
November	<a href="#">Hindu Heritage Month</a>	Recognizes Hindu Heritage and the contributions of that the Hindu community has made in Canada.
November 5 – 11	<a href="#">Veterans Week</a>	An opportunity to honour all the brave Canadians who have served the country and defended the values Canadians hold dear.
November 11	<a href="#">Remembrance Day</a>	Marks the end of hostilities during the First World War and an opportunity to recall all those who have served in the nation's defense.
November 20	<a href="#">National Child Day</a>	To celebrate the rights of children.
November 20	<a href="#">National Transgender Day of Remembrance</a>	An annual observance that honors the memory of the transgender people whose lives were lost in acts of anti-transgender violence.
November 25 - December 10	<a href="#">16 Days of Activism Against Gender-based Violence</a>	An annual international campaign that begins on November 25, the International Day for the Elimination of Violence Against Women, and goes until December 10, the Human Rights Day. This campaign started in 1991 to call out and speak up on gender-based violence, and to renew our commitment to ending violence against women, girls, and 2SLGBTQI+ individuals.
November 23	<a href="#">Holodomor Memorial Day</a>	In remembrance of the millions of innocent people in Ukraine who suffered and died at the hands of Joseph Stalin's totalitarian Soviet regime during the Holodomor.

November 25	<a href="#">International Day for the Eliminations of Violence Against Women</a>	A time to reflect on, renew, amplify, and strategize to achieve commitments to eliminate violence against women by 2030.
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## December 2024

December 1	<a href="#">World AIDS Day</a>	An opportunity to raise awareness of HIV/AIDS, support those living with HIV, and remember those who have passed away.
December 3	<a href="#">International Day of Persons with Disabilities</a>	To promote the rights and well-being of persons with disabilities at every level of society and development, and to raise awareness of the situation of persons with disabilities in all aspects of political, social, economic, and cultural life.
December 6	<a href="#">National Day of Remembrance and Action on Violence Against Women</a>	To remember those who have experienced or loss their lives to gender-based violence and to educate people and communities on gender-based violence and speak up against harmful behaviours.
December 10	<a href="#">Human Rights Day</a>	To recognize the day when, in 1948, the United Nations General Assembly adopted the Universal Declaration of Human Rights to guarantees human rights without distinction of nationality, place of residence, gender, national or ethnic origin, religion, language, or any other status.
December 18	<a href="#">International Migrants Day</a>	A day set aside to recognize the important contribution of migrants while highlighting the challenges they face.
December 21	<a href="#">Winter Solstice</a>	The winter solstice is the shortest day and longest night of the year. In the Northern Hemisphere, it takes place between December 20 and 23, depending on the year. (The reverse is true in the Southern Hemisphere, where the shortest day of the year occurs in June.) Cultures around the world have long held feasts and celebrated holidays around the winter solstice. Fire and light are traditional symbols of celebrations held on the darkest day of the year.

December 26 – January 1	<a href="#">Kwanzaa</a>	An African American cultural holiday that has been adopted around the world, including in Canada, to celebrate African family, community and culture.
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# Town of Whitby

## Staff Report

[whitby.ca/CouncilCalendar](http://whitby.ca/CouncilCalendar)



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### Report Title: Tourism Strategy Update – January 2024

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**Report to:** Committee of the Whole

**Date of meeting:** January 15, 2024

**Report Number:** CAO 01-24

**Department(s) Responsible:**

Office of the Chief Administrative Officer

**Submitted by:**

Sarah Klein, Director Strategic Initiatives

<b>Acknowledged by M. Gaskell, Chief Administrative Officer</b>
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**For additional information, contact:**

Lara Toman, Program Manager, Events,  
Tourism and Culture 905-706-1706

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#### 1. Recommendation:

1. That Report CAO 01-24, Tourism Strategy Update – January 2024, be received for information.

#### 2. Highlights:

- Destination Whitby, 2022 – 2025 [Whitby Tourism Strategy](#), adopted in May of 2022, is a four-year strategy that provides a framework for businesses, local government, and residents to leverage the visitor economy and grow Whitby as a visitor-ready and welcoming destination. It is a strategy to guide the municipality in future tourism support, promotion, planning, and destination development.
- The Tourism Strategy includes a vision, three key objectives with eight goals and 33 action items. Since the adoption of the Strategy, a total of 16 actions have been completed or are underway. Some of the actions have multiple projects associated with them.
- Tourism Strategy actions have been undertaken in collaboration with staff from various municipal departments (Economic Development, Legal and Enforcement Services and Communications and Creative Services), Central

Counties Tourism, Culinary Tourism Alliance, Durham Tourism and key stakeholders and businesses in the community.

- [Whitby's Food Guide](#) was nationally recognized by the Economic Developers Association of Canada (EDAC) for the top Marketing Canada award for a publication.
- Promoting tourism has been recognized as a top priority within the 2023-2026 Community Strategic Plan. This involves a specific action under Whitby's Neighbourhoods, aimed at strengthening the culinary and live music scenes through collaborative partnerships. Additionally, there is an action item under Whitby's Economy that focuses on advancing Whitby's tourism sector, with particular focus on the waterfront.
- Report CAO 01-24 provides an overview of the action items completed since May 2022.

### 3. Background:

Ontario defines a tourist or visitor as someone who travels more than 40 km for leisure, business, or other purposes. Tourism is one of the only sectors that employs Canadians in every area of the country. This includes provinces, territories, and electoral ridings. A thriving tourism industry in a community can act as a positive economic driver and support businesses. In fact, the retention of businesses and services in many communities throughout Durham Region depends more and more upon visitor spending.

The tourism industry in Ontario represents over 200,000 businesses and in 2019, the industry in Ontario generated revenue of over 36 billion dollars, which at that time was higher than the combined total from agriculture, forestry/logging, commercial fishing/hunting, and mining industries. In addition to making a significant economic contribution, a prosperous tourism sector benefits a community both culturally and socially.

Whitby's Tourism Strategy examines and provides clear directions as to how Whitby's unique tourism opportunities and businesses can contribute to economic development and growth by offering experiences for visitors and residents alike. The Strategy provides a guide for the municipality in tourism support, promotion, planning and destination development.

The **Vision** for the Tourism Strategy is:

**The Town of Whitby will create a visitor-friendly, welcoming, inclusive, vibrant, and accessible destination rooted in economic, social, and cultural connectivity.**

The Tourism Strategy includes three key Objectives:

- 1) **Character** – Elevate Whitby through destination development.

2) **Connectivity** – Collaborate and connect with businesses, organizations, and residents to develop tourism offerings, products, and packages.

3) **Content and Communication** – Develop marketing assets to generate authentic Whitby stories; increase Whitby's unique tourism offerings; create a network of tourism partners that support collaboration, coordination, and information sharing.

Tourism development is a new priority for Whitby and now identified as a potential area of economic growth in the Community Strategic Plan. When the Tourism strategy was developed, it was important to acknowledge Whitby's wealth of assets. Whitby is one of Canada's fastest growing communities and combines a small-town welcoming atmosphere with the amenities of a larger urban centre. Whitby is known for its built and natural heritage, including the waterfront, parks, trails, and greenspaces, two historic downtowns, and well-respected creative community and growing culinary scene. Whitby currently has a variety of tourism assets including places like Station Gallery, Port Whitby Marina, the largest entertainment centrum east of Toronto, Abilities Centre, Iroquois Park Sports Centre, numerous award-winning events, golf courses, and the Canadian owned wellness attraction, Thermea Spa Village.

Knowing these strengths and attractions, the Tourism Strategy identifies why people visit Whitby and the six tourism sectors that define Whitby including:

- Nautical Tourism;
- Sports Tourism;
- Family Tourism;
- Culinary Tourism;
- Wellness Tourism; and,
- Cultural Tourism.

Successful implementation of the Tourism Strategy is being realized through collaboration across the organization and within the community by connecting key partners including Central Counties Tourism, Culinary Tourism Alliance, Durham Tourism and Sport Durham, tourism businesses, events, and attractions, and aligning financial resources.

#### **4. Discussion:**

The following information provides a highlight of the action items and accomplishments that have been implemented since the adoption of the Tourism Strategy. A more detailed list of action items completed since May 2022 can be found within **Attachment 1 – Tourism Strategy Action Plan Updates**.

##### **Objective 1: Character**

##### **Goal 1: Differentiate Whitby as a Unique Destination within Ontario**

Collaborated with private sector tourism businesses to help promote and market tourism in Whitby. An example of this included providing 5 Paddles Brewery with canvas bags

featuring the @explorewhitby branding on them for the Royal Winter Fair. Thermea Spa Village and other business partners continue to donate prizes for Instagram contests and prize packs at tourism booth trade shows.

## Goal 2: Use Quality Research to Drive Tourism Development

Working with Central Counties Tourism, the Geofencing Research tool was used to provide a deeper understanding of Whitby's tourists through mobility data. By creating specific geofences (a virtual geographic boundary around a particular area) the Town was provided with an accurate estimate of the number of people who entered within a specified timeframe, where they came from, the average number of times locals vs non-locals visited as well as visitor profile information. Locals are known as residents living in Whitby while a non-local is considered a tourist living more than 40 km away. The three locations listed below highlight the information obtained through the Geofence Research. The first larger number represents the total number of visits over the timeframe and the breakdown below each of these represents the unique visitor. Most of the unique visitors are repeating four to five times.

- Whitby Entertainment Centrum (including Reptilia, Flying Squirrel and Aspire)
  - June to December 2022 saw **2,899,320 visits** (locals and non-locals).
  - 196,667 were **unique** local visitors and 78,551 were tourists (from over 40+km away).
- Downtown Whitby
  - June to December 2022 saw **2,625,884 visits** to the Downtown (locals and non-locals).
  - 195,615 were **unique** local visitors and 36,702 were tourists (from over 40+km away).
- Whitby Waterfront and Marina
  - May to September 2022 saw **442,328 visits** (locals and non-locals).
  - 84,378 were **unique** local visitors and 16,407 were tourists (from over 40+km away).

## Goal 3: Build Capacity for Community Tourism

Since May of 2022, Creative Communities worked closely with its partners in tourism and collaborated on many projects and initiatives including:

- Culinary Tourism Alliance partnership and participation in the [Great Taste of Ontario \(GTOO\) Passport](#) resulted in Globe and Mail Exposure (**Attachment 2**) for Whitby's food scene.
- Tourism and Economic Development staff attended a "Meet the Tourism Investment Dragons" event in October 2023 hosted through Investment and Development Office (IDO), Ministry of Tourism, Culture and Sport to promote a hotel investment at Whitby's waterfront.

## Goal 4: Grow Local Economic Development for the Tourism Sector

Creative Communities Division supported a Durham College tourism student internship from January to April of 2023 to assist with Food Guide research.

**Objective 2: Connectivity****Goal 1: Develop Visitor Readiness**

Product or destination development refers to the tourism assets and associated stakeholders that will attract visitors to Whitby and help to create the visitor experience. In 2023, one of the key priorities was collaborating and connecting with tourism businesses and attractions to start to develop tourism offerings, products, and packages to be visitor ready. Actions accomplished included:

- Development of the second edition of the national award-winning [Whitby Food Guide](#).
- Hosting the first Destination Development networking event at Town Brewery designed to engage and pursue partnerships and collaboration.
- Helping local businesses and stakeholders become “tourism or visitor ready” through the promotion of online resources, training, and workshops.
- QR Code Window Clings, bookmarks and copies of the Food Guide distributed to arenas and community centres and linked in their welcome packages during the annual Silver Stick Tournament.
- Creation of an up-to-date tourism stakeholder contact list.

**Goal 2: Engage Industry Partners in Community Tourism Economic Development**

- Launched the first b2b (business to business) newsletter in June and a second edition in October.
- Memberships with the Tourism Association Industry of Ontario (TIAO), Central Counties Tourism, Culinary Tourism Alliance (CTA) and the Durham Tourism Leadership Team.
- A staff member currently sits on the Board of Directors for RTO6 (Regional Tourism Organization 6 - Central Counties Tourism).
- Tourism staff in partnership with Economic Development hosted a tourism booth at the Canadian National Exhibition in August 2023.

**Objective 3: Content and Communication****Goal 1: Develop Digital Content and Optimize Communications with Residents and Visitors**

- Launch of Whitby’s new tourism website [www.whitby.ca/tourism](http://www.whitby.ca/tourism).
- Launch of Whitby’s tourism brand “Discover Something New to Enjoy” (**Attachment 3**).
- Contracted photographer and videographer to grow Whitby’s image bank, available to all departments.
- Economic Developers Association of Canada (EDAC) Awards Submission for the Whitby Food Guide and subsequent win as the top Marketing Canada Award.

- Development of the [Events Teaser](#) video and two new [Tourism teaser videos](#) to be used over the next year to promote Whitby's amazing tourism destinations.
- Design of various marketing assets including postcards, signage, and bookmarks to promote Whitby Tourism and the Whitby Food Guide (**Attachment 3**).
- Partnership ads and features with Central Counties Tourism and Culinary Tourism Alliance.

## Goal 2: Develop an Audience of Visitors

- Launch of Instagram @explorewhitby and Social Media content calendar. Whitby has 733 followers and as of December 11 the tourism team has posted 133 times.
- QR Code Window Clings for both tourism and the Whitby Food Guide designed and delivered to businesses, accommodations and food and beverage providers.

## 2024 Tourism Strategy Initiatives

To harness the advantages of thriving tourism growth and investments, as well as the broader visitor economy, the primary emphasis for 2024 should remain on maintaining a holistic approach that includes active community participation, engaging stakeholders, coordinated strategic planning, fostering collaboration, ongoing visitor service enhancement, and strategic preparation for future visitor infrastructure. Community buy-in impacts the visitor experience, from the service they receive at local shops and restaurants to the general spirit of the destination.

In 2024, subject to budget approval, the following initiatives and actions will be undertaken to support the Tourism Strategy and Whitby's visitor economy:

- Continuation of the marketing and promotion of Whitby as a tourism destination through social media @explorewhitby, Facebook, and the tourism [website](#). Encouraging user-generated content that encourages visitors to share their experiences across the Town's platforms.
- Participation in the "Do Something Delicious" campaign through the Globe and Mail in partnership with the Culinary Tourism Alliance.
- New print assets to include tear off maps of Whitby and larger printed maps in identified key locations.
- Working with our partners at Central Counties Tourism to host Influencers in Whitby. By collaborating with influential personalities focused on travel experiences to expand our reach to a wider audience. These influencers have shared their personal experiences, effectively endorsing our destination and our stakeholders to their dedicated followers.
- Leverage the "Discover Something New to Enjoy" brand for tourism advertising and promotion with engaging storytelling of our community.

- Launch of two tourism teasers in the Spring and Summer and production of a winter Tourism teaser.
- Implementation of a quarterly b2c (business to consumer/visitor) e-newsletter starting in June 2024.
- Implementation of a Municipal Accommodation Tax (subject to Council approval) as a new revenue stream for tourism and the Town.
- Continue to communicate, collaborate, and build relationships with all partners, tourism businesses, food and beverage and key stakeholders through the hosting of two Destination Development events, b2b (business to business) newsletter distribution (quarterly), QR Window Cling program; stakeholder training workshops; sport tourism opportunities and itinerary building (Stay and Play packaging).
- Implementation of a Waterfront Pop-up Project to promote destination development along Whitby's waterfront, including a temporary visitor centre (pending funding source or budget approval).
- Implementation of a Tourism Ambassador Program by way of the hiring of a summer student (pending funding source or budget approval).
- Development and launch of culinary experiences related to the Whitby Food Guide including a Food Tour and Brewery Tour.
- Use of Visitor Metrics and data to identify target markets and visitor profiles. Collection of postal codes with tourism partners to help further define visitor analytics.

## **5. Financial Considerations:**

For 2023, the Tourism Strategy initiatives are included within the operating budget for Creative Communities at a total of \$20,430, funded from property taxes. The estimated costs for all 33 actions identified in the plan is approximately \$290,000 over four years.

The base operating budget will be adjusted for inflationary pressures and growth. Further, staff will continue to investigate alternate funding sources, including submission of grant applications as grants become available and implementation of a Municipal Accommodation Tax (MAT) to support the Town's investment in tourism including marketing, destination development and event support. Details regarding tourism initiatives that may be eligible for funding through a MAT will be included in a 2024 report on the feasibility of a Whitby Municipal Accommodation Tax.

## **6. Communication and Public Engagement:**

Community and stakeholder engagement was undertaken to support the development of the Tourism Strategy. The implementation of the Tourism Strategy includes ongoing discussions with many businesses and organizations such as Central Counties Tourism, Durham Tourism and Sport Durham, Downtown Whitby BIA, Whitby Chamber of Commerce, Tourism Association Industry of Ontario (TIAO), and the Culinary Tourism Alliance (CTA).

Going forward, staff will continue to work in collaboration with these key partners, stakeholders and tourism businesses and attractions and are committed to forging new relationships not only with the businesses but the visitors to Whitby to become tourism ambassadors of our community.

## **7. Input from Departments/Sources:**

The Tourism Strategy is built on an understanding of collaboration and connection, and Creative Communities will continue to engage in ongoing conversations with key departments and stakeholders.

## **8. Strategic Priorities:**

In Whitby's Community Strategic Plan (CSP) 2023 – 2026, tourism is identified in the vision statement with the word explore. Improving the waterfront was highlighted by residents as the most important action to support the Whitby Economy. Action 1.2.2 in Strategic Pillar 1: Whitby's Neighbourhoods, the plan focuses on the need to enhance Whitby's culinary and live music sectors through collaborative partnerships. Action 3.1.3 implements actions to enhance Whitby's tourism sector, with a focus on the waterfront. The Tourism Strategy builds upon these existing priorities and work plan alignment to ensure the pillars of the CSP are advanced.

Tourism efforts in Accessibility and Sustainability are outlined in specific actions of the Tourism Strategy including Goal 3 – Building capacity for community tourism. Specific examples include investing and establishing a well signed, publicly accessible washroom in Downtown Whitby. The Whitby Food Guide was digitalized to allow for better accessibility. Action 2.1.4 under Objective 2, Goal 1 building Visitor Readiness identifies the need to invest in helping local businesses and stakeholders become "tourism ready" through online resources and training including the Safe Travels Stamp certification and the Green Step Sustainable Tourism certification program.

## **9. Attachments:**

**Attachment 1:** Tourism Strategy Action Items Update Report – January 2024

**Attachment 2:** Globe and Mail Article – Great Taste of Ontario Passport

**Attachment 3:** Overview of Brand – Discover Something New to Enjoy and Whitby Food Guide Promotions

# Whitby Tourism Strategy Action Plan Updates



January 2024

iFly Whitby

## OBJECTIVE 1: CHARACTER

### Elevate Whitby through destination development.

GOAL 1: Differentiate Whitby as a Unique Destination within Ontario				
Item #	Action	Timing	Accomplishments	Status
1.1.1	Develop the tourism profiles including identifying the attractions, insights, partners, travel characteristics and market segments for each of Whitby's six key tourism industry sectors (Nautical Tourism, Sports Tourism, Family Tourism, Culinary Tourism, Wellness Tourism, and Cultural Tourism).	2022	<ul style="list-style-type: none"> <li>-Descriptions of each of the six key tourism sectors completed.</li> <li>-Identifies the user profiles for each sector and what the visitor is looking for and who they are.</li> </ul>	In Progress - updates in 2024.
1.1.2	Collaborate with private sector tourism businesses twice a year to help promote and market tourism products and offerings to differentiate Whitby as a destination in Ontario.	2023/ 2024/ 2025	<ul style="list-style-type: none"> <li>-Collaborated with Town Brewery to host the first Destination Development Networking Event.</li> <li>-Provided 5 Paddles Brewery with canvas bags featuring the @explorewhitby branding on them for the Royal Winter Fair.</li> <li>-Thermea Spa Village and other business partners continue to donate prizes for Instagram contests.</li> <li>-Hosted launch of 2023 Whitby Food Guide at The Springwood.</li> </ul>	Complete for 2023 – will continue to collaborate with private sector tourism businesses in 2024.

## GOAL 2: Use Quality Research to Drive Tourism Development

Item #	Action	Timing	Accomplishments	Status
1.2.1	Develop tourism metrics through visitor data provided by Central Counties Tourism, Destination Ontario, and other resources to determine opportunities for expanding and measuring future market growth and how Whitby markets itself.	2023	<p>-Six Geofence Dataset Reports acquired from Central Counties Tourism for 2022 and 2023 for comparative purposes (Waterfront/Marina; Downtown Whitby; and Whitby Entertainment Centrum).</p> <p>-Data will help with 2024 marketing and understanding who visits Whitby.</p>	Complete and Ongoing
1.2.2	Complete a tourism asset gap analysis to determine what opportunities for products/experiences and infrastructure (conference centre, hotels etc.) can be enhanced or developed by existing businesses/operators.	2025		2025 Project
1.2.3	Partner in a First Impressions Community Exchange (FICE) program <a href="https://www.ontario.ca/page/first-impressions-community-exchange-program">https://www.ontario.ca/page/first-impressions-community-exchange-program</a> to discover how well Whitby serves its visitors.	2025		2025 Project

### GOAL 3: Build Capacity for Community Tourism

Item #	Action	Timing	Accomplishments	Status
1.3.1	Establish an annual Tourism Operating budget	2022	-Secured \$20,000 annual operating budget in 2023	Complete - Secure
	to support initiatives identified in the Tourism Strategy.	2023		budget increase for 2024
1.3.2	Secure a full-time culture and tourism-focused staff person to support the implementation of the Tourism Strategy and the Culture Plan.	2022	-Full time staff (Culture and Tourism Coordinator) hired in August 2022.	Complete
1.3.3	Consult the Investment and Development Office [IDO] and seek out opportunities for collaboration, partnerships, and/or financial support and grants.	2023	<p>-Attended the “Meet the Tourism Investment Dragons” event in October 2023 hosted through IDO (Investment and Development Office, Ministry of Tourism, Culture and Sport) to promote a hotel investment at Whitby’s waterfront to 10 potential developers/hoteliers.</p> <p>-Partnered with Culinary Tourism Alliance and participated in the <u>Great Taste of Ontario (GTOO) Passport</u> which resulted in Globe and Mail advertisement for Whitby’s food scene.</p>	Complete for 2023 and ongoing future project
1.3.4	Establish an informal, external Tourism Coalition consisting of tourism operators and key stakeholders to leverage the skills, resources, and	2024		2024 Project

	expertise for tourism development.			
1.3.5	Enhance cycle and trail tourism infrastructure (rest stops/signage and maps) on Whitby's Waterfront.	2023/2024		In Progress for 2024
1.3.6	Invest in existing or temporary infrastructure to support a temporary or seasonal Visitor Centre service location (or pop up location) including directional signage.	2025		2025 Project
1.3.7	Utilize the current Wayfinding and Signage Plan to design tourism wayfinding signage for Whitby.	2025		2025 Project
1.3.8	Invest and establish well signed, publicly accessible washroom in Downtown Whitby.	2025		2025 Project

## GOAL 4: Grow Local Economic Development for the Tourism Sector

Item #	Action	Timing	Accomplishments	Status
1.4.1	Work with post-secondary institutions for potential placement student partnerships in tourism, marketing, photography, graphic design, horticulture, project management.	2023/ 2024/ 2025	<p>-Durham College Tourism Destination Marketing student intern hired and worked with Creative Communities from January to April 2023.</p> <p>-Main focus was research for the Whitby Food Guide.</p>	Complete – 2023

## OBJECTIVE 2: CONNECTIVITY

**Collaborate and connect with businesses, organizations, and residents to develop tourism offerings, products, and packages.**

GOAL 1: Develop Visitor Readiness				
Item #	Action	Timing	Accomplishments	Status
2.1.1	Develop a digital Whitby Food Guide and related culinary experiences within Whitby, including food tours (walking, cycling, or driving).	2022/ 2023/ 2024	<p>-Food Guide (First Edition) completed in 2022 (3,200 views on webpage).</p> <p>-Food Guide (Second Edition) completed in 2023 (over 11,000 views since late May).</p> <p>-Publication won top Marketing Canada Award from Economic Developers Association of Canada.</p>	Complete. Food Tours planned for 2024.
2.1.2	Work on destination development and create tourism itineraries with a focus on the six key tourism sectors for Whitby.	2023/ 2024/ 2025	Winter itineraries posted in December 2022.	In Progress – 2024 Itineraries to be posted in January.
2.1.3	Host Whitby Tourism Ambassador training sessions, offered through Central Counties Tourism. <a href="https://centralcounties.ca/central-counties-tourism-ambassador-program/">https://centralcounties.ca/central-counties-tourism-ambassador-program/</a>	Ongoing	<p>-Downtown Whitby Steering Committee and staff participated in Tourism Ambassador Training Program.</p> <p>-Promoted through business to business (b2b) channels and newsletter.</p>	Ongoing

Item#	Action	Timing	Accomplishments	Status
2.1.4	Invest in helping local businesses and stakeholders become “tourism ready” through online resources, training and workshops including the use of the <i>Safe Travels</i> stamp. <a href="https://www.tiaontario.ca/c/pages/safetravelstamp">https://www.tiaontario.ca/c/pages/safetravelstamp</a> And the Green Step Sustainable Tourism certification program. <a href="https://www.tiaontario.ca/c/pages/sustainabletourism2030">https://www.tiaontario.ca/c/pages/sustainabletourism2030</a>	2023/ Ongoing	-Promoted online resources, training, and workshops to business database through the business to business (b2b) newsletter.  -Currently 591 businesses on the email list.  -Topics included a feature business article; information on Town Tourism products; website launch; Destination Development; upcoming grants; training sessions on items such as the Safe Travels stamp as well as upcoming conferences.	Complete
2.1.5	Host two stakeholder education workshops a year on destination development for Whitby tourism businesses and attractions on creating tourism packages.	2023/ 2024/ 2025	-Hosted the first Destination Development Networking event at Town Brewery in April 2023. Over 100 attendees represented tourism attractions, restaurants, municipalities, events, and businesses.	Hosted one event in 2023
2.1.6	Identify and support seasonal opportunities where stakeholder-led packaged products can be distributed at local tournaments (pilot with Ontario Lacrosse Festival on a ‘Family Fun Package’ or ‘Explore Downtown Between Games’).	2024	-QR Code window clings and Food Guide cards distributed to arenas and community centres.	Ongoing

## GOAL 2: Engage Industry Partners in Community Tourism Economic Development

Item#	Action	Timing	Accomplishments	Status
2.2.1	Create a digital newsletter to communicate tourism information and resources to tourism attractions and business owners utilizing Constant Contact.	2023	<p>-Launched two business to business (b2b) newsletters (June and October) featuring articles/resources and links to 591 businesses, attractions, food and beverage, and accommodations.</p> <p>-55% open rate for the newsletter.</p> <p>-Created an up-to-date tourism stakeholder contact list (currently 591 contacts).</p>	Complete
2.2.2	Partner with Whitby Chamber of Commerce and Downtown Whitby BIA for business networking events with a tourism focus.	2023	<p>-The BIA Chair and the Executive Director of the Whitby Chamber of Commerce have attended the Destination Development Networking event and the Food Guide Launch event and shared resources through their social media channels. Both the BIA and Chamber follow @explorehwhitby and post regularly.</p>	Complete
2.2.3	Partner with the Downtown Whitby BIA, Whitby Chamber of Commerce, and other tourism partners	2023	<p>-Whitby is a member of the Tourism Association Industry of Ontario (TIAO), Central Counties Tourism, Culinary Tourism Alliance</p>	Complete

Item#	Action	Timing	Accomplishments	Status
2.2.3 (cont'd)	to promote Central Counties Tourism business to business (b2b) resources with 'The Landing Pad' <a href="https://whitbybia.org/the-landing-pad/">https://whitbybia.org/the-landing-pad/</a> to their memberships and other monthly tourism industry updates.		(CTA) and the Durham Tourism Leadership Team.  -Tourism staff in partnership with Economic Development hosted a tourism booth at Canadian National Exhibition (CNE).	Complete
2.2.4	Partner with Sport Durham to develop an inventory of existing regional sports tourism events and develop a strategy on how Whitby Tourism could support sporting events, and benefit stakeholders.	2024		2024 Project

## OBJECTIVE 3: CONTENT AND COMMUNICATION

**Develop marketing assets to generate authentic Whitby stories; increase Whitby's unique tourism offerings; and create a network of tourism partners that support collaboration, coordination, and information sharing.**

GOAL 1: Develop Digital Content and Optimize Communication with Residents and Visitors				
Item #	Action	Timing	Accomplishment	Status
3.1.1	Invest in Whitby's photos and video assets to capture high-resolution imagery including the four seasons and diverse market	2022 - 2025	-Contracted photographer and videographer to grow Whitby's image bank	Complete

Item #	Action	Timing	Accomplishments	Status
3.1.1 (cont'd)	segments.		<p>and tourism video promotions.</p> <p>-Over 500 new images/ three teaser videos and collection of b-roll that have been used to build out Whitby's tourism website and social media.</p> <p>-Two new tourism teaser videos were created for 2024 season:</p> <ul style="list-style-type: none"> <li>• <a href="#">Teaser 1</a></li> <li>• <a href="#">Teaser 2</a></li> </ul> <p>-Creation of <a href="#">Events Teaser video</a>.</p>	
3.1.2	Develop and launch a dedicated tourism microsite.	2023	<p>-Launched Whitby's new tourism website <a href="http://www.whitby.ca/tourism">www.whitby.ca/tourism</a>. Website has seen 2,698 visits since end of May 2023.</p> <p>-Launched Whitby's tourism brand "Discover Something New to Enjoy" (Attachment 3).</p>	Complete - updates made to the website regularly.
3.1.3	Raise the profile of Whitby with media through press release distribution, travel writers, travel bloggers, and influencers by leveraging our partnerships to generate local content for outlets.	Ongoing	-Awards submission to <a href="#">Economic Developers Association of Canada</a> (EDAC) receiving the Top Marketing Canada Award for the Whitby Food Guide.	Complete and Ongoing

Item #	Action	Timing	Accomplishments	Status
3.1.3 (cont'd)			<p>-Partnership with Culinary Tourism Alliance to highlight Whitby's Food Scene through the <a href="#">Great Taste of Ontario Passport</a> program and <a href="#">profile</a> for Whitby featured on their website. Article in the Globe and Mail and in their online newsletter.</p> <p>-Worked with Central Counties Tourism to promote food scene through press release distribution and content provided to hire influencers creating stories on the York, Durham, and Headwaters area.</p>	Complete and Ongoing
3.1.4	Develop and outsource Tourism Destination Marketing Plan for Whitby including a framework that can be adapted annually or as needed.	2023	Promotions created including design of various marketing assets such as postcards, signage, shopping bags and bookmarks to promote the 'Discover Something New to Enjoy' Whitby brand.	In Progress – move to 2024
3.1.5	Host a FAM Tour (Familiarization Tour) inviting media and travel trade professionals to Whitby to provide a sampling of what Whitby offers as a destination.	2024		2024 Project

## Goal 2: Develop an Audience of Visitors

Item #	Action	Timing	Accomplishment	Status
3.2.1	Create a database of email addresses for consumer communication of tourism e-blasts, blogs, stories, and newsletters.	2022	-Collection of Visitor/Tourist and local emails to help with promotion of tourism in Whitby.	In Progress
3.2.2	Enhance Whitby's online social presence #explorewhitby and develop a Social Media Strategy for tourism promotion.	2023	-Launched @explorewhitby and social media content calendar. As of December 11, there are 733 followers and 133 posts. Staff post at least six to eight posts weekly to support all tourism projects and initiatives.	Complete. Social Media Strategy and 2024 content calendar in progress.
3.2.3	Develop, launch, and distribute a QR Code sticker for tourism businesses, accommodations, restaurants, and attractions linked to the Whitby tourism microsite.	2022	-QR window clings for both Food Guide and Tourism site distributed through Town facilities, local restaurants and tourism attractions and businesses (total of 105 window clings distributed).	Ongoing



GREAT  
TASTE OF

Ontario

FALL  
FAMILY  
FUN

From cutting your own bouquet of wildflowers to taking an enchanting stroll with alpacas, getting lost (temporarily) in a corn maze, tasting the season’s flavours and picking (almost) your weight in apples and pumpkins, Ontario is ripe with fall family activities

**W**eekends are the perfect time to round up the whole family – kids, grandparents, aunts, uncles, cousins – and hit up a local destination for some play, laughs and seasonal bounty. From strolling with alpacas in Lakefield to apple-picking in Thorndale, visit one or all of these destinations (all of which can be found on Great Taste of Ontario passports) and make it an autumn to remember.

**Barrie Hill Farms**  
2935 Barrie Hill Rd., Springwater  
SIMCOE COUNTY PASSPORT

A multigenerational trip to this second-generation-run farm is an obvious fit. The Gervais family offers reasonable rates for the u-pick operation, which spans the farm’s 200-plus acres, because as they see it, visitors are helping them harvest their crops. September and October are the perfect time to pick apples for fall baking, pumpkins for carving, popping corn for Halloween movie nights or squash and beans for cozy soups and holiday recipes. You can pack a lunch and enjoy it in the designated picnic area, but for the full experience, hit up the on-site Silo Cafe. The menu utilizes locally-sourced ingredients along with farm-grown produce. Their frozen yogurt is legendary, and the apple cheddar panini is a must-try. Open May through Halloween, and BYOB (bring your own basket).

**Arrowwood Farm and Harvest Table**  
6460 Riverside Dr., Melbourne  
MIDDLESEX, SARNIA, LAMBTON PASSPORT

Blueberry season – Arrowwood’s specialty – is a summer thing, but the powerful antioxidant-packed berries are available frozen and in baked goods year-round at Kathy



and Phil’s sprawling property. Plan a fall visit to this charming spot to shop for frozen berries or a cut-your-own-bouquet from the farm’s field of wildflowers, zinnias, snapdragons and gladiolus. Or join owners Kathy and Phil for a monthly meal at the harvest table or weekly lunches on the patio with tasty, laid-back grub like in-season soups and grilled sandwiches. And if you want a tour, just ask. Someone will be happy to show you around.

**Wanderlight Alpaca Experience**  
874 Lynchs Rock Rd., Lakefield  
PETERBOROUGH & THE KAWARTHAS PASSPORT

Ever wanted to spend some quality time with fluffy alpacas? Wanderlight Alpaca Experience is the way to do it. Situated on rolling hills just outside of Peterborough, this family-run experience allows young and old (kids aged two to five will need to walk with an adult) to spend 60 magical minutes bonding and trail-walking with one of the 11 on-site alpacas. Do note, though, that there is no food or washrooms on-site, but guests are welcome to bring litterless snacks. Availability varies, book your tickets online.

**Sainte-Marie Among the Hurons**  
16164, Highway 12 East, Midland  
ROUTE CHAMPLAIN PASSPORT

Take a step back in history to the 1600s with a visit to Sainte-Marie Among the Hurons, a museum and original French settlement. Enjoy an interactive tour with captivating storytelling and demonstrations by costumed interpreters that illuminate the lives of the Huron-Wendat People, as well as their culture, practices and ways of life. The award-winning museum engages touch, sound and smell with 750 loaned, donated and purchased artifacts. And while the on-site restaurant is temporarily closed, refreshments are available at the retail store, Flint & Timber Co., for those who worked up an appetite exploring. Open daily until October 8.

**Thames River Melons**  
775530 Blandford Rd., Innerkip  
OXFORD COUNTY CHEESE TRAIL PASSPORT

What began as an experimental acre of cantaloupes has blossomed into a thriving melon and squash farm serving the Innerkip community and beyond since 1984.



The famous melons and summer produce are finished come fall, but pick-your-own veggies and pumpkins are available up until Halloween – and when we say veggies, we mean veggies. The farm offers tons of good-for-you foods, including beans, carrots, cauliflower and okra. You can even dig up your own potatoes! Family members of all ages can reward their labour with a pit stop at the Farm Kitchen, which sells baked goods like pies and scones, as well as several ready-to-eat meal options, using farmed ingredients. Or, head to the on-site food truck, which serves up delicious eats made from the farm’s own ingredients, including fresh-cut fries, milkshakes, and smash burgers made from their Black Angus beef. There are take-home treats, too, including uniquely flavoured melon honey (the bees pollinate in the melon fields!), strawberry BBQ sauce and candied jalapeños. The farm is open daily from 8 a.m. to 6 p.m. from September to Halloween, and by appointment in November and December.

**Apple Land Station**  
329 Richmond St., Thorndale  
MIDDLESEX, SARNIA, LAMBTON PASSPORT

With a name like Apple Land, there’s no question that this southern-Ontario farm takes its commodity seriously. Depending on the time, up to 18 varieties of apples – like sweet-but-a-bit-tart Paula Reds, crisp-and-juicy Cortlands and sweet-honey-flavoured Ambrosia – are available for picking. But nothing pairs with apples quite like family fun, which is why admission includes playing all day with a train ride to explore the farm, animals to greet, a playground and a corn maze. The pumpkin patch is where you can find your family’s next great gourd for carving or eating. And the delicious smells wafting from the shop will lure you into some amazing culinary purchases like a turkey pot pie, garlic and chive biscuits and apple-cinnamon-you-name-it baked goods. Apple season starts September 2.

Above: The pumpkin patch at Barrie Hill Farms makes for perfect fall photos. Clockwise from far left: Everyone can make some adorable new friends at Wanderlight Alpaca Experience; apple picking is an autumn activity that’s fun for the whole family; it’s all in gourd fun at Barrie Hill Farms.

Fall in love with the Great Taste of Ontario again and again. Visit [ontarioculinary.com/great-taste](https://ontarioculinary.com/great-taste) to download curated passports to our province’s most delicious destinations.

# Ultimate Foodie Fanatic

# ROAD TRIP

Savour the flavours of **York Durham Headwaters**! Let adventure guide you as you discover new food experiences in unexpected places. Tempt your taste buds with delectable baked goods, sinful confections, international cuisine and incredible fine dining in our rural town and urban cities. Reconnect with family and friends this harvest season as you explore open-gate farms, local markets, specialty shops, and restaurants committed to locally sourced meats, produce and baked goods. Journey back in time in our charming towns on a historical tour walking tour or podcast. Meet the makers and learn about what makes our award-winning wines, brews, ciders and spirits so exceptional. End the day relaxing at a local B&B, hotel or resort, or head home to enjoy a feast that celebrates the bounty of our regions.

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**EVERY SATURDAY**  
**FARMERS MARKET**  
 MAY 13 - OCT 7TH  
 9AM - 1PM



**OCT 28**  
**MAIN ST. TRICK-OR-TREAT**  
 SPOOKTACULAR FAMILY FUN!  
 12PM - 2PM



**NOV 24**  
**FESTIVAL OF LIGHTS**  
 A DAZZLING EVENING OF HOLIDAY CHEER!  
 6PM - 9PM



**NOV 25**  
**SANTA CLAUS PARADE**  
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Since opening in 2013, 5 Paddles Brewing Co. has become known as an innovator, creating an incredible number of beer styles over the years — from classic lagers and ales, to our coffee blonde and coconut cream pie beer. Check out our draft beer and food in the taproom, beer cans to go, online ordering and free local delivery.



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**5PADDLES.CA**  
[beer@5paddles.ca](mailto:beer@5paddles.ca)  

1390 Hopkins Street Unit 3, Whitby ON



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# Ontario's sweetest treats

If you're looking for fall flavours, this province is bountiful – especially when it comes to desserts

The last few days of summer can feel melancholy, but any end-of-season blues will definitely be soothed by the flavours of fall – pumpkin spice everything, cinnamon apple goodness and buttery, melt-in-your-mouth pastries. Trade the summer sun in for the soothing warmth of autumnal spices that'll carry you through to the next sign of light in spring by traveling around Ontario this fall. From London to Campbellford, here's where to find your next favourite fall treat.

**For a delicious apple galette, head to Isabella's Chocolate Café in Oshawa**

The galette is a quintessential French pastry named for its flat shape. But don't mistake the simplicity of its looks for a basic flavour or construction – the apple galette, especially the one you'll savour at Isabella's Chocolate Café, is far from ordinary, with some even calling it "magical." Similar to a tart, the apple galette takes on a freeform shape, normally a circle, and is topped with sliced fruit. Unlike a pie, this pastry features an open top, allowing the fruit and its juices to caramelize as it bakes. Get to Isabella's early (they often sell out) and enjoy yours with a hot gourmet coffee.

**For ooey gooey pumpkin spice butter tarts, head to Kitchen's Buttermarts in Bracebridge**

You can't get much more Canadian than a flaky, gooey, deliciously sweet butter tart. A staple in Canadian pioneer cooking, the first published recipe dates back to 1900 in Barrie, Ont., but is believed to originate much further back, with some sources claiming this quintessentially Canadian treat was being enjoyed as early as late 1600s. Kitchen's Buttermarts has its own sweet history – the two founders met in George Brown's culinary program, married and started a family, and are now making jumbo sweet and savory butter tarts in the heart of Muskoka. Try their Canadian classic infused with the modern-day flavour twist of pumpkin spice, topped off with a dollop of whipped cream.



**For sweet and sophisticated maple-bacon cheesecake sandwiches, head to Sweet C's Cookie Creations in Chatham**

Nothing says fall quite like maple and bacon, two ingredients in one of Sweet C's Cookie Creations' most popular seasonal treats. Reminiscent of a whoopie pie, the shop's maple-bacon cheesecake sandwiches feature two from-scratch graham cracker cookies held together with their signature cheesecake filling for the perfect soft and chewy bite every time. If you really love cheesecake, you'll want to try out their other fall offerings before you leave; we're partial to their pumpkin pie cheesecake bars, pumpkin cheesecake cinnamon fritters and pumpkin cheesecake cookies (see a pattern?).

**For the ultimate caramel apple fritter, head to Crave Doughnuts in Whitby**

When you bite into a dense, luscious apple fritter, you're biting into a slice of medieval history. The first iteration of the fried doughnut dates back as far as medieval England, but they were staples at Christmas markets from Italy to Germany. It starts with a cored and sliced apple that's battered, fried and sprinkled with powdered or cinnamon sugar. Crave Doughnuts dials this traditional sweet treat up to 11 with its caramel apple fritter, a brioche fritter filled with local apples dipped in a light vanilla glaze and drizzled with caramel.

**For a Polish Szarlotka, head to London's Unique Food Attitudes**

Love apple pie but looking for a new way to enjoy the traditional treat? Try Unique Food Attitudes' hugely popular Szarlotka, a Polish dessert consisting of sweet, spiced stewed apples inside a buttery pastry and often topped with crumble. Back in the Middle Ages, when it was first made, the dessert would contain an abundance of fruit, from figs to pears, alongside the apples. Today, the apple is a core (pun intended) component of Polish cuisine and the Szarlotka, just one of Unique Food Attitudes' owner Barbara Czyz's delicacies, is a must-try.

**For a classic pumpkin pie, head to Dooher's Bakery in Campbellford**

Close your eyes and picture a classic pumpkin pie. You probably envision a buttery, flaky crust filled with rich pumpkin pie filling and topped (or not) with a swirl of frothy whipped cream. Would you believe us if we told you the first-ever pumpkin pie was a topless pumpkin, seeds removed, filled with milk, spices and honey? While fancy, inventive desserts are always fun to try, there's something to be said for a simple classic – like Dooher's Bakery's pumpkin pie, one of 13 pies they have on the extensive roster of desserts they've been whipping up since 1949.

# Five outdoor adventures to help work up an appetite this fall

Whether you're looking to go hiking, camping, bird-watching or horseback riding, there's an outdoorsy adventure on offer somewhere in Ontario

Autumn is a great time to explore Ontario. There are so many options for day trips and weekend getaways, whether you're looking for a hike among gorgeous fall foliage, a place to learn about nature and local culture, or an unforgettable camping experience. Plan your best fall yet with these five fun options.

**Gamiing Nature Centre, Kawartha Lakes**  
Spend a day immersed in nature while learning about environmental issues at Gamiing. The natural heritage conservation education centre, located on Pigeon Lake in the territory of the Michi Saagiig Nishnaabeg, is home to more than 180 species of flora and fauna along seven kilometres of recreational trails. Take a stroll or sign up for a guided workshop where you can learn skills like bird calling, seed collecting and mushroom foraging. Then, after you've worked up an appetite, take a 15-minute drive to Kawartha Dairy in Bobcaygeon for a refreshing post-walk ice cream cone. Try a classic option like Moose Tracks, or go for newer flavour, like Campfire S'mores.

**Devil's Rock Trail Head, Temiskaming**  
This two-kilometre hike is easy to follow and leads to a lookout from Devil's Rock, a 2.2-billion-year-old fault cliff that rises 300 feet above water level. The stunning 180-degree view from the top is worth the hike. Picture yellow, orange and red leaves dotting the landscape, sparkling Lake Temiskaming below, and Quebec in the distance. At dinnertime, head to family-friendly restaurant 28 on

the Lake. Order up some deep-fried cheese curds or a margherita pizza to share, or go for the pan-fried pickarel. There's also a kids' menu with crowd-pleasing options like pasta and grilled cheese.

**Sleeping Giant Provincial Park, Thunder Bay**  
Spend a weekend hiking with friends at Sleeping Giant. Reserve a cabin through Ontario Parks that can accommodate six people and is equipped with electric heat, a kitchen, bathroom and more. With over 100 kilometres of trails, there's lots to explore. Check out the rugged Lake Superior shoreline and scenic landscapes bursting with autumn colours, and spot wildlife like deer, wolves and foxes. Take a break from your outdoor adventures with a visit to Sleeping Giant Brewing Company's Tap Room where you can enjoy a pint of the Northern Logger, a light and easy to drink golden ale that's lightly hopped for a hint of bitterness, and tasty snacks like burgers, pizza and hand pies. Visit during the evening when you can often catch live music.

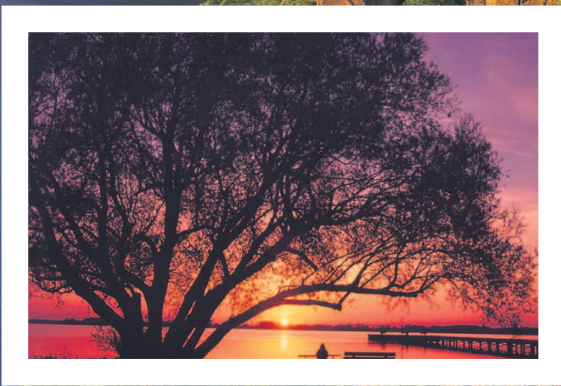
**Rondeau Provincial Park, Chatham-Kent**  
More than 330 species of birds have been recorded at this park, known worldwide for its amazing birdwatching. Even better, fall is one of the best times to see migrating birds, such as warblers, flycatchers and other song birds. You'll also see thousands of ducks and Tundra swans in Rondeau Bay. When it's time for a break, check out the Chatham-Kent Bakery Trail, a sweet adventure featuring 19 bakeries and

Top: The lookout at Devil's Rock Trail Head in Temiskaming offers stunning views of the changing leaves and Lake Temiskaming. Middle: Sunset at Rondeau Provincial Park makes for a perfect photo opportunity. Bottom: There's no better way to spend a fall weekend than hiking in Thunder Bay's Sleeping Giant Provincial Park.



cafes in the area. Download the Chatham-Kent passport for a list of mouthwatering stops. (Or take our suggestions: We love the pecan pie from Big Ricky's Little Bake Shoppe, French macarons from Homebaked Kitchen Company, and blueberry white chocolate scones from Park's Blueberries & Country Store.)

**Texas Longhorn Ranch, Middlesex Sarnia Lambton**  
Whether you've never been on a horse or you're a seasoned rider, you can book an unforgettable one-hour horseback ride at this family-owned ranch in Strathroy, which is open until the end of November. You and up to five pals can ride together along the scenic Sydenham River, up hills, across creeks and through the cattle, depending on which trail you take. You might even see deer and other wildlife along the way. Celebrate afterwards with a glass of wine or cider in the tasting room at Shale Ridge Estate Winery & Cidery in nearby Thedford. Try the Pear Apple Hard Cider or a pear and apple cider with smoked prosciutto, Grana Padano and balsamic reduction.





# Plenty of perfect fall moments in these three food-loving regions

Brampton, Whitby and Perth County have outdoorsy adventures, arts and culture and – of course – lots of delicious eats on offer

With colourful foliage to admire, crisp fall air to invigorate your senses and the season’s harvest adding fresh flavours to restaurant menus, there’s no better time than autumn to get out of town for a mini-break. Whether you’re looking to explore a nearby place you’ve never visited before or to see a new side of a familiar favourite, Brampton, Whitby and Perth County have got you covered with engaging activities, delicious culinary experiences and top-notch accommodations that will turn your weekend getaway into a true adventure. Get started planning your escape with these ideas for how to spend an action-packed 48 hours in these local destinations. (And be sure to download Great Taste of Ontario passports for each region and check in along the way!)

## BRAMPTON

Once a greenhouse hub known for exporting flowers around the world, Brampton continues to bring visitors closer to nature through its many gardens and conservation areas. The city rewards foodies as much as outdoor enthusiasts, with its multicultural population helping to shape a diverse dining scene.

Fuel up for exploring the city with a cup of joe from Segovia. Run by a husband-and-wife team from Nicaragua, this coffee shop imports and roasts ethical, single origin green beans. Pick up an espresso-based beverage to warm both your soul and your stomach and choose from a variety of Latin American-style bites like fresh empanadas.

Other spots to add to your Brampton food bucket list include Food Fight Barbecue Bar, where barbecue classics like pulled pork and beef brisket get a local spin that includes slow smoking over Ontario wood. If you’re craving globally-influenced cuisine, fill up on a savoury kebab platter at Royal Kabob Afghan Cuisine or tuck in to Sri Lankan and South Indian vegetarian fare at Vinayagar Vilas.

Have a sweet tooth? Don’t miss Holy Shakes. This Brampton-born restaurant offers more than 100 different milkshakes piled high with sweet toppings, along with other indulgent treats.

## What to do

Take in a breath of fresh air at Gage Park, a beloved municipal park where you’ll find gardens and shady trails. Heart Lake Conservation Park is another beautiful place to get outside and get moving, with picturesque hiking trails, glacial lakes and a daring treetop zipline course. If you’re more of a culture vulture, don’t miss the Peel Art Gallery Museum and Archives, which features wide-ranging exhibitions dedicated to the region’s art and heritage.

## Where to stay

Located a short drive from downtown Brampton, Newton Villa feels secluded from the hustle and bustle. Homey rooms come with mini-fridges and Smart TVs, plus rates include a continental breakfast.

## WHITBY

Whitby blends the appeal of a small town with the urban conveniences of a larger city. A sweeping waterfront, two historic downtown areas and a budding restaurant scene further enhance the allure of this under-the-radar spot.

For a taste of Whitby’s homegrown cuisine, book a table at Bistro ‘67, a unique student training restaurant at Durham College. Dine while overlooking the lush grounds, where much of the produce used in the kitchen is harvested. The Springwood, a brand-new addition to Whitby’s dining scene, is another superb option for visitors in search of farm-to-table fare, with hyper-seasonal dishes joining a Canadian wine and beer list in a stylishly cozy space. Bonus: both restaurants are Feast On® certified!

Beer lovers will want to stop by Brock Street Brewing to sample locally-produced brews, seltzers, spirits and hard ice teas. Sign up for a brewery tour for an insider perspective on how Brock Street’s drinks are made, or turn your visit into an evening and stick around to enjoy crowd-pleasing gastropub fare at the on-site restaurant, izwelve Bistro and Tapwerks.

Homestyle-cuisine meets cultural space at the Food & Art Café, which is known by a tongue-in-cheek acronym (the ‘Fart’ café). View works by co-owner and resident artist Alison Galvan and other Whitby-based creators while munching on a hearty sandwich or scone.

Carve out some time to swing by One More Cocoa for chocolate bars and bonbons with flavour inspirations spanning from nostalgic treats to the owner’s Jamaican heritage. Exotic Knacks is another worthwhile destination for snacks you can take home or nibble on during your stay. This quirky shop carries an array of delicious and hard-to-find sweet and savoury goodies.



Top: Brampton’s Heart Lake is a pretty place for a hike. Clockwise from above left: Enjoy a pint at Brock Street Brewing in Whitby; The Springwood is a new addition to Whitby’s dining scene; One More Cocoa features sweet treats inspired by the owner’s Jamaican heritage; at Hôrn in Perth County, local ingredients are the stars of the menu; the famous “broasted” chicken at Anna Mae’s Bakery & Restaurant.



## What to do

Pop by the Whitby Farmers’ Market, which runs until October, to browse items ranging from farm-fresh produce and unpasteurized honey to cold-pressed juice and upcycled crafts. Unwind at Thermëa Spa, a Nordic-style day spa where you can take a dip in baths with varying temperatures, relax in peaceful rest areas as well as enjoy massages and body care treatments.

## Where to stay

Whitby is home to many tried-and-true hotels, including Holiday Inn Express Whitby Oshawa, which includes a pool, fitness centre and free breakfast. If you’re looking for a home-away-from-home for a longer stay, some rooms include full kitchens with stovetops and fridges.

## PERTH COUNTY

Charming small towns and dreamy rural scenery make Perth County a delightful destination for an autumn getaway. Visitors are spoiled for choice when it comes to places to shop for the best of Perth County’s culinary bounty.

In Perth East, Wild Hog Country Market brings a farm-to-table approach to groceries, sourcing its produce and meats locally – including pork supplied by the family-owned market’s own farm and meat business. Or, head to Appleflats in Wellesley, where guests can take a guided, 45-minute tour of North America’s “only explorable orchard” to learn what owners Glen and Alex Smyth say will help you learn “more about apples (and crab apples) than you ever imagined.” Afterwards, guests can sample some of the farm’s products, such as their signature crabapple jelly.

Call ahead to reserve the heated “buggy booth” at Anna Mae’s Bakery and Restaurant in Millbank. Known for its Mennonite cooking and baking, this popular spot

churns out dozens of different pies, pastries and doughnuts each day, many of which incorporate ingredients from nearby farms and suppliers. If you stop by for lunch, their “broasted” chicken, which is seasoned in a secret spice mixture before being both broiled and roasted, is a must-try. And don’t leave without indulging in one of their Sweet Janes, delicious doughnuts that come with a creamy filling.

Local ingredients also take centre stage at Hôrn restaurant in Listowel. Chef/owner Chris Campbell taps into French and other international culinary influences to create aesthetically-plated seasonal dishes. The five-course tasting menu, which is available on Thursdays, is worth planning your visit around.

## What to do

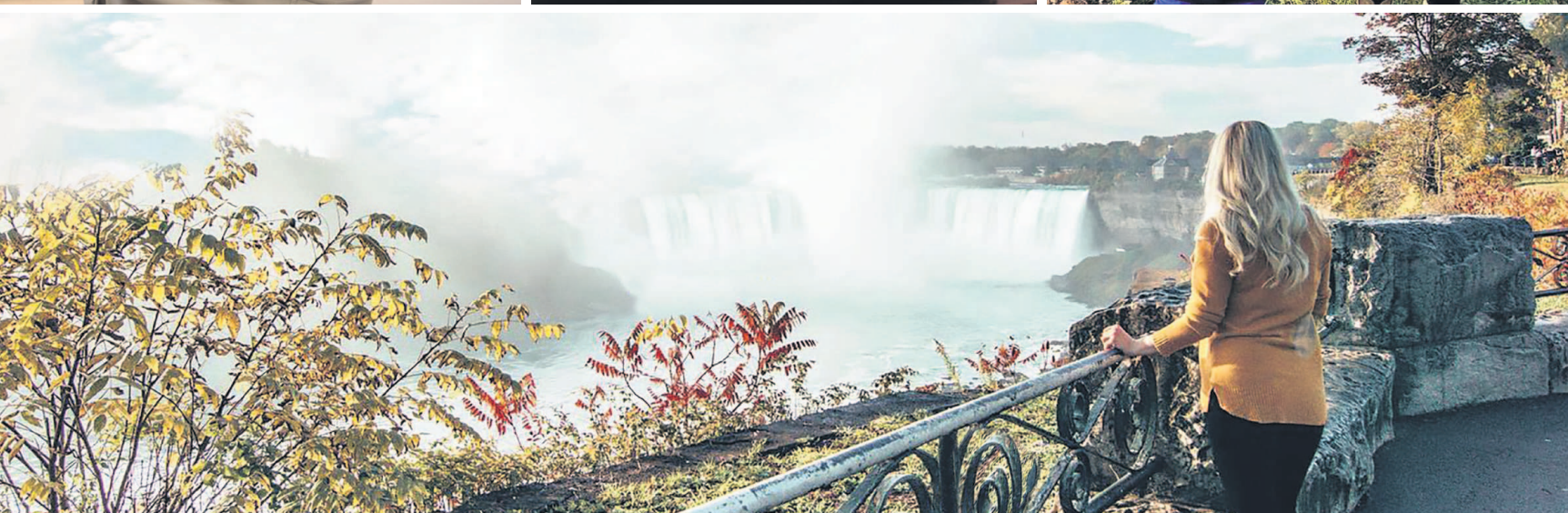
Take a stroll through any of Perth County’s cute small towns, which look especially beguiling against a backdrop of fall foliage. Admire St. Marys historic limestone buildings or head to Shakespeare to shop for vintage treasures at Glen Manor Galleries or Land & Ross Antiques. For a more active afternoon, hop on your bike and discover the Perth County section of the Guelph to Goderich Rail Trail, a multi-use trail that runs along former CPR railway land.

## Where to stay

Golf and nature enthusiasts alike will appreciate The Guest House at River Valley Golf & Country Club, which is set in the scenic River Valley, surrounded by pine trees. River Valley’s excellent 18-hole course is located less than 30 metres away. Or, book a restful retreat at Wild Rose Sanctuary, where you can glamp in a luxe yurt, or relax in a cozy cabin.



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# Bench Brewing offers breweries a blueprint for going green

The Niagara Benchlands brewery has prioritized sustainability from the very beginning. Here's how

His kids are going to laugh at him for saying this, but nothing gives Matt Giffen a thrill quite like irrigation. Specifically, the drip system that waters the three acres of hops and 12 acres of apples that grow in the fields around Bench Brewing, the independent brewery he founded in 2018. What makes it so exciting? All that water – eight to 10 million litres per year – is re-purposed wastewater from the brewing process that's been purified. The organic matter that's removed as part of that process, mostly hops and malt, also gets a second life as fertilizer. "Beer is water-intensive," explains Giffen. "And to repurpose that in agriculture, as an example, is just a great way of closing that circle." When Giffen was planning to open Bench Brewing, he began with a reverence for place. The facility is



located in Lincoln. Situated right in the heart of the lush Niagara Benchlands, the town is home to picturesque villages and verdant vineyards and orchards. "We have neighbours on either side of us who have been here for 225 years," says Giffen, who had previously grown grapes in the area. "Generations of their families have depended on this land to continue to thrive through sustainable practices. Talk about quintessential mentors for being stewards of the land." Sustainability was a core Bench value from the very beginning, built into the foundations of the operation. Literally: Its tap and tasting room is in the converted Maple Grove Public School, a heritage building that held tremendous sentimental value to the community around it. They've since converted an old stone church, also located on the property, into an event space. As Giffen says, "The most sustainable building you can build is the one that's already built." The Bench team's commitment to sustainability was so innate, in fact, that they didn't shout their sustainability credentials from the rooftop

until one of their lenders not-so-gently nudged Giffen. "One of our finance partners said, 'You're doing all this stuff – you're B Corp certified, you have a zero-waste water footprint and you're carbon neutral and you're not telling anyone? What are you, an idiot?'" says Giffen. These days, he's more than happy to show off the daily sustainability work they're doing at Bench Brewery: the spent grain that goes to feed livestock, the tanker that goes straight from their facility to apply fertilizer, the retention pond that stores purified water when it's not needed for irrigation, fed by a pipe that goes under a neighbour's

property. On the carbon neutrality front, which became a real focus as they worked to become a certified B Corporation in 2020, this work encompasses everything from encouraging people to carpool to work to buying carbon offset credits to insulating pipes, putting motion sensors on their lights and fixing a leak in one of their cold storage units. (Not-so-fun fact: Refrigerants are one of the worst greenhouse gas emissions.) "We cut our emissions by 60 per cent from year one to year two, and then we brought it down another five per cent in 2021, and that's with increasing volumes," says Giffen,

who's eyeing EVs for the sales team, and would use solar panels if the building's roof supported them. Bench also does what is called "farmhouse style brewing," which is inspired by the way that ye olde Belgian brewers would get the majority of their supplies – water, barrels, fruit, malt – from within five kilometers of their brewery. "I love that style of brewing," says Giffen, who fell in love with Belgian beer when he lived overseas. "And I just really thought there's not a better place in Niagara than the town of Lincoln to create that farm-style aspect." All their barrels are from neighbouring wineries, and they use a coolship – essentially a shallow open vat for fermentation – which requires you to open the windows at night to bring in airborne yeast. "It really is a terroir of beer, because that yeast would be different than what's outside of your window right now," says Giffen, noting that the cherries, peaches, plums and other fruit they use are also from producers located within five kilometres of their brewery. It is, Giffen emphasizes, a team effort, and one that requires authentic commitment, and not just lip service. "It is a journey that happens day by day," he says. "All of our decisions are made with the environment in mind."



# Three Ontario chefs on their favourite fall ingredients

Need some fall flavour inspiration? Here's how to make the most of cranberries, squash and artichokes

Now that cooler weather is on the horizon, it's time to start cooking with the vibrant flavours of fall. We asked three bakers and chefs around Ontario to share how they prepare their favourite autumnal ingredients.

**CRANBERRIES** Warren Dix, founder of Big River Baking Co. in Bracebridge, says the business's signature loaf, a cranberry brie sourdough, is a hit with his customers throughout the year, not just in the fall – that said, it makes a pretty good addition to any Thanksgiving table. Dix opened Big River Baking Co. to fill a needed gap in the town's baking space – there hadn't been a fully-operational bakery there since 1988. With a variety of different loaves (including a delectable-sounding honey walnut), it's the cranberry brie that customers salivate for. Why is that? Dix says, "in conversation with our customers, it seems the mild flavour of this sourdough with the creaminess of the brie cheese against the tartness of the cranberries when you bite into it just works." Cranberry season runs from late August to the end of October in Ontario, and those tart, ruby-hued

berries often make it to the table in the form of a side as a sauce – something to cut through yummy butter and starch on a bright Thanksgiving table. But Big River Baking Co.'s cranberry brie sourdough loaf can be the star of any meal. Dix suggests using this loaf for breakfast, lunch, or dinner, as toast with something slathered on top or for "a next-level grilled cheese!"

**SQUASH** Squash is the quintessential fall ingredient. There are many different types of winter squash including butternut, acorn, buttercup, delicata, spaghetti, pumpkin; but John Black, chef de cuisine at the Feast On-certified Mijijdaa in Guelph, says delicata is his favourite. "It has such nutty and sweet flavours that pair so well with those classic fall flavours. When roasted, its characteristics are enhanced and it lends itself to so many flavour profiles," Black says. Mijijdaa, from the Ojibway language meaning "let's eat," focuses on where Canadian food began – with First Nations, Black says – followed by European influences. Squash is vital to that approach, and Mijijdaa sources it at the Guelph Farmers' Market from "local purveyors that grow all the varieties we come to love and look forward to within the fall season," he says.

"Ontario squash is an integral menu item that is a staple for Mijijdaa every fall season – we look forward to building menu items around. Similar to a protein, it can be the star of a dish and what we build our flavour profiles around for appetizers, salads, and vegetarian main course menu items."

The restaurant's 3 Sisters Salad is a perfect example of how squash can shine in a dish; made with roasted butternut squash, marinated chickpeas and corn, it's served with toasted pumpkin seeds, puffed wild rice and a maple mustard vinaigrette. Butternut squash also adds a hint of sweetness to the restaurant's soppresata pizza, which is topped with caramelized onions, mozzarella, chili flakes, rosemary honey and arugula. Black says the best way to use squash to its fullest flavour this season is by roasting it with its skin on. Another way is to "shave [the squash] paper thin and drop it into a pickling liquid surrounded with fall spice flavours such as nutmeg, cinnamon, allspice and clove." At home, Black likes to make butternut squash soup for his child, who he sometimes sneaks in other autumn faves like apple and pear.

**ARTICHOKES** There's just something about artichokes. Pickled, fried, poached, this nutty-tasting vegetable is delicious no matter how it's prepared. Yet, big artichokes are intimidating, and a dreaded prep job, says Matthew Simpson, executive chef of The Springwood in Whitby. You have to pull the leaves off through a process called turning, then get them to water before they oxidize. So, Smith suggests cooking small artichokes, especially if you're a first-timer with this ingredient. It's worth the learning curve, though. Artichokes are one of those great foods for seasonal transition. "All of those things that are kind of quintessentially fall aren't quite there as the summer's dwindling down – so it's kind of exciting to get something that is at its prime in this kind of grey area window between summer and fall," says Simpson. The Springwood, which opened in May 2023, is intensely focused on using seasonal produce, sourcing nearly everything from the local farms and producers in the province, getting spirits and chocolate, and a few other ingredients, from around the country. Artichokes hit their stride from August through October, with September as a good sweet spot to grill a few with salt, pepper, and oil before packing up the barbecue for winter. But, Simpson says, you really can't go wrong with a fried artichoke, either.

## SEEING RED

*This fall, cranberry is all over cocktail menus. Here are three seasonal sips that make good use of this tart ingredient*

### Wellington Brewery in Guelph

The brewery's Good Odds cranberry and orange sour is flavoured with cranberries, keeping it seasonal, while a splash of citrus makes for what the brewery calls a bright, playful drink.

### Muskoka Brewery in Bracebridge

Muskoka Brewery's Winter Stout is a perfect cool-weather brew. Featuring cranberry and chocolate flavours with subtle notes of roasted coffee, this seasonal stout is rich and full-bodied.

### The Black Horse Pub in Peterborough

Mojitos are typically summertime drinks, but the Black Horse Pub brings this tippie into the fall by adding cranberry and soda.



# Say cheese!

Here are some can't-miss Ontario destinations for those who believe it's always a gouda time to eat cheese

You don't have to fly all the way to France or Italy to get your fill of amazing artisanal cheeses. From a full-on, day-long cheese trail in Oxford County to a historic cheddar factory and even a plant-based cheesemaker, here are the six best destinations in Ontario to visit if you're a fan of cheese (though, let's face it, who isn't?)

**St-Albert Cheese Co-operative, St. Albert, on the Route Champlain**  
This fromagerie in the town of St-Albert is one of the oldest co-operatives in Canada. Founded in 1894, the village of St-Albert had been home to Franco-Ontarian cheesemakers since the early 19th century. At the time, the village was already home to a high-quality namesake cheddar: The St-Albert. As the years wore on, other local cheese factories shuttered, but St-Albert Cheese remained in business, churning out high-quality cheddar. Now, nearly 130 years since opening, St-Albert is a must-visit for gastronomic history buffs and fans of squeaky cheese curds and cheddar alike – and a must-visit stop on the Route Champlain, which is based on Samuel de Champlain's 1615 to 1616 expedition and highlights Francophone culture through food, historical attractions and outdoorsy activities.

**Oxford County Cheese Trail**  
Located a 90-minute drive west of Toronto, the Oxford County Cheese Trail is a self-guided tour with more than 30 stops, all featuring cheese and dairy. With picturesque towns like Ingersoll, Woodstock and Tillsonburg in the county, this cheese adventure will have you driving (or cycling) through gorgeous pastoral landscapes to visit local dairy farms and cheese shops where you can stock up on deliciously fresh products for your next wine and cheese night. Stop by sustainable beef and dairy farm/shop Greener Pastures in Woodstock, gouda specialists Mountainoak Cheese in New Hamburg, Swiss-inspired cheesemakers at Gunn's Hill just outside of Woodstock, Red Dragon Dairy, which makes sheep milk cheeses in a shop with Welsh influences, and Bright Cheese and Butter, one of the country's first cheddar factories.  
Of course, it's not all cheese; get in some R&R at Elm Hurst Inn & Spa, and pick up a souvenir or two at Patina's Gifts of Art and Craft, which prides itself on sourcing unusual and eye-catching handicrafts from Canadian and international artisans. Artsy types will love Offercreek Woodworks' award-winning Tree to Table experience, where guests can work with woodworker David Schonberger to create their own live-edge charcuterie board. And get the inside scoop (pun very much intended) on farm life thanks to Udderly Ridiculous' Taste of Farm Life experience. The business, which is known for its delicious (and Feast On-certified) ice cream made from goat milk sourced from the company's goat and alpaca farm and local ingredients from nearby producers, also offers an entertaining – and honest – introduction to life on a farm, with plenty of chances to interact with the animals, and enjoy a snack or two. And don't leave without having a meal at the Feast On-certified SixThirtyNine, a modern fine-dining restaurant where the local-focused menu includes delicious eats, including apple-smoked duck breast, dry-aged beef tartare and an indulgent milk chocolate tart.

**Stonetown Artisan Cheese, St. Marys, Perth County**  
Specializing in handcrafted alpine-style cheese, Stonetown Artisan Cheese is a must-visit for Swiss cheese lovers. The cheese farm and plant use unpasteurized milk with no additives (from their own herd of cows!) to create a final product that's similar to the cheeses that have been made for centuries in the Swiss Alps. Stop by for award-winning cheeses like their Grand Trunk, which is a firm Farmstead Gruyere, and Amazing Grey, an aged and sweet goat's milk parmesan.

**Thornloe Cheese, Thornloe**  
Located in the northern part of the

province, Thornloe Cheese is a farmer-run cheese plant specializing in heritage-style cheddars and pure cow and goat milk products, and a must-visit stop on the Great Taste of Ontario Temiskaming Shores passport. Founded in 1940, Thornloe sells a wide variety of cheeses, curds and ice cream, making it a perfect stop for generalists looking for high-quality cheeses to add to their board. Some standout cheeses to try include their Devil's Rock Creamy Blue, a milder blue cheese ideal for salads, sauce and pastas that was named after Devil's Rock Trail Head, grass-fed mozzarella and balsamic with caramelized onion-flavoured block.

**Green Goddess Fromagerie, Guelph**  
Green Goddess is an artisan vegan fromagerie in Guelph that makes all its cheeses with cashew. Using traditional cheese-making techniques (like rack aging and natural



Top and above left: Visitors can enjoy ample Alpine-style cheese at Stonetown Artisan Cheese. Above right: Stock up on all the local cheese your heart desires at Woodstock's Greener Pastures, a stop on the Oxford County Cheese Trail.



culturing), Green Goddess creates soy-free, dairy-free and plant-based cheeses that are perfect for vegans or lactose intolerant folks – or even traditionalists who are looking to try a thoroughly untraditional cheese. Try the plant-based cheddars, which

are just as creamy as dairy cheddar, and their vegan halloumi, which can be pan-fried or seared and used as the finishing touch to any sandwich or salad.

**Empire Cheese Co-operative, Campbellford, Northumberland County**  
Empire Cheese is a manufacturing plant owned by local dairy farmers. The co-op, which began operations in the 1870s, uses traditional cheese-making methods, including open-style vats that give the cheese and curd a better flavour. The plant also uses no additives and preservatives. Now around 150 years old, Empire Cheese is a must-visit for cheese lovers who are into flavoured cheeses, cheddar, mozzarella and Havarti, all of which is made on-site. Empire also produces fresh flavoured cheese curds that are the perfect poutine toppers.

## Wine time!

*Wine and cheese are the most natural of pairings; here's where to go for top-tier wine tastings in Ontario's wine regions*

**Prince Edward County**  
On the shores of Lake Ontario, Prince Edward County's warm lakeside climate is home to almost 40 wineries. Lighthall Vineyards is one of the only vineyards in Canada that also crafts its own cheese, which is made from local ewe's milk sourced from a single farmer. Whether you opt for farm-house-style hard, alpine-style, bloomy rind, feta, blue or cream cheese, each type is crafted to pair with a Lighthall wine. Hinterland Wine Company in Hillier is well-known for its delicious sparkling wines that are made using ancestral methods. Meanwhile, Traynor Family Vineyard is a certified vegan and organic winery that specializes in handmade wines like pét-nat, orange wine, vermouth and piquette. And, if you're more of a cocktail drinker, Traynor also offers fun recipes for using its wines to create mixed drink concoctions.

**Niagara Benchlands**  
This area, located in the Niagara region, is home to a number of terroir-driven vineyards producing unique and delicious wines. Malivoire Wine Company is certified under Ontario's Sustainable Winemaking Program. Its wines aren't just created with eco-friendly farming practices in mind – they also use traditional methods like skin contact to create complex bottles of vino. Or, head to the Feast On-certified Vineland Estate Winery. Not only does Vineland produce a number of award-winning wines, like its Cabernet Franc, it's also home to one of the best restaurants in the region. Diners eat inside the 1845 farmhouse, take in the views of the rolling vineyards and eat meals made by the internationally trained chefs.

**North Shore of Lake Erie**  
Located at the southern tip of the country, the wineries in this part of Ontario are located at the same latitude as Tuscany, Napa Valley and France's Bordeaux, making this region's wine output impressive. Oxley Estate Winery makes award-winning, small-batch, fruit-forward wines that are as unique as the region itself. Spend the day at this picturesque winery for a day of tastings, a game of cornhole and beautiful views. And Colio Estate Wines is one of Canada's oldest wineries. Founded by Italian bricklayers who sought advice from wine experts, the beautiful brick winery still uses some of the original techniques taught to them.



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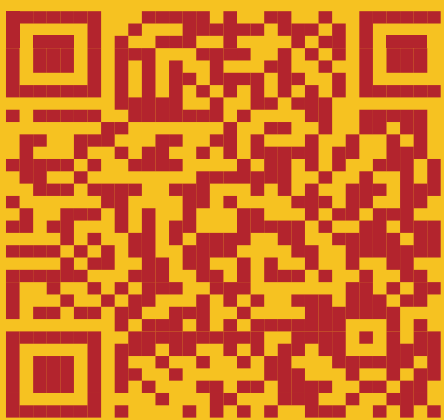
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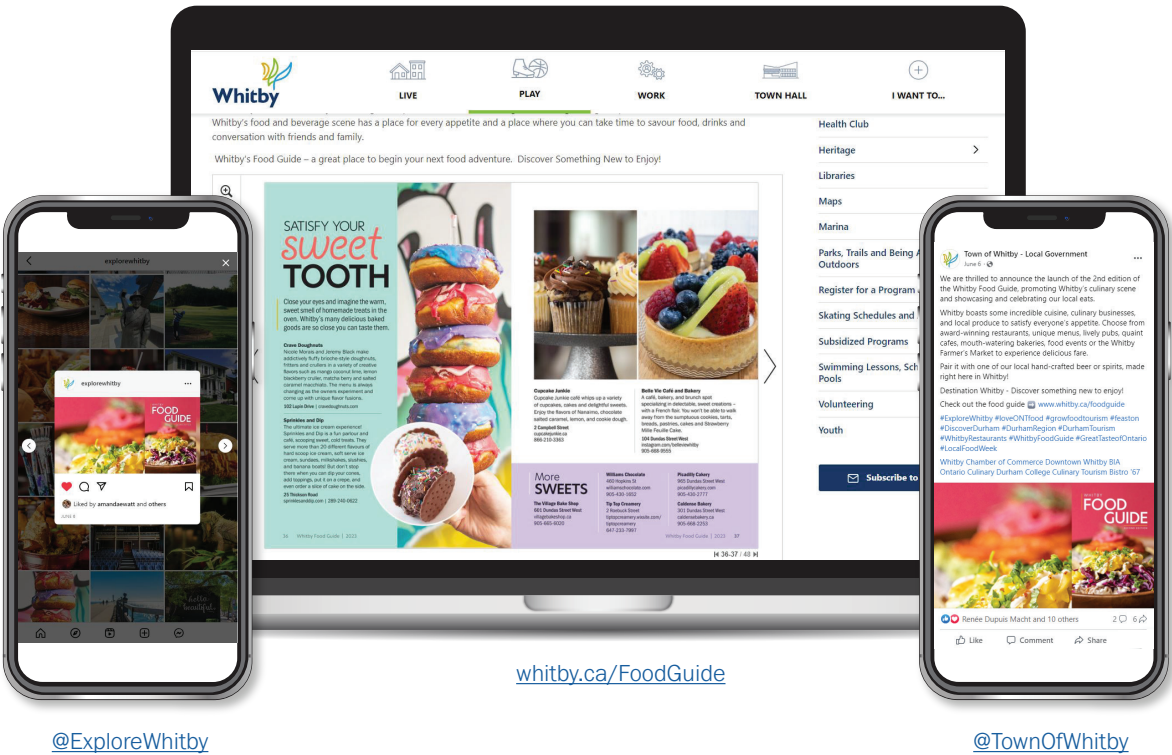


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Whitby Food Guide 2023 - Promotional Assets

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# Town of Whitby

## Staff Report

[whitby.ca/CouncilCalendar](http://whitby.ca/CouncilCalendar)



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### Report Title: Public Art Policy

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**Report to:** Committee of the Whole

**Date of meeting:** January 15, 2024

**Report Number:** CAO 03-24

**Department(s) Responsible:**

Office of the Chief Administrative Officer

**Submitted by:**

Sarah Klein, Director of Strategic Initiatives

**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**For additional information, contact:**

Andria Louca, Culture and Tourism Coordinator, 905.955.1723

Christy Chrus, Manager, Creative Communities, 289.314.4517

Lara Toman, Program Manager, Events, Culture and Tourism, 905.706.1706

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### 1. Recommendation:

1. That Council approves the Public Art Policy as presented in Report CAO 03-24 and as appended in Attachment 1;
2. That the Public Art Policy, once approved, replace MS 040 Public Art Loan and Donation Policy; and,
3. That Staff be directed to bring a report to Council for the establishment of a new discretionary program reserve fund, the Public Art Program Reserve Fund, in accordance with Report CAO 03-24.

### 2. Highlights:

- The development of a Public Art Policy was identified in the Town's Official Plan under Section 6 - Community Development and subsequently as an action item in the Town's Culture Plan and the Community Strategic Plan.

- The purpose of the Public Art Policy is to outline the processes and responsibilities of the Town of Whitby to support new art commissions, art donations and loaned art. The Policy will help to grow the Town's Public Art Collection through projects that reflect Whitby's history and culture. The procurement of public art for the Town's Public Art Collection will contribute to the identity of place, social well-being, economic vitality, and civic pride in creative and symbolic ways to support the Town's cultural goals.
- The Public Art Policy Framework was initiated in September 2022 and included four phases for the development of the Public Art Policy:
  - Phase 1 - Environmental Scan;
  - Phase 2 - Comparator Analysis;
  - Phase 3 - Community Engagement; and,
  - Phase 4 - Development of the Public Art Policy.
- Community engagement was a key component to completing the Public Art Policy, including the creation of a Steering Committee which provided valuable feedback and input on the policy.
- The Public Art Policy (**Attachment 1**) includes sections on guiding principles, definitions, responsibilities, site selection, acquisition, installation, maintenance, storage, donations, de-accessioning, and general funding.
- To support new public art in the community, a Public Art Program Reserve Fund financed through the budget is recommended. Staff will develop a Policy to establish a Public Art Maintenance Reserve Fund.

### 3. Background:

In March 2021, Council adopted the Town's First [Culture Plan, Culture Connects Whitby \(2021- 2031\)](#), which outlines actions to promote and enhance Whitby's cultural assets, attract new cultural activities, demonstrate commitment to local art and spur economic development. The creation of a Public Art Policy was a specific action under Direction 3, Goal 4, Action B, stating:

- Implement Official Plan Policy 6.2.3.19.5, 'develop a Public Art Policy and guidelines, in consultation with the community, to guide the acquisition, funding, location and integration of public art in public and private spaces in the community. Art policies and guidelines shall involve artists and the community in the decision-making process.'

Furthermore, the newly adopted Community Strategic Plan includes the following actions:

- 1.2.3 Invest, promote, and strengthen the local arts, culture, heritage, and creative sector. The measure of progress defining this action includes the approval of a Public Art Policy.
- 2.2.3 Invest in public art. The measure of progress defining this action includes approval of the Public Art Policy and one public art installation annually.

Public art adds value to a community by reflecting on the uniqueness of a given place. At its core, public art is free and accessible, encouraging community members of different abilities, backgrounds, and identities to engage with art. Local pride, community identity and a sense of belonging are strengthened through shared experiences of public art. Public art transforms the built environment, inviting the community to connect with spaces in new and unexpected ways.

The existing MS 040 Public Art Loan and Donation Policy provides guidelines for the selection and display of donated or loaned artwork only. The policy did not address how the municipality could acquire its own public art through new art commissions to support its collection. An update to this policy was needed to support and reflect the direction, development, and growth of the Town of Whitby. The updated Public Art Policy will replace the old policy and has been prepared in alignment with identified action items in the Town's Culture Plan, the Town's Official Plan, and the Community Strategic Plan.

The purpose of the Public Art Policy is to outline the processes and responsibilities of the Town of Whitby to support new art commissions, art donations and loaned art. The Policy will help to grow the Town's Public Art Collection through projects that reflect Whitby's history and culture. The procurement of public art for the Town's Public Art Collection will contribute to the identity of place, social well-being, economic vitality, and civic pride in creative and symbolic ways to support the Town's cultural goals.

The Public Art Policy Framework was initiated in September 2022 and includes 4 development phases.

### **Phase 1 - Environmental Scan**

From September 2022 to December 2022, the Town's Creative Communities team conducted an Environmental Scan and Background Research to understand the current state of Whitby's public art program and connections to relevant municipal strategies, and plans including the Official Plan, Culture Plan, and existing Public Art Loan and Donation Policy. The Environmental Scan Report outlines project background, a review of Whitby's existing public art inventory, alignment to key strategies, plans, and reports, and an overview of Town resources related to public art.

The Environmental Scan was shared with Council on February 10, 2023, through the Council Information Index.

### **Phase 2 - Comparator Analysis**

From October 2022 to December 2022, 17 individuals who represented 14 municipalities in Canada (with emphasis on those located in Ontario) were interviewed to complete a Comparator Analysis. Communities included Ajax, Barrie, Burlington,

Durham Region, Halton Hills, Hamilton, Kingston, Mississauga, Oshawa, Ottawa, Peterborough, Pickering, Toronto, and Winnipeg.

Consideration was given to municipalities located in Durham Region to understand the regional context and insights related to public art. The Town will ensure that its Public Art Policy will align to the Regional Policy and that conversations and collaboration between the Town and Region regarding public art continue.

The interviews provided best practice insights and key findings related to how public art is defined in policies, project initiation, locations of public art, the formation of boards, working groups, and juries, public engagement in the development of Public Art Policies and projects, funding sources, and overall learnings.

The Comparator Analysis was shared with Council on February 10, 2023, through the Council Information Index.

### **Phase 3 - Community and Stakeholder Engagement**

From March 2023 to September 2023, Community and Stakeholder Engagement was undertaken to support the development of the Public Art Policy.

A Steering Committee was established and invited to three meetings which provided feedback and helped inform the creation of the Policy. The three meetings included an introduction to the research, the development of the Strengths, Weakness, Opportunities, and Threats Assessment and another to provide feedback on the draft Public Art Policy.

A Connect Whitby survey was created to gather public feedback and to understand how community members define public art and what they would like to see in terms of themes, locations, and mediums. Survey findings helped inform areas of improvement for Whitby's public art program and existing elements that should remain unchanged.

Interviews with external stakeholders were conducted which included members of the art and art adjacent communities such as artists, academics, art-based business owners, art council coordinators, public art managers and arts focused community hub managers. In addition, interviews with the Mayor and Council took place to gather feedback, and ideas related to public art.

Lastly, Town staff were consulted from departments such as Planning and Development, Financial Services, Community Services (Facilities and Parks Planning), Legislative Services, Operations and Legal Services to gather detailed knowledge of processes, protocols, and implementation of day-to-day policies, plans, and strategies related to public art.

The Community and Stakeholder Engagement Summary was shared with Council on December 15, 2023, through the Council Information Index.

### **Phase 4 - Development of the Public Art Policy**

The development of the Public Art Policy took place from September 2023 to December 2023 and considered the findings and recommendations from all previously completed

phases. The final policy was circulated for review to the Policy Review Committee and the Senior Leadership Team.

Included in this report is Attachment 1 - Public Art Policy.

#### **4. Discussion:**

Public art creates livable, thriving, diverse and inclusive communities. Public art that is incorporated into public spaces benefits the community. This includes cultural expression and identity, beautification, economic development, social engagement, education value and a sense of belonging. Public art boosts community engagement and Town pride, stimulates local economic growth by attracting tourists, new businesses, and investors. Public art also encourages artistic expression, engages local artists, and enhances the esthetic appeal of public spaces.

The Public Art Policy as presented in **Attachment 1** includes guiding principles, definitions, responsibilities, site selection, acquisition, installation, maintenance, storage, donations, de-accessioning, and general funding sections. Highlights of the Public Art Policy described below will help guide the municipality with a clear and consistent framework for decision-making and acquiring pieces of public art.

##### **Guiding Principles**

Guiding Principles provide the clarity of vision and the parameters within which the present and future direction of the Public Art Policy is informed. The Guiding Principles of the Public Art Policy were developed with input from the Steering Committee to ensure that the policy is reflective of and aligns with the Town of Whitby's culture. These principles are:

- Flexible and Imaginative
- Sustainable and Resilient
- Collaborative and Engaged
- Diverse and Inclusive
- Accessible and Equitable

##### **Definition of Public Art**

According to the Culture Plan, Culture Connects Whitby (2021-2031), public art is defined as "any media that has been produced by an artist for publicly accessible space and is intended to engage the public. It can take the form of permanent, temporary, or socially engaged art". Public art as defined in the proposed Public Art Policy is, but not limited to original sculptures, murals, monuments, mosaics, photography, paintings, graphic arts, landscaping/earthworks, tableaux, vignettes, kinetic works, or creative displays and exist on publicly accessible property (indoor or outdoor).

##### **Public Spaces**

Much discussion has taken place around the definition of public spaces and the selection and placement of public art. Public spaces are defined as municipally owned public spaces that are available and frequently used by the public including but not limited to, parks, boulevards, trail systems, open spaces, waterways, roads, bridges,

gateways, streetscapes, exterior and interior public areas associated with Town-owned buildings and civic squares.

### **Public Art Policy Over-Sight**

The Public Art Policy will be overseen by Creative Communities staff in collaboration with the following groups:

- Town Working Group
- Public Art Community Group
- Public Art Jury Panel

### **Town Working Group**

A Town Working Group will be established and made up of designated staff from various Town Departments such as Strategic Initiatives, Communications and Creative Services, Community Services, Planning and Development, and other departments as deemed appropriate. The Town Working Group will be chaired by Creative Communities staff.

The role of the Town Working Group is to advocate for public art, bring forward opportunities and ideas for projects across the municipality, site selection and budget. In addition, select members from the Town Working Group will form part of the Public Art Jury Panel to provide feedback and final recommendation for artists and art selection related to a Call for Artists.

### **Public Art Community Group**

A Public Art Community Group will be established, selected, and chaired by Creative Communities staff to provide expert community input on public art policies, projects, and procedures. It is an informal group comprised of rotating members of the community with varying areas of expertise and disciplines which may include artists, curators, art educators and art historians, landscape architects, architects, urban planners, engineers, designers, members of the business community, members of local arts council or arts collectives. The Public Art Community Group will meet on a bi-annual basis with rotating members being invited from time to time to sit on a Public Art Jury Panel.

### **Public Art Jury Panel**

A Public Art Jury Panel will be organized by the Creative Communities team on a project-by-project basis. The composition of the Public Art Jury Panel will include both members from the Town Working Group and the Public Art Community Group. The role of the rotating members on the Public Art Jury Panel will be to provide feedback and final recommendation for artists and art selection related to a Call for Artists. The composition, duration, and terms of reference of any Public Art Jury Panel will be dependent on the nature of the public art project identified.

### **Art Selection**

The selection process will be outlined in a Public Art Procedure and will include developing Calls for Artists via Expression of Interest or a Request for Proposal, will

take into consideration site suitability, context, durability and resilience, maintenance requirements, financial implications, public safety, and liability, consistency with the Town's Urban Design Plan, and other Town policies and initiatives, as appropriate. The Creative Communities team will lead and develop the Call for Artists and coordinate the selection process for the Public Art Jury Panel. The Public Art Jury Panel will be responsible for reviewing artists proposals and making the final selection decision.

**Education**

Education and training program opportunities will be investigated to offer support to local artists. These programs may include courses, seminars, and workshops, as well as webinars, aligning with the Culture Plan. Education and training programs may be proposed by Town staff, artists, artist groups and the educators/facilitators of such programs.

**Next Steps**

- A Public Art Procedure will be drafted to help implement the Public Art Policy by providing more details and step by step information for defining and creating the processes to support the Public Art Policy. For example, the procedure will include items such as how to put out a "Call for Artists" or a process related to the maintenance of public art.
- A Public Art Community Group will be established by Creative Communities staff. The Public Art Steering Committee members that were part of Phase 3 Community and Stakeholder Engagement for this project, have expressed interest in being considered for the Public Art Community Group.
- Public spaces will be further reviewed and assessed based on feedback received from the public, the Steering Committee, stakeholders, and Council to create a list of locations where public art could be installed and displayed within the municipality.
- Subject to Council approval of this policy and approval of property tax-based funding, staff will bring forward a report for the establishment of a new discretionary program reserve for future acquisitions.
- In 2024 a review of the public art inventory will be undertaken to establish a baseline for the on-going maintenance which will be requested as part of the 2025 operating budget.
- Staff will also investigate alternate funding sources to support the Town's Public Art program.

**5. Financial Considerations:**

The Town does not have an on-going/annual source of funding for public art initiatives in the budget. In the past, public art was funded through sponsorship, private donations, grants or on an ad-hoc basis.

To implement the Public Art Policy, additional property tax-based funding will be required to acquire public art in the future and pay for public art maintenance. Staff recommend the establishment of a discretionary program reserve fund related to public art:

**Public Art Program Reserve Fund:** a reserve that will be used to acquire Public Art and support the Public Art Policy. Subject to Council approval of future budgets, on-going property tax-based funding will be allocated to this program reserve to accumulate funds for future Public Art acquisitions and Public Art projects. This reserve may also be funded from financial donations, grants, or net proceeds from events or the sale of other Public Art items.

For Council's consideration as part of the 2024 budget process, a \$50,000 annual contribution to the Public Art Program Reserve Fund (e.g. for future acquisitions of public art) will be a Budget Decision Item. If the budget is approved, the reserve will grow by \$50,000 annually until public art is acquired – e.g. If no public art is acquired in 2024, \$100,000 will be available for public art acquisition(s) in 2025. As noted above, these amounts may be supplemented by grants and private (monetary) donations.

For 2024, \$3,000 has been included in the Culture Plan operating budget to undertake an assessment of the existing public art to develop a maintenance plan that can be used to support future maintenance work. This assessment report will be used to establish annual contributions into a Public Art Maintenance Reserve Fund for ongoing and future maintenance costs. A Public Art Maintenance operating budget will be requested in 2025 to support ongoing maintenance of the Public Art Inventory.

## 6. Communication and Public Engagement:

Community and stakeholder engagement was undertaken to support the development of the Public Art Policy. Four main audiences were engaged as part of this phase:

- Key stakeholders from Whitby's arts community;
- Town Staff;
- Mayor and Council; and
- Public.

The input as part of the Community Engagement phase has been instrumental to drafting the Public Art Policy and will also be used to support the creation of the Public Art Procedures. The Community and Stakeholder Engagement Summary was shared with Council on December 15, 2023, through the Council Information Index.

The implementation of the Public Art Policy involves ongoing discussions, collaborations and partnerships with many Town departments, organizations and stakeholders including the Station Gallery, Durham Region Tourism, Downtown Whitby BIA, Whitby

Chamber of Commerce, the public, community leaders, and the broader arts and culture community such as artists, creators, arts councils, and arts focused organizations.

## 7. Input from Departments/Sources:

The Public Art Policy has been developed collaboratively, with a commitment to creating meaningful connection and producing meaningful public art. Creative Communities will oversee the implementation of the Public Art Policy and the drafting of the Procedures and continue to engage in ongoing conversations with key stakeholders and Town departments including Planning, Finance, Purchasing, Community Services, Economic Development and Facilities, Region of Durham, Station Gallery and others in keeping with this commitment.

## 8. Strategic Priorities:

In Whitby's Community Strategic Plan (CSP) 2023 – 2026, the Public Art Policy is identified in **Strategic Pillar 1: Whitby's Neighbourhoods**, Objective 1.2, Increase Opportunities to acknowledge and celebrate the diversity of the community under Action 1.2.3, Invest, promote, and strengthen the local arts, culture, heritage, and creative sector with the measure of progress identified as, "Public Art Policy approved".

The Public Art Policy is also identified in **Strategic Pillar 2: Whitby's Natural & Built Environment**, Objective 2.2 Enhance community connectivity and beautification under Action 2.2.3, Invest in public art with the measures of progress identified as "Public Art Policy approved", "One public art installation annually".

The Public Art Policy includes several guiding principles to ensure that the policy is reflective of and aligns with the Town of Whitby's culture, two of which relate to accessibility and sustainability:

- Sustainable and Resilient
- Accessible and Equitable

## 9. Attachments:

Attachment 1 - Public Art Policy



# Town of Whitby Policy

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<b>Policy Title:</b>	Public Art Policy
<b>Policy Number:</b>	MS 040
<b>Reference:</b>	Resolution #
<b>Date Approved:</b>	<a href="#">Click here to enter a date.</a>
<b>Date Revised:</b>	Replaced MS 040 Public Art Loan and Donation Policy
<b>Approval:</b>	Council
<b>Point of Contact:</b>	Manager, Creative Communities

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## Policy Statement

The Town of Whitby recognizes and promotes the value of art and culture through the integration of artwork in public places.

## Purpose

The purpose of the Public Art Policy is to outline the processes and responsibilities of the Town of Whitby to support new art commissions, art donations and loaned art. The Policy will help to grow the Town's Public Art Collection through projects that reflect Whitby's history and culture. The procurement of Public Art for the Town's Public Art Collection will contribute to the identity of place, social well-being, economic vitality, and civic pride in creative and symbolic ways to support the Town's cultural goals.

## Scope

This Policy applies to all current and future Public Art purchased, Commissioned, or Donated to the Town of Whitby for municipally owned Public Spaces. The Policy is intended to provide Town Staff and the community with a clear and consistent framework for decision-making and acquiring pieces of Public Art through a Public Art program.

## Guiding Principles

### Flexible and Imaginative

- Seek to enliven public spaces and infrastructure to add character, promote discovery and create spaces for connection.
- Be open to new forms of creative expression and embrace unique, challenging, or thought-provoking pieces.

- Foster an environment that promotes creativity and the importance of access to those experiences for everyone.
- Be risk-taking, creative, and innovative.
- Be flexible and find innovative solutions to support action when opportunities arise.
- Be unique to Whitby.

### **Sustainable and Resilient**

- Prioritize sites based on potential impact, both high profile and under-serviced areas.
- Encourage investment in the program from a wide variety of sources.
- Cultivate the local arts sector, including a wide variety of art forms and practices.
- Preserve and enhance cultural identity.
- Follow best practices.
- Be resilient to climate change impacts.

### **Collaborative and Engaged**

- Provide opportunities for emerging, mid-career and established professional artists.
- Seek opportunities to collaborate with artists, communities, municipal departments, other levels of government and the private sector.
- Engage residents in dialogue about their community.
- Be transparent.
- Partner or engage with residents, businesses, community groups and Indigenous communities early into projects, where possible, to understand local priorities and integrate diverse voices and perspectives.
- Respect artists as contributors and value the significant role of artists in our society. We will pursue opportunities to bring artists into the decision-making process.

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## **Diverse and Inclusive**

- Be inclusive.
- Showcase local artists as much as possible to reflect the diversity of the community, including marginalized people and groups.
- Encourage participation from First Nations, Inuit, Métis, Francophone, and new Canadian artists.
- Encourage participation from lesbian, gay, bisexual, transgender, queer, and/or questioning (LGBTQ+) and Black, Indigenous, and people of colour (BIPOC) artists.

## **Accessible and Equitable**

- Ensure Cultural Equity.
- Ensure that art is accessible to all.
- Be responsive to community needs.
- Leverage strengths and knowledge to identify opportunities and advance public art and creative placemaking initiatives.
- Pay artists fairly.

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## 1. Definitions

- 1.1. **Art /Artwork** means artwork that includes but is not limited to original sculptures, murals, monuments, mosaics, photography, paintings, graphic arts, landscaping/earthworks, tableaux, vignettes, kinetic works, or creative displays and exist on publicly accessible property (indoor or outdoor).
- 1.2. **Artist** means an individual who is the designer or creator of Art/Artwork and includes but is not limited to emerging, mid-career and established professional artists, graphic designers, collaborative teams, architects and landscape professionals.
- 1.3. **Call for Artists** means an issued notice of opportunity to Artists that contains the selection criteria and information about an upcoming project and describes the selection and award process.
- 1.4. **Commissioned** means an artwork created by artist(s), or in collaboration with artist(s), through a public process and existing in a publicly accessible Town-owned or managed location.
- 1.5. **Council** means the municipal council, or the governing body of the Town of Whitby made up of the Mayor and Councillors.
- 1.6. **Cultural Equity** means embodying the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, ability, sexual orientation, gender, socioeconomic status, geography, citizenship status, or religion - are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.
- 1.7. **De-accessioning** means the process of permanently removing an artwork from the Town's Public Art Inventory.
- 1.8. **Donation or Donated Art** means the voluntary transfer of ownership of Art or Artwork to the Town, via written agreement, without consideration and where the Town is provided the right, in the Town's sole discretion, to determine whether, where, and how to maintain, display, and store the art, as well as the right to transfer, sell, recycle, or discard the art when it is no longer required, or it has reached end of use.
- 1.9. **Expression of Interest** means a written short document which shows the intention of an artist(s) to apply for a particular announced project. It includes a brief description of the artist and their work. It is the first stage in the commissioning process.

- 1.10. **Integrated Art** means art in the form of a physical part of a building, structure, or landscape. If the site were to be redeveloped, the art would be as well.
- 1.11. **Lifecycle** means from the initial concept to selection, fabrication, maintenance, and de-accessioning of an artwork.
- 1.12. **Loaned Art** means artwork loaned for a defined period and ownership of the art will remain with the artist/lender of the art.
- 1.13. **Permanent Art** means Public Art including sculptures, monuments, and Integrated Art and are Commissioned by the Town through a formal selection process.
- 1.14. **Private Spaces** means any property, building or structure in the municipality not owned or managed by the Town.
- 1.15. **Public Art** means Artwork that includes but is not limited to original sculptures, murals, monuments, mosaics, photography, paintings, graphic arts, landscaping/earthworks, tableaux, vignettes, kinetic works, or creative displays and exist on publicly accessible property (indoor or outdoor).
- 1.16. **Public Art Collection** means the body of work or collection on display including original art created for, acquired by, or loaned to the Town.
- 1.17. **Public Art Community Group** will be chaired by the Strategic Initiatives (Creative Communities) Department and will be comprised of rotating members of the community with varying areas of expertise and disciplines which may include Artists, curators, art educators and art historians, landscape architects, architects, urban planners, engineers, designers, members of the business community, members of local art councils or art collectives.
- 1.18. **Public Art Inventory** means the processing, documenting, and cataloguing of information that is used to identify and track the Public Art Collection, both archived and on display.
- 1.19. **Public Art Jury Panel** is a group of rotating members that will be comprised of representatives from the Town Working Group and the Public Art Community Group. The composition, duration, and terms of reference of any Public Art Jury Panel will be dependent on the nature of the public art project identified.
- 1.20. **Public Art Procedure** means a description of the operational processes necessary to implement the Public Art Policy which includes step by step instructions and best practices.
- 1.21. **Public Art Program Reserve Fund** means an established fund to support the Public Art Policy and sourced from a designated budget allocation,

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donations or grants from private sources, community donations, developer fees and other levels of government.

- 1.22. **Public Spaces** means municipally owned public spaces that are available and frequently used by the public including but not limited to, parks, boulevards, trail systems, open spaces, waterways, roads, bridges, gateways, streetscapes, exterior and interior public areas associated with Town-owned buildings and civic squares.
- 1.23. **Request for Proposal** means an open process for any artist to create and submit plans for the production of a specific concept or desired public artwork requested by the Town.
- 1.24. **Strategic Initiatives (Creative Communities)** is the Town staff team responsible for leading special corporate and community projects, serving as an intergovernmental relations advisor and delivering programs and services related to Sustainability, Economic Development, and Creative Communities (i.e., Downtowns, Culture, Events and Tourism).
- 1.25. **Temporary Art** means an Artwork intended to be installed for a limited amount of time.
- 1.26. **Town** means The Corporation of the Town of Whitby.
- 1.27. **Town Staff** means employees of the Town of Whitby.
- 1.28. **Town Working Group** means designated staff from various Town Departments such as Strategic Initiatives, Communications and Creative Services, Community Services, Planning and Development, and other departments as deemed appropriate.

## 2. Policy Objectives

- 2.1. Establish roles and responsibilities for the administration of the Public Art Policy.
- 2.2. Provide a process for accessing and accumulating the funding necessary to finance future Public Art projects, by way of donation, purchase, or commission.
- 2.3. Establish a standardized and transparent process that outlines the Lifecycle of Public Art for the Town of Whitby from acquisition, consultation, selection, maintenance, de-accessioning, tracking and display of Permanent Art, Donated Art, and Temporary Art.
- 2.4. Establish guidelines for accepting art donations.

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### **3. Responsibilities**

#### **3.1. Council to:**

- Act as an advocate for Public Art in the Town.
- Approve the Public Art Policy and updates, as needed.
- Approve any annual budget allocation as needed.

#### **3.2. Strategic Initiatives (Creative Communities) to:**

- Oversee and manage the Public Art Policy and updates, as needed.
- Develop and implement the Public Art Procedure related to the Public Art Policy.
- Report to Council on the Public Art Policy, Public Art Inventory, use of all funds to the Public Art Reserve Fund and related initiatives.
- Initiate, implement and over-see the Public Art projects.
- Establish and maintain the Public Art Inventory recording, cataloguing, and tracking, including Donated Art and Loaned Art.
- Develop Public Art maintenance program (e.g., method, timing/frequency, and cost of maintaining Public Art Inventory) and targets for the Public Art Maintenance Reserve.
- Determine appropriate storage of Public Art Inventory, as required.
- Lead and select members of the Town Working Group, Public Art Community Group, and the Public Art Jury Panel.
- Coordinate any Call for Artists or Expression of Interest including liaising with Artists, installation, and agreements.

#### **3.3. Town Working Group to:**

- Advocate for Public Art and help to bring forward opportunities and ideas for Public Art projects across the municipality.

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- Provide recommendations on matters related to site selection, budget, Artist, insurance and selection process to the Strategic Initiatives (Creative Communities) team.
- Form part of the Public Art Jury Panel to provide feedback and final recommendation for artists and art selection as invited or required related to Call for Artists.

### **3.4. Public Art Community Group to:**

- Provide assistance/expertise to staff as required.
- Advocate for Public Art.
- Meet on a bi-annual basis to provide expert community input on the Public Art Policy, projects and procedures.
- Make recommendations to the Strategic Initiatives (Creative Communities) team regarding Artists who may be considered for Commissioned Art.
- Form part of the Public Art Jury Panel to provide feedback and final recommendation for artists and art selection as invited or required related to Call for Artists.

### **3.5. Public Art Jury Panel to:**

- Evaluate art against criteria which will be outlined within the Public Art Procedure.
- Provide feedback and final recommendation for artists and art selection related to a Call for Artists.
- Ensure there is no conflict of interest through the review and evaluation process.

## **4. General**

### **4.1. Exclusions**

The Town of Whitby Public Art Policy does not pertain to the following:

- Directional elements such as signage, except where these elements are integral parts of the original work of Art or Public Art project and literary artworks and books.
- Work on Private Spaces.

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- Graffiti Management.
- Special Event (Public or Private).
- Engineering or architectural features that are extensions of design in architecture, landscape, or development.
- Heritage plaques.
- Interpretive plaques.

#### **4.2. Call for Artists**

- In all cases, purchasing or commissioning will involve a fair and transparent process, at which time it will be determined if/whether an Expression of Interest or a Request for Proposal will be issued, depending on the nature of the Artwork and project.
- The criteria for selection will be available to all participants prior to the commencement of the acquisition and will be outlined within the Public Art Procedure.
- The procurement or purchasing process for Public Art projects will be conducted in accordance with the Town's Procurement Policy.
- Call for Artist opportunities may also be periodically created and offered exclusively for Whitby's local Artists to amplify local voices and perspectives.

#### **4.3 Art Selection**

- The selection process will be outlined in the Public Art Procedure and will include assessing the artistic merit of a project, aesthetic response in relation to site and perceived ability of the Artwork to engage the public.
- The selection process as outlined in the Public Art Procedure will also include developing Calls for Artists via Expression of Interest or a Request for Proposal, will take into consideration site suitability, context, durability, and resilience, maintenance requirements, financial implications, public safety, and liability, consistency with the Town's

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Urban Design Plan, and other Town policies and initiatives, as appropriate.

- The Strategic Initiatives (Creative Communities) team will lead and develop the Call for Artist and coordinate the selection process for the Public Art Jury Panel.
- The Public Art Jury Panel will be responsible for reviewing artists proposals and making the final selection decision.

#### **4.4 Site Selection**

- The site selection of appropriate locations for the installation of Public Art on Public Spaces will be coordinated through Strategic Initiatives (Creative Communities) team with recommendations from the Town Working Group.
- The Town Working Group will identify opportunities for Public Art in architecture, building and/or landscape designs of public infrastructure.
- Public Art sites will be publicly accessible, and consideration given to locate projects in both high traffic/high-profile sites as well as lower traffic/lower profile sites including municipal buildings and sites, parks and open spaces, walking paths, alleyways, streetscapes, right of ways, new or major upgrades to bridges, fences, walls and barriers and gateways/municipal entrances.
- The final decision will be made by the Town Working Group.

#### **4.5 Acquisition**

The Town of Whitby may acquire ownership of original Artwork(s) for the Town of Whitby's Public Art Inventory through:

- Purchasing of Artwork directly.
- Purchasing of Artwork through a competition or Call for Artists or Request for Proposal.
- Commissioning of Artwork through an Expression of Interest or a Request for Proposal.
- Accepting donations as defined in this policy and subject to the Town's Art selection procedures.

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- Incorporating Integrated Art through the planning and development review process.
- Acquisition of Loaned Art for a defined period of display (i.e., Town Hall Front Lobby).

#### **4.6 Installation**

- All Art installations will be coordinated and agreed upon as set out in the contractual agreement with the Artist, donor or lender, and the Town. The Town of Whitby will make all final decisions.
- The Town of Whitby is responsible for the coordination and installation of all donated and loaned works of art, however, in some circumstances, the Artist, donor or lender (ex. The Station Gallery) may be asked to participate in the installation, or a professional installer may be contracted. This would be identified, in advance, through the agreement of purchase, donation or exhibition contract.
- The condition of all acquired Artwork will be reported upon receipt, and any problems found will be addressed in consultation with the Artist, donor, or lender for resolution.

#### **4.7 Maintenance**

- It is the responsibility of the Town of Whitby to maintain all Permanent Art within the Public Art Inventory in accordance with the approved maintenance plan and/or conservation plan. Development of the maintenance plan and/or conservation plan, in consultation with the Town Working Group, is the responsibility of the Artist, donor or lender and must be submitted prior to the Town accessioning each piece, at the time it is being reviewed and considered.
- Maintenance and/or conservation plans will include, but not be limited to maintenance and/or conservation specifications; shop drawings; and key elements, including Artist, donor or lender contact information and maintenance budget.
- The Strategic Initiatives (Creative Communities) team will monitor the existing Public Art Inventory for maintenance requirements. The appropriate Town Department will undertake an inspection of the artwork according to a predetermined schedule. The Town may choose to retain a qualified professional to undertake the inspection, where deemed necessary.

Policy Title: Public Art Policy

Policy Number: To be assigned following Council approval

- The Strategic Initiatives (Creative Communities) team in consultation with the Town Working Group will oversee the maintenance, conservation, and restoration of Artwork in Public Spaces.
- Public Art maintenance guidelines will be developed by the Strategic Initiatives (Creative Communities) team as part of the Public Art Procedure.

#### **4.8 Storage**

- The Town will ensure appropriate short-term or long-term storage, as needed for all Artworks within the Public Art Inventory by working with stakeholders such as Town facility managers and with the Station Gallery.

#### **4.9 Insurance**

- All Permanent Art or Temporary Art owned by the Town through purchase, commission and/or donation are the property of the Town and are insured under the Town's Insurance Policy.
- For Loaned Art, the Town of Whitby will be responsible for insurance coverage of the Artwork while it is in the care of the Town.

#### **4.10 Relocating and De-accessioning**

- When appropriate or necessary, the Strategic Initiatives (Creative Communities) team along with the Town Working Group will consider candidates for relocating or De-Accessioning of Permanent Art and Temporary Art and will report findings and staff recommendations to the Public Art Community Group and Council for their information. The Art may be moved, sold, returned to the Artist, or destroyed with any net proceeds from the sale of Public Art to be transferred to the Public Art Program Reserve Fund.
- Art may be De-Accessioned under any of the following circumstances or as otherwise determined by the Town:
  - the Art is deteriorating, and restoration is not feasible;
  - the Art is no longer relevant to the Town's Public Art Inventory;
  - the Art endangers public safety;
  - the art is too costly to insure or maintain;
  - the site is no longer accessible to the public and an alternative location cannot be found;

Policy Title: Public Art Policy

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- the art is discovered to have been stolen or was offered to the Town using fraudulent means.

## 5. Funding

- The funding necessary to support Public Art in the Town under this Policy shall be subject to Council approval and as part of the budget process.
- A Public Art Program Reserve Fund will be established and used to acquire Public Art and support the Public Art Policy. Subject to Council approval, on-going property-tax based funding will be allocated to this program reserve to accumulate funds for future Public Art acquisitions and Public Art projects. This reserve may also be funded from the net proceeds from fundraising events, net proceeds from the sale of Public Art items, financial donations, or grants.
- When the balance of the Public Art Program Reserve Fund is sufficient, Public Art projects will be initiated.
- A Public Art Maintenance Reserve will be established through the annual operating budget and/or a dedicated number of new projects, set aside for maintenance of the Public Art Inventory.

## 6. Donations

- Donations of Public Art considered for the Public Art Inventory will be subject to a selection process. All donations will have an accompanied maintenance plan provided by the donor that must meet the satisfaction of the Town as listed in the Public Art Procedure. All donations must be unencumbered. No Art will be accepted if the donor requires the Town to locate the Art in a specific location in perpetuity.
- The Town is not required to accept donations of Public Art that are offered.
- Donations of Public Art could include a donation of funds for the maintenance and conservation, or restoration of the work being donated.
- The donor and the Town shall be responsible for meeting Government of Canada criteria to receive a tax credit/issue a tax receipt for the Public Art. All donations of Public Art should be appraised by a certified appraiser at the time the donation is being considered to determine fair market value. The donor will be responsible for obtaining and paying

Policy Title: Public Art Policy

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for the appraisal. An official receipt for income tax purposes will be issued by the Town as per regulations of the Canada Revenue Agency.

## 7. Policy Review

- It is the responsibility of the Strategic Initiatives (Creative Communities) team to regularly monitor the effectiveness of this Policy.

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**This Policy is hereby approved by Council Resolution #**Resolution Number from Council Meeting Minutes. **on this** Day Number. **day of** Month, **20**Last Two Digits of Year Number.

Policy Title: Public Art Policy

Policy Number: To be assigned following Council approval

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# Town of Whitby Staff Report

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## Report Title: 2023 Economic Development Strategy Update

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**Report to:** Committee of the Whole

**Date of meeting:** January 15, 2024

**Report Number:** CAO 04-24

**Department(s) Responsible:**

Office of the Chief Administrative Officer

**Submitted by:**

Sarah Klein, Director, Strategic Initiatives

**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**For additional information, contact:**

Paul Pirri, Senior Manager of Economic Development, x. 4312

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### 1. Recommendation:

1. That Report CAO 04-24 be received for information; and
2. That the updates described herein be consolidated into an updated Economic Development Strategy.

### 2. Highlights:

- As part of the 2022-2026 Economic Development Strategy, staff had included an action item to review the strategy every 18 months.
- This report provides that update and incorporates the economic development action items identified in the Town's Community Strategic Plan.
- The report highlights a list of recommended updates to the strategy that would discontinue, shift or add action items based on feedback mechanisms.
- The proposed updates include the addition of an action item to develop a Business Webinar Series to support community learning as identified as a key theme across multiple Business Retention and Expansion Surveys.

### 3. Background:

In November 2021, the Town of Whitby adopted a new 5-year Economic Development Strategy, “Shaping the Future: 2022 to 2026 Economic Development Strategy”. As part of this strategy, action item 15 under Pillar 1: Strengthening Economic Development Capacity recommended the establish of an 18-month Economic Development Strategy review. This review is undertaken to ensure that the strategy continues to meet the needs of the community and Council. This report constitutes the Economic Development Strategy Review.

## **4. Discussion:**

### **Strategy Review**

Developed over the course of 2021, the Town of Whitby’s Economic Development Strategy identified the following Mission, Vision, Sectors of Interest, and Strategic Pillars for the work undertaken by the economic development team.

#### ***Mission***

“To Inspire a strong local economy and economic growth which is vibrant, sustainable, diverse and inclusive.”

It is not contemplated that the Mission be changed at this time. It continues to be reflective of the work undertaken by the economic development team.

#### ***Vision***

“The Town of Whitby will create a strong local economy through collaboration to facilitate innovation, productivity, inclusion and balanced economic growth.”

It is not contemplated that the Vision be changed at this time. It continues to identify an aspirational community that the economic development team will work towards.

### **Sectors of Interest**

- Information and Communications Technology (ICT);
- Professional and Technical Services;
- Advanced Manufacturing; and
- Downtowns and Lifestyle.

A minor administrative change is being recommended to rename Professional and Technical Services to Professional, Scientific and Technical Services to better align with the established nomenclature used by Statistics Canada.

### **Strategic Pillars**

- PILLAR 1: Strengthen Economic Development Capacity
- PILLAR 2: Become Storytellers
- PILLAR 3: Embrace and Inspire Community Economic Development
- PILLAR 4: Foster Municipal Innovation

No changes are being contemplated with regards to the Strategic Pillars identified in the strategy.

**Action Items**

The 18-month review primarily focuses on the Action Items contained within the Economic Development Strategy. This work was driven by three key feedback mechanisms: the Town of Whitby's 2023 Community Strategic Plan, Council interviews and Business Retention and Expansion surveys administered by Economic Development staff. In addition, staff are recommending some administrative changes to the strategy described below. The final consolidated changes are included in Attachment 1: Economic Development Action Plan Update.

*Town of Whitby's 2023 Community Strategic Plan (CSP)*

The development of a Community Strategic Plan was identified as a top priority for Whitby Council. The CSP provides a roadmap for how Town Council and staff work together to deliver on community priorities over the next four years. It was developed with feedback provided by over 3,000 individuals both online and in person. Identified in the Community Strategic Plan are 11 actions which fall primarily within "*Pillar 3: Whitby's Economy – Innovative & Competitive*". Below is an overview of the action items, and where they will be incorporated within the updated Economic Development Strategy.

<b>CSP Action Item</b>	<b>Recommended updates in Economic Development Strategy</b>	<b>Economic Development Strategy Language</b>
3.1.2 Expand Whitby's commercial and industrial tax base	Will be added to a new list of ongoing initiatives under Pillar 1: Strengthen Economic Development Capacity	Expand Whitby's commercial and industrial tax base
3.1.4 Support green economy, agriculture and agri-business	Will be included under Pillar 3: Embrace and Inspire Community Economic Development	Launch programming to support green economy, agriculture and agri-business
3.2.1 Attract investment for hotel and convention centre	Will be included under Pillar 1: Strengthen Economic Development Capacity	Attract a hotel and convention centre to Whitby by 2026.
3.2.2 Develop tools to support collaborative workspaces and home-based businesses	Will be included under Pillar 3: Embrace and Inspire Community Economic Development	Develop tools to support collaborative workspaces and home-based businesses

3.2.3 Expand the business retention and expansion program	Will be added to a new list of ongoing initiatives under Pillar 1: Strengthen Economic Development Capacity	Expand the business retention and expansion program to include at least 50 meetings a year
3.2.4 Implement and streamline municipal tools and processes to attract high-value, employment-generating businesses	Will be included under Pillar 1: Strengthen Economic Development Capacity	Implement and streamline municipal tools and processes to attract high-value, employment-generating businesses
3.3.1 Develop and implement Intelligent City Strategy and Action Plan that leverages collaboration and technology to support innovative solutions	Will be included under Pillar 4: Foster Municipal Innovation replacing the existing Pillar 4 action item “Develop a Smart Cities Strategy”	Develop and implement Intelligent City Strategy and Action Plan that leverages collaboration and technology to support innovative solutions
3.3.2 Increase supports offered to tech-based businesses in partnership with Whitby's technology accelerator (1855 Whitby)	Will be included under Pillar 4: Foster Municipal Innovation	Increase supports offered to tech-based businesses in partnership with Whitby's technology accelerator (1855 Whitby)
3.3.3 Leverage grant funding to support broadband and Smart City initiatives	Will be included under Pillar 4: Foster Municipal Innovation	Leverage grant funding to support broadband and Smart City initiatives
1.1.6 Work with partners to increase access to family physicians	Will be included under Pillar 3: Embrace and Inspire Community Economic Development	Work with partners to increase access to family physicians

It should be noted that the Community Strategic Plan Action item 3.1.1 “Continue to implement the Economic Development Strategy that focuses on the following sectors: information and communications technology, professional and technical services, advanced manufacturing, and downtowns and lifestyle” will not be added to the economic development strategy as its implementation is inherent in the strategy.

#### *Business Retention and Expansion Surveys*

Since launching in June 2022, the economic development team has met with over 70 local businesses as part of the formalized Business Retention and Expansion Survey

program. These meetings reinforced many of the findings of the original Economic Development Strategy and provided an additional action item for the update.

Many businesses shared that they were looking for additional networking opportunities. This provided the staff with an opportunity to invite local businesses to attend upcoming sector-based meetups (Action Item 2.7) and discuss shared challenges. In addition, it provides additional justification to continue building a community around the Whitby Professionals and Entrepreneurs Newcomers club (Action Item 3.2).

Another challenge that was identified related to the difficulty of attracting and retaining both skilled and unskilled labour. Identified in the Strategy (Action Item 3.5) is the development of community job fairs within the municipality. This initiative was identified for completion in 2024, and funding for this action item has been identified in the 2024 budget.

#### Enhanced learning opportunities

Throughout the Business Retention and Expansion meetings, staff heard a recurring theme from our business community that there was a need for more knowledge. Topics included municipal procurement, business succession planning, and keys to starting a business in Whitby. Staff believe there is an opportunity to create a webinar series on these topics, which could be expanded over time. Staff are proposing the creation of a webinar series in 2024 as part of the updated Economic Development Strategy.

Action Item	Recommended updates in Economic Development Strategy	Economic Development Strategy Language
Develop Business Webinar Series	Will be included under Pillar 2: Become Story Tellers	Develop Business Webinar Series

#### *Action Items to be removed from the Economic Development Strategy*

Based on shifting priorities, budget constraints, feedback received from Council and in order to offset the new action items being implemented in the updated strategy, staff are recommending the removal of the following action items:

- Investigate and establish an in-kind sponsorship program
- Establish a Whitby Bus Rapid Transit business support strategy
- Define, brand and market industrial/employment areas with signage, gateways and profiles
- Develop social media and public relations strategy
- Establish an Economic Development Fund
- BIPOC fellowship program pilot
- Develop a Resident Attraction Strategy

- Investigate the feasibility of a BIPOC Business Incubator or Accelerator
- Develop bicycle/scooter share program
- Crowdfund business opportunities for pop-up shops

### **Administrative Changes**

Action items that have been implemented will be removed from the existing list of actions items and will be moved to a new list for completed action items. This is included as Attachment 2: Completed Initiatives List. Where an action item has been implemented, but requires ongoing work, it will be removed from the existing lists of action items and will instead be moved to a new list specific to ongoing initiatives. These action items will be renamed to demonstrate an ongoing approach. This is included as Attachment 3: Ongoing Initiatives List and Action Items will be updated as a result of these changes.

Timelines will be amended where a project is delayed, or where funding is not anticipated to be available in the anticipated budget year. Updates will be made to the Mayoral introduction and lists of members of Council and Municipal staff.

Within six weeks of the adoption of this report, staff will make the changes to the Strategy. Once updated, it will be circulated to Council via the Council Information Index, and uploaded to the Town's website.

### **5. Financial Considerations:**

To continue to implement the Economic Development strategy in 2024, a number of Decision Items have been included for Council consideration as part of the 2024 budget process, including:

- \$10,000 to support the ongoing implementation of the Town's Economic Indicators page (found at <https://www.whitby.ca/en/work/why-whitby.aspx>)
- \$5,000 to support the launch of a Local Business Week in Whitby,
- \$5,000 to support the launch of a Community Job Fair in Whitby, and
- \$122,563 which reflects the conversion of the Temporary Economic Development Officer to a permanent position.

Moving forward with any of the above initiatives is subject to Council approval of the funding in the 2024 budget.

### **6. Communication and Public Engagement:**

The 5-year Economic Development Strategy was developed with engagement from the Town of Whitby's business community. Staff utilized a third party to lead workshops, 1-on-1 interviews as well as on-line surveys with external partners. The work was led by a Steering Committee comprised of local businesses and support organizations.

The strategy update was influenced by the Town's 2023 Community Strategic Plan which was developed with feedback provided by over 3,000 individuals as well as the

Business Retention and Expansion survey which consulted over 70 local businesses since its launch.

Economic Development continues to collaborate with external teams to support the implementation of the 5-year Economic Development Strategy. Further, the development of the e-newsletter was supported by content provided by the Whitby Chamber of Commerce, the Business Advisory Centre of Durham, as well as other local post-secondary institutions.

## **7. Input from Departments/Sources:**

Economic Development continues to collaborate with internal teams to support the implementation of the 5-year Economic Development Strategy. This work includes partnerships with Planning and Development, Creative Communities, Recreation, Facilities, and the Whitby Public Library. In addition, Economic Development staff will continue to work with external organizations such as the Whitby Chamber of Commerce, Downtown Whitby BIA, 1855 Accelerator, the Region of Durham, and the Business Advisory Centre of Durham to implement the strategy.

## **8. Strategic Priorities:**

This initiative is consistent with the Town's Community Strategic Plan, specifically Strategic Pillar 3: Whitby's Economy. Elements of Economic Development touch upon each of the three Objectives:

- 3.1 Accelerate progress, create jobs, and drive local economy
- 3.2 Attract and retain businesses and industry
- 3.3 Promote innovation and build competitive advantage.

Action 3.1.1 Continue to implement the Economic Development Strategy that focuses on the following sectors: information and communications technology, professional and technical services, advanced manufacturing, and downtowns and lifestyle directly links to the implementation of the Town's 5-year Economic Development Strategy.

All work undertaken by the Economic Development Division endeavours to be completed meeting accessibility and sustainability standards.

## **9. Attachments:**

Attachment 1: Economic Development Action Plan Update

Attachment 2: Completed Initiatives List

Attachment 3: Ongoing Initiatives List

<b>Goal 1: Strengthen Economic Development Capacity – Investing in people, processes and relationships.</b>					
Item Number	Action	Description	Investment Type & Cost	Output/Outcome	Deadline
1.1	Develop an Advertising and Sponsorship Strategy	Hiring of a consultant to support the development of an Advertising and Sponsorship Strategy to determine appropriate value of assets and the development of a robust asset inventory.	Capital (\$\$\$)	<p>OUTPUT: Completion. Total value of available sponsorships, municipal revenue, % of assets sold</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2024 – Q2
1.2	Sponsorship Activation Fulfillment and Renewal Plan	Development of a plan that focuses on the best way to fully activate our sponsors. Develop tools and process to track the outcome of sponsorship fulfillment post investment. This information will be used to better understand our partners needs. Optimize and measure the sponsorship impacts, build, sustain and solidify their renewal(s). Utilize the sponsorship package(s) to guide and outline opportunities.	Operating (\$)	<p>OUTPUT: Completion of Plan, increase sponsorship activations and track partner satisfaction</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2024 – Q2
1.3	Develop a Business Crisis Response Protocol	Working with WFES to support small businesses that have been affected by fire, or other localized emergencies.	Operating (\$\$)	<p>OUTPUT: Development of protocol.</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2024– Q4

(\$ ) – Anticipated to fit in operationally

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

1.4	Establish 18-month Economic Development Strategy Review	Establishing an 18-month strategy review schedule. Will provide an update to Council at the same time. These reviews could adjust, add or remove action items to ensure the strategy will continue to meet the needs of the community and Council.	Operating (\$)	<p>OUTPUT: Number of projects completed, number of new projects, number of projects removed/altered</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2025 – Q2
1.5	Implement and streamline municipal tools and processes to attract high-value, employment-generating businesses	Undertake a review of municipal tools currently utilized to attract high-value employment-generating businesses and make recommendations on improvements.	Operating (\$)	<p>OUTPUT: Completion of review and implementation of recommendations</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2025 – Q2
1.6	Attract a hotel and convention centre to Whitby by 2026	Working with local land owners and developers to support the investment of a hotel and convention centre in Whiby.	Operating (\$)	<p>OUTPUT: New Hotel and Convention centre in Whitby</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	2026 – Q4

<b>Goal 2: Become Storytellers – Identify and celebrate businesses, people and programs that will lead Whitby into the future.</b>					
Item Number	Action	Description	Investment Type & Cost	Output / Outcome	Deadline
2.1	Facilitate conversations with landlords to animate vacant storefronts	Work with the Downtown Whitby BIA to animate vacant store fronts with art installations.	Operating (\$)	<p>OUTPUT: Number of conversations, number of landlords interested in partnership, number of months available</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	2024 – Q2
2.2	Create a Film Location Directory	Establish a directory with photos of public and private locations suitable for filming to support the film industry.	Operating (\$)	<p>OUTPUT: Number of locations; number of distributions; number of permits issued</p> <p>OUTCOME: Strengthening economic development tools and processes to better serve our clients</p>	2024 – Q2
2.3	Develop Business Webinar Series	Create and distribute webinars that focus on topics identified as business community needs: Municipal Procurement Succession Planning Keys to starting a business in Whitby	Operating (\$)	<p>OUTPUT: Number of webinars created, attendance</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	2024 – Q4

(\$ ) – Anticipated to fit in operationally

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

2.4	Establish a Local Business Week	Establish a series of promotional events that celebrate the local business community.	Operating (\$\$)	<p>OUTPUT: Number of visits during the week; social engagement.</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	2024 – Q4
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(\$) – Anticipated to fit in operationally

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

**Goal 3: Embrace and Inspire Community Economic Development – Focus on building communities as well as profits.**

Item Number	Action	Description	Investment Type & Cost	Output / Outcome	Deadline
3.1	Host Community Job Fairs	Host Job Fairs for members of various equity deserving communities including but not limited to new Canadians, the BIPOC community and individuals with a disability.	Operating (\$\$)	<p>OUTPUT: Number of employers present, number of community groups engaged, number of attendees</p> <p>OUTCOME: Creating new opportunities for equity deserving groups</p>	2024 – Q4
3.2	Launch programming to support green economy, agriculture and agri-business	Undertake a review of available programs and supports that are available to the identified sectors, and identify an action plan to support the sectors.	Operating (\$)	<p>OUTPUT: Completion and implementation of review</p> <p>OUTCOME: Creating new opportunities for local businesses</p>	2024 – Q4
3.3	Develop tools to support collaborative workspaces and home-based businesses	Undertake a review of available programs and supports for home-based and collaborative workspace businesses, and identify an action plan to support these businesses.	Operating (\$)	<p>OUTPUT: Completion and implementation of review</p> <p>OUTCOME: Creating new opportunities for local businesses</p>	2024 – Q4
3.4	Work with partners to increase access to family physicians	<p>Successfully attract 10 family physicians to serve Whitby residents.</p> <p>Support the implementation of Durham Region's Family Physician Recruitment Strategy.</p>	Operating (\$\$)	<p>OUTPUT: Attract 10 family physicians and implement Regional Family Physician Recruitment Strategy</p> <p>OUTCOME: More residents have access to family physicians</p>	2026 – Q4

(\$ – Anticipated to fit in operationally

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

<b>Goal 4: Foster Municipal Innovation – Championing innovation within the Town of Whitby.</b>					
Item Number	Action	Description	Investment Type & Cost	Output / Outcome	Deadline
4.1	Designate Whitby as a centre for government technology	Investigate the feasibility of establishing a marketing identity around Whitby as a centre innovation in government as outlined in programs of 4.4, 4.5 and 4.6.	Operating (\$\$)	<p>OUTPUT: Development of brand and marketing materials</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2024 - Q2
4.2	Increase supports offered to tech-based businesses in partnership with Whitby's technology accelerator (1855 Whitby)	Partner with 1855 to develop programming that support the local innovation based ecosystem.	Operating (\$)	<p>OUTPUT: Number of programs, number of attendees</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2024 - Q4
4.3	Establish formal referral process for local companies	Establish a talent flow from local post-secondary institutions to either the Spark Centre, or 1855 Whitby based on organizational stage/need.	Operating (\$)	<p>OUTPUT: Number of referrals annually</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2024 – Q4
4.4	Develop Entrepreneur in residence program	Work with local entrepreneurs to partner on proof of concept for technological innovations. The municipality wouldn't pay for these services, but could let the organization	Operating (\$\$)	<p>OUTPUT: Number of projects completed</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q2

(\$)

(\$\$) – \$10,000 to \$50,000

(\$\$\$) – \$50,001 to \$100,000

(\$\$\$\$) – \$100,001+

		test it out. It could be a feeder for the Innovation Challenge program.			
4.5	Develop a Municipal Innovation Challenge	Host an annual municipal challenge process to find new solutions to existing and long term municipal problems. The municipal challenge process is a recognized form of government procurement.	Operating (\$\$)	<p>OUTPUT: Number of applicants; number of projects proposed, number of projects completed</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q2
4.6	Public/Private Pilot Project Program	Develop a formal process for the Town of Whitby to engage in pilot projects with established private organizations to test new proofs of concept.	Operating (\$)	<p>OUTPUT: Completion of formal process. Number of projects completed.</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q2
4.7	Develop and implement Intelligent City Strategy and Action Plan that leverages collaboration and technology to support innovative solutions	Develop an Intelligent City Strategy for the Town of Whitby.	Capital (\$\$\$)	<p>OUTPUT: Development of Strategy</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q4

4.8	Leverage grant funding to support broadband and Smart City initiatives	Apply to available grant programs to support the implementation of the Intelligent City Strategy.	Operating (\$)	<p>OUTPUT: Value of grants received, number of projects completed</p> <p>OUTCOME: Growing the Innovation Economy in Whitby</p>	2025 – Q4
4.9	Develop a Climate Awareness Preparedness Education Campaign	Working with Sustainability to develop an educational campaign to help businesses to ensure they are prepared for severe weather events.	Operating (\$\$)	<p>OUTPUT: Number of businesses reached; number of plans created.</p> <p>OUTCOME: Building stronger and more meaningful relationships between the Town and the business community</p>	2026 – Q2

## Economic Development Strategy Completed Initiatives

Attachment 2 CAO-04-24

Strategy Pillar	Item	Status
Pillar 1: Strengthen Economic Development Capacity	Develop sector profiles	Complete
	Hire a second Economic Development Officer	Complete
	Implement economic development Customer Relationship Management (CRM) system	Complete
	Develop a business crisis preparedness education campaign	Complete
	Investigate Foreign Trade Zone point linkage with Hamilton-Oshawa Port Authority	Complete
	Local benchmarking of development timelines	Complete
Pillar 2: Become Storytellers	Develop investment packages	Complete
	Establish a live economic indicators page	Complete
Pillar 4: Foster Municipal Innovation	Establish unsolicited bids tracking mechanism across the municipality	Complete
	Partner in the development of sustainable agricultural hub	Complete

Strategy Pillar	Item	Timeline
Pillar 1: Strengthen Economic Development Capacity	Service inbound investment inquiries	Ongoing
	Expand Whitby's commercial and industrial tax base	Ongoing
	Advocate for more serviced industrial lands	Ongoing
	Track employment land plans and update digital tool	Ongoing
	Host export development programs on a bi-annual basis	Ongoing
	Continue to implement expanded investment inquiry tracking	Ongoing
	Expand the business retention and expansion program to include at least 50 meetings a year	Ongoing
	Implement Concierge program	Ongoing
	Continue to review Economic Development Strategy on 18-month intervals	Ongoing
Pillar 2: Become Storytellers	Continue publishing monthly Economic Development e-newsletters	Ongoing
	Continue publishing semi-annual economic indicators	Ongoing
	Continue publishing semi-annual jobs report	Ongoing
	Continue to update live economic indicators page	Ongoing
	Organize sector-based meetups across four sectors of interest	Ongoing
Pillar 3: Embrace and Inspire Community Economic Development	Continue meetings of Whitby professionals and entrepreneurs newcomers club	Ongoing
	Continue distribution of materials to offline community	Ongoing

# Town of Whitby

## Staff Report

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### Report Title: Community Strategic Plan – 2023 Annual Progress Report

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**Report to:** Committee of the Whole

**Date of meeting:** January 15, 2024

**Report Number:** CAO 02-24

**Department(s) Responsible:**

Office of the Chief Administrative Officer

**Submitted by:**

Sarah Klein, Director, Strategic Initiatives

**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**For additional information, contact:**

Sarah Klein, Director, Strategic  
Initiatives, x.4302

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#### 1. Recommendation:

1. That Report CAO 02-24 be received for information.

#### 2. Highlights:

- The 2023-2026 Community Strategic Plan was approved by Council in June 2023. This is the first annual report on the progress to date on the 62 Actions identified under 4 Pillars and 13 Objectives.
- After 6 months, 1 Action (2%) is complete, 57 Actions (92%) are in progress and 4 Actions (6%) are not started.
- Since the approval of the Plan, financial investment for four projects, totalling \$155,573,886 has been approved by Council to support physician recruitment, Rowe House repairs and the construction of the new Whitby Sports Complex.
- Many of the remaining Actions require additional investment of staff resources, capital, and/or operating budgets. These initiatives will be brought forward for Council approval through the annual budget process.

#### 3. Background:

Council endorsed the Community Strategic Plan in June 2023 which provides a roadmap for how Town Council and staff will work together to deliver on community priorities over the next four years. The Community Strategic Plan includes a Community Vision, Corporate Mission, Corporate Values, four Strategic Pillars, 13 Objectives, and

62 Actions. As part of the development of the Plan, a commitment to transparency and timely reporting was identified as a priority of the community and feedback identified that annual reporting at the Action level was recommended. As such, this Report presents the first annual report of the 2023-2026 Community Strategic Plan highlighting the progress to date at the Action level.

#### 4. Discussion:

There have been a number of significant accomplishments related to the Community Strategic Plan and these are highlighted in Attachment 1. This summary outlines the top accomplishment to date for each Objective. The Community Strategic Plan includes 62 Actions and after 6 months of progress, 57 Actions are in progress, 1 Action is complete and 4 Actions are not started. A full listing of all 62 Actions including their status, measures of progress and details on the progress achieved in 2023 is included in Attachment 2.

Since the approval of the Community Strategic Plan in June 2023 and despite project delays caused by the labour disruption, staff are very pleased with the current advancements in fulfilling the Plan's priorities. This dedication plays a crucial role in enhancing Whitby as an exceptional place to live, work and explore.

#### 5. Financial Considerations:

There are 62 Actions identified to move forward and realize the Community Strategic Plan. When the Plan was approved, it was identified that 39 of the 62 Actions will require Council approval of additional funding in future budgets to implement. That is additional capital investments, staff resources, and/or other operating budgets.

Since the approval of the Plan in June, a number of one-time financial investments have been approved through Staff Reports to support the implementation of Community Strategic Plan Actions. These include the following:

Action	Project	Report & Date	Budget Approved
1.1.6	Regional 2023 Family Physician Recruitment Program	CAO 17-23 (June 2023)	\$20,000
1.1.6	Family Physician Recruitment Incentive Partnership Pilot Program	CAO 20-23 (July 2023)	\$300,000
2.3.2	Whitby Sports Complex	FS 24-23 (July 2023)	\$154,853,886
2.3.3 & 2.3.6	Rowe House Repairs	CMS 09-23 (November 2023)	\$400,000

Staff will continue to bring forward the incremental costs to support projects and initiatives to advance the priorities of the Community Strategic Plan for Council's consideration through Staff Reports and the Town's annual budget process. If the funding is not secured, implementation of certain components of the Plan may be deferred. Deferral of Actions, if any, will be communicated in future annual reporting for the Community Strategic Plan.

## **6. Communication and Public Engagement:**

Community and staff engagement was a priority in developing the Community Strategic Plan with over 3,000 individuals providing input on its development. Since the approval of the Plan, accomplishments related to Community Strategic Plan Actions have been shared at [ConnectWhitby.ca/CommunityPlan](https://connectwhitby.ca/CommunityPlan). Progress on the implementation of the Community Strategic Plan has also been highlighted through speaking engagements, earned media opportunities, digital storytelling opportunities through owned channels, including social, presentations, and Council reports.

Community engagement opportunities and regular status updates on the Plan continue to be shared through all the Town's channels.

Communications strategies to share the 2023 progress on the Community Strategic Plan are currently underway and will leverage paid, owned and earned opportunities.

## **7. Input from Departments/Sources:**

Staff from across the organization have been identified as leads on each of the Strategic Plan Action items and are responsible for providing updates on their progress to date related to the 62 Actions.

## **8. Strategic Priorities:**

The development of the Community Strategic Plan establishes the Strategic Priorities for the organization. As such, the Corporate Strategic Plan, Departmental Strategies, and Master Plans were considered in creating the Plan to ensure alignment. In addition, accessibility and sustainability are identified as priorities in the Objectives and Actions. Following approval of the Community Strategic Plan, this section of the report template was updated, requiring all future Staff Reports to identify how they support and align with the Community Strategic Plan.

## **9. Attachments:**

Attachment 1: Community Strategic Plan 2023 Progress Report - Summary

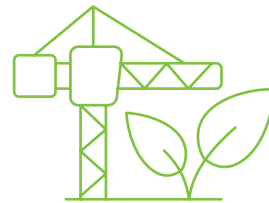
Attachment 2: Community Strategic Plan 2023 Progress Report - Detailed



TOWN OF WHITBY

# Community Strategic Plan

## 2023 Progress Report



# Whitby's Neighbourhoods

## Safe, Healthy, & Inclusive

Healthy and inclusive neighbourhoods are safe and welcoming. They provide equitable access to municipal programs and services, and support the health and well-being of all residents, at all ages and stages of life.

### Key Deliverables & Top Achievements:

#### 1.1.6 Work with partners to increase access to family physicians

- ✓ Launch of Family Physician Recruitment Incentive Partnership Pilot Program with Oshawa Clinic Group to recruit and retain ten new family doctors to the West Whitby Health Centre.

#### 1.2.2 Enhance Whitby's culinary and live music sectors through collaborative partnerships

- ✓ Launch of second edition of Whitby's Food Guide which won a national marketing award.

#### 1.3.5 Work with partners to address food security

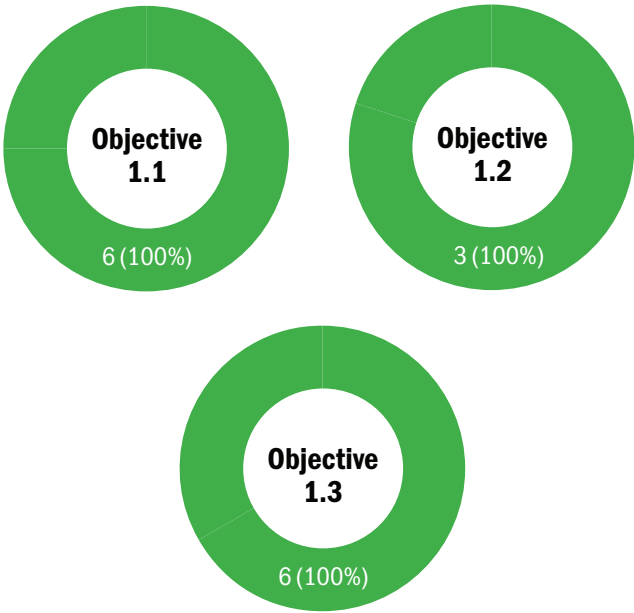
- ✓ Feed the Need partnership approved to establish a market model food bank at Iroquois Park Sports Centre in Spring 2024.



### Overall Status of Pillar 1 Action Items:

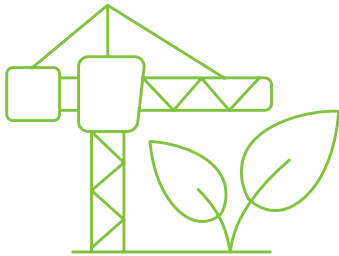


### Progress of Pillar 1 Action Items:



Objective	Not Started	In Progress	Complete
1.1	0	6 (100%)	0
1.1	0	3 (100%)	0
1.1	0	6 (100%)	0

# Whitby's Natural & Built Environment Connected & Resilient



Connected and resilient natural and built environments demonstrate a commitment to plan for and invest in green space and quality infrastructure to support the needs of a growing and changing community. It involves promoting environmental stewardship and building resilience to climate change while enhancing community beautification.

### Key Deliverables & Top Achievements:

#### 2.1.4 Implement corporate plan to achieve **zero-carbon emissions** by 2045

✓ 2023 Budget includes \$721,080 for Zero Carbon Whitby projects with a total estimated GHG emissions savings of 165,373 KgCO2e.

#### 2.2.2 Increase **active transportation facilities**, including trails, multi-use paths and bike lanes, across the community, considering the Active Transportation Plan

✓ Increased bike lanes by 1.01km in 2023.

#### 2.3.2 Construct the **Whitby Sports Complex**

✓ Council approved the budget for the new Whitby Sports Complex in July 2023 and ground breaking ceremony took place in September 2023.

#### 2.3.7 Repurpose the historic **Pumphouse** for a new gathering place

✓ Whitby Council approved Town Brewery pop up operation at the historic waterfront Pump House building.

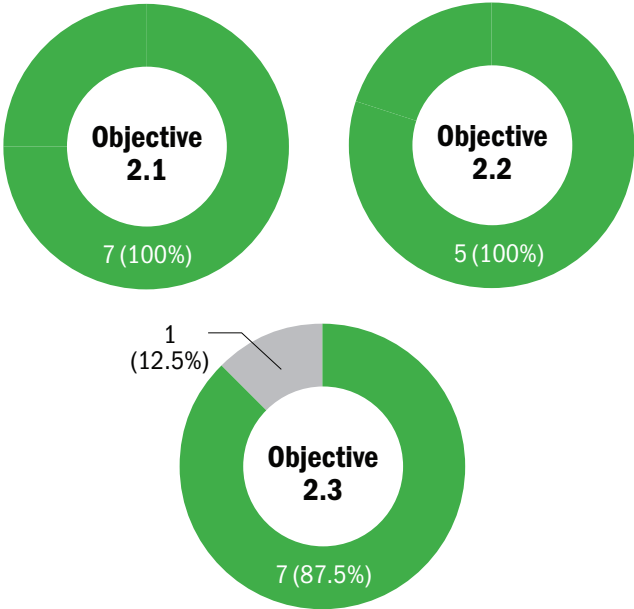
### Overall Status of Pillar 2 Action Items:

0  
○ Not Started

19  
● In Progress

1  
● Complete

### Progress of Pillar 2 Action Items:



Objective	Not Started	In Progress	Complete
2.1	0	7 (100%)	0
2.2	0	5 (100%)	0
2.3	0	7 (87.5%)	1 (12.5%)

# Whitby's Economy Innovative & Competitive

An innovative and competitive economy is premised on collaboration and partnerships that maximize opportunities for business and employment growth. This is achieved through business retention and attraction, promotion of tourism, agriculture, and other sectors.

### Key Deliverables & Top Achievements:

#### 3.1.2 Expand Whitby's commercial and industrial tax base

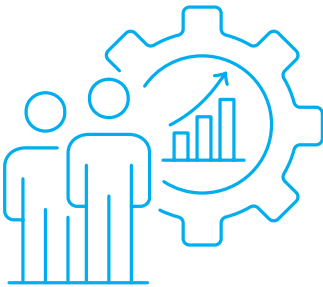
- Significant openings include Amazon Whitby YMH6, Longo's Plaza and Thermo Fisher addition.

#### 3.2.3 Expand the business retention and expansion program

- Economic Development staff met with 34 businesses as part of the Business Retention an Expansion Program.

#### 3.3.2 Increase supports offered to tech-based businesses in partnership with Whitby's technology accelerator (1855 Whitby)

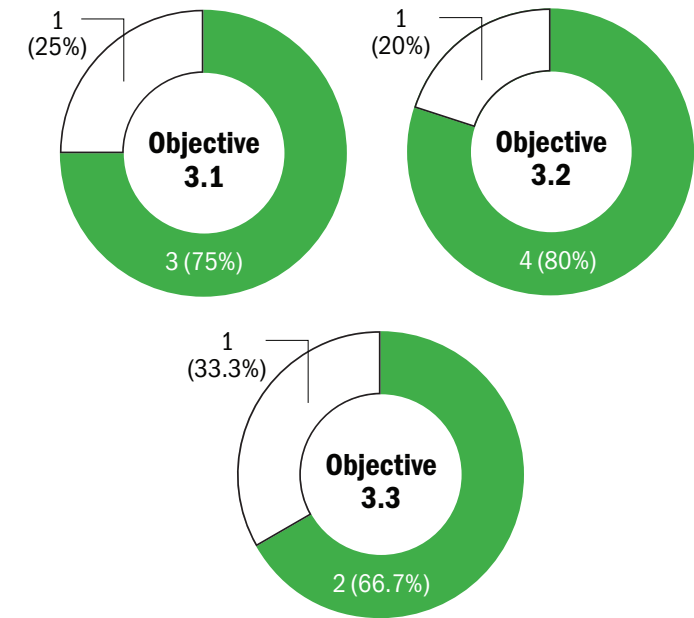
- Partnered with BACD in the delivery of a Generative AI training session for business presented by Digital Main Street.



### Overall Status of Pillar 3 Action Items:



### Progress of Pillar 3 Action Items:



Objective	Not Started	In Progress	Complete
3.1	1 (25%)	3 (75%)	0
3.2	1 (20%)	4 (80%)	0
3.3	1 (33.3%)	2 (66.7%)	0



# Whitby's Government Accountable & Responsive

Accountable and responsive government is customer service-driven. It is focused on efficiency, effectiveness, value for money, and financial sustainability. It is premised on the best use of technology, transparent and open decision-making, meaningful engagement, and a commitment to continuous improvement. It is forward-thinking, prioritizing strong community partnerships and integrating good urban planning to ensure the community’s sustainable future.

## Key Deliverables & Top Achievements:

4.1.1 Advocate for **funding from upper levels of government** and other partners to support and advance current and anticipated community priorities

✓ Recipient of \$2.6M Active Transportation Fund grant from Federal government for waterfront trail enhancements and construction.

4.2.1 Identify and apply leading practices to ensure the Town is **competitive in the market**

✓ Market Review is underway and findings will be presented to Council in early 2024.

4.3.5 Provide **timely and transparent reporting** to the community, staff and Council

✓ First annual report on progress of Community Strategic Plan shared with Council in January 2024 highlighting that 92% of actions items are in progress.

4.4.1 Deliver services that respond to community needs while **balancing the impact to taxpayers**

✓ Participatory Budget pilot introduced as part of the 2024 Citizen Budget Engagement.

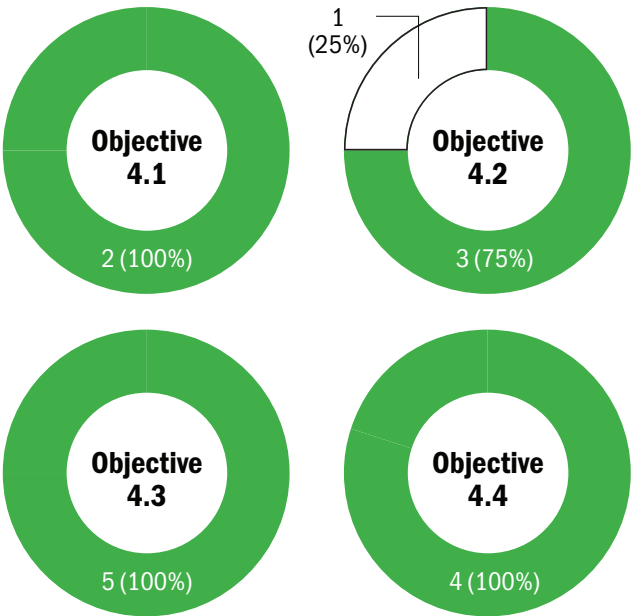
## Overall Status of Pillar 4 Action Items:

1  
○ Not Started

14  
● In Progress

0  
● Complete

## Progress of Pillar 4 Action Items:



Objective	Not Started	In Progress	Complete
4.1	0	2 (100%)	0
4.2	1 (25%)	3 (75%)	0
4.3	0	5 (100%)	0
4.4	0	4 (100%)	0

# STRATEGIC PILLAR 1

## Whitby's Neighbourhoods - Safe, Healthy, & Inclusive

Objective 1.1: Improve community safety, health and well-being			
Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
1.1.1 Advocate for and secure property for a new hospital	Property for hospital secured.	In Progress	The Whitby Hospital Task Force are working with the Ministry of Transportation on the land acquisition process. The Town of Whitby launched an education campaign, Durham Health Matters, delivered mainly through social, with facts about the need for more healthcare infrastructure (including a hospital), family doctors, and mental health supports in Durham. Successful delivery of Durham Health Matters community education awareness campaign which raised awareness of the need for a new hospital.
1.1.2 Advocate for new Emergency Medical Services facility (paramedic station) in Whitby	Emergency Medical Services facility planned in Whitby.	In Progress	Region of Durham approved a location in Whitby (632 Dundas Street West) for a new paramedic station to be designed and constructed in 2024-2025.
1.1.3 Identify opportunities to improve road safety by developing and implementing a traffic calming and safety policy and identify opportunities to reduce traffic congestion	Traffic calming policy approved. Traffic calming elements implemented on 10 streets annually.	In Progress	Tender for Traffic Calming on 10 streets was completed and closed. Approval of successful bidder and construction has been delayed.

## Objective 1.1: Improve community safety, health and well-being

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<p>Tender for Traffic Calming Policy is nearing completion. Tender anticipated to be issued in 2024.</p> <p>Community Safety Roundtable Summit was hosted between the Town, schools boards, and Durham Regional Police Service to discuss traffic calming and partnerships to support safety.</p>
1.1.4 Partner with Durham Region to implement the Community Safety & Well-Being Plan which addresses criminal involvement, experiences of racism, homelessness and basic needs, mental health, social isolation, substance use, and victimization	Whitby participation on the Area Municipal Working Group to ensure collaborative implementation of the Community Safety and Well-Being Plan.	In Progress	<p>Municipal representation and participation at quarterly Area Municipal Working Group meetings and 2 workshops to support the <a href="#">plan to address Community Safety and Well-Being</a>.</p> <p>Active participation and representation of Whitby's needs on Area Municipal Working Group.</p>
1.1.5 Review and plan for fire services to address growth of community	Update Fire Master Plan. Begin implementation of recommendations of the Fire Master Plan.	In Progress	Budget allocated in 2024 to develop next Fire Master Plan. Identified key need in public safety. Given the first line of defence is public education, a Public Education Officer/Public Information Officer was hired. Community Risk Assessment being finalized which supports the development of the next Fire Master Plan.
1.1.6 Work with partners to increase access to family physicians	Partner with Region of Durham to create a family physician recruitment program.	In Progress	Launched the Family Physician Recruitment Incentive Partnership Pilot Program in July 2023 in partnership with the Oshawa Clinic Group. Through

## Objective 1.1: Improve community safety, health and well-being

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
	Implement, track and monitor impact of program annually.		<p>the program, up to 10 family doctors will be provided with an incentive of \$50,000 each over a five-year term, funding for which will be equally shared between the Town and the Oshawa Clinic Group. These new family doctors will work at the future West Whitby Health Centre, which will open in 2024. The Town of Whitby has also partnered with the Region of Durham and neighbouring municipalities to develop a Regional Family Physician Recruitment Program.</p> <p>This includes a welcome and settlement program for the students in the Queen's-Lakeridge Health MD Family Physician training program and plans to establish a Family Physician Recruitment &amp; Retention Program.</p>

## Objective 1.2: Increase opportunities to acknowledge and celebrate the diversity of the community

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
1.2.1 Enhance Town-led and community-based events and festivals that celebrate diversity	Launch New Town Signature Event, celebrating Whitby's diversity. Approve one new Third Party Event Permit annually showcasing culturally diverse programming.	In Progress	Exit Survey completed at Harvest Festival. Connect Whitby survey for new signature event scheduled; outline of event plan and discussions with possible partners have taken place.

## Objective 1.2: Increase opportunities to acknowledge and celebrate the diversity of the community

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
	Complete one Exit Survey annually at a Town event.		<p>In 2023, there was an increase in third party event permits with two focused on cultural diversity (India Day and Diwali).</p> <p>The Town hosted National Indigenous People's Day at Celebration Square and at Canada Day, the Theme was "Around the World". Two large maps were displayed, and visitors were able to mark with a dot where they were from. Attendees were from over 322 locations in the world representing all countries.</p> <p>Whitby Lights the Night and Holiday Festival hosted "How do you celebrate the holidays wall".</p> <p>Culture Pop-up event hosted Sunset Tango and plans to promote various cultures and dance styles will occur in 2024.</p> <p>All events are now able to promote on the Town's Calendar of Events opening the ability to celebrate the diversity of our community.</p>
1.2.2 Enhance Whitby's culinary and live music sectors through collaborative partnerships	<p>Offer 2 additional Music in the Park events annually.</p> <p>Increase musical pop-up events by 10%.</p> <p>Release one food guide every 2 years.</p>	In Progress	Whitby Food Guide saw a 300% increase in page views over the 2022 version for the first five months after May launch. (9,814 views in 2023 versus 3,000 for all of 2022). Whitby's Food Guide was recognized for marketing excellence with the top

## Objective 1.2: Increase opportunities to acknowledge and celebrate the diversity of the community

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
	<p>Target 10% increase in page visits to the digital Food Guide annually.</p> <p>Establish online musician roster to enhance live music opportunities.</p>		<p>Marketing Canada Award for a single publication from the Economic Developers Association of Canada (EDAC). This response to Whitby's Food Guide signals the growth of Whitby's culinary scene and the Town's commitment to the ongoing success of its food and beverage industry.</p> <p>Participation in the Great Taste of Ontario Passport program to promote our culinary scene in collaboration with Culinary Tourism Alliance.</p> <p>Annual Call for Performers open to all musicians in Durham Region. This year, the Town supported 30 musicians through four different events (Music in the Park, Canada Day, Harvest Festival and winter events).</p> <p>Supporting and collaborating with the Region on the Region Music Strategy 3-year MOU with Canadian Musicians Cooperative to collaborate and support youth musicians through a community performance program at selected locations in Whitby.</p>
1.2.3 Invest, promote, and strengthen the local arts, culture, heritage, and creative sector	<p>Public art policy approved.</p> <p>Increase Culture contact list by 5 entries annually.</p> <p>Increase the number of social media posts by 25% annually on #explorewhitby Instagram page.</p>	In Progress	<p>Draft of Public Art Policy reviewed by the Steering Committee and anticipated to be brought forward to Council in January 2024.</p> <p>A total of 15 new contacts added to the Culture Contact list in 2023 and invited</p>

## Objective 1.2: Increase opportunities to acknowledge and celebrate the diversity of the community

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
	<p>Target 10% increase in website visits and social media analytics annually.</p> <p>Increase investment in Culture budget.</p>		<p>to the annual Culture Roundtable event.</p> <p>Creation of the new #explorewhitby Instagram page that supported a total of 125 posts (as of Dec 1, 2023) and 714 followers in its first year launched.</p> <p>Launch of the <a href="#">Arts and Culture website</a> with total website visits of 3,527 views.</p> <p>Approval of the semi-permanent closure of Roebuck Street from June to September in 2023, supporting 5 local artists to paint artistic designs on the concrete barriers and a road mural.</p> <p>Unveiling of the Sir William Stephenson bust at Sir William Stephenson Public School in collaboration with the sculpture artist, Ruth Abernathy.</p> <p>Installation of QR Codes throughout Whitby's Arts Trail to provide a user-friendly way to learn about Whitby's Public Art.</p> <p>Launch of the Culture Pop-Up series with Whitby Paint Night in June with local artist Sarah Shaw followed by Sunset Tango interactive dance lesson accompanied by live music.</p>

## Objective 1.3 Provide accessible and inclusive municipal services and programming

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
1.3.1 Continue to collaborate with non-profit organizations to anticipate and deliver changing community program and service needs	Establish Network of Non-Profit organizations serving Whitby. Coordinate an annual meeting to provide the opportunity to collaborate on specific areas of interest.	In Progress	In 2023, food bank and faith group round table meetings were held to discuss collaborative actions to address community needs.
1.3.2 Develop the Parks and Recreation Master Plan and deliver identified recreational programs	Parks and Recreation Master Plan approved. Implement 20% of identified actions in the Plan.	In Progress	In 2023, phase 1 stakeholder and community engagement activities were completed, and a <a href="#">Council update</a> was provided which included the Background Community Engagement and Summary Report. Following the Council update, the Consultants have developed draft recommendations which are currently being reviewed by staff.
1.3.3 Expand recreation opportunities and increase participation in recreation programs and activities, specifically for 55+ and youth	Increase participation rates in recreational swim and skate programs by 3% per year. Increase 55+ Recreation program capacity for directly provided registered programs by 3% per year. Increase youth room visits by 5% per year. Increase annual number of unique users for directly provided registered programs by 3%.	In Progress	Increase in number of opportunities for residents 55+ to stay active and be involved in the community. Increased enrollments from Spring 2023 to Fall 2023 for 55+ area as follows: Spring 2023 2299 Enrolments in courses/leagues/events 210 Courses/Leagues/Events offered 33 Drop-in programs offered 8 Pickleball opportunities 16 Virtual 2569 Members

## Objective 1.3 Provide accessible and inclusive municipal services and programming

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<p>Fall 2023  2569 Enrolments in courses/leagues/events (12% increase from spring)  219 Courses/Leagues/Events offered (4% increase from spring)  34 Drop-in programs offered (.03% increase from spring)  14 Pickleball opportunities (6.25% increase from spring)  21 Virtual (15% increase from spring – grant funded)  2643 Members (3% increase from spring)</p> <p>For Drop-in activities (youth rooms, recreational swimming and skating) statistics have been negatively impacted by the CRC closure and labour disruption in 2023.</p>
1.3.4 In collaboration with partners, support the implementation of Durham Region's Housing Plan regarding affordability and diversity of housing	Report on number of purposes built rental and secondary suites approved. Monitor, measure, and report on diversity of housing approvals.	In Progress	Monitored housing-related development approvals (subdivisions, site plans, rezoning) for input to department and agency initiatives (e.g. Envision Durham; Development Charge review/updates; growth forecasts). Provided input to Region of Durham

## Objective 1.3 Provide accessible and inclusive municipal services and programming

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<p>regarding development approvals and forecasted growth.</p> <p>2023 Building Permits (year to date to October 31): 600 total with 1/3 (203) accessory apartments and 1/3 (218) apartments.</p> <p>2023 newly registered plans YTD: includes 1,174 units, with 470 singles, semis and links, 179 townhouses and 525 apartments.</p> <p>2023 Council approved Plans of Subdivision: includes 1,051 units, with 55% singles, semis and links, 39% townhouses and 6% apartments.</p>
1.3.5 Work with partners to address food security	Develop food security action plan. Implement one new action annually.	In Progress	Gathered food security partners for discovery meeting to establish the Whitby Food Security Network. This is a collective of non-profit agencies, charitable organizations, faith groups, individuals with lived experience, government, and others working to address food security in the Whitby community. This network collaborating to share knowledge and strengthen the food security system for everyone, especially for vulnerable and at-risk individuals in Whitby.

## Objective 1.3 Provide accessible and inclusive municipal services and programming

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<p>Food bank map (printable and GIS map) created and shared with Whitby Food Security Network, and as a resource to the community via <a href="http://Whitby.ca/CommunitySupports">Whitby.ca/CommunitySupports</a> in summer 2023.</p> <p>Feed the Need partnership approved to establish a market model food bank at Iroquois Park Sports Centre in Spring 2024. The goal is to provide a more accessible, dignified, and equitable way for individuals to access food bank services and healthy food options in a community setting evenings and/or weekends for working families and individuals.</p> <p>The Mayor's Community Development Fund provided Feed the Need with a \$15,000 Lead Grant to establish this marketplace model in Whitby as well as providing a grant of \$5,000 to We Grow Food's Edible Garden project, St. Mark's United Church Food &amp; Benevolence Outreach Program, and Salvation Army Food Bank.</p>
1.3.6 Work with partners to support and connect individuals experiencing homelessness with shelter and support services	Partner with the Region of Durham to establish a community hub providing shelter and social services.	In Progress	Established Whitby's Homelessness Task Force to focus and partner on several initiatives related to shelter, food security, and other supports for those experiencing homelessness. A webpage has been created that

## Objective 1.3 Provide accessible and inclusive municipal services and programming

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<p>includes resources and information available to help those experiencing homelessness:  <a href="http://whitby.ca/CommunitySupports">whitby.ca/CommunitySupports</a>.  Encampment procedures have been developed to guide staff and partners in providing outreach services to persons experiencing homelessness and living outside in public spaces by providing individuals with access to alternative solutions prior to any enforcement action being taken by the Town of Whitby.</p> <p>The Town of Whitby also approved an agreement with the Region of Durham for the operation of the 1635 Dundas Shelter.</p>

## STRATEGIC PILLAR 2

### Whitby's Natural & Built Environment - Connected & Resilient

Objective 2.1: Demonstrate environmental leadership in sustainability and addressing climate change			
Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
2.1.1 Develop community climate mitigation measures to achieve zero-carbon emissions by 2045	Develop Community Mitigation Plan as a part of the Climate Emergency Response Plan - Phase 2. Implement a minimum of one action from the Climate Emergency Response Plan.	In Progress	Community consultation and engagement completed to inform the development of the Mitigation Plan. Climate Emergency Response Plan-Phase 2: Mitigation Plan endorsed by Council in December 2023.
2.1.2 Explore partnership opportunities to advance alternate energy systems designed to reduce GHG emissions of new developments	One alternate energy system introduced.	In Progress	Whitby Sports Complex design and budget approved by Council which includes an alternate energy system (geothermal exchange system) to provide the heating and cooling for the complex. Completion of the detailed design for the Whitby Sports Complex's geothermal exchange system.
2.1.3 Implement actions to increase community resilience to the impacts of climate change	Implement a minimum of three actions annually from the Climate Emergency Response Plan - Phase 1: Community Resilience Plan.	In Progress	Thirteen of the Climate Emergency Response Plan - Phase 1: Community Resilience Plan's actions have been implemented with two complete and 11 ongoing. Major actions implemented, include: the implementation of the four-year Community Greening Program in partnership with LEAF, through which 600 trees were planted in 2023 by the community, and the initiation of the Pilot Sustainable Neighbourhood Action

## Objective 2.1: Demonstrate environmental leadership in sustainability and addressing climate change

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			Program in partnership with the Central Lake Ontario Conservation Area.
2.1.4 Implement corporate plan to achieve zero-carbon emissions by 2045	Achieve 20% GHG emissions reduction.	In Progress	In 2023, Council approved a one-time funding of \$721,080 to prioritize zero carbon projects from the Zero Carbon Whitby Costing Study, to facilitate the Town staying on track to achieve its corporate GHG emissions reduction targets. Several Zero Carbon Projects have been implemented or commenced in 2023, which has allowed the Town to stay on track to achieving short-term 2025 target of 20% GHG emissions reduction. Installation of the first heat pump at a Town Facility - 117 King Street. The Town has established itself as a leader in the community with Town staff being trained on how to maintain this new equipment.
2.1.5 Implement Green Standard Incentive Program focused on encouraging adoption of sustainable development practices	Incentive Program Developed. Observe 5% increase in applications achieving higher tiers.	In Progress	The development of the incentive program is underway in partnership with Durham Region, the City of Pickering, the Municipality of Ajax. A detailed review of potential tools to incentivize residential developers to voluntarily achieve the highest tier in the energy codes has been completed. Based on the feedback received from the development community a potential program has been proposed

## Objective 2.1: Demonstrate environmental leadership in sustainability and addressing climate change

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<p>and has been presented to the development community for feedback. In 2023, Sustainability reviewed 95 Whitby Green Standard applications at various stages in the development application process. Of the 95 applications, five were approved and signed off on, of which four have committed to achieve Tier 1, and one has committed to achieve Tier 3. The development achieving Tier 3, is a municipal development, the new Whitby Sports Complex. As per Council's direction Tier 3 of the Whitby Green Standard is the minimum requirement that all new municipal buildings must achieve.</p>
<p>2.1.6 Promote the use of electric vehicles and lead by example by implementing electric vehicles in the Town's municipal fleet</p>	<p>Increase electric vehicle chargers at municipal facilities by 50%. 20% of fleet passenger vehicles will be electric.</p>	<p>In Progress</p>	<p>In 2023, that Town was successful in securing funding through Round 3 and Round 4 of the Natural Resources Canada's Zero Emission Vehicle Infrastructure Program, to expand the Town's EV Charging Station network in 2024 and 2025. The Town has commenced the planning and engineering process for the EV Charging Stations that will be installed in 2024.</p> <p>In 2023, 10 Plug-in Hybrid vehicles were added to the Town's Fleet. In addition, Fleet Services has been aiming to</p>

## Objective 2.1: Demonstrate environmental leadership in sustainability and addressing climate change

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			reduce the size of vehicles and investigating purchasing pick-up trucks compared to the standard half-ton to further assist with reducing GHG emissions.
2.1.7 Update Whitby Green Standard designed to advance sustainable development in the community	Whitby Green Standard updated.	In Progress	A Request for Proposals has been issued to hire a consultant to lead the update of the Whitby Green Standard to advance the overall sustainability requirements for new developments in Whitby.

## Objective 2.2: Enhance community connectivity and beautification

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
2.2.1 Improve wayfinding including signage at parks and trails	Increase wayfinding signage of parks and trails by an average of 10% annually.	In Progress	The new Accessible Signage and Wayfinding Study was completed and approved by Council following the preparation of the 2023 Capital Budget. The study recommendations for wayfinding signage have been included in the Capital Budget forecast.
2.2.2 Increase active transportation facilities, including trails, multi-use paths and bike lanes, across the community, considering the Active Transportation Plan	Increase bike lanes by an average of 2km annually. Increase the number of kilometers of multi-use paths and trails, year over year.	In Progress	A total of 1.01 km of bike lane installed along the following two streets: 1) Crawford Street/Kathleen Street between Thickson Road and Dundas Street (length: 0.51 km) 2) Bonacord Avenue between McQuay Boulevard and Mackey Drive (length: 0.5 km).

## Objective 2.2: Enhance community connectivity and beautification

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
2.2.3 Invest in public art	Public art policy approved. One public art installation annually. Increase number of visitors to the Arts Trail website by 10% annually.	In Progress	Draft Public Art Policy reviewed by the Steering Committee in Q3, 2023 and anticipated to go to Council in January 2024 for approval. Unveiling of Sir William Stephenson bust at Sir William Stephenson Public School in collaboration with sculpture artist Ruth Abernathy. Installation of QR Codes throughout Whitby's Arts Trail to provide a user-friendly way to learn about Whitby's Public Art. In 2023, 2,027 views of the Whitby's Art Trail website (as of Dec 1, 2023). Launch for a national Call for Indigenous Artists in collaboration with STEPS Public Art for the new Whitby Sports Complex.
2.2.4 Maintain and enhance parks, trails, tree canopy and green spaces and identify opportunities to connect existing and currently underutilized open space areas	Parks and Recreation Master Plan approved. Urban Forestry Master Plan approved. Incremental budget approved to implement plans.	In Progress	The RPF for the Urban Forest Management Plan closed in April 2023 and was awarded in June 2023. The successful respondent is currently completing a comprehensive Town wide tree inventory.

## Objective 2.2: Enhance community connectivity and beautification

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<p>The Parks and Recreation Master Plan is on target for approval in 2024.</p> <p>Completed to date:</p> <ul style="list-style-type: none"> <li>a. Phase 1 - Background Research and Analysis.</li> <li>b. Phase 1 - Community and Stakeholder Engagement.</li> <li>c. Draft Parks and Recreation Master Plan completed by Consultant Team and under review by Staff.</li> </ul>
2.2.5 Review and enhance service level standards that promote community beautification and maintenance	Review one service level standard annually and report on options to increase beautification (i.e. street sweeping, garbage, tree planting).	In Progress	A comprehensive review of all Service Level Standards at Operations is currently underway and will be brought to Council as an information report in 2024. Through this process, one or more specific Service Level Standards will be identified and reported on with options to increase beautification.

## Objective 2.3: Invest in infrastructure and assets

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
2.3.1 Construct mid-arterial roadway south of 407, between Cochrane and Thornton	<p>Complete Phase 1 construction from east of Baldwin Street to Ashburn Road.</p> <p>Complete Phase 2 design from Garden to Anderson.</p> <p>Phase 2 tender and begin construction.</p>	In Progress	<p>Phase 1 construction is in progress.</p> <p>Phase 2 design has been postponed to align with the Garden Street Extension timeline in future years. The Work and Reimbursement Agreement has been successfully finalized and executed by both the Town and the Land-Owners</p>

## Objective 2.3: Invest in infrastructure and assets

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			Group. Construction work has commenced.
2.3.2 Construct the Whitby Sports Complex	Whitby Sports Complex.	In Progress	Council approved budget in July 2023. Contractor awarded project in July 2023 and mobilized in August 2023. Ground breaking ceremony took place in September 2023. Site clearing and excavation is progressing well and structural foundation is underway.
2.3.3 Enhance existing facilities and services and invest in structural upgrades at the waterfront	Invest to implement the recommendations in the Waterfront Masterplan; complete Corbett Creek Bridge and Boardwalk replacement along waterfront trail.	In Progress	<p>The Town was successful in securing Federal funding from the Active Transportation Fund, in the amount of \$2.6 million to support the construction of the new Waterfront Trail Corbett Creek Pedestrian Bridge, Boardwalk and the reconstruction of the existing asphalt trail widening it from 3 to 4 metres. The engineering design for the Waterfront Trail Corbett Creek Bridge and Boardwalk has been completed and it is on target for tendering in 2023 with construction planned to occur in the winter/spring of 2024.</p> <p>The renovations/replacement to the Kiwanis Heydenshore splash pad was completed and opened to the community.</p> <p>The seasonal waterfront trail linkage through the marina opened during the summer for first time since the beginning of Covid.</p>

## Objective 2.3: Invest in infrastructure and assets

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			All marina outdoor lighting along main roadway/secondary waterfront trail link was replaced enhancing pedestrian safety.
2.3.4 Implement enhanced street design to improve walkability	80% of new developments and reconstruction initiatives adopt the enhanced street design standard.	In Progress	Engineering Services continue implementation of the enhanced street design to improve connectivity and walkability. Given that many of the developments that were approved in 2023 were already in the detail design stage when the standard was adopted, the enhanced street design has been applied to 50% of new developments in 2023 including 4300 Country Lane and Trails of Country Lane Phase II . New Engineering Standards have wider 1.8m sidewalks and all new roads will have sidewalks on both sides.
2.3.5 Implement recreational infrastructure enhancements as identified in the Sports Facility Strategy and Parks and Recreation Master Plan	Parks and Recreation Master Plan approved. Incremental budget approved to implement plans.	In Progress	The Parks and Recreation Master Plan is on target for approval in 2024. The budget implications will be added to the ten year capital forecast in 2025. Four new parks were constructed in 2023, for a total of 11.57 ha of new parkland comprised of four playgrounds, three sports fields, two splash pads, two tennis courts, four pickleball courts, three full sized basketball/multi-skills courts and other recreational amenities.

## Objective 2.3: Invest in infrastructure and assets

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<p>Completion of the New Universal Change Rooms and accessible upgrades at the Civic Recreation Complex. As recommended by the 2015 Sports Facilities Strategy, construct the Whitby Sports Complex that includes the following:</p> <ul style="list-style-type: none"> <li>•Twin Pad Arena</li> <li>•Aquatic Hall</li> <li>•Gymnasium with a Walking Track</li> <li>•Gender Neutral Washrooms</li> <li>•Multi purpose meeting spaces</li> </ul> <p>Park Features of the New Whitby Complex include:</p> <ul style="list-style-type: none"> <li>•1 Artificial Turf Field</li> <li>•14 Pickleball courts</li> <li>•3 Tennis Courts</li> <li>•3 Multi - Use Courts</li> <li>•New skate park and bike track</li> <li>•Fieldhouse Washrooms to support Park Users</li> <li>•Passive greenfield space for unprogrammed activities</li> </ul>
2.3.6 Invest in upgrades at the Marina	<p>Replacing all Marina outdoor lighting to LED. Marina masterplan approved. Pier 2 replacement of 56 floating dock system slips. Complete ecological improvements within Whitby Harbour through</p>	In Progress	<p>All marina outdoor lighting including main roadway, east and west storage yards, and parking lots have been replaced with energy efficient LED fixtures. The lighting improvements at Port Whitby Marina have enhanced safety and user satisfaction while</p>

## Objective 2.3: Invest in infrastructure and assets

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
	Department of Fisheries and Ocean harbour remediation project. Incremental budget approved to implement Marina masterplan.		significantly improving energy efficiency at the marina. Work continues on specifications for the new floating pier to replace pier 2. This project is expected to be completed in 2024. Staff continue to work with Fisheries and Oceans Canada to facilitate remediation plans for Whitby Harbour expected to begin in 2024.
2.3.7 Repurpose the historic Pumphouse for a new gathering place	Pumphouse serving as a gathering place.	Complete	Council approved a five year Pilot Program with Town Brewery, to operate a food and beverage pop up at the Pump House space which is approximately 750 square metres. The agreement provides Town Brewery use of the space from May to September, annually. The Town of Whitby may license the space to other vendors from October to April during the pilot.
2.3.8 Work with Metrolinx to finalize the Bus Rapid Transit design for Dundas Street	Provide feedback to the Region of Durham on the Design and Construction of Phase 1 of the Bus Rapid Transit project, between Lake Ridge Road and Des Newman Boulevard.	In Progress	Design of Phase 1 of the BRT project (between Lake Ridge Road and approximately Fothergill Court) is on-going. Design is being undertaken by the Region of Durham with review and input by Town of Whitby. Town of Whitby staff have reviewed and provided feedback on the Highway 2 Bus Rapid Transit (BRT) 60% design.

## STRATEGIC PILLAR 3

### Whitby's Economy - Innovative & Competitive

Objective 3.1: Accelerate progress, create jobs, and drive local economic growth			
Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
3.1.1 Continue to implement the Economic Development Strategy that focuses on the following sectors: information and communications technology, professional and technical services, advanced manufacturing, and downtowns and lifestyle	80% of annual recommendations accomplished.	In Progress	Implementation is slightly delayed due to delay in onboarding a second economic development officer, and labour disruption. Top achievements include: completion of 30+ BRE meetings with local businesses launch of Advertising and Sponsorship Strategy project, Professionals and Entrepreneurs Newcomers Club, Concierge Program & Sector Meetups. 100% of the 13, 2023 projects are in progress and 38% are complete.
3.1.2 Expand Whitby's commercial and industrial tax base	Annual increase in commercial/industrial building permit values. Annual increase in number of new businesses.	In Progress	Permit values year to date: Industrial - 13 permits, value \$63,817,212. Agricultural - 2 permits, value \$1,986,561. Commercial - 135 permits, value \$110,563,331. Significant new business openings in 2023 include Amazon Whitby YMH6, Longo's Plaza & Thermo Fisher addition. Total business count in 2022 was 3,368 which is a 4% increase over 2021.
3.1.3 Implement actions to enhance Whitby's tourism sector including a focus on the waterfront	80% of annual recommendations accomplished.	In Progress	90 % of 2023 action items identified in Tourism Strategy have been completed including: launch of new tourism

### Objective 3.1: Accelerate progress, create jobs, and drive local economic growth

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			website <a href="http://www.whitby.ca/tourism">www.whitby.ca/tourism</a> and Instagram @explorewhitby; launch of brand "Discover Something New to Enjoy"; hosting Destination Development networking events; two business-to-business newsletters; distribution of QR Code Window Clings; launch of award-winning Whitby Food Guide; collection and use of visitor data and metrics; continued partnerships and collaboration with key stakeholders and tourism businesses and attractions.
3.1.4 Support green economy, agriculture and agri-business	Partner with two post-secondary institutions per year to support programs and recruitment for these sectors. Annual increase in agriculture and green economy building permit values. Annual increase new agriculture and green economy businesses.	Not Started	2024 Start

### Objective 3.2: Attract and retain businesses and industry

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
3.2.1 Attract investment for hotel and convention centre	Secure investment in hotel and convention centre.	In Progress	Economic Development continues to meet with parties interested in building a hotel/convention centre in Whitby. Attended Ministry of Tourism, Culture

## Objective 3.2: Attract and retain businesses and industry

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			and Sport's "Meet the Tourism Investment Dragons" Event to present the Town of Whitby in front of 10 tourism investors.
3.2.2 Develop tools to support collaborative workspaces and home-based businesses	Develop home base tool kit and launch a new tool annually. Develop plan to support collaborative workspaces.	Not Started	To complete in 2024
3.2.3 Expand the business retention and expansion program	Increase business retention and expansion program to conduct 50 interviews annually. 25 introductions to external organizations annually. 40 business support resources provided annually.	In Progress	Economic Development staff met with 30 businesses as part of the BRE program. Some outcomes of the BRE program included securing a new location for existing Information & Communication Technology company, establishing a Durham Region Transit On-demand station stop to support a local business and securing new sponsorship and advertising opportunities for the Town of Whitby.
3.2.4 Implement and streamline municipal tools and processes to attract high-value, employment-generating businesses	Three businesses accepted into Concierge Program. Annual increase in commercial/industrial building permit values.	In Progress	No businesses accepted in Concierge program in 2023. Permit values year to date: Industrial - 13 permits, value \$63,817,212

## Objective 3.2: Attract and retain businesses and industry

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			Agricultural - 2 permits, value \$1,986,561 Commercial - 135 permits, value \$110,563,331
3.2.5 Implement initiatives that support our downtowns as thriving destinations	Implement one new placemaking initiative each year. Community Improvement Plan investment tracked annually. Maintain less than 5% Commercial Vacancy Rates.	In Progress	Approval of the semi-permanent closure of Roebuck Street from June to September in 2023, supporting 5 local artists to paint artistic designs on the concrete barriers and a road mural. This project was supported in June with the launch of Whitby's first Culture Pop-Up series through a Paint Night event. Completed the placemaking projects for Celebration Square with the installation of new permanent furniture including chess/checkerboard tables and shade seating options with umbrellas and the installation of Wi-Fi now available throughout the square. The completion of the Dundas/Byron Parkette with new self-watering planters and seating options. Municipal Investment of \$3,277,925 (95% of funds) for various incentive programs as part of the Downtown Whitby Community Improvement Plan. Total Facade Grant investment in Downtown Whitby of \$30,556 in 2023 with 4 applications. Total Facade Grant investment in Downtown Brooklin \$0 in 2023.

### Objective 3.2: Attract and retain businesses and industry

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<p>Benchmarking report conducted annually for Downtown Whitby shows a commercial vacancy rate of 2% and an office vacancy rate of 3.2%.</p> <p>Pedestrian Counts conducted annually for Downtown Whitby, showing 2023 pedestrian counts at six different intersection of 8,082 and cyclist counts of 629, which indicates numbers have steadily increased to beyond pre-pandemic levels.</p>

### Objective 3.3: Promote innovation and build competitive advantage

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
3.3.1 Develop and implement Intelligent City Strategy and Action Plan that leverages collaboration and technology to support innovative solutions	Action Plan developed.	Not Started	To be completed in 2025
3.3.2 Increase supports offered to tech-based businesses in partnership with Whitby's technology accelerator (1855 Whitby)	2 initiatives undertaken annually in partnership with 1855. 20 clients impacted annually.	In Progress	Partnered with BACD in the delivery of a Generative AI training session for business presented by Digital Main Street. Approximately 70 total (live and YouTube) viewers to date. Event details were shared with 1855 members.
3.3.3 Leverage grant funding to support broadband and Smart City initiatives	Grant funding secured. One project undertaken.	In Progress	To be completed in 2024.

## STRATEGIC PILLAR 4

### Whitby's Government - Accountable & Responsive

#### Objective 4.1: Address community needs through collaboration and strategic partnerships

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
4.1.1 Advocate for funding from upper levels of government and other partners to support and advance current and anticipated community priorities	Present community needs to government partners annually. Report annually on grant funding applications.	In Progress	Participated in pre-budget consultations with federal and provincial representatives to share Whitby's budget priorities and community needs. Received \$3.2M in grants funding in 2023 including a \$2.6M grant from the Federal government's Active Transportation Fund. This grant will support the construction of the new Corbett Creek Pedestrian Bridge, Boardwalk and the reconstruction of the existing asphalt trail widening it from 3 metres to 4 metres, which are a part of the Great Lakes Waterfront Trail in Whitby.
4.1.2 Strengthen existing and build new partnerships	Develop partnership database. Establish 4 new partnerships and report on outcomes.	In Progress	Creation of new partnerships to enhance Whitby's quality of life and deliver on overall Community Strategic Plan Actions. These include but are not limited to new partnerships established with The Oshawa Clinic Group for a physician recruitment program and Town Brewery for the waterfront pop-up food and beverage operation at the historic Pump House building.

## Objective 4.2: Be the organization that people want to join and build their future

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
4.2.1 Identify and apply leading practices to ensure the Town is competitive in the market	Complete Market Review for all Regular Full-time Exempt and CUPE Positions and present recommendations to Council. Advance the development and implementation of at least two keystone programs identified in the Town's Talent Management framework.	In Progress	Market Review is underway with an anticipated completion date of Q1 2024. Findings and recommendations will be presented to Council in 2024.
4.2.2 Identify and implement training and professional development opportunities	Advance the development and implementation of at least two keystone programs identified in the Town's Talent Management framework.	In Progress	Organizational requirements analysis is underway.
4.2.3 Identify opportunities and take steps to establish a diverse and inclusive workplace	Advance a corporate census that benchmarks the Town's diverse employee population compared to the community. Advance an outreach program to provide individuals from marginalized communities opportunities to learn about and experience public service.	Not Started	Planned for 2025.
4.2.4 Implement strategies to attract and retain the best staff to serve the community	Complete Market Review for all Regular Full-time Exempt and CUPE Positions and present recommendations to Council.	In Progress	Market Review is underway with an anticipated completion date of Q1 2024. Findings and recommendations will be presented to the Council in 2024.

## Objective 4.2: Be the organization that people want to join and build their future

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
	Develop Talent Acquisition and Retention Strategy, including outreach program that increases awareness of benefits of careers in public service.		Talent Acquisition and Retention Strategy planned for 2024.

## Objective 4.3: Deliver exceptional customer service and community engagement

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
4.3.1 Continually improve the customer experience through the use of technology, more flexible payment and service options, and the implementation of a consolidated customer contact centre	Begin implementing the customer contact centre. Streamline the digital customer experience through an online portal and/or Customer Relationship Management (CRM) software by 2026. Expand and standardize payment options by offering e-transfer and/or credit card payment options on all invoices.	In Progress	Mapping business and customer processes for the Tax Division and Clerk's Office is underway. Development of a refined phasing plan and consultation with departments has occurred. Next steps are pending 2024 budget approval to ensure resourcing requirements to implement ServiceWhitby framework.
4.3.2 Identify, establish, and report on service levels of interest to the community	Identify service levels of interest to the community. Report on one service level standard of interest to the community annually beginning.	In Progress	Tied to 2.2.5. A comprehensive review of all Service Level Standards at Operations is currently underway and will be brought to Council as an information report in 2024. Through this process, one or more specific Service Level Standard will be identified as an interest to the community and will be brought forward in a report to Council in 2024.

### Objective 4.3: Deliver exceptional customer service and community engagement

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
4.3.3 Implement new technologies and systems that modernize business tools to increase efficiencies and engagement	<p>Develop a scorecard to track progress of the Corporate Information Technology and Digital Strategy Plan.</p> <p>Assess growth using the Digital Maturity Model.</p> <p>Measure and report on completion and advancements of modernization projects.</p>	In Progress	<p>Scorecard update to SLT is scheduled for Q2 of each year. In a survey of clients, 83% of respondents indicated they are satisfied that Information Technology provides high value relative to their perception of cost.</p> <p>Digital Maturity Model: of 40 indicators, improvement demonstrated in 21 areas.</p>
4.3.4 Implement opportunities for Council to engage the community	<p>Host Annual Ward Town Halls.</p> <p>Publish a monthly Mayor's newsletter with a 5% annual increase in page views.</p> <p>Publish a Council highlights document after each regular Council meeting with a 5% annual increase in page views. Magazine published annually focusing on life in Whitby.</p>	In Progress	<p>The Telephone Town Hall hosted by Mayor Roy in February 2023 was incredibly well received with over 1000 residents listening in. Town Halls held in 2023 covered each of the 4 wards.</p> <p>Mayor's newsletter is released on a monthly basis and is shared by the Mayor on social platforms. No monetary investment to date to push this method of communication. The average read per month is 230 residents.</p> <p>Council Highlights are sent out on a monthly basis and Council members are encouraged to share on their social platforms.</p> <p>Due to high costs and inflation, the magazine will have a publish date in 2024 to ensure full sponsorship and advertising coverage.</p>

### Objective 4.3: Deliver exceptional customer service and community engagement

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
4.3.5 Provide timely and transparent reporting to the community, staff and Council	Regular updates on Community Strategic Plan accomplishments through staff reports, Council newsletters and public meetings. Formal annual reporting on progress of Community Strategic Plan. Creation of interactive webpage to support real-time reporting.	In Progress	Shared accomplishments related to Community Strategic Plan Action Items on webpage ( <a href="http://whitby.ca/strategicplan">whitby.ca/strategicplan</a> ). Shared progress on implementation of Community Strategic Plan through speaking engagements, presentations and Council reports. Created cards with QR codes to provide residents access to view the Community Strategic Plan and accomplishments to date. First Community Strategic Plan Annual progress report submitted to Council in early 2024 to provide a fulsome report on the status of measures of progress to date with 92% of the Actions in Progress.

### Objective 4.4: Ensure fiscal accountability and responsibility plan for growth

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
4.4.1 Deliver services that respond to community needs while balancing the impact to taxpayers	Obtain community needs/budget priorities through citizen budget engagement tools. Introduce participatory budgeting to inform an investment budget for Council consideration. Balance impact to taxpayers by annually reviewing and updating user fees to recover costs of service delivery/new services.	In Progress	Provided budget outlook, results of citizen budget engagement results to Council on December 4, 2023. This included the results of the Participatory Budget pilot that was introduced as part of the 2024 Citizen Budget Engagement. Out of five priorities to allocate a \$100,000 program investment to in the 2024 budget:

## Objective 4.4: Ensure fiscal accountability and responsibility plan for growth

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
			<ul style="list-style-type: none"> <li>- 43% of respondents said they would allocate \$100,000 towards a Family Physician Recruitment Strategy to improve healthcare in Whitby;</li> <li>- 27% Continue the Economic Development Strategy to spur economic growth and job creation;</li> <li>- 15% Increase in funding for the Town-wide Traffic Calming Program to reduce speeding.</li> <li>- 11% Support Zero Carbon Whitby projects that create a greener Whitby;</li> <li>and 4% Invest in public art projects</li> </ul> <p>Incorporated Community Strategic Plan and Citizen Budget Engagement results into the preliminary 2024 budget. Tax impact was mitigated through prioritization of resources/new programs, proposed user fee increases, and efficiency reduction targets.</p>
4.4.2 Plan for future growth through update to Official Plan and Comprehensive Zoning By-Law	Interactive zoning map launched. Update to Official Plan completed and approved. Comprehensive Zoning By-Law approved.	In Progress	Online zoning map launched in Q3 2023. RFP issued for Official Plan Review in Q4 2023. Draft Zoning categories and provisions created for the Comprehensive Zoning By-law Review in Q3 2023, for future public consultation in 2024. Finalized Zoning By-law categories and provisions for Brooklin expansion area in Q2 2023.

## Objective 4.4: Ensure fiscal accountability and responsibility plan for growth

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
4.4.3 Proactively address growth by completing ward boundary review	Ward boundary review.	In Progress	Refined population forecast has been completed by Hemson Consulting based on the 2021 census and revised development growth projections. The ward population forecast and resulting imbalances will be reported to Council in early 2024, with authorization sought to commence a ward boundary review.
4.4.4 Update long-range financial plans to ensure essential Town services are provided in a sustainable and affordable way	<p>Long-range financial plan updated annually.</p> <p>Ensure annual contributions to keep Town infrastructure in a state of good repair are adjusted annually to account for inflation, growth, and condition of assets and do not decline (as a % of the Town's asset management plan contribution target).</p> <p>Utilize debt, in a fiscally responsible manner, to fund capital projects while ensuring debt servicing costs as a % of net revenues are below the thresholds set by Town policy and the 25% threshold set by the province.</p> <p>Allocate a minimum of 50% of additional tax revenues from growth (e.g. new homes, businesses added to the tax roll) to offset operating budget pressures related to the</p>	In Progress	<p>Initiated review of debt-funded capital program/forecast in long-range financial plans. Debt servicing costs for the Town will be higher due to higher interest rates. Council approved a plan for additional funding for the new Whitby Sports Complex to be financed through reserves rather than additional debt. The use of reserves required pushing out planned 2024 park and trail development projects to future years and is expected to reduce debt servicing/interest costs for the Town, overall.</p> <p>Borrowing rates are based on the Bank of Canada's overnight lending rates which were relatively low (e.g. below 1%) in recent years. From January 2022, the Bank of Canada has increased rates 10 times to combat rising inflation. As of this update, the current Bank of Canada overnight rate is 5%.</p>

#### Objective 4.4: Ensure fiscal accountability and responsibility plan for growth

Actions	Identified Measures of Progress	Status of Progress	2023 Details of Progress
	maintenance of to maintain essential services and service levels.		

# Town of Whitby

## Staff Report

[whitby.ca/CouncilCalendar](http://whitby.ca/CouncilCalendar)



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### Report Title: Ward Town Hall Meetings Policy

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**Report to:** Committee of the Whole

**Date of meeting:** January 15, 2024

**Report Number:** CLK 01-24

**Department(s) Responsible:**

Office of the Town Clerk

**Submitted by:**

Christopher Harris, Town Clerk

**Acknowledged by M. Gaskell, Chief  
Administrative Officer**

**For additional information, contact:**

Christopher Harris, Town Clerk, x4302

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#### 1. Recommendation:

**That Council approve the Ward Town Hall Meetings Policy appended to Report CLK 01-24 as Attachment 1.**

#### 2. Highlights:

- Council has made community engagement a priority and in 2023 started hosting town hall style meetings in each of the four wards.
- Ward town hall meetings are led by the respective Ward Councillor, and where applicable, a paired Regional Councillor.
- The proposed policy for ward town halls is intended to identify the type of support provided to Members of Council to facilitate these meetings.

#### 3. Background:

The Mayor and Council have recently identified community engagement as a priority through the Community Strategic Plan. The opportunity to engage constituents directly through annual town hall style meetings in each of the four wards is a key initiative as part of this commitment. Approval of a policy is necessary to ensure that adequate supports for Members of Council are in place to facilitate these events and to identify event planning responsibilities.

A corporate budget for ward town hall meetings was previously established through an amendment to the [Council Expense Policy](#) in 2023 to add the following as Section 3.2:

“A corporate budget will be established for one Ward Town Hall meeting per ward per year in the amount of \$300 (or \$75 per Ward Town Hall meeting x 4 meetings hosted by a Ward and Regional Councillor team) for refreshments. Expenditures beyond the \$75 per Ward Town Hall meeting or in addition the Corporate support to be provided by staff will be allocated evenly to each Ward and Regional Councillor’s Annual Budget, in accordance with this Policy, following each event. For clarity, for an expenditure of \$85 at a Ward Town Hall meeting, the \$10 in excess of the corporate budget will be allocated \$5 to the Ward Councillor and \$5 to the Regional Councillor hosting the Ward Town Hall meeting.”

#### **4. Discussion:**

When drafting the proposed Ward Town Hall Meeting Policy, Staff reviewed documentation and incorporated best practices from the Town of Ajax which has been hosting ward town hall meetings for a number of years. Practical considerations from the ward town hall meetings held in 2023 were also reviewed.

The proposed Policy provides that the Ward Councillor, and if applicable their assigned Regional Councillor team member, will have overall responsibility for running the ward town hall meeting, including identifying content in advance and facilitating the meeting while it is occurring. The paired Regional Councillor is noted as “if applicable” in the draft policy to provide flexibility should Council identify a different arrangement other than the current Ward Councillor and Regional Councillor pairing structure in the future.

The Executive Advisor and Public Relations Coordinator in the Mayor and Councillors’ Office will work with Town Staff and outside organizations to arrange meeting content as requested by the applicable Councillors. The Administrative Assistant and Customer Service Specialists assigned to support to Members of Council will provide logistical support for the meeting such as the room booking, coordinating refreshments, arranging for audio visual technology, expense management, and note taking during the meeting.

Ward town hall meetings will be corporately supported with department Staff available to attend to provide presentations or assist with answering questions, subject to approval of the CAO. Further, Corporate Communications will leverage corporate channels to promote the meetings.

#### **5. Financial Considerations:**

The draft Ward Town Hall Meeting Policy aligns with 2023 amendments to the Council Expense Policy. On an annual basis, one ward town hall meeting will be corporately supported financially with the use of a municipal facility to host the meeting and by providing light refreshments. In the event that Members of Council wish to undertake additional advertising beyond that provided through the Town’s Corporate Communications and Creative Services division and their social media, they may request reimbursement for additional advertising in accordance with the Council Expense Policy. Additional ward town hall meetings (beyond the one per ward per year) will be allocated to the annual business expense budgets for the Members of Council organizing the meeting in accordance with the Council Expense Policy, unless a Council resolution directing corporate support is passed.

**6. Communication and Public Engagement:**

Ward town hall meetings are one of the key initiatives Council is undertaking to promote community engagement further to action item 4.3.4 in [Whitby's Community Strategic Plan](#). Corporate Communications and Creative Services will support annual ward town hall meetings through corporate communication channels to promote awareness and attendance.

**7. Input from Departments/Sources:**

The Senior Leadership Team has reviewed and provided comments on the draft Policy, and Financial Services has ensured alignment with the Council Expense Policy.

**8. Strategic Priorities:**

Creating Ward Teams and hosting ward town hall meetings are key priorities identified by the 2022-2026 Council to support enhanced community engagement and the handling of constituent inquiries.

**9. Attachments:**

Attachment 1 – Draft Ward Town Hall Meeting Policy



# Town of Whitby Policy

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<b>Policy Title:</b>	Ward Town Hall Meetings
<b>Policy Number:</b>	To be assigned following Council approval
<b>Reference:</b>	Legislation, other Policies, Council Resolution #, etc.
<b>Date Approved:</b>	<a href="#">Click here to enter a date.</a>
<b>Date Revised:</b>	<a href="#">Click here to enter a date.</a>
<b>Approval:</b>	Council
<b>Point of Contact:</b>	Mayor and Councillors' Office

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## Purpose

To advance Council's priority of community engagement, Members of Council may hold annual town hall style meetings for each ward.

## Scope

This policy identifies the supports and responsibilities for organizing and hosting a town hall meeting in each ward.

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## 1. Responsibilities

- 1.1. The Ward Councillor, and if applicable a paired Regional Councillor, will have overall responsibility for the Ward Town Hall meeting, including:
  - Recommending presentations and identifying Town and community updates to highlight at the meeting; and,
  - Facilitating the meeting and fielding questions from those in attendance, with the option to use the assistance of a moderator.
- 1.2. The Executive Advisor and Public Relations Coordinator will provide the following support to Members of Council to organize the Ward Town Hall meetings:
  - Work with the applicable Councillors to identify content and speaking notes for the meeting;
  - Coordinate with the relevant Town Department(s) through the Senior Leadership Team in accordance with Section 1.5 of this Policy, or with other organizations, agencies, and levels of government to arrange for presentations or to request that Staff attend to assist with answering questions; and,
  - Use and update templated assets created for Mayor and Council, including social media graphics and invitations.
- 1.3. The Administrative Assistant and Customer Service Specialists in the Mayor and Councillors' Office will provide the following support to Members of Council to organize the Ward Town Hall meetings:
  - Secure a venue, oversee room set up, coordinate refreshments, arrange audio/visual supports, track feedback and questions during the meeting, and coordinate with the applicable Councillors to follow-up with any outstanding resident questions; and,
  - Submit invoices for processing and tracking costs in accordance with the Council Expense Policy.
- 1.4. Corporate Communications and Creative Services (CCS) will support Ward Town Halls by using corporate communication channels and tools to advertise the Ward Town Hall meetings, including:
  - Social media channels;
  - Digital displays at Town facilities;
  - Whitby.ca community calendar; and,
  - Fire Hall display signs within the ward.

Additional advertising and promotion to supplement the above, such as flyers and paid online advertising will be arranged directly by the applicable Councillors and charged to their expenses in accordance with the Council Expense Policy.

CCS will provide templated assets to the Mayor and Councillors' Office Staff, which are to be edited and distributed by Executive Advisor, Public Relations Coordinator, and/or Members of Council. Templated assets will be reviewed annually, including a social media graphic and an invitation to attend.

- 1.5. Town Staff, at the discretion of the CAO based on workload and Staff's availability, will:
  - Attend Ward Town Halls to make presentations focused on current and topical Town initiatives and/or to assist with answering questions; and,
  - Provide administrative support as required and applicable to facilitate facility bookings, insurance, and invoicing.

## **2. General**

- 2.1. On an annual basis, one Ward Town Hall meeting per ward will be corporately supported. In the event that additional Ward Town Hall meetings are requested within a calendar year, a Council resolution directing that the meeting be corporately supported shall be required, and in the absence of a Council resolution, all expenses for the meeting shall be reimbursed from the expense budget of the Member(s) organizing the additional Ward Town Hall meeting in accordance with the Council Expense Policy.
  - 2.1.1. Notwithstanding the above, a corporately supported Ward Town Hall meeting shall not occur in an Election Period, defined as:
    - With regard to a regular municipal election, the first day prescribed for the filing of nominations in accordance with the Municipal Elections Act and ending when the new Council takes office; or
    - With regard to a by-election for that ward, from when the by-election is called and ending on voting day.
- 2.2. Refer to the Council Expense Policy for information on how costs associated with the annual corporately supported Ward Town Hall meetings will be covered. Use of meeting space in a Town facility will be part of the Corporate support provided to facilitate one ward town hall meeting per ward per year.

**This Policy is hereby approved by Council Resolution #\_\_\_\_\_ on this \_\_\_\_\_ day  
of \_\_\_\_\_, 20\_\_.**

# Town of Whitby

## Staff Report

[whitby.ca/CouncilCalendar](http://whitby.ca/CouncilCalendar)



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### Report Title: Council Participation at Community Events Protocol and Attendance Guidelines Policy

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**Report to:** Committee of the Whole

**Date of meeting:** January 15, 2024

**Report Number:** CLK 02-24

**Department(s) Responsible:**

Office of the Town Clerk

**Submitted by:**

Christopher Harris, Town Clerk

**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**For additional information, contact:**

Christopher Harris, Town Clerk,  
905.430.4302

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#### 1. Recommendation:

1. That Council approve the Council Participation at Community Events Protocol and Guidelines Policy appended to Report CLK 02-24 as Attachment 1.

#### 2. Highlights:

- Adoption of the draft Policy will provide guidance to Members of Council and Town Staff regarding the etiquette, decorum, and practice for Members of Council to attend, speak, and otherwise be engaged with community events.
- Having a documented framework to reference when scheduling Members of Council to attend community events will be beneficial to Staff in the Mayor and Councillors' Office.

#### 3. Background:

Staff and Members of Council have historically relied on an understanding of unwritten practices at the Town when it comes to the protocol around accepting invitations and attending community events.

Staff are aware that at least one other Ontario municipality, being the City of Brampton, has chosen to document the rules of protocol through a [Civic Events Protocol](#) document. At the City of Toronto, the Strategic Protocol & External Relations division in the City Clerk's Office was contacted to identify what processes Toronto has in place for Members of Council attending community events. Staff were advised that Toronto has opted to not have a written policy in order to allow for the evolution of protocol, as well as to have maximum flexibility to respond with judgement on a case-by-case basis. It should be noted that Staff and Council at the City of Toronto benefit from having dedicated professionals within the City Clerk's Office with an expertise in protocol to provide such case-by-case reviews and recommendations.

#### **4. Discussion:**

Having a documented policy to reference for protocol and guidelines will be beneficial so that Staff are aware of the processes to follow when communicating with event organizers and arranging scheduling on behalf of the Mayor and Members of Council. A documented protocol will also be helpful for Members of Council to understand their role when attending a community event. Enactment of the draft Policy is timely given the recent retirement of a long serving Staff member in the Mayor and Councillors' Office who was responsible for scheduling and the associated loss of their in-depth knowledge and understanding of precedent when it comes to scheduling on behalf of the Mayor and Members of Council.

The draft Policy is broken down into sections that align with different event types to provide guidance based on the unique considerations associated how different events operate. One of the most frequent invites sent to Members of Council is to request their attendance at business openings. The protocol for attendance, speaking and scheduling business and other grand openings is covered in Section 5 of the draft Policy which proposes that Staff in the Mayor and Councillors' Office will action the invite based on who the invite is addressed to. For example, if the invite is only addressed and intended for the Mayor, then the Mayor will provide direction as to how the invite is handled. The Mayor could advise that they will attend, designate another Member to attend on their behalf, request the Ward Team also attend, inquire if all Members of Council may be invited, or some permutation of these options. Staff would then action the scheduling for that event based on the direction provided by the Mayor. Where an invite is received by the Mayor and Councillors' Office Staff and is addressed to all of Council, Staff will arrange RSVPs and scheduling on behalf of all Members of Council. If the invite received by the Mayor and Councillors' Office only identifies select Councillors to attend or the invite is unclear as to who is invited to attend, Staff will contact the event organizer to clarify who is invited and based on the information provided, confirm the opportunity for all Members to attend.

Where a Councillor receives an invite directly from an organizer for a business or grand opening, the Councillor may choose to forward the invite to Staff in the Mayor and Councillors' Office who will inquire with the organizer if all Members of Council may attend. If the Member chooses to confirm their attendance directly with the organizer, then the Member will attend the event in an informal capacity and not provide official remarks on behalf of the Town. The proposal that the Member attend in an informal

capacity in such instances is necessary given that their attendance is coordinated without Staff assistance and therefore it is unknown if other Members of Council may be attending and what the relevant speaking and gift presentation protocol would be. Further, providing for informal attendance unless coordinated through the Mayor and Councillors' Office respects the provisions in the Municipal Act that designate the Mayor to represent the municipality at official functions (section 225) and to act as the representative of the municipality both within and outside of the municipality (section 226.1).

An understanding of precedent and past practice at the Town, along with best practices identified after reviewing Brampton's Civic Events Protocol and based on feedback from Staff at the City of Toronto has been used to inform the draft Policy.

## **5. Financial Considerations:**

There are no financial implications associated with Council approving the draft Council Participation at Community Events Protocol and Attendance Guidelines Policy.

## **6. Communication and Public Engagement:**

Subject to Council's approval of the draft Policy, Staff in the Mayor and Councillors' Office will advise external organizations of the relevant policy provisions as needed when accepting invites and arranging scheduling on behalf of the Mayor and Members of Council.

The opportunity for a website form to intake invites from businesses and external organizations for the Mayor and Members of Council to attend community events will be investigated.

All Council approved policies are posted to the [Policy Index](#) available through the Town's website.

## **7. Input from Departments/Sources:**

The Whitby Chamber of Commerce was consulted regarding Council attendance at business openings given the Chamber's involvement with many business openings. The Chamber has indicated that it has no concerns should all Members of Council choose to attend business openings. As such, unless otherwise noted on an invite, when the Chamber forwards business opening invites to the Mayor and Councillors' Office such invites will be handled in accordance with section 5.1.2 of the Policy by Staff so that the invite is forwarded to all Members of Council and scheduling is arranged on behalf of Council.

Input from Staff in Strategic Initiatives regarding the draft Policy was also received and their input incorporated.

## **8. Strategic Priorities:**

Adoption of the draft Policy aligns with Strategic Pillar 4 in the Community Strategic Plan as it will ensure that the Town remains an accountable and responsible government and by prioritizing strong community partnerships.

**9. Attachments:**

Attachment 1 – Draft Council Participation at Community Events Protocol and Attendance Guidelines Policy



# Town of Whitby Policy

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<b>Policy Title:</b>	Council Participation at Community Events Protocol and Attendance Guidelines Policy
<b>Policy Number:</b>	To be assigned following Council approval
<b>Reference:</b>	Legislation, other Policies, Council Resolution #, etc.
<b>Date Approved:</b>	<a href="#">Click here to enter a date.</a>
<b>Date Revised:</b>	<a href="#">Click here to enter a date.</a>
<b>Approval:</b>	Council
<b>Point of Contact:</b>	Town Clerk

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## Policy Statement and Purpose

The Mayor and Members of Council as community leaders are frequently invited to attend openings, special events, unveilings, announcements, ground breakings, dignitary visits, and other community engagements.

This Policy is intended to provide guidance to Members of Council and Town Staff regarding the etiquette, decorum, and practice for Members of Council to attend, speak, and otherwise be engaged with community events.

### 1. Responsibilities

- 1.1. Mayor – it is the role of the Mayor to represent the municipality at official functions and act as the representative of the municipality both within and outside the municipality. As the head of Council and a community leader, the Mayor receives invitations and is expected to attend civic events.
- 1.2. Councillors – are elected to represent the public and to consider the well-being and interests of the municipality. As community leaders, Councillors are invited and expected to attend civic events.
- 1.3. Mayor and Councillors' Office Staff – Staff in the Mayor and Councillors' Office are responsible for providing administrative support to the Mayor and Members of Council which includes receiving and processing invites for civic events and undertaking the necessary scheduling arrangements.

### 2. Town and Third Party Special Events

- 2.1. For the purpose of this section, the Special Events Policy MS 200 may be referenced to assist in determining the types of events that are considered to be Town and Third Party special events.
- 2.2. All requests made by event organizers for the Mayor and/or Members of Council's official involvement (e.g. attending the opening ceremony, provide a welcome message, or undertaking other ceremonial functions) at a special event shall be directed to Staff in the Mayor and Councillors' Office. If a Town event, the Staff organizing the event may directly communicate with the Mayor and Members of Council to make the necessary arrangements.
- 2.3. The Mayor, and in their absence the Mayor's designate, shall be responsible for providing the official involvement requested, which may include official remarks and introducing other Members of Council in attendance.
- 2.4. Requests for unofficial involvement from Members of Council at special events, such as requests to volunteer or participate in an informal manner, shall be coordinated directly between the event organizer and Members of Council.

### **3. Processions and Parades**

- 3.1. Where Members of Council are to march or walk in a procession or parade, the Council may either walk or participate as a group or individually depending on the formality of the event. If a formal event with an identified order of proceedings, then Council shall adhere to the following order with the Mayor being last:
  - Ward 1 Councillor
  - Ward 2 Councillor
  - Ward 3 Councillor
  - Ward 4 Councillor
  - Regional Councillors in order of votes received during the last Regular Election, with the Member receiving the fewest votes going first and the Member receiving the most votes going last
  - Mayor

### **4. Official Functions and Intergovernmental Events**

- 4.1. Should a representative of the Town be requested to attend an official function by another level of government, government agency or crown corporation, the Mayor shall be the designated representative. If the Mayor is not available to attend, then the Mayor's designate shall attend.

- 4.2. Where an event by another level of government is being hosted in the Town of Whitby (e.g. funding announcement), in addition to the Mayor attending, all Members of Council shall be notified of the event by the Mayor and Councillors' Office, except where the level of government has requested the announcement remain strictly confidential until such time as it is publicly made.
- 4.3. Official protocols and proceedings identified by the Provincial or Federal governments for an event or function shall take precedence over any Town of Whitby protocols.

## **5. Grand Openings, Groundbreakings, and Unveilings**

- 5.1. The processing of invitations, protocol, and scheduling for the Mayor and Members of Council to attend business or other facility grand openings, groundbreakings, or unveilings shall be managed as follows:

### **5.1.1. For invitations to the Mayor**

- The Mayor will provide direction through the Mayor and Councillor's Office Staff for how the invite will be handled.
- If the Mayor is unable to attend, then the Mayor may direct that a Member of Council attend and provide official remarks on their behalf.

### **5.1.2. For invitations received by the Mayor and Councillors' Office Staff that are addressed to the Mayor and Council**

- Staff will forward the invite to all Members of Council and arrange scheduling and RSVPs on behalf of Council.
- The Mayor and the Ward Councillor, and if applicable the paired Regional Councillor, for the ward the event is being held in shall present the welcome gift if one is offered and make official remarks.
- All Members of Council may participate in photographs and the ribbon cutting.

### **5.1.3. For invitations received by the Mayor and Councillors' Office Staff that are addressed to select Councillors**

- Staff will confirm with the organizer the opportunity for all Members of Council to attend.
- For the instances where the organizer cannot accommodate all Members of Council due to space constraints or otherwise, the

organizer will be advised that Town protocol provides that it shall be the Mayor and the Ward Councillor, and if applicable the paired Regional Councillor, for the ward the event is being held in who attend.

**5.1.4. For invitations received directly by Councillors**

- The Councillor may forward the invite to Mayor and Councillors' Office Staff to coordinate in accordance with Sections 5.1.2 and 5.1.3 above.
- Should the Councillor respond and coordinate their attendance directly with the organizer, then the Member shall attend the event in an informal capacity and shall not provide official remarks on behalf of the Town. Staff support for their attendance will not be provided.

5.2. Members shall arrive for the event's proposed start time or at a time communicated by the organizer and adhere to the event schedule.

**6. Events outside of the Town of Whitby**

- 6.1. Events held outside the Town of Whitby deemed "official functions" as per Section 225 of the Municipal Act fall under the authority of the role of the Mayor as the head of Council and shall be coordinated through the Mayor's Office based on the Mayor's direction. If the Mayor is unable to attend, then the Mayor may direct that a Member of Council attend and provide official remarks on their behalf.
- 6.2. Organizers for events outside of the Town of Whitby that are seeking official representation from the Town of Whitby shall direct their requests to the Mayor and Councillors' Office Staff.
- 6.3. Councillors who receive an invite directly from an event organizer for an event being held outside of the Town of Whitby may attend the event in an informal capacity out of respect for the official role of the local representatives for that jurisdiction. Staff support for Councillor attendance at events outside of Whitby shall not be provided.

**This Policy is hereby approved by Council Resolution #\_\_\_\_\_ on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_.**

# Memorandum to Council

Office of the Town Clerk



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**To:** Mayor and Members of Council  
**CC:** n/a  
**From:** Chris Harris, Town Clerk  
**Date:** January 15, 2024  
**File #:** Staff Report CLK 02-24  
**Subject:** Council Resolution #183-23 re Council Attendance at Business Openings

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**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

An inquiry was received from a Member of Council on how the recommendation within Staff Report CLK 02-24, Re: Council Participation at Community Events Protocol and Attendance Guidelines Policy, responds to Council Resolution #183-23 adopted on October 2, 2023. Reference to this resolution was inadvertently omitted from the background section of the Staff Report.

Members of Council - Attendance at Business Openings

Resolution #183-23

That the Clerk be directed to report back with a draft policy that would create a process to have the Mayor and Councillors' Office invite all Members of Council to every business opening where the presence of Members of Council is requested.

Carried

The draft Policy appended to Report CLK 02-24 provides that all Members of Council will be invited to a business opening when the invite is received by the Mayor and Councillors' Office and addressed to Members of Council or select Councillors. There are two scenarios where scheduling for all Members of Council would not automatically be arranged by Staff in the Mayor and Councillors' Office:

- The invite is addressed only to the Mayor, in which case the Mayor will direct how the invite will be handled (see subsection 5.1.1 of the draft Policy and Section 4 of the Staff Report for further information); and,

- The invite is received directly by a Councillor who responds and coordinates their attendance directly with the organizer, recognizing that in such instances the Member would attend the event in an informal capacity (see subsection 5.1.4 of the draft Policy).

# Town of Whitby Staff Report

[whitby.ca/CouncilCalendar](http://whitby.ca/CouncilCalendar)



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## Report Title: Waste Collection Services on Private Residential Property

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**Report to:** Committee of the Whole

**Date of meeting:** January 15, 2024

**Report Number:** CMS 01-24

**Department(s) Responsible:**

Community Services Department

**Submitted by:**

John Romano, Commissioner,  
Community Services

<b>Acknowledged by M. Gaskell, Chief Administrative Officer</b>
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**For additional information, contact:**

Paul Thistle, Director, Operational  
Services, 905.430.4333

Lisamaria Akesson, Manager, Waste  
Services, 905.430.3093

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### 1. Recommendation:

1. That Report CMS 01-24 be received for information; and,
2. That NUB Item GG-0008 – “Staff report to Council on townhouses, multi-residential and other properties that are not currently serviced for waste collection by the Town of Whitby and report on the feasibility and cost implications of including these properties in the Town's waste collection service to ensure that there are no gaps with respect to the implementation of upcoming extended producer responsibility legislation” be removed from the New and Unfinished Business Listing.

### 2. Highlights:

- Any new private road developments since the late 2000's have not been approved for municipal curbside waste collection services. Residents living in these developments pay for private waste collection services through their condo fees.
- There are approximately 1816 townhomes and 511 multi-residential condominium units located on private property in Whitby that receive waste collection through private contracted services.

- Staff have created the draft *Technical and Risk Management Guidelines for Waste Collection on Private Residential Property (Attachment #1)* in order to determine the potential eligibility of existing locations to be added to Town waste collection services and to identify associated costs for consideration.
- The cost to add potential locations to municipal waste services is estimated to be between \$150-300K per year for townhomes and \$8K for multi-residential units.

### 3. Background:

As it relates to waste management, private residential properties are generally divided into two categories: Condominium townhomes located on private road developments or multi-residential apartment buildings (building containing 6 or more residential dwelling units as per *Town of Whitby Waste Collection By-law #7812-21*).

#### ***Municipal Waste Collection for Condominium Townhomes on Private Road Developments***

Prior to the 1990's, condominium townhouse developments that were being introduced featured private internal streets that were easily accessible by waste collection vehicles. The design of these developments offered sufficient space in front of each unit to accommodate the curbside collection of waste.

By the late 1990's, the housing industry began shifting to higher-density developments. Developers continued to propose designs that had internal private street networks, however, there was less consideration for setbacks from the laneway, narrower rights-of-way, dead-end streets, and in some instances, no options for turnarounds making waste collection challenging and unsafe.

The Town tried alternative waste collection options to accommodate some of these locations. These alternative arrangements were not without their own challenges. In some locations, the only way curbside collection could be achieved was by having residents either carry their waste through their unit or use their cars to bring waste around to the front of their unit. In other locations, the only option was a consolidated collection point which invited illegal dumping and an inability to enforce set-out limits.

Starting in the mid-2000s, several developments were being constructed that did not meet industry standard requirements for curbside waste collection. Developers were unwilling to conform to criteria under the Town's Technical Standards compulsory for offering waste collection services on private property. Ongoing challenges also became evident when the Town began to ask Condo Corporations for risk mitigation measures on private property through requests for indemnity insurance agreements. Some locations refused to sign agreements, causing the Town to re-evaluate the risk and liability of entering onto private property.

As a result, any new private road developments since the late 2000's have not been approved for municipal curbside waste collection services. Residents living in these developments today must now pay for private waste collection services through their condo fees.

Presently, the Town provides (grandfathered) waste collection services to 2125 residential townhome units located on private roadways.

***Municipal Waste Collection for Multi-Residential Apartment Buildings***

In 1976, the Town expanded residential waste collection services to multi-residential apartment buildings, as per Council resolution (No. 473-76). At that time, there were only a small number of multi-residential apartment buildings and very few guidelines to govern the provision of waste collection services on private property.

The only provision needed at this time for multi-residential buildings to receive municipal service on private property was that the building owner had to purchase their own dumpster or waste container and store it in a location accessible for collection.

Similar to condominium townhomes located on private roadway developments, property management and condo boards alike were averse to signing indemnity agreements requested by the Town in the early 2000's. The Town made the decision to continue to offer front-end containerized collection for only "grandfathered-in" locations, and going forward, new locations were directed to private service.

Presently, the Town provides waste collection service to 73 multi-residential apartment buildings amounting to 4257 residential units.

***New Pressures from Extended Producer Responsibility (EPR) Legislation in Ontario***

In 2016, the Province of Ontario passed the Resource Recovery and Circular Economy Act (RRCEA) as the enabling legislation for enacting Extended Producer Responsibility (EPR) in Ontario. EPR programs that have already successfully transitioned to the new regulatory framework include tires, batteries, electrical equipment, and hazardous wastes.

The Blue Box program began its transition to full EPR in the summer of 2023 with 1/3rd of all Ontario municipalities. The transition date for Whitby and other municipalities in Durham Region is **July 1, 2024**. On this date, the Producers will take over curbside Blue Box (BB) collection services from the Region of Durham and take on responsibility for sorting, and marketing of the materials collected.

Producers must operate the BB program similarly to the way Durham Region operates it until all Ontario municipalities have transitioned to full EPR in 2026.

The Regulation includes all single-family residences and multi-residential buildings, schools, not-for-profit long-term care and retirement homes and municipal public spaces/parks currently receiving municipal garbage collection as part of the initial transition.

All townhome and multi-residential units located on private property that do not receive municipal waste collection will be excluded from the EPR curbside BB program. In 2026, non-serviced residential and multi-residential can request to be added to the service.

**4. Discussion:****Draft Design Standards for Waste Collection Services on Private Road Developments**

In preparation for the response to NUB Item GG 008, staff has created the draft *Technical and Risk Management Guidelines for Waste Collection on Private Residential Property (Attachment #1)*. At Council's direction these standards would be adopted and approved to determine eligibility requirements for all future residences on private roads and multi-residential units in the Town.

These draft design standards have been utilized to determine the potential eligibility of locations to be added to Town waste collection services and to identify associated costs for consideration.

Some elements of the draft design standards include consideration for access route(s), minimum road width for internal roadways, vehicle turning radius, on-street parking, set-backs for garages and buildings, waste collection point(s), winter maintenance, snow loading, building configuration, internal storage location, capacity requirements, property owner responsibilities and internal access.

Some of the historical concerns highlighted under section 3 of this report related to setbacks and narrower right-of-way's have become a moot point, as public laneway standards have been adjusted to facilitate higher-density developments in recent years.

As noted earlier, the Region of Durham will only be responsible for Blue Box recycling collection up until July 1, 2024, after such time, Circular Materials, the designated Producer Responsibility Organization for the Blue Box program, will take on all existing collection points.

The Region will continue to have a vested interest in reaching its long-term waste reduction targets achieved largely through other curbside collection programs, such as the *Enhanced Green bin Program*, expected to begin in late-2024 and the proposed *Multi-residential Organics Program* expected to begin in 2025.

Given these shared areas of interest, staff have consulted with the Region's Waste Management Department with the intent of harmonizing elements of our Waste Collection By-laws as well as the draft *Technical and Risk Management Guidelines for Waste Collection Services on Private Property* with the Region's evolving Design Guidelines and Waste Management By-Law.

### **Assessment of Eligible Private Roadway Developments**

The Town provides waste collection services to eligible residential property types within the municipality, including single-family detached, townhouses and multi-residential buildings.

The Town's Waste Services division utilizes two (2) waste collection methods for the following residential property types:

- **Curbside Collection** - residents set their waste at a designated curbside location for collection that is picked up by a residential waste collection truck provided by in-house and contracted services; and,
- **Containerized Front-End Collection** – residents from multi-residential apartment buildings (6 units or more) consolidate waste in a dumpster that is collected by a specialized front-end collection truck which is completed by a contracted service provider for the Town.

In the summer of 2023, staff conducted site visits at all non-serviced private road townhome developments to assess if locations would meet the basic eligibility criteria of the draft design standards. These assessments included drive-throughs with Town waste collection vehicles to ensure safe access and navigation throughout the internal roadways. Of all locations assessed, the majority meet the basic eligibility criteria of the draft design standards, totaling 1565 units currently. Some newer developments have not yet been fully built and would need to be reassessed once completed if required.

Summary of Eligibility – Private Townhomes		
Meets Eligibility Criteria	#Units	TOTAL
Yes	1565	1565
No	372	372

Preliminary assessments of existing multi-residential locations that are not currently eligible for Town waste services indicate that all 511 units at 3 locations would meet the basic eligibility criteria of the draft design standards.

### **Risk and Liability Considerations**

Should the Town take on additional private roadway locations, the Town would also assume more risk and liability for damage to private property and/or injuries at locations not maintained by the Town. Included in the draft Technical and Risk Management Guidelines for Waste Collection Services on Private Residential Property is an indemnity insurance agreement that would need to be signed annually by condo boards and/or property managers of private roadway developments prior to any inclusion into the Town's waste collection services program.

### **Council Direction**

Should Council wish to increase service levels to include private townhomes and multi-residential locations in the waste services program, a motion would be required to direct staff to include the expansion of waste collection service as a decision item in the 2024 budget as follows, "That staff be directed to included waste collection for private multi-residential and town home locations, through the use of contracted services, as a decision item in the 2024 budget process".

## **5. Financial Considerations:**

The site visits conducted in the summer of 2023 confirmed that up to 1565 residential townhome units preliminarily meet the criteria in the draft design standards. Currently, the Town contracts out curbside waste and organics collection in West Whitby at a cost of \$1.51 per collection, per week. It is expected however that costing would be higher as the 1565 townhomes are located throughout the Town which impacts routing efficiencies thus adding to labour, equipment and fuel costs. Preliminary estimates suggest that contracting out this service would cost and estimated \$150K-\$300K per year.

Bringing these units onto in-house waste collection services would have an annual operating budget impact of \$97K for one full-time employee (FTE) and \$20K for fuel and maintenance for a combined total of \$117K per year. An additional side loader waste collection vehicle would also be required at a capital cost of \$400K. This piece of equipment would be required to be replaced every seven years. The total incremental cost for 2024 to pick up the additional 1565 sites would be approximately \$517K.

In addition to townhomes located on private property, there are 3 multi-residential locations consisting of 511 units that also preliminarily meet the criteria in the proposed design standards. Bringing these units onto Town waste collection services through our contracted front-end waste service (containerized waste collection) would cost approximately \$8K per year at \$14.76 per unit, per year.

All the provided estimated costing is based on the assumption that all eligible properties would opt-in to the service if available. This is a reasonable assumption however property management may have existing contractual obligations with waste haulers which could delay the start-up of Town provided services at any of the eligible locations.

## **6. Communication and Public Engagement:**

If directed by Council to add private townhomes and multi-residential locations to the waste services program, staff would reach out to condo boards and property management at eligible locations to initiate collection services subject to the terms of existing contracts with private waste haulers.

A communication plan would also be developed to help residents in these areas understand what may be changing for them (i.e. collection day and collection requirements). This would be done in a similar fashion to how the Town brings new residential homes onto service.

Staff would also be co-ordinating with Region staff and CMO as it pertains to the provision of blue box containers.

## **7. Strategic Priorities:**

This report aligns with the following objectives under Strategic Pillar 4 of the Community Strategic Plan: Whitby's Government - Accountable and Responsive:

4.3.2 – Deliver exceptional customer service and community engagement by identifying, establishing and reporting on service levels of interest to the community.

4.4.1 – Ensure fiscal accountability and responsibly plan for growth by delivering services that respond to community needs while balancing the impact to taxpayers.

## **8. Attachments:**

**Attachment 1** – Draft Technical and Risk Management Guidelines for Waste Collection Services on Private Residential Property

# Technical and Risk Management Guidelines for Waste Collection Services on Private Residential Property



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## 1. General Information

### 1.1 Introduction

The purpose of the Technical and Risk Management Guidelines for Waste Collection Services on Private Residential Property is to ensure that owners, planners, developers and contractors of multi-residential apartment buildings or residential developments on private roadways are familiar with the requirements of proper waste collection and waste storage systems and that the provision of these are considered in the planning and development of all residential and Multi-Residential Properties. These requirements provide direction as to how developments are to be designed to provide for the safe and efficient movement for waste collection vehicles for present and future waste collection needs.

These requirements must be met before the Town of Whitby will consider providing waste collection services to any new or existing developments on private property. In addition to the requirements set out in this document, Municipal and Regional site plan requirements, Waste collection By-laws, Building and Fire Codes and any other applicable Regulations must also be adhered to.

These guidelines are minimum requirements only and the Town reserves the right to enact additional requirements during the review of development projects. The Town also reserves the right to designate the type of collection services to be provided as well as access and storage requirements on a case-by-case basis. If the Town determines that a development does not meet the requirements contained within this document, waste collection services will not be provided by the Town.

Building design and site design should provide for adequate and efficient waste handling, along with properly sized storage capacity for all generated waste that is to be located conveniently within the building structure or on the property site for easy and barrier-free access by residents and collection equipment.

The Town of Whitby and the Region of Durham have committed to aggressive waste reduction targets that are to be met through programs such as the Source Separated Organics (SSO) Green Bin program and the Blue Box recycling program. It is imperative these programs are easy to use and readily accessible to all residents.

In addition to household Residual Garbage and Organics collection, The Town of Whitby's Community Services - Operations Department is responsible for the collection of Yard Waste along with Special Collections (Bulky, Metal, Electronic Waste and Porcelain). The Region of Durham and/or Producer Responsibility Organization(s) are responsible for the collection and processing of Blue Box Recycling material.

### 1.2 Definitions

**"Blue Box"** means the designated Approved Receptacle for containing Recyclable Material and which meets the requirements of the Region and/or Producer Responsibility Organization(s) for the municipal collection of the Blue Box Program

**"Blue Box Program"** means the Provincial program established for the recovery of source separated Recyclable Materials from approved sources using an approved receptacle designated by the Region and/or the designated Producer Responsibility Organization(s) (PRO) for the Blue Box Program

**"Bulky Item"** means any item set out in By-law 7812-21 - Schedule B to the Waste Collection By-Law, and includes Metal Goods

**“Bulk Front-End Container”** means a large metal waste receptacle approved by the Town for holding waste to be emptied by the Town and/or its subcontracted designate

**“Collection Area”** means a location on private property designated exclusively for collection of residential waste materials

**“Commercial Property”** means a property zoned as commercial

**“Commissioner”** means the Commissioner, Community Services or their designate.

**“Contractor”** means any individual, firm, company or corporation and the employees of any such individual, firm, company, or corporation with whom the Town or the Region has entered into a contract or agreement for the collection, processing, handling, haulage, marketing, or disposal of Waste

**“Eligible Property”** means a residential dwelling unit or residential property that has been approved for municipal waste collection services by the Town

**“Electronic Waste”** means “electrical and electrical equipment” as defined under Ontario Regulation 522/20: Electronic and Electronic Equipment and as designated by the Ministry of the Environment, Conservation and Parks under the *Resource Recovery and Circular Economy Act, 2016* as amended

**“Front-End Containerized Collection Service”** means the bulk collection of Waste by means of a front-end collection vehicle

**“Garbage Bag”** means a plastic bag used to contain Residual Garbage and which measures not more than 66 centimetres by 90 centimetres (26 inches by 36 inches) at the time of purchase and can support 20 Kilograms (44 pounds) without tearing or breaking when lifted

**“Green Bin”** means a receptacle that has been approved by the Town and has been supplied by the Town or Region for the setting out of source separated organics

**“Green Bin Program”** means the program for the curbside collection of source-separated Organics Materials from residential sources using approved receptacles as defined in the Waste Collection By-law 7812-21

**“Ground-Oriented Residential Dwellings”** means any residential dwelling that has direct access from the dwelling unit to the ground level, which can include single detached dwellings, condominium townhouse dwellings, townhouse-like, semis, links, and back-to-back dwellings

**“In-ground Waste Storage Container”** means a semi-buried waster container that is leak-proof, typically used as a central location to consolidate generated refuse until collection

**“Mixed Use or Mixed Commercial /Residential Property”** means a location that includes both a residential and commercial component on the same property and includes “Live-Work” units

**“Municipality” or “Municipal”** means the municipality of the Town of Whitby, or the Region of Durham

**“Organic Materials”** means any household kitchen food waste and any other compostable household materials that are accepted in the Green Bin Program and set out in Schedule D of the Waste Collection By-Law 7812-21

**“Producer Responsibility Organization” or “PRO”** means a business established to contract with producers to provide collection, management, and administrative services to help producers meet their regulatory obligations under the Blue Box Regulation

**“Producer Responsibility Organization” or “PRO”** means a business established to contract with producers to provide collection, management, and administrative services to help producers meet their regulatory obligations under the Blue Box Regulation

**Prohibited Waste”** means any waste items referred to in Schedule C of the Waste Collection By-Law

**“Private Street or Private Road”** means a road or street not owned or maintained by the municipality

**“Property Owner”** means any firm, corporation, person, partnership, joint venture, condominium corporation, property management company or tenant association having ownership or responsibility of a property

**“Recyclable Materials”** means any material mandated under Ontario Reg. 101/94 or subsequently designated by the Region

**“Region”** means the Regional Municipality of Durham, and includes its officers, elected and appointed officials, employees, agents, Contractors, and assigns

**“Residual Garbage”** means all manner of waste which is not Recyclable Materials, Organic Materials, Yard Waste, Household Hazardous Waste, Bulky Items, Electronic Waste, Porcelain Waste, or Prohibited Waste

**“Set Out”** means to place, cause or permit to be placed Waste at any location for the purpose of municipal waste collection

**“Special Collections”** means any material that the Town of Whitby classifies as a part of the Special Collections Program which includes and is not limited to large Bulky Items, metal goods, electronics, and porcelain. This program and the materials eligible for collection are listed in Town’s Waste Collection By-law 7812-21 - Schedule B

**“Waste Collection By-Law”** means the Town of Whitby’s Waste Collection By-law No. 7812-21, being a by-law respecting waste collection, as amended from time to time

**“Street”** means any public highway, road, lane, alley, street, avenue, parkway, driveway, square, place, crescent or court where any part of which is intended for or used by the public for the passage of vehicles within the jurisdiction of the Town

**“T-turnaround”** means a “T” shaped area that allows vehicles to reverse direction through a 3-point turn

**“Turning Radius”** means the minimum area required for a vehicle to turn around

**“Town”** means The Corporation of the Town of Whitby and includes its officers, elected and appointed officials, employees, agents, Contractors, and assigns

**“Waste”** means anything discarded for collection from any source, and includes Recyclable Materials, Organics Materials, Yard Waste, Residual Garbage, and Bulky Items

**“Yard Waste”** means any items included in Schedule E of the Town’s Waste Collection By-law 7812-21 and any other waste material designated as Yard Waste by the Town or Region

## **2. Requirements**

### **2.1 Site Plan Requirements**

To ensure site plans have incorporated all guidelines as they pertain to waste collection services, applicants must include information that describes the following:

- Proposed waste handling system for Recyclable Materials, Organics Materials, Residual Garbage, Yard Waste and Special Collections
- Access routes for waste collection vehicles on private property
- Waste collection area
- Waste storage area
- Size, number of and type of waste containers/totes to be used
- Above ground features such as parking areas in relation to the access route
- Number of dwelling units and number of storeys
- That all access routes and curb return radii are dimensioned

The applicant must submit a completed “Application for Waste Collection Services on Private Property and Indemnification Form”, a copy of which is attached as Appendix “D” to these guidelines for review and consideration before any collection of waste will commence. The application will not proceed through the review process and no collection of waste will be commenced until a completed “Application for Waste Collection Services on Private Property and Indemnification Form” is received.

The Town will inspect and evaluate the details provided on the “Application for Waste Collection Service on Private Property and Indemnification Form”. Before any application is approved, the development must be more than 75% fully occupied, construction completed, and access must be free and clear of all obstructions. At the Town’s discretion, a site visit may be conducted with collection equipment to confirm requirements have been met. If the Town approves a development for waste collection on private property, service will be scheduled to commence in approximately 4 to 6 weeks from the approval date.

### **2.2 General Waste Collection Requirements**

The following are the general conditions for the collection of Residual Garbage, Recyclable Materials and Organic Materials. Applicants should refer to the applicable Town By-Laws and Region By-laws for additional or specific collection requirements.

- a) The Town collects residential waste materials only and reserves the right to revoke collection services to any Multi-Residential Property, block townhouse or residential development that

does not meet the guidelines outlined in this document or the Town's Waste Collection By-law #7812-21.

- b) Property owners are responsible for the design, construction, and maintenance of safe and proper waste handling systems for residents on private property. This includes ensuring access routes to be maintained and in good repair, free and clear of ice and snow, are free and clear of visibility restrictions and obstructions including parking, storage or other items which would prevent access by a collection vehicle, free and clear accessibility to storage facilities and Collection Areas and have direct access to a municipal street that does not require the collection vehicle to back onto the municipal street.
- c) The design of the Collection Area and the access route(s), as outlined in this document, shall be provided exclusive of any onsite parking spaces.
- d) All waste materials must be securely stored inside a building so as to contain any litter and be easily accessible by residents in a well-lit, secure and barrier-free environment.
- e) The Property Owner is responsible for moving all waste containers out to the designated Collection Area on the designated collection day. All waste containers must be stored inside until the scheduled collection day. All waste containers must be returned to the storage area immediately following collection.
- f) Mixed Use developments, including "Live-Work" developments, must have commercial waste stored and set-out separately from residential waste. Property owners must be able to demonstrate effective private collection for commercial waste that does not impact or interfere with residential waste.
- g) Waste information and collection procedure signs must be installed in appropriate locations to ensure a safe and clean environment around the waste collection areas and access routes. Property owners are responsible for actively promoting any available waste diversion program provided by the Municipality, such as Blue Box recycling and Green Bin composting; as a means of reducing of Residual Garbage.
- h) Private access roads and internal streets must be constructed of a suitable material such as asphalt or concrete and be structurally adequate to prevent damage by and support a fully loaded waste collection vehicle. The Property Owner is responsible for ensuring that private access roads and internal streets are adequately maintained and shall be responsible for performing maintenance, repairs and reconstruction of any private access roads and internal streets that is necessary to ensure the safe collection of waste. In the event that repairs, maintenance or reconstruction is required, the Town may suspend Waste Collection Services until such repair, maintenance or reconstruction is completed to the Town's satisfaction.
- i) The Property Owner must complete the Application for Waste Collection Services on Private Property and Indemnification Form and is exclusively responsible for any damage on private access roads and/or storage areas from waste collection vehicles.
- j) The Property Owner is responsible for obtaining, designing, implementing, constructing, and maintaining safe waste handling systems including Front-End waste containers where applicable in accordance with the Town's Technical and Risk Management Guidelines for Waste Collection Services on Private Property.

- k) Until such time as the site is approved for Municipal collection services, the Property Owner is responsible for the collection, processing, haulage, and disposal of all waste from the property.
- l) As instructed by the Town, the Property Owner may have to demonstrate their commitment to the Town's diversion programs through waste audits at their expense, which are to be provided by a reputable waste consultant.
- m) The Town will not approve common collection points for curbside waste collection within any development.

### **3. Containerized Waste Storage and Collection Requirements**

For Multi-Residential Properties that are required to have centralized waste storage area(s) for containerized waste collection, design requirements and services are to be as follows:

#### **3.1 Waste Storage Area(s)**

- a) Multi-Residential Properties must have internal waste collection storage rooms within the main building of sufficient size to receive and accommodate all Residual Garbage, Organic Materials and Recyclable Materials from residents. The dedicated storage area must be adequate to store Waste for a minimum of eight days.
- b) Mixed Use buildings must have commercial waste stored and set out separately from residential waste. Property owners must be able to demonstrate effective private collection for commercial waste that does not impact or interfere with residential waste.
- c) A clear and accessible area of 10 square metres within the building that can be used for the storage of larger items such as Bulky Items, shall be included in the design.
- d) Waste storage rooms must provide for easy and convenient access as well as for the movement of waste containers to and from the storage area to the collection area.
- e) The waste storage room must be ventilated, well lit, secure, rodent proof and separated from the living space and in accordance with local Zoning By-laws, building and fire codes.
- f) The storage room must have adequately sized roll up overhead doors, a roof, and a man door, leading to the collection area.
- g) Waste containers must have heavy duty wheels with locking castors.
- h) Large multi-residential developments with greater than 30 units must use compactors for all Residual Garbage.
- i) Cross contamination of waste materials is not acceptable, and it is the responsibility of the property owner to ensure appropriate internal collection procedures and waste handling systems are in place to minimize contamination.
- j) Waste handling systems must include separate containers for Organic Materials, Recyclable Materials and Residual Garbage. Consideration should be given to an

adequately sized chute system (to accommodate for each of the following waste streams: Residual Garbage and Recyclable Materials separated into containers and fibres). Chutes should be located adjacent to the building elevators or an acceptable equivalent whereby residents are provided a convenient location to leave their source separated waste.

- k) Consideration must be given in the design stage of the units to accommodate, within the living space, the various waste storage receptacles to be utilized in the Town, Region's and/or PROs waste collection and diversion programs.

### **3.2 Collection Area**

- a) The development must have a waste Collection Area located on private property with direct and safe access for collection vehicles entering from and exiting to the municipal street.
- b) The Collection Area must consist of a level reinforced concrete pad that is well constructed and suitably sized to accommodate the weight of a fully loaded collection vehicle and loaded containers.
- c) The collection vehicle must be able to empty and return containers to the Collection Area without requiring containers to be shuffled either manually or mechanically.
- d) Collection vehicles must be able to safely drive out onto the street and not back out, in order to turn around.
- e) The Collection Area must be kept clear of all obstructions and clearly marked as a "No Stopping" or "No Parking" area.
- f) Along the collection access route and in the Collection Area, an overhead clearance of 7 metres above the ground measured at their lowest point must be provided from all obstructions such as wires, balconies, and trees.

### **3.3 Access Routes**

- a) The internal roadways must be a continuous minimum of 6.0 m wide road width (face curb to face curb) for both one, and two-way operation, not including any marked parking spaces.
- b) The internal roadway must use a minimum of 9.0 metres in turning radius and the approach to the collection area is to be designed with a minimum 18.0 metres straight approach.
- c) The set-back distance from the internal roadway to any structure within the development must be in accordance with the zoning by-law.
- d) Where the requirement for a continuous drive-through access and exit cannot be achieved, a "T" type turnaround or cul-de-sac type turnaround may be permitted at the sole discretion of the Town. See specifications listed in Appendix "B" and "C".
- e) Where the access route used by the collection vehicle travels over the deck of an underground parking garage, the applicant must provide a letter to the Town certified by a Structural

Engineer that confirms the structural capability of the deck to support a fully loaded waste collection vehicle.

- f) The applicant is required to provide a waste collection vehicle turning template of the development by a certified person.

### **3.4 Frequency and Level of Service**

- a) The minimum level of waste collection service for Eligible Properties for containerized waste collection service will be limited as follows:

Blue Box Recyclables: Weekly  
Organics Collection\*: Weekly  
Residual Garbage: Weekly  
Yard Waste Collection: Not Available  
Special Collections: Online booking required\*\*

For more details on level of service for Front-End Containerized Collection Service, please refer to Waste Collection By-law 7812-21 Schedule A.

\*Organics Collection service is pending Region of Durham approval. \*\* Subject to department approval.

- b) The Town may at its discretion impose a fee for the collection, processing, and disposal of Waste if a higher frequency of service i.e. twice weekly collection, or if additional containers are required to accommodate a higher volume of waste. Approvals for a higher frequency of service or an increase in the number of containers are to be at the sole discretion of the Town.
- c) Property Owners are responsible for purchasing, cleaning and maintaining all waste containers which must be approved for use by the Town prior to the commencement of collection services.
- d) Property Owners are responsible for cleaning and maintaining all Collection Areas and container storage areas and are responsible for managing all overflow materials in a timely and tidy manner.
- e) Multi-Residential / Mixed Use Properties and block townhouse developments that have containerized waste collection are not eligible for Yard Waste collection. Property Owners are responsible for the collection, and disposal of Yard Waste.
- f) Multi-Residential / Mixed Use Properties and block townhouse developments that have containerized waste collection may be eligible for Special Collections on a case-by-case basis at the sole discretion of the Town.

## **4. Curbside Waste Collection Requirements for Ground-Oriented Residential Townhouse Developments**

For ground-oriented residential dwellings such as condominium townhouse developments with an internal private road, waste collection design and services are to be as follows:

## **4.1 Waste Storage Area(s)**

- a) Consideration must be given in the design stage of the units to accommodate the various waste storage receptacles to be utilized in the Town, Region and/or the designated PRO's waste collection and diversion programs. This includes designated internal storage space under sinks with sliders, and within closets that would include the ability to stack receptacles if necessary.

## **4.2 Collection Area**

- a) The collection area must be along the internal access route of the development, either in front of, each and every dwelling unit or abutting each dwelling unit's driveway access. It is the responsibility of the residents to properly place their waste materials out for waste collection, in the designated collection area, on the designated day of the week as per the Town's collection schedule and in accordance with provisions outlined in the Town's Waste Collection By-law #7812-21.
- b) Live-work and Mixed-Use developments must have commercial waste stored and set-out separately from residential waste. Property owners must be able to demonstrate effective private collection for commercial waste that does not impact or interfere with residential waste.
- c) The collection area must be kept clear of all obstructions and clearly marked as a "No Stopping" or "No Parking" area.
- d) Along the collection access route and in the collection area, an overhead clearance of 7 metres above the ground measured at their lowest point must be provided from all obstructions such as wires, balconies, and trees.

## **4.3 Access Routes**

- a) The internal roadways must be a continuous minimum of 6.0 m wide road width (face curb to face curb) for both one and two-way operation, not including any on-street dedicated parking spaces.
- b) The internal roadway must use a minimum of 9.0 metres in turning radius.
- c) The set-back distance from the internal roadway to any structure within the development must be in accordance with the zoning by-law.
- d) For each unit receiving Curbside Collection, an area of 2.5 m<sup>2</sup> (minimum) is required for the storage of two Blue Boxes, a Green Bin, Garbage Bags and Yard Waste.
- e) All internal roadways shall allow for the continuous forward collection of Waste without the need for waste collection vehicles to reverse.
- f) Where a continuous drive-through route cannot be achieved, a "T" type turnaround or cul-de-sac type turnaround may be permitted at the sole discretion of the Town. See specifications listed in Appendix "B" and "C".
- g) The internal access route must be designed to structurally withstand the weight of fully loaded waste collection vehicle.

- h) The applicant is required provide a waste collection vehicle turning template of the development by a certified person.

## 4.4 Frequency and Level of Service

- a) The Town of Whitby, Region of Durham and/or the designated PRO's curbside waste collection services will be limited as follows:

Blue Box Recyclables:	Weekly
Green Bin Organics:	Weekly
Residual Garbage:	Bi-weekly (every other week)
Yard Waste:	Bi-weekly (every other week April - November)
Special Collections:	<u>Online booking required</u>

- b) Waste collection services do not include the collection of yard waste that has been set out by property management or their sub-contractors. Collection services are solely intended for the collection of Yard Waste that has been set out by residents in accordance with the Town's Waste Collection By-law #7812-21.

## 5. Review Process

### 5.1 Submissions

The applicant must submit a formal letter, along with detailed site plan requirements as per Section 1, requesting Town of Whitby waste collection services along with a completed "Application for Waste Collection Services on Private Property" and **an annual** "Indemnification Form", a copy of which is attached as Appendix "D", a completed "Application Checklist", a copy of which is attached as Appendix "E" and a "Certificate of Insurance" to the Town of Whitby's Community Services - Operations Department for review and consideration before any waste collection services may be approved. Completed applications must be sent by email or regular mail to the attention of the Manager, Waste Services.

Email: [pw.operations@whitby.ca](mailto:pw.operations@whitby.ca)

Or by regular mail:

Manager, Waste Services  
Town of Whitby  
333 McKinney Dr.  
Whitby, Ontario L1R 3M2

The Town will respond in writing or by email to the applicant acknowledging that the application has been received for further review.

## **5.2 Revisions to the Waste Collection Guidelines**

The Town may from time-to-time review, revise and update its “Technical and Risk Management Guidelines for Waste Collection Services on Private Residential Property”. Any revisions to this document will require the approval of the Commissioner of Community Services or designate.

## **5.3 Distribution of Waste Collection Guidelines**

The Town will distribute current copies of the “Technical and Risk Management Guidelines for Waste Collection Services on Private Residential Property” upon request to interested parties.

It is the intent of the Town to provide realistic and workable guidelines for waste collection services on private property to strengthen and benefit proper waste management practices in our community.

Waste collection guideline inquiries can be directed to the Town of Whitby Waste t Services Division by:

Phone: **905-668-3437**

E-mail: **[pw.operations@whitby.ca](mailto:pw.operations@whitby.ca)**

# APPENDIX

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## Appendix “A”

### Waste Collection Vehicles and Container Dimensions

The following table illustrates typical vehicle dimensions for typical waste collection vehicles. The dimensions are approximate and may vary from actual. All measurements are in metres:

Vehicle Type	Length	Width	Height
1. Recycling	10.76 m	2.77 m	3.69 m 5.08 m with bucket up
2. Front-End	9.85 m	2.77 m	4.31 m 6.15 m with forks extended
3. Rear Packer	11.54 m	2.77 m	3.69 m
4. Side Packer	10.46 m	2.98 m	3.85 m

The following table illustrates approximate dimensions for typical recycling carts and Front-End collected waste containers\*.

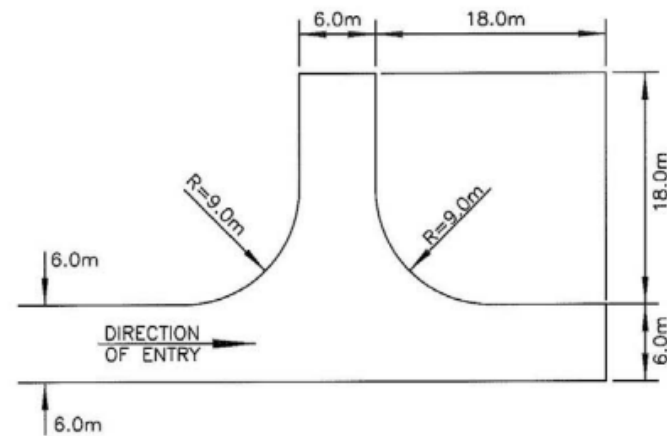
Containers & Capacity	Depth (front to back)	Width (side to side)	Height	Recommended Footprint
95 Gallon Recycling Cart	0.88 m 2.9 ft	0.67 m 2.2 ft	1.15 m 3.8 ft	1 cubic m 3.3 ft x 3.3 ft
2 Cubic Yard Bin	0.91 m 3.0 ft	1.82 m 6.0 ft	0.91 m 3.0 ft	2 m x 1.2 m 6.5 ft x 4 ft
3 Cubic Yard Bin	1.04 m 3.4 ft	1.82 m 6.0 ft	1.21 m 4.0 ft	2 m x 1.4 m 6.5 ft x 4.5 ft
4 Cubic Yard Bin	1.37 m 4.5 ft	1.82 m 6.0 ft	1.22 m 4.0 ft	2 m x 1.7 m 6.5 ft x 5.5 ft
6 Cubic Yard Bin	1.82 m 6.0 ft	1.82 m 6.0 ft	1.6 m 1.82 ft	2 m x 2.1 m 6.5 ft x 7 ft

\* Note: Front-End waste containers contain protruding side brackets to facilitate lifting by collection truck lift arms. Extra space on either side of such containers has been incorporated into the recommended footprint column for space planning purposes.

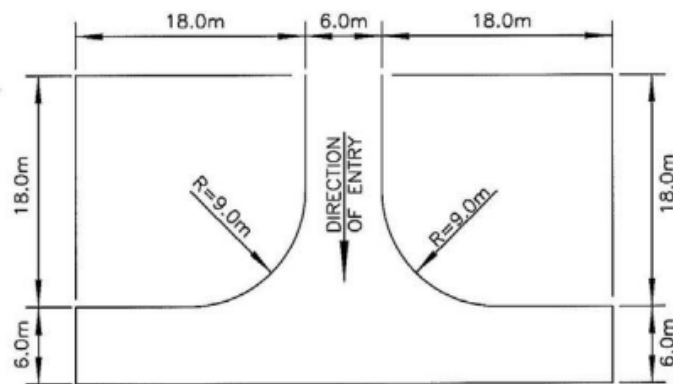
\*\* Note: Height of Front-End containers does not include castors (wheels), which add 6 to 8 inches.

Note: Recommended recycling cart ratio for Multi-Residential / Mixed Use Properties is 1 cart for every 7 units. Recycling carts are required for each recycling stream: Containers, Papers and Cardboard/Boxboard.

## Dimensions for a “T” Turnaround



## SIDE ENTRY



## FRONT ENTRY

FIGURE 4.1 SIDE AND FRONT ENTRY TURNAROUNDS

Appendix “C”

Dimensions for a Cul-de-sac Turnaround

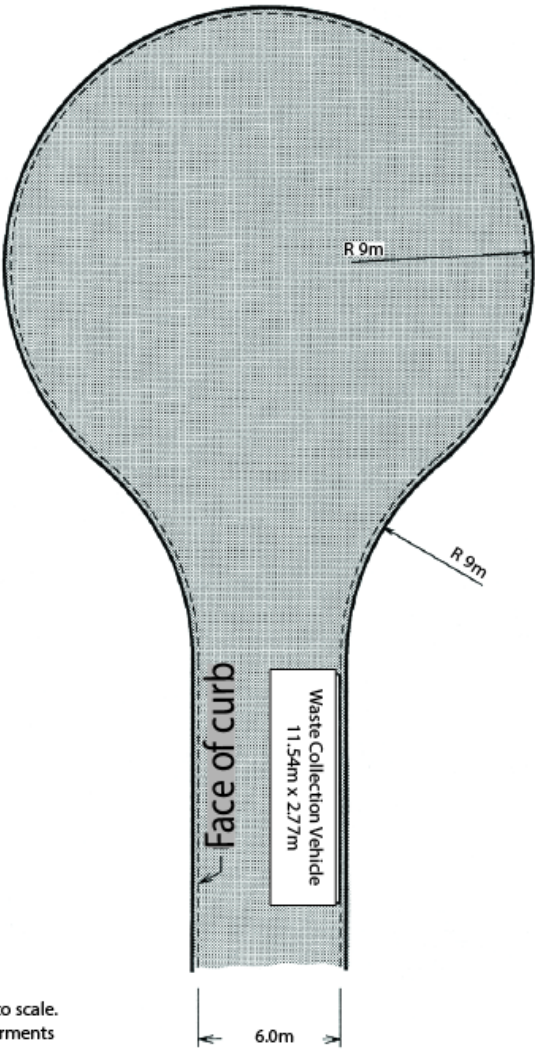


Diagram is not to scale.  
Note: All measurments  
are in metres.

## Appendix "D"

Town of Whitby  
Community Services- Operations  
575 Rossland Road East  
Whitby, ON L1N 2M8

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### Application for Waste Collection Services on Private Property and Indemnification Form

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
YYYY MM DD

The undersigned requests the extended "on site waste collection services on private property" as provided by the Town of Whitby Community Services - Operations Department.

#### Applicant Details:

Applicant: \_\_\_\_\_ Property Owner: \_\_\_\_\_  
Address of Owner: \_\_\_\_\_  
City: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
E-mail Address: \_\_\_\_\_ Cell: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

#### Collection requested at:

Name of Property: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address of Property: \_\_\_\_\_  
Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ E-mail Address: \_\_\_\_\_

#### Details of Location:

Type of Building (Townhouses, High Rise Building): \_\_\_\_\_

Expected date of completion (YYYY/MM/DD): \_\_\_\_\_

Site Plan Number: \_\_\_\_\_ Condominium Plan Number: \_\_\_\_\_

No. of Units: \_\_\_\_\_ Number of Floors: \_\_\_\_\_

Units Occupied to Date: \_\_\_\_\_ As of Date (YYYY/MM/DD): \_\_\_\_\_

#### Comments:

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# Application for Waste Collection Services on Private Property and Indemnification Form - Cont'd

## Terms and Conditions:

1. The undersigned, being the owner, or agent of the owner of the above property, acknowledges that it is agreed that the Town's collection vehicles or its agents shall be permitted to enter onto the above property for the purpose of collecting waste materials from the premises.
2. The Property Owner, or where applicable, its signing officer, shall ensure that in the event of a change in ownership for the above property, they will inform the new owner of this application. In the event of a change in ownership following the submission of this Application, the new Owner shall agree in writing to continue the Application and shall be required to execute any and all documents required by the Town.
3. The Property Owner, its officers, directors, shareholders, employees, agents, contractors, successors or assigns, further agree to indemnify, defend and hold harmless the Town of Whitby, its elected and appointed officials, employees, agents and its waste collection contractors on private property against all actions, suits, claims and demands, direct or indirect, which may arise as a result of the provision of these services to the property, including but not limited to any damages to structures, private access roads and/or Collection Areas that may be located on or about the premises, as a result of any waste materials collection equipment entering the property indicated above.
4. In the event of a sale, transfer or any other disposition of the Property, the Property Owner shall advise the Town of such sale, transfer or other disposition and shall be responsible for ensuring that the new owner executes and delivers a signed Application for Waste Collection Services on Private Property and Indemnity Form prior to the completion of such sale, transfer or other disposition. If the Property Owner neglects, fails or refuses to deliver an Application for Waste Collection Services on Private Property and Indemnity Form executed by the new owner, the Property Owner shall remain bound by this indemnity and that Town shall not be deemed to have waived, released, discharged, impaired or in any other way affect this indemnity.
5. In the event of a failure by the Property Owner to deliver a signed Application for Waste Collection Services on Private Property and Indemnity Form as references in Section 4 above, the Town may, in its sole and unfettered discretion, suspend or cancel Waste Collection to a Property until such time as the new owner has executed an Application for Waste Collection Services on Private Property and Indemnity Form.
6. The undersigned I at its sole cost and expense, shall take out and, maintain and annually provide the Town of Whitby and its waste collection contractors on private property an insurance certificate evidencing:
  - i) Commercial general liability insurance including premises and all operations subject to a limit of not less than two million (\$2,000,000) inclusive per occurrence for third party bodily injury and property damage.
    - i. The policy shall be in the name of the undersigned and shall name the Town of Whitby and the Town's waste collection contractors as an additional insured. Such insurance shall contain an endorsement to provide the Town with thirty days (30) written notice of cancellation.
  - ii) The undersigned will provide the Town with proof of the required insurance on the Town's certificate of insurance form attached hereto as Appendix F.
  - iii) The owner, shall ensure that all internal roadways on private property are suitably maintained for collection services throughout the year, including winter maintenance, as well as ensuring that there are no parked cars on the internal roadways that could be deemed as obstructions.

Dated: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

*I have the authority to bind the corporation*

## **OFFICE USE**

Date application received: \_\_\_\_\_ Date site inspected: \_\_\_\_\_

Site complies with Guidelines: \_\_\_\_\_ If not, why not: \_\_\_\_\_

Signatures of approval: \_\_\_\_\_ Date service is to start: \_\_\_\_\_

Date Approved: \_\_\_\_\_

## Appendix “E”

Town of Whitby  
Community Services- Operations  
575 Rossland Road East  
Whitby, ON L1N 2M8

Page 1 of 4

### Application Checklist for Waste Collection Services on Private Property

#### General Requirements

#### Checklist

The property owners are responsible for the design and construction of proper and safe residential waste handling systems for their residents on private property including access routes, storage facilities, collection areas, and with direct access to a municipal street that does not require the collection vehicle to back onto the municipal street.	
The design of the collection area and the access road, as outlined in this document, shall be provided exclusive of any onsite parking spaces.	
All residual garbage, organic and recyclable material containers must be securely stored inside until the scheduled collection day and must be returned to the storage area immediately following collection.	
Waste information and collection procedure signs must be installed in appropriate locations to ensure a safe and clean environment around the waste collection areas and access routes. Property owners must be responsible for actively promoting Blue Box recycling, and Green Bin composting as a means of reducing of Residual Garbage.	
Private access roads must be constructed of a suitable material such as asphalt or concrete and structurally adequate to prevent damage by and support a fully loaded Waste collection vehicle.	
The property owner/manager is responsible for moving all non-compacted Residual Garbage, organic and recycling storage containers out to the designated collection area on the designated collection day(s). Front-End collected Residual Garbage containers that cannot be accessed from within the collection vehicle will not be collected.	

#### High Rise Buildings

For Multi-Residential / Mixed Use Properties with more than 6 units, waste collection design and services are to be as follows:

##### a) Storage

#### Checklist

The development must have internal Waste storage room of sufficient size to accommodate all required Residual Garbage and recycling containers. Such space should provide for easy access and movement of containers to and from the storage room. The storage room must be ventilated, rodent-proof and separated from the living space and in accordance with local zoning By-laws, building and fire codes.	
The storage room must have a roll up overhead door a minimum size of 4.0 metres wide and 4.0 metres high, leading to the collection area inside the building.	

## Application Checklist for Waste Collection Services on Private Property - Cont'd

### High Rise Buildings Cont'd

#### b) Collection Area

#### Checklist

Large Multi-Residential / Mixed Use Properties greater than 30 units must mechanically compact Residual Garbage waste. Waste handling systems must include separate containers for recyclables, compostables and Residual Garbage. Consideration should be given to an adequately sized four-chute system (one for each of: garbage, compostables, containers, and papers) adjacent to the building elevators or an acceptable equivalent whereby residents can leave their source-separated wastes near their units or in another convenient location.	
The development will require a collection area inside the building with direct and safe access entering from and exiting to the municipal street.	
The collection area is to be directly accessible to the waste and recycling collection vehicles.	
The collection area must be level with the access roadway.	
The collection area must consist of a level concrete pad and apron with a minimum width of 3.0 meters for every Residual Garbage bin and 1 metre for every recycling bin required. The minimum depth of the collection area is 3 metres.	
The collection area must be designed to prevent the containers from rolling from the collection area.	
The collection vehicle must be able to empty and return containers. The collection vehicle must be able to empty and return containers to the collection area without requiring containers to be shuffled either manually or mechanically; Collection vehicles must be able to safely drive out onto the street and not back out in order to turn around.	
The collection area must be kept clear of all obstructions and clearly marked as a NO STOPPING area.	
In the collection area, an overhead clearance of 7 metres must be provided from obstructions such as wires, balconies and trees.	

#### c) Access Routes

#### Checklist

The internal roadway shall be a continuous minimum of 6.0 metres in width, use a minimum of 13 metres in turning radii and the approach to the collection area is to be designed with a minimum of 18 metres straight approach.	
The internal roadway shall be designed to permit continuous collection without reversing onto the municipal street. Continuous drive through access is preferred.	

## Application Checklist for Waste Collection Services on Private Property - Cont'd

### High Rise Buildings Cont'd

#### c) Access Routes

#### Checklist

Where the requirement for a continuous drive-through access and exit cannot be met, a "T" type turnaround may be permitted, at the sole discretion of the Town, that includes the length of the collection vehicle plus the length of the collection area and is in accordance with the specification listed in Appendix B.	
The set-back distance from the internal roadway to any structure within the development must be in accordance with the zoning by-law.	
Where the access route used by the collection vehicle travels over the deck of an underground parking garage, the applicant must provide a letter to the Region and/or Municipality, certified by a Structural Engineer that confirms the structural capability of the deck to support a fully loaded waste collection vehicle.	

### Townhouse Complexes

For single detached dwellings and all Ground-Oriented Residential Dwellings, including townhouse-type developments with an internal private road, waste collection design, and services are to be as follows:

#### a) Storage Area

#### Checklist

The development must be designed to accommodate waste material storage inside all dwelling units.	
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#### b) Collection Area

#### Checklist

The collection area must be along the internal access route of the development in front of each and every dwelling unit. It is the responsibility of the residents to properly place their waste materials out for waste collection on the designated day of the week.	
The collection area must be kept clear of all obstructions and clearly marked as a "No Stopping" or "No Parking" area;	
Along the collection access route and in the collection area, an overhead clearance of 7 metres must be provided from all obstructions such as wires, balconies and trees.	

#### c) Access Routes

#### Checklist

The internal road layout is designed to permit continuous collection of Waste materials without reversing.	
The internal roadways must be a continuous minimum of 6.0 metres in width from edge to edge of roadway surface not including any portion of a concrete curb or any on-street parking spaces and use a minimum of 9 metres in turning radii.	

## Application Checklist for Waste Collection Services on Private Property - Cont'd

### Townhouse Complexes Cont'd

#### c) Access Routes

#### Checklist

Where a continuous drive-through route cannot be achieved, a "T" type turnaround or cul-de-sac type turnaround may be permitted at the sole discretion of the Town. See specifications listed in Appendix "B" and "C".	
The internal access route must be designed to structurally withstand the weight of fully loaded waste collection vehicles.	
No more than two (2) garages are side-by-side without separation throughout the Townhouse development.	
The set-back distance from the internal roadway to any structure within the development must be in accordance with the zoning by-law.	

## Appendix "F"



### Certificate of Insurance

**Proof of liability insurance will be accepted on this form only (no amendments)**  
**This form must be completed and signed by your insurer or insurance broker**  
**Insurance company must be licensed to operate in Canada**

**This is to certify that the Named Insured, hereon is insured as described below**

Named Insured	Address of the Named Insured
Operations of the insured for which this certificate is issued:	

**Automobile Liability Insurance (minimum limit to be evidenced - \$2,000,000 unless otherwise required)**

Insuring Company	Policy Numbers	Amount of Coverage	Effective Date DD/M/YR	Expiry Date DD/M/YR
	Primary			
	Excess			

The above policy(ies) must cover all vehicles owned in whole or in part and licensed in the name of the insured including all vehicles leased on a long term basis for which the insured is required by contract to provide bodily injury and property damage insurance.

**Commercial General Liability Insurance (minimum limit to be evidenced - \$2,000,000 unless otherwise required)**

Insuring Company	Policy Numbers	Amount of Coverage	Effective Date DD/M/YR	Expiry Date DD/M/YR
	CGL	Per Claim/Annual Aggregate		
		Deductible, if any		
	Excess Liability (if applicable)	Per Claim/Annual Aggregate		

Provisions of Amendments or Endorsements of Listed Policy(ies)

**Professional Liability – Claims Made Basis - Yes ☐ No ☐**

Insuring Company	Policy Numbers	Amount of Coverage	Effective Date DD/M/YR	Expiry Date DD/M/YR
	Professional Liability	Per Claim/Annual Aggregate		
	Excess Professional Liability (if applicable)	Per Claim/Annual Aggregate		

- Is the limit inclusive of indemnity and claims expenses – Yes ☐ No ☐

- If the policy is on a claims made basis have there been any claims notices given for this policy term Yes ☐ No ☐

Commercial General Liability Insurance is written on an occurrence basis and is extended to include Premises Liability, Products/Completed Operations, Cross Liability and Severability of Interests Clause, Personal Injury Liability, Contractual Liability, Property Damage, Non-Owned Automobile Liability, Owner's and Contractor's Protective Coverage, and Contingent Employers Liability.

With respect to the Commercial General Liability Insurance excluding non owned auto coverage, The Corporation of the Town of Whitby, is added as Additional Insured but only with respect to liability arising out of the operations of the Named Insured.

Other Additional Insureds as per contractual conditions are as follows: (Note if Applicable)

The policy(ies) identified above shall apply as primary insurance and not excess to any other insurance available to The Corporation of the Town of Whitby.

These policies shall not be cancelled or changed so as to reduce the coverage as outlined on this certificate without thirty (30) days, prior written notice by registered mail by the Insurer(s) to the Corporation of the Town of Whitby, Corporate Services Department, Purchasing Section, 575 Rossland Road East, Whitby, Ontario L1N 2M8.

I certify that the insurance is in effect as stated in this certificate and that I have authorization to issue this certificate for and on behalf of the insurer(s).

Date: DD/M/YR	Broker/Insurer's Name, Address, Telephone, Fax and E-Mail:	Signature and Stamp of Certifying Official:
		Print Name

Revision Date: October 10, 2019

**New and Unfinished Business - General Government**

Item Number	Description	Resolution	Meeting Date	Due Date	Revised Date	Explanation/Comments
GG-0001	Fishing in Town Parks	That Staff report back on legal fishing in Town parks, including Port Whitby, after consultation with the fishing community has occurred.	07 May 2018	11 Feb 2019	04 Mar 2024	
GG-0002	Community and Marketing Services Department Report, CMS 35-18 Re: Cullen Central Park Master Plan	2. That Council direct staff to commence the development of the Cullen Central Park Master Plan with the final Master Plan to be brought forward for Council approval in Q4 2019; and, 5. That Staff identify options to recognize former mayor Marcel Brunelle in Cullen Park.	25 Jun 2018	18 Nov 2019	04 Mar 2024	In the Whitby Sports Complex Construction Tender Results & Project Budget Approval - Parks projects (originally planned for 2024 in the 10-year forecast) will be impacted by this, includes the Cullen Central Park Redevelopment Phase 2. This project will be budgeted in 2025.
GG-0004	Correspondence # 2020-77 from Karey Anne Large, Executive Director, Downtown Whitby Business Improvement Area, dated January 2, 2020 regarding the Downtown Whitby Business Improvement Area's Annual Report, the 2020 Proposed Budget, and Disbursement Schedule.	That the Commissioner of Corporate Services/Treasurer be directed to report back on the development of a policy to deal with grant and in-kind requests, including predetermined criteria and scoring, in order to ensure grants are based on needs and targeted outcomes.	09 Mar 2020	21 Sep 2020	15 Jan 2024	

**New and Unfinished Business - General Government**

Item Number	Description	Resolution	Meeting Date	Due Date	Revised Date	Explanation/Comments
GG-0005	Public Works (Operations) Department Report, PW 17-21 Re: Vimy Memorial Park	3. That staff report back to Council on the progress of the park agreement along with refined budget implications prior to assumption.	21 Jun 2021	13 Jun 2022	15 Apr 2024	Planning & Development & Community Services Staff prepared a joint memo that went on the Aug 11 CII to update Council on the status of the Park. A report from will come forward once all issues have been resolved and the park is moving forward.
GG-0006	Financial Services Department Report, FS 37-21 Re: Town-Owned Land Strategy	That the properties at Part of Lot 25, 26, Conc. 4, Portion of PIN 26569 0285 (LT), Broadleaf and McKinney, as shown on Attachment #15 and Part Lot 25, Con. 2, now 40R-1655, Part 6, PIN 26532 0244 (LT), known municipally as 500 Garden Street, as shown on Attachment #3 be referred to staff to investigate zoning opportunities that would maximize the land value.	27 Sep 2021	05 Jun 2023	15 Apr 2024	
GG-0007	Community Services Department Report, CMS 19-21 Re: Unnamed West Whitby Park – Park Name Survey Results	3. That staff be directed to review the Municipal Property and Facility Naming Policy (MS 250) and report back with any recommended revisions to update the policy.	29 Nov 2021	16 Jan 2023	15 Apr 2024	

## New and Unfinished Business - General Government

Item Number	Description	Resolution	Meeting Date	Due Date	Revised Date	Explanation/Comments
GG-0008	Public Works (Operations) Department Report, PW 35-21 Re: Proposed New Waste Collection By-law	3. That Staff report to Council on townhouses, multi-residential and other properties that are not currently serviced for waste collection by the Town of Whitby and report on the feasibility and cost implications of including these properties in the Town's waste collection service to ensure that there are no gaps with respect to the implementation of upcoming extended producer responsibility legislation from the Province of Ontario.	29 Nov 2021	13 Jun 2022	15 Jan 2024	Draft Design Standards have been completed and are being circulated to various depts. and will be used to determine eligible properties in preparation of costing and completion of report for COW.
GG-0018	CAO 03-23, Office of the Chief Administrative Officer Re: Public Art Policy Framework	3. That Staff be directed to prepare a final Public Art Policy to be presented to Council in Q4 2023	20 Mar 2023	13 Nov 2023	15 Jan 2024	
GG-0019	Refrigerated Outdoor Ice Rinks or Skating Trails	That following the tender results for the Whitby Sports Complex and as part of the development of the Parks and Recreation Master Plan, that Staff be directed to report on opportunities to install refrigerated outdoor ice rinks or skating trails in the Town	20 Mar 2023	25 Mar 2024		
GG-0020	School Zone Parking Enforcement Staff	That Staff be directed to review the opportunity for enhanced school zone parking enforcement through additional staffing resources, and include an analysis of whether such resources would be revenue neutral.	27 Feb 2023	25 Sep 2023	15 Jan 2024	To be addressed through Report regarding transition of parking infractions to Administrative Monetary Penalties System.

## New and Unfinished Business - General Government

Item Number	Description	Resolution	Meeting Date	Due Date	Revised Date	Explanation/Comments
GG-0021	Protecting Whitby's Urban Forest Canopy	That staff report back on the opportunity to protect trees of significance on private lands in order to preserve Whitby's urban forest canopy.	20- Mar-23	04 Dec 2023	04 Mar 2024	
GG-0022	Gateway Maintenance Program	That Staff be directed to report to Council on the implementation of a gateway maintenance program, including additional resources required, to address the repair and rehabilitation of deteriorating gateway signage in subdivisions throughout the Town of Whitby.	24 Apr 2023	20 Nov 2023	15 Apr 2024	
GG-0023	CMS 06-23, Community Services Department Report Re: Bill 23 Parkland Dedication Framework	4. That staff be directed to report to Council with options for the acquisition of land to support the development of sports fields as identified by the 2015 Sports Facility Strategy and updated by the 2023 Parks and Recreation Master Plan; and, 5. That Staff be directed to report to Council in September 2023 on the status of the parks master plan agreement.	19 Jun 2023	25 Sep 2023	04 Mar 2024	
GG-0024	LS 07-23, Legal and Enforcement Services Department Report Re: Proposed Amendments to the Town of Whitby Towing By-law # 6887-14	2. That Council direct staff to review current municipal regulations regarding the licensing and governing of tow truck drivers and tow truck businesses, activities, and undertakings in the Town of Whitby.	19 Jun 2023	13 May 2024		

## New and Unfinished Business - General Government

Item Number	Description	Resolution	Meeting Date	Due Date	Revised Date	Explanation/Comments
GG-0025	Council Education and Training Program	That consideration of the Council Education and Training Program be referred to Staff to prepare a Report to Council about the program in November	02 Oct 2023	15 Jan 2024		
GG-0026	Installing lighting at Town parks within a 1-kilometre radius of 1635 Dundas Street East	That Staff be directed to report to Council on the cost and timelines to install lighting at Town parks within a 1-kilometre radius of 1635 Dundas Street East.	18 Dec 2023	25 Nov 2024		
GG-0027	Replacing Town park playground surfaces within a 1-kilometre radius of 1635 Dundas Street East	That Staff be directed to report to Council on the cost and timelines to replace Town park playground surfaces with alternative surfaces within 1-kilometre radius of 1635 Dundas Street East.	18 Dec 2023	25 Nov 2024		
GG-0028	Enacting an Encampment by-law	That Staff be directed to report to Council on the merits and feasibility of enacting an encampment by-law in the Town.	18 Dec 2023	15 Apr 2024		
GG-0029	Prohibiting loitering, obstruction, panhandling, and resting/sleeping outdoors	That Staff be directed to report to Council on the merits and feasibility of enacting a by-law to prohibit loitering, obstruction, panhandling, and resting/sleeping outdoors in the Town.	18 Dec 2023	15 Apr 2024		
GG-0030	Corr # 2023-587 from E. Underwood, Chief Executive Officer, Habitat for Humanity GTA, regarding Expression of Interest in Acquiring Surplus Sites at Dunlop Street East and Hickory Street for Affordable Housing Development	2. That Staff be directed to report to Council regarding the Expression of Interest received from Habitat for Humanity Greater Toronto Area for the proposed Affordable Housing Development at Dunlop Street East and Hickory Street; and, 3. That the Report back include an appraised value for the donated land.	18 Dec 2023	04 Mar 2024		