



Town of  
**East Gwillimbury**



**COMMUNITY REPORT 2010 - 2014**

# COMMUNITY REPORT 2010-2014



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The Town is guided in decision making by the Strategic Plan. This four-year vision for the Corporation provides an overall direction on how to allocate resources, whether new initiatives should be undertaken and how well the Town is delivering on the expectation of its residents.

The current Strategic Plan will expire in 2014. A report has been produced reviewing the accomplishments during this time. This Community Report is an excerpt from the report and highlights some of the Town's key accomplishments broken down into five key areas:

- Providing Great Services
- Managing Growth
- Community Engagement
- Our Environment, Heritage & Culture
- Good Government

To read the full report please visit [www.eastwillimbury.ca/stratplan](http://www.eastwillimbury.ca/stratplan)



# PROVIDING GREAT SERVICES

- Since 2010, as part of the Town's commitment to community safety, 12 full-time firefighters have been hired
- The Town recruited a Deputy Chief and full-time Fire Inspector/Public Educator
- EG will have a 24/7 full-time force in place by 2015
- Queensville Fire Station 28 is being renovated to accommodate 24/7 full time service
- Mount Albert Fire Station 26 is being rebuilt at 22 Princess Street and is expected to be complete by Spring 2015



**1383**  
Total number of students who participated in the  
2013/2014 Fire Education School Program



**EG FIREFIGHTERS**  
**6000**  
total hours of  
training each year

# PROVIDING GREAT SERVICES

- The Sports Complex was refurbished and expanded to include new dressing rooms, spectator seating, lobby, and a 6,000 square foot community hall
- A new activity centre was opened attached to Phoebe Gilman Public School in Harvest Hills. The centre allows the Town to run a variety of programs for seniors, adults and children using both the activity room and shared-use school gym.
- The Town is working with the YMCA to develop a potential agreement for a new multi-use recreation complex in Queensville
- Free WiFi is now available at all major Town facilities
- The Library expanded their hours of operation to include Fridays, Sundays and expanded weekday hours
- The Town developed a Council approved Public Art Policy for facilities and open spaces
- Council approved the new Community Infrastructure Partnership Program that provides financial assistance to local non-profit groups for projects that benefit the Town by adding to or improving Town infrastructure (such as picnic shelters)



THE TOWN  
OWNS & OPERATES:

- 4 Splash Pads
- 9 Tennis Courts
- 26 Sports Fields
- 29 Parks

FACILITIES

# PROVIDING GREAT SERVICES

- Council approved a new master plan to develop a Town-wide network of on-and-off-road trails over the next 25 years
- New playgrounds were opened in Queensville Park, Don Rose Park and Peggy Woods Park
- Major trail upgrades have been completed in Vivian Creek Park and on the Nokiidaa Trail at Rogers Reservoir
- Staff developed and implemented a new Community Centre and Parks Sign Standard and installed new signs at many locations
- Recreation Services implemented a new online program registration tool called iReg
- The Town expanded recreation program choices for all ages and added a number of new summer camp opportunities including golf and tennis camps, youth adventure camp, theatre arts and robotics camp



24 km  
Total km  
of multi-use  
trails  
in East  
Gwillimbury

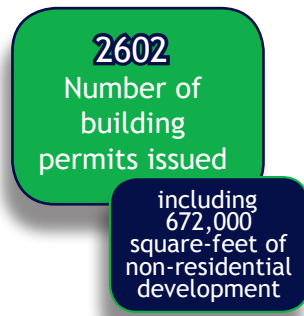
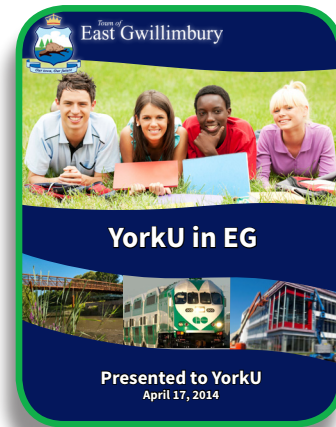


42%  
Number of  
participants  
registered using iReg



# MANAGING GROWTH

- The Town's first ever Economic Development Strategy was approved by Council in 2012
- The Town has actively developed a Post-Secondary Attraction Strategy. In April 2014, a presentation was made to York University to build a post-secondary institution in EG. Plans are in place to continue the pursuit of a post-secondary institution in EG.
- During the past four years, 800 new jobs have been created by the relocation of new businesses into EG and the expansion of existing businesses
- The Mount Albert Downtown Revitalization Strategy and Community Improvement Plan was endorsed by Council and staff are now developing an implementation strategy
- In 2013, the Town developed the Business First program to provide special assistance and expedite development approvals for new and existing businesses



## BUSINESS FIRST

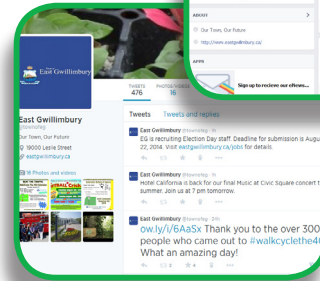
PROMOTING ECONOMIC PROSPERITY IN EAST GWILLIMBURY

# ECONOMIC DEVELOPMENT

# COMMUNITY ENGAGEMENT

- Over the past four years \$160,000 was raised for the Youth and Community Initiative Fund to help individuals and community groups participate in or organize community activities. The funds were raised by the Mayor and Council Annual Golf Tournament.
- The Town launched a new, revitalized web site with improved usability based on a residents' survey
- The Town joined Facebook, Twitter and LinkedIn to expand public outreach and engage residents
- Over 700 residents attended the first ever NYE in EG New Year's Eve event at the Sports Complex
- The Town partnered with United Way to support social programs and was presented with the Gold Award for participation
- Here are a few of the partners the Town works with to provide quality programs and services for East Gwillimbury residents:

500  
Number of residents  
the Town involved  
in surveys to guide  
and measure our  
communications





# OUR ENVIRONMENT, HERITAGE & CULTURE

- East Gwillimbury staff developed a Thinking Green Strategy to provide direction for environmental protection programs and was the recipient of the 2012 Ontario Power Authority's Country Conservation Leadership Award for the Town's Thinking Green Development Standards
- The Town partnered with Savings by Design, a green building initiative that offers financial incentives to commercial and residential builders, to design and construct high performance buildings
- As part of the Town's Emerald Ash Borer Strategy the Town conducted a tree inventory and public engagement campaign
- A Farmers' Market was established in 2010 and continues to grow. The Market runs on Thursday afternoons at Yonge Green Lane Commons.
- In 2012, the Town completed the Cultural Mapping Project and Cultural Plan to provide a better understanding of the rich diversity of our community's cultural resources such as the Sharon Temple



The Town  
diverted  
**68%**  
of garbage  
as organics &  
recyclables



THINKING GREEN

# GOOD GOVERNMENT

- The Town expanded Customer Service to two counters in the Civic Centre to provide one-stop service for residents
- The Town web site and Town Page in the local newspaper have been revitalized to make information more readily available to the community
- The Town strives to provide great services to the community, while ensuring expenses and property taxes are kept under control
- Over the past four years the average Town tax increase, when blended with increases at the Region and school board, has been 1.6%, which is below the four-year average provincial inflation rate
- The Town has maintained debt free status since 2012
- Town reserves and reserve fund currently stand at \$15.4 million

CUSTOMER SERVICE  
45,000

phone calls each year

Average wait time  
6  
seconds



WORKING FOR YOU

# CONTACT US



**Online:**  
[www.eastgwillimbury.ca](http://www.eastgwillimbury.ca)  
**Facebook:** Town of East Gwillimbury  
**Twitter:** @TownofEG



**Email:**  
[customerservice@eastgwillimbury.ca](mailto:customerservice@eastgwillimbury.ca)



**Phone:**  
905-478-4282



**In person or by mail:**  
**Civic Centre**  
**19000 Leslie Street, Sharon ON**  
**LOG 1V0**





*Town of*  
East Gwillimbury