



2023 STRATEGIC PLAN ANNUAL REPORT

2023

Strategic Plan Annual Report

The Town's Strategic Plan guides the priorities for the 2022 to 2026 term of Council. The Plan was developed with feedback from Council, residents, and staff and was approved in May 2023. The Plan focuses on building a sustainable future for EG while supporting the current needs of the community now and in the future. The Strategic Plan is built on the following priorities:



2023 Strategic Plan Annual Report

It is important to report on the Town's activities related to the Strategic Plan. To do this, the Strategic Plan Annual Report highlights the accomplishments of the past year.

2023 was the first full year of the Council term and the work done this year helps to set the stage for the rest of the Council term.

For more information about the Strategic Plan visit, www.eastwillimbury.ca/StrategicPlan.

Quality Programs and Services

Provide value for tax dollars through delivery of programs and services that support our economic, environmental, and social goals.

- Modernized many resident-facing services to provide easier access to information. Examples include: a new online Customer Service portal, online payments, and online forms such as building permits, septic plan, and property survey requests.
- Completed the Town's water meter replacement program and a pilot program for remote automated water meter reading in Mount Albert. This program will be rolled out to other communities in 2024.
- Launched a winter maintenance internal tracking program to help staff track plowed routes. The Town hopes to share this feature with residents in the future.
- Launched a snow removal financial assistance pilot program to assist seniors and individuals with disabilities.
- Completed the design of several capital projects including the Highway 48 sidewalk, Highway 11/Yonge Street multi-use path, and multiple bridge reconstruction and replacements. Construction for these projects is scheduled to begin in 2024.
- Completed the Town's Multi-Year Accessibility Plan.
- Purchased a replacement fire truck for Station 2-4 in Holland Landing.

99 Engaged EG Volunteers

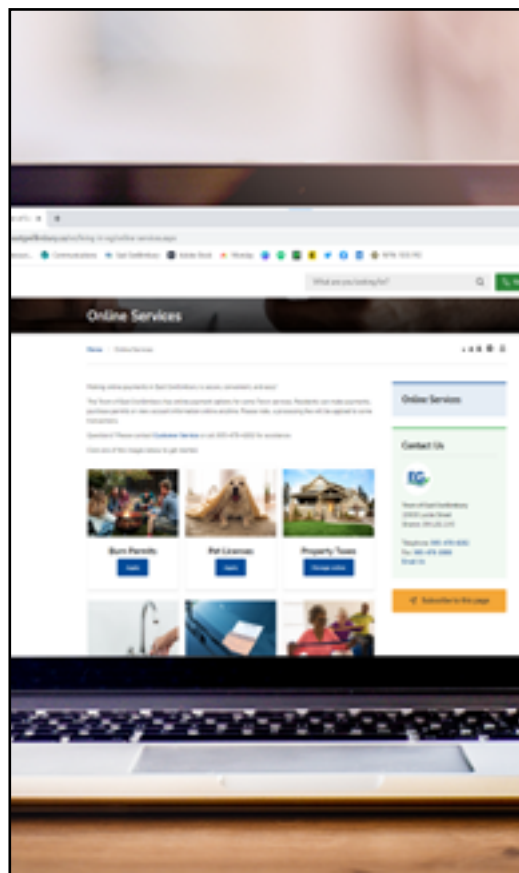


Hired **3 full-time** firefighters and **12 paid on-call** firefighters



Over **1,700** recreation program participants

Processed **4,022** online payments



Responsible Growth

Ensure responsible and balanced growth management.

- Prepared the Active Trails and Transportation Master Plans. These Plans will be shared with the public for review and Council approval is anticipated in 2024.
- Prepared the Transportation and Water/Wastewater Master Plans. These Plans will be shared with the public for review and Council approval is anticipated in 2024.
- Leveraged Advantage EG to support key development projects such as the Woodbine One/Loblaw project and the development of a new business retention and expansion program to support business development.
- Partnered with Georgina and York University to continue the YSpace program to provide training and support to local businesses.
- Commenced an update of the Town's Development Charge By-Law to be finalized in 2024.
- Update development related processes to respond to provincial legislative changes such as the More Homes Built Faster Act.

Added **4 KM** of new trails



Maintained **485 KMs** of roads and **105 KM** of sewers



Outreached to over **375** businesses as part of AdvantageEG

70 new jobs created in EG



Environmental Stewardship

Preserve and protect our natural environment as we grow.

- Conducted multiple public information sessions, town-wide surveys, and public meetings to draft the Town's Environmental Strategy. The draft Strategy will be shared with the public for review and Council approval is anticipated in 2024.
- Launched an invasive species communications plan to help educate residents.
- Prepared a draft Tree Protection By-law. The draft Strategy will be shared with the public for review and Council approval is anticipated in 2024. Diverted 69% of waste from landfill through the curbside waste diversion programs, including blue box, yard waste and green bin organics programs.
- Completed the LED Streetlight Conversion Strategy with a workplan for 2024.
- Promoted e-billing to support the Town's transition to paperless.

Diverted **23.6 Metric Tonnes** of textiles from landfills



Over **330** participants in environmental-related events and workshops



Reduced waste collection by **10kg/year** per household

4,320 accounts now on water and tax e-billing

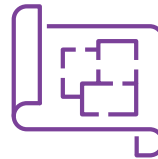


Build Complete Communities

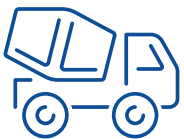
Build complete communities that support the ability for residents to connect to amenities, services, employment, and each other.

- Construction of the Health and Active Living Plaza (HALP), the Town's new aquatic facility and 8-acre community park continues with an anticipated opening in 2025.
- Completed the design work for the Emily Park and Simcoe Trail extension, with construction planned in 2024.
- Designs for Soldiers Bay Recreation and Education Pier, Nokiidaa Trail supplementary parking, and Oriole Wilderness Park are all underway, with Council approval anticipated in 2024.
- Both the Holland Landing and Mount Albert Downtown Revitalization Projects are moving ahead with completed conceptual designs. Detailed design work will take place in 2024 along with utility relocation work.
- Implemented a Condominium Servicing Policy to establish a consistent framework for providing municipal services.
- Established an Asset Management Program governance structure and updated the Town's asset inventory.
- Undertook a comprehensive review of the updated Official Plan to ensure provincial and regional conformity in light of new and emerging legislation. The required updates will be reviewed by Council for approval in 2024.
- Commenced work on secondary planning for the approved urban expansion area (Whitebelt). Completion is anticipated in 2024.

Performed **10,683** building inspections



85,000 sq ft of space at the new Health and Active Living Plaza



\$292 million in total construction value

Issued **411** building permits



Culture of Municipal Excellence

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

- Completed a retrofit of the Customer Service desk at the Civic Centre to better serve residents and opened a second in-person Customer Service desk at the Sports Complex.
- Launched a new Employee strategy – EG You Belong which supports employee health and well-being.
- Developed and approved operating and capital budgets for 2023 and 2024.
- Partnered with local community groups to support the Town’s Equity, Diversity and Inclusion Framework with events and training opportunities for topics such as Pride Month and National Day for Truth and Reconciliation.
- Completed recruitment for 19 Council advisory boards, committees, groups and appointments.
- Focused on continuous improvement and value for tax dollars through ongoing modernization efforts (Municipal Peak Performance Program) including online forms, self-serve portals, and process automations.

633,478 website visits



Created **71** new digital forms, dashboards, and process automations



Over **39,000** Customer Service interactions

144 Volunteers on Council Advisory Committees






2023
**Strategic Plan
Annual Report**

This guide is available in an alternative format by request.

 19000 Leslie Street
Sharon, ON L0G 1V0

 905-478-4282

 customerservice@eastwillimbury.ca

 www.eastwillimbury.ca/stratplan

 Town of East Gwillimbury

 @TownofEG

