



2018-2022 Council Term in Review



Pride Crosswalk unveiling



EG Operations Centre



EG Operations Centre Grand Opening

The Strategic Plan guides the direction, decisions, projects, and initiatives for the Corporation during the 2018-2022 term of Council. The priorities within the Strategic Plan are: Responsible Growth and Environmental Protection; Quality Programs and Services; Build Complete Communities; and, Culture of Municipal Excellence. These priorities are integrated into the annual Business Plan and Budget and workplans.

While the 2019-2022 Strategic Plan set out the priorities for this term of Council, the context of the COVID-19 Pandemic and unprecedented growth are important to consider. During this time, the Town transitioned programs online, increased self-service options and supported local businesses. Meanwhile, East Gwillimbury experienced unprecedented growth in population and construction, so the demand for programs, services, and infrastructure grew.



Cupples Farm Park



ECSS team at Farmers Market



Nokiidaa Trail Signature Planter

Strategic Plan Pillars

Build Complete Communities

Invest in core infrastructure to connect and serve our growing community.

Targets met

- Designed and constructed the Operations Centre
- Designed the Health and Active Living Plaza
- Built 14 new parks, 8 additional kilometres of trails, and upgraded streetscapes
- Launched Business Advantage and implemented the broadband strategy
- Purchased a 111-foot aerial apparatus and replaced a pumper truck
- Engaged the community on various initiatives including: the Official Plan Review, revitalization projects, Master Plans, Health and Active Living Plaza, and park designs
- Installed the Community Flagpole and Pride Crosswalk
- Worked with the Province and York Region on key projects including the 400/404 Bypass and Go Rail rapid transit expansion program

42,871 building inspections performed



24 lane kms of new roads



+/- **\$892 million** in construction value

3,469 building permits issued
73% increase



Quality Programs and Services

Provide affordable programs and services which celebrate our quality of place, culture, heritage, and natural environment while promoting a healthy, inclusive, and safe community.

Targets met

- Annually refine and deliver a robust and efficient winter maintenance program
- Delivered camps and recreation programs for people of all ages
- Launched Tapestry of Taste
- Expanded library collection items to include early literacy kits, sensory kits, light therapy lamps, loanable technology, Ontario Park Permits and more!
- Improved access to Wi-Fi in public spaces
- Initiated the Heritage Conservation District Study for the Sharon community
- Increased online access for tax, water, building permit, marriage licence and other services
- Upgraded technology for Emergency Services
- Enhanced the digital smoke and carbon monoxide program

Created **the Loft** and supported the **Farmers Market**



10,100 school students visited the library



113,483 rental permit hours

469,000 physical library items circulated



Strategic Plan Pillars

Ensure responsible and balanced growth with progressive standards and a commitment to preserve our environment and heritage.

Responsible Growth and Environmental Protection

Targets met

- Completed the Official Plan Review: Even at full build-out, EG will be 83% green
- Completed the Comprehensive Zoning Bylaw Review
- Approved the Climate Change Reserve
- Developing multi-year serving plans for Highway 404 employment lands and Green Lane Business Park
- Established a Green Fleet Strategy, upgrades in energy-efficient lighting for Town facilities
- Developed an award winning Salt Management Plan
- Collaborated with York Region and non-profit organizations to develop battery, textile and electronic recycling programs
- Updated 10-year Capital Plans for assets and infrastructure including: water and wastewater, roads, bridges, sidewalks, streetlights, storm water system, and fleet
- Implemented "40 is the new 50" safer streets initiative



100% score on Drinking Water Quality Management Standard system



Maintained **paid on-call recruitment** during COVID-19

Acquired **alternative fuel** vehicles



Developed the Annual **Mosquito Control** plan



Foster a culture of service excellence, engagement, and transparency.

Culture of Municipal Excellence

Targets met

- Established the Equity, Diversity, and Inclusion Framework
- Launched new EG, AdvantageEG and library websites
- Ensured effective delivery of programs/services with Council Approved Business Plans and Budgets and the Water and Wastewater Budgets
- Launched the Town's Service Modernization program (automate processes and maximize use of digital technologies)
- Permanently removed fines at East Gwillimbury Public Library

427,844 website sessions



Received **20 +** awards for Town achievements



Created the new **EG logo**

Launched **multilingual library collection** in five languages





Library Locker at EG Sports Complex



Community Open House



Health and Active Living Plaza artist rendering



New EG website



111-foot Aerial Apparatus at Operations Centre