

Background

The Town of East Gwillimbury launched the 2026 Business Plan and Budget Survey to better understand community perspectives on municipal programs, services, and priorities. The input and feedback collected will support informed decision-making, ensure that planning and budgeting reflect community needs and values, and help the Town understand current perceptions to enhance communication, transparency, and public awareness on how services are delivered and funded.

The survey was launched on July 28, 2025, following the start of the Town's business planning process, and will remain open until the end of Budget deliberations on November 26, 2025. The survey is available online through SurveyMonkey, or in-person at Customer Service desks. To raise awareness and encourage participation, the survey was promoted through various channels and tools, including the Town's website, social media accounts, eNewsletters, community Bulletin Magazine, Customer Service hold recordings, at Town events, and within library locations and other Town facilities through digital screens, banners, posters, and print material.

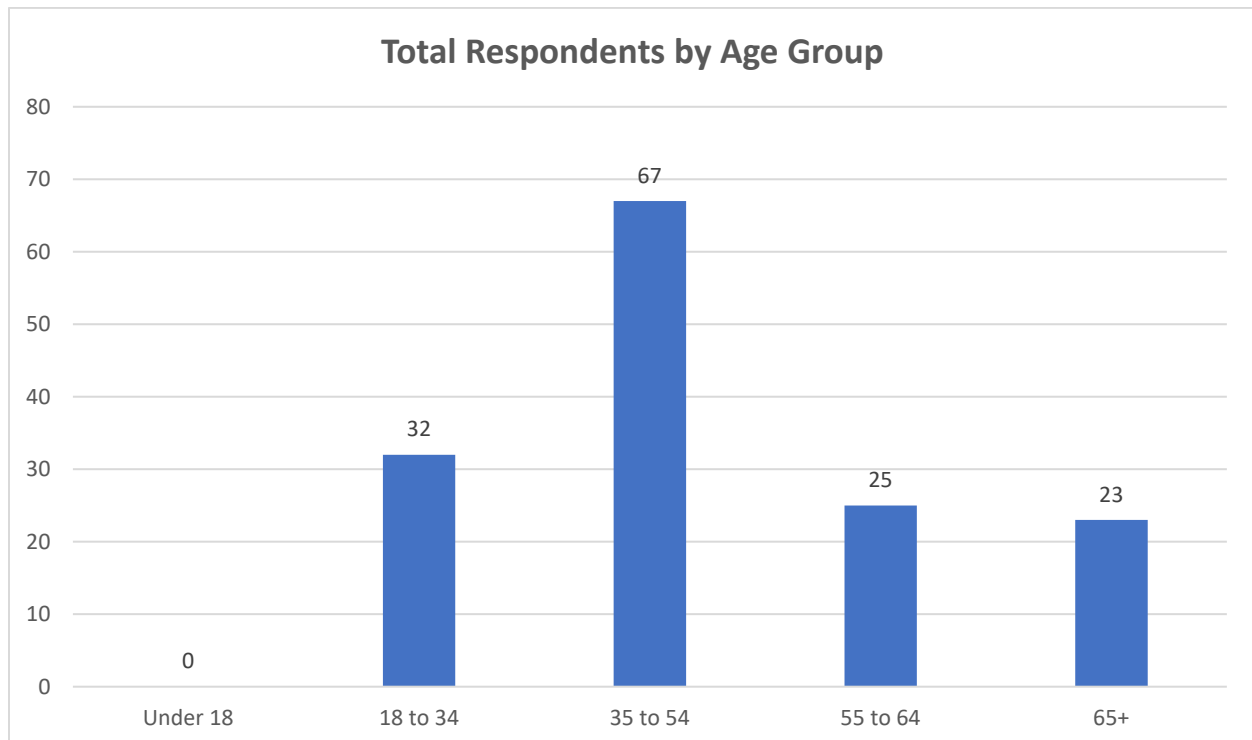
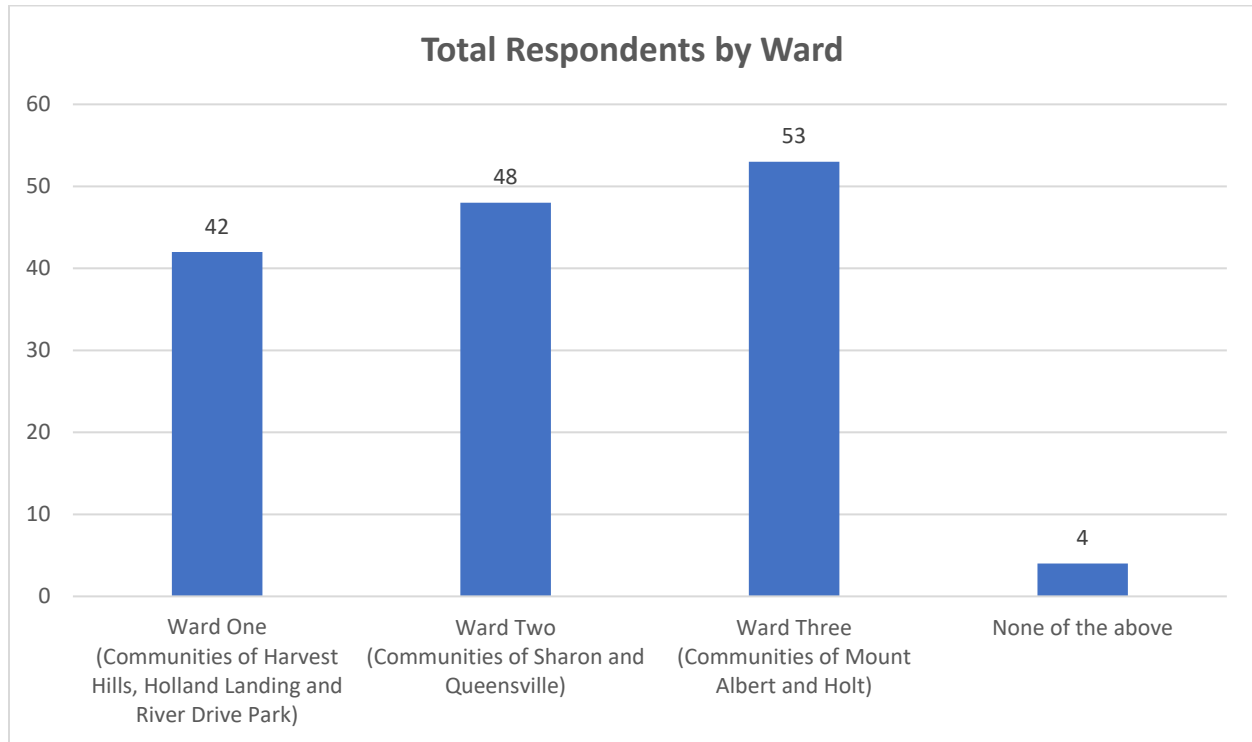
This survey represents one of several structured opportunities for community input. The Town has undertaken extensive consultation in creating its Strategic Plan, which now serves as the foundation for business planning. In addition, the Town and its Departments continuously engage residents, businesses, and other partners through master planning processes and project-specific initiatives. These consultations generate insights that are incorporated into planning, budgeting, and service decisions, ensuring that the Town remains responsive to evolving community needs and expectations.

The Town of East Gwillimbury has a population of approximately 41,000 residents with approximately 15,000 properties. The municipality is a balanced community made up of several growing urban areas and villages, covering an area of 238 square kilometres (91.89 square miles).

Key Insights

- As of October 16, 2025, the Town has received **147 survey submissions**.
- Approximately two fifths of respondents (59) indicated that the **Town programs and services represent fair value for property taxes paid**, while 41 respondents indicated good or excellent value, and 44 indicated poor or very poor value.
- For the majority of Town programs and services, respondents overwhelmingly selected that **service levels should be maintained, as opposed to increased or decreased**. While respondents indicated strong support for service level increases in recreation programs and events and infrastructure repairs and replacement, fire and emergency services was the only category where increasing service levels received the most support.
- Almost one third of respondents (47) indicated that the Town should allocate tax dollars towards **investing in new or expanded services** to support growth and respond to resident priorities. Approximately one fifth of respondents (30) believe that taxes should be put towards maintaining or improving existing services. Over one quarter of respondents (44) believe that taxes should be reduced, even if it means reducing some services.
- Optional open-ended comments revealed the following key insights from respondents:
 - Widespread concern about recent property tax increases, affordability, and cost-of-living pressures.
 - Strong views to reinforce focus on core municipal services (e.g., water, roads, safety, emergency response) and prioritize essential services over discretionary initiatives.
 - Calls from Mount Albert residents for increased service equity and even distribution in infrastructure and recreation investments.
 - Notable divide between respondents seeking service enhancements (e.g., recreation, amenities, emergency services, transit options) and those calling for spending restraint.
 - Positive recognition of progress in parks and trails, recreation and library programming, and Town facilities.
 - Need for increased clarity on how the Town's share of property taxes is used and what services it funds, compared with Regional portion.

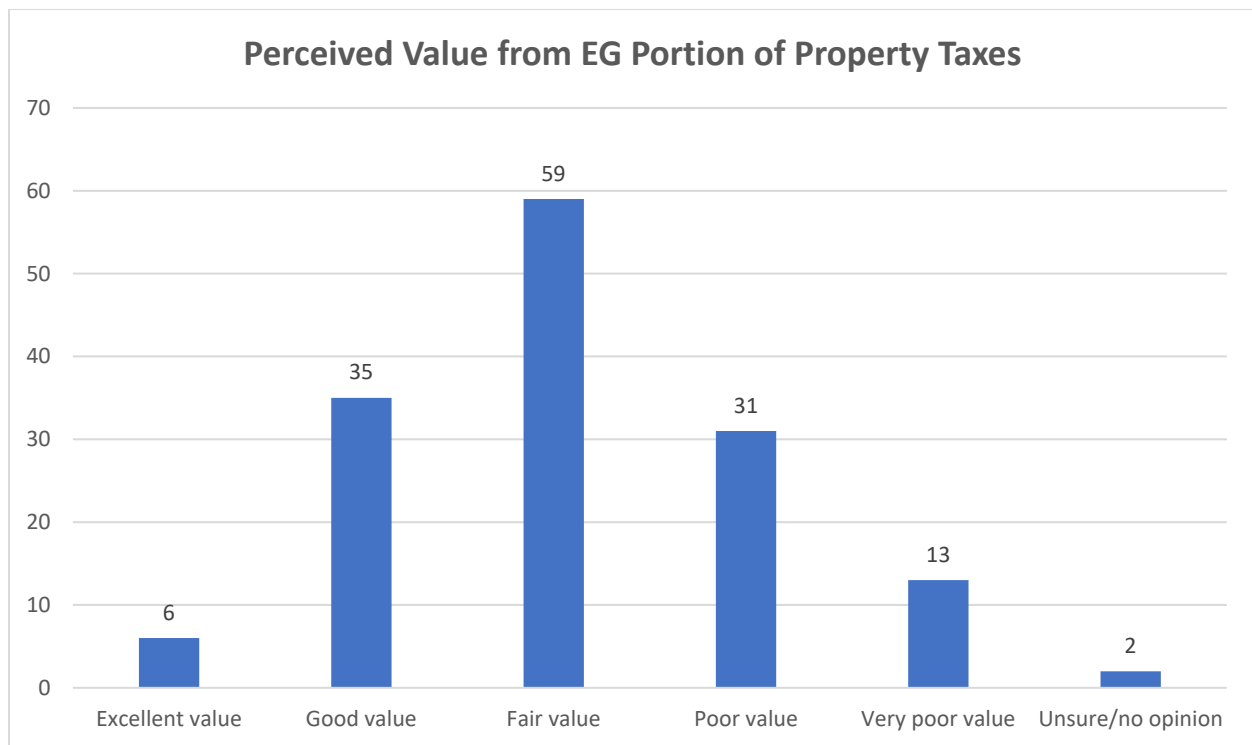
Respondent Demographics



Value-For-Money

Survey Question: For every dollar of property taxes paid in 2025, 39% is used to support Town programs, services, and projects (e.g., waste collection, road/sidewalk maintenance, fire and emergency services, parks and trails, recreation spaces, etc.), with the remaining allocated to the Region of York (42%) and local school boards (19%).

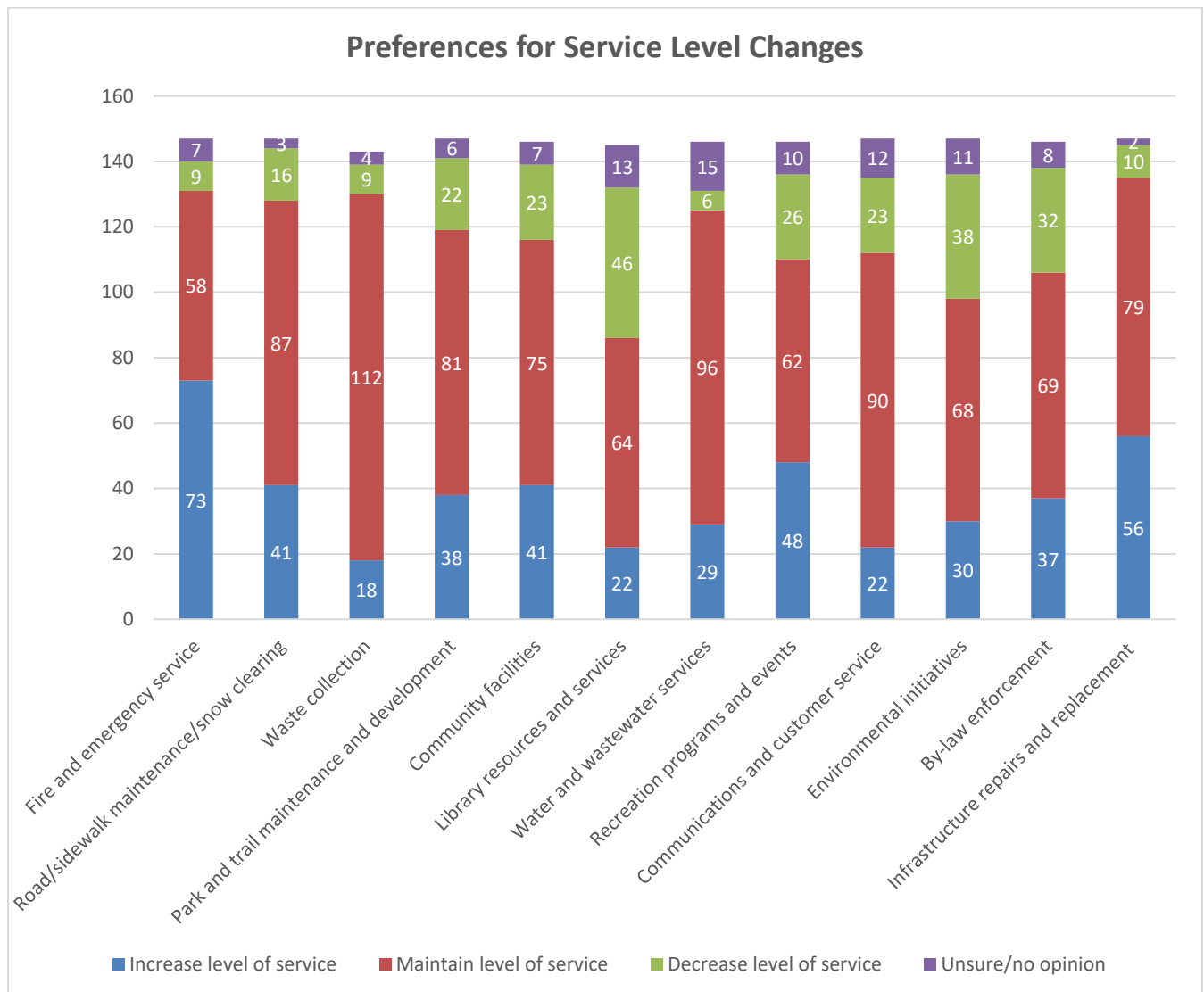
How would you rate the value that you receive from the Town of EG (39%) portion of your tax dollars?



Level of Service

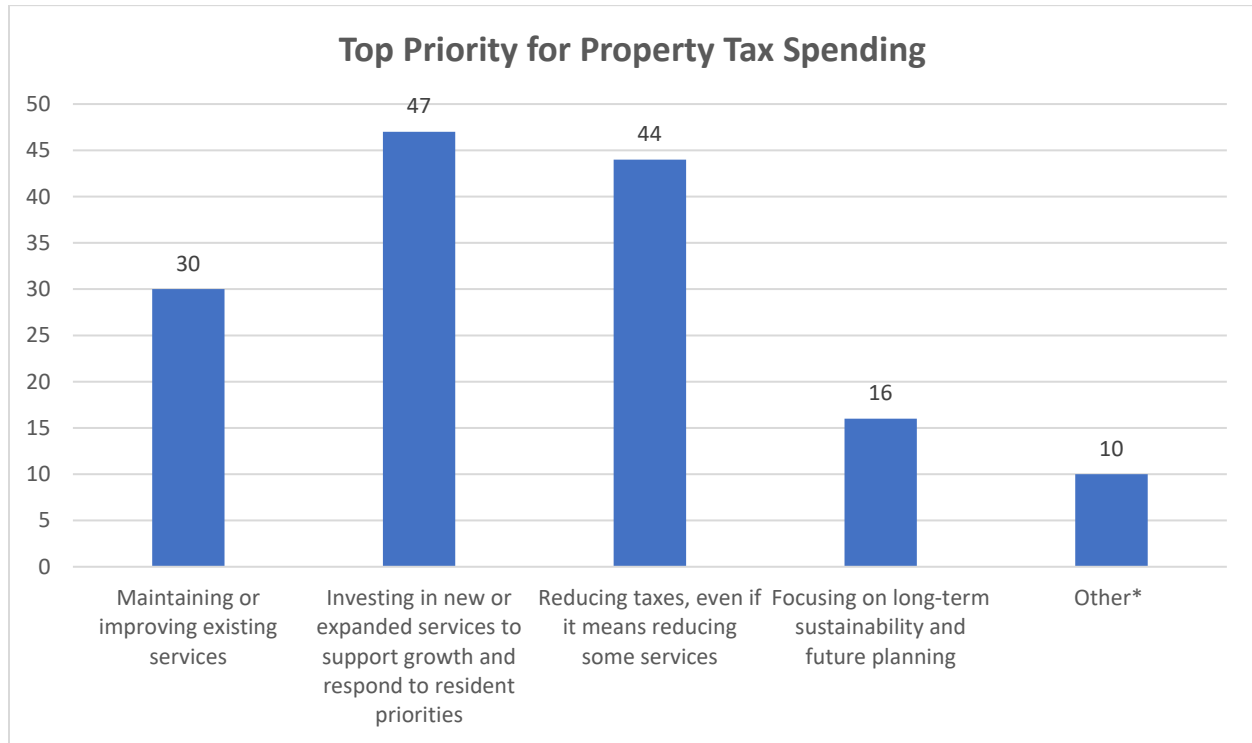
Survey Question: Funding for the Town's programs and services comes from many different sources, including property taxes, user fees and charges, grant programs, the provincial and federal governments, and others. An important part of budget deliberations includes allocating appropriate funds to deliver the level of service that the community expects and relies upon, while aiming to reduce keep overall tax increases low.

Based on your experience interacting with the following Town programs and services, please indicate what change in service levels you would support.



Spending Priorities

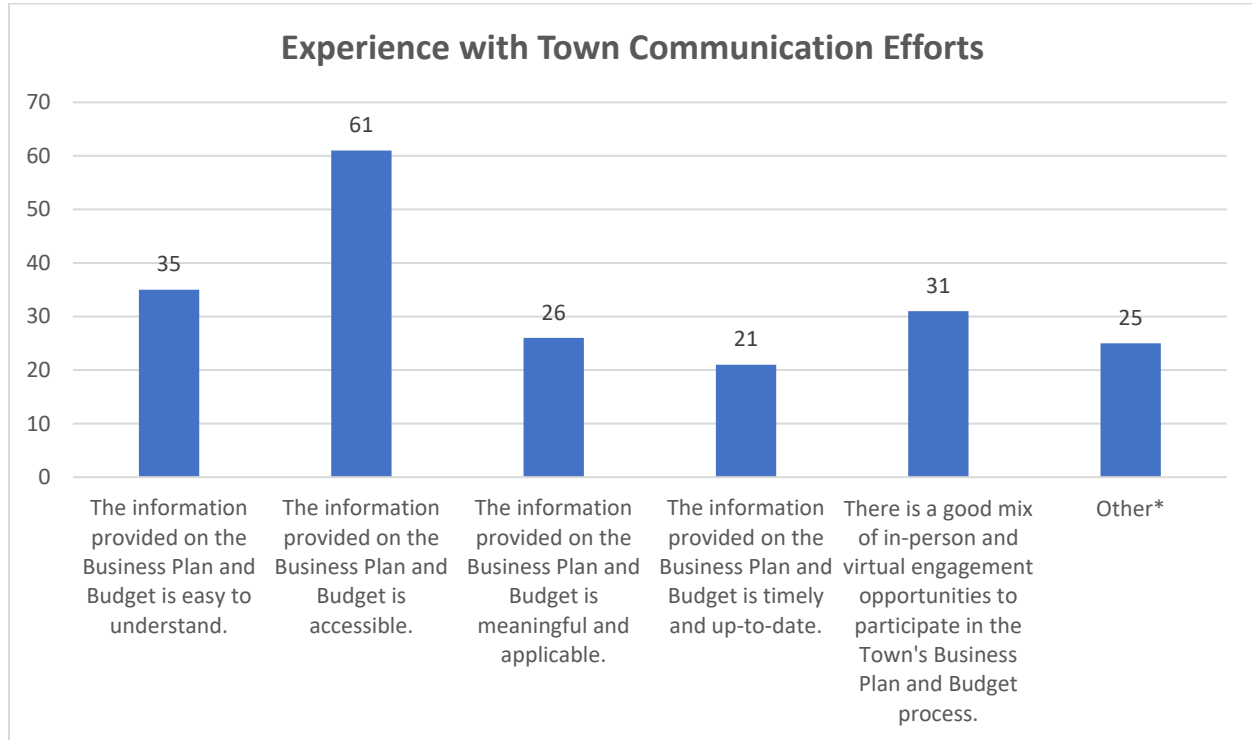
Survey Question: What is your top priority for how tax dollars are spent?



**see "Spending Priorities" category in Summary of Written Feedback section below for comments received*

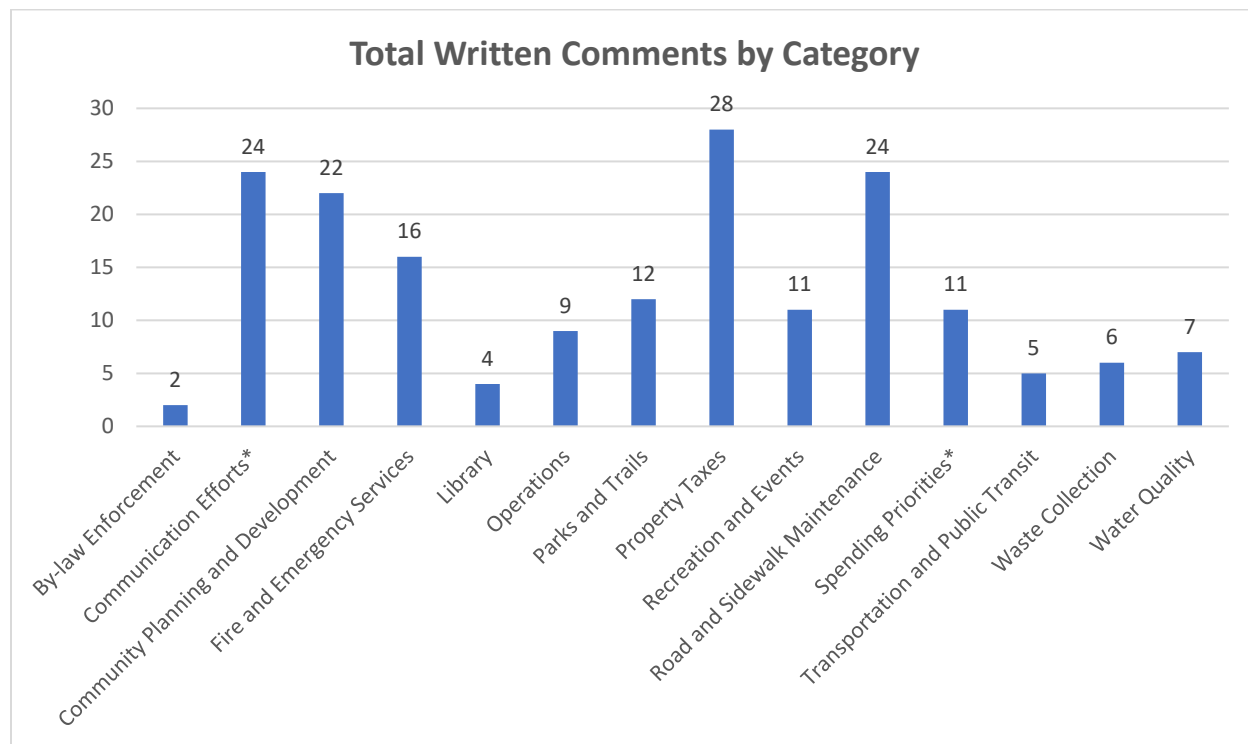
Business Plan and Budget Communications

Survey Question: Which of the following best describes your experience with the Town's communication efforts on the Business Plan and Budget (select all that apply)?



**see "Communication Efforts" category in Summary of Written Feedback section below for comments received*

Summary of Written Feedback



Category	Comments
By-law Enforcement	My street is constantly filled with overnight parking, overgrown weeds, and trash scattered across driveways and yards. Many residents only clean up after receiving a by-law notice, but with limited enforcement resources, violations go unchecked for weeks. It's affecting our quality of life and the appearance of our neighborhood. I urge the town to increase by-law enforcement to maintain cleanliness and support our growth as a vibrant, young community.
	Bylaw officers do not do their jobs ensuring the roads are clear of cars parking for longer than 3 hrs. The street has permanent cars parked day and night, making driving difficult, pulling into/out of driving almost impossible (especially in winter). The septic truck did not fit and had to turn around..no matter how often we say do your job it is not done. Ever. Start giving out tickets. The entire neighbourhood is fed up.
Communication Efforts*	The business plan as it relates to the budget is completely disconnected and extremely hard to decipher. It takes many hours and effort in line with a investigative journalist to be able to find out exactly what is going on. Byelaws are done, enclosed meetings. It is like a jigsaw puzzle that people are too exhausted and overwhelmed to obtain overall information. Connecting both budget and plan. The revitalization plan was passed in

	2018 and Centre Street Mount Albert looks like a ghost town right now so you do the math. What is it?
	It's not communicate well to residents
	I haven't seen the business plan
	Didn't even know about the plan
	The information is hard to access
	EG website-extremely difficult to navigate
	Noone knows about the budget, where to get info, where it is shared or how to access it - this is according to my neighbours
	I don't have enough experience with the communications to make a selection.
	There's a lot of information to consume. I'd imagine most residents won't read half of it
	I don't have time to read all the things. I would want a quick bullets of what is happening
	I prefer printed copies and ways of engaging via print
	Wasteful effort
	Adopt business like budget reporting. Quit misleading reporting such as " it is being paid for by development changes". This is grossly misleading as it leads the public into believing it's free. Two points to consider, 1. Taxpayers on on the hook for ongoing operation costs,asset management etc. 2. Those funds could be utilized to reduce taxes. 10 million for Halp alone, during tough times could significantly reduce taxes and bolster reserves rather than reducing reserves and significantly increasing operation costs and asset management liabilities.
	Line by line spending in each department should be made available online
	I find it lacking when it comes to public participation. At that point it's already been passed
	the communication is lacking
	Too vague. sounds nice but not specific enough
	I appreciate the engagement and opportunity to provide input, especially with "revitalization" projects. I'm not certain that in the smaller towns our input is always taken. Somethings appear good on paper, to those who don't live in town - so I do hope that those in planning did actually listen to Residents and not plow ahead with their own ideas of how they think their plans should be implemented.
	Over specified and misses many of the issues dealing with residents today. Any program developed outside of EG is not reflective to our needs.
	Just takes time to look through do to a head injury so it does get confusing
	What communication????
	You only provided positive reinforcement responses

	I want to share my opinions, property taxes need to go back down!! I didn't personally see a 20% increase in services, but my property tax bill did.... Please stop, my family can't afford this!
	I can not verify the numbers given in the budget. it is next to impossible to fact check anything from the towns site. No transparency .
Community Planning and Development	bring back at least one chartered bank
	Too much focus on parks and trails instead of affordable housing especially for seniors. We are being forced to renovate our house in order to stay at home and have our kids live upstairs. It's going to be cramped, but it's all all of us can afford.
	Very little services available I use in Mount Albert.
	We don't need more parks or a pool. We just need to the town to manage the basic essentials and stop allowing developers to bulldoze our town.
	School facilities are lacking.
	Don't waste any money on climate initiatives.
	I feel that our core commercial areas need work to develop more shopping experiences and more of a downtown core around the the town's offices.
	Overall, good practice. Good value. Concerning downtown HL. Get rid of those unused buildings!!! I don't care if they pay tax. Tear them down.
	Mount Albert has no new business opportunities due to your lack of building development. Your failure to provide rental space for new businesses has stagnated the town and forces the residents to use other towns to purchase goods. We don't even have a butcher or baker!
	There should be more funding for adaptive programming, more support for the public schools to support kids with special needs. Our area is very lacking on adaptive program, services, funding for children and the disabilities like autism. Vaughan offers respite funding for families with kids with disabilities. Why not EG?
	More support for people in need in our communities. More communication on how we as community members can help support. I would like for us to have mixed use zoning plans with less suburban sprawl. Things like corner stores and businesses in the residence. I would like EG to look into making doctors municipal employees like Colwood, B.C. to help attract more family doctors to our community
	Construction trucks building developments over the last seven years have shifted and damage property foundations Along centre Street and Main Street, especially century homes with historic value. Byelaws are being made behind our backs to allow structures to be built without thought to the landscape of Mount Albert. I can go on, but I think you get the idea. One more thing we need a bank in town.
	It's a slow process but I believe the town is starting to upgrade EG. With our population growing, it can only be up from here!
	Community Center and road work poorly planned.
	The garages can't fit a car and the parking spot in front of the houses can't fit even a small SUV

	Town funds are it equally dispursed between the wards. Mt albert is time and time again neglected when it comes to services, projects, and most specifically infrastructure. Everything is in sharon and Holland landing. No swimming, skating, basketball courts are broken and neglected. Now focus seems to be in fluffing town halls feathers . Whole new grounds?! Maybe pave main st mt albert first.
	Improvements don't happen in Mt Albert to the same level as it does in surrounding areas
	Upgrades of services are non existent in Mt Albert and Holt.
	Lastly while I'm ranting we don't even have a high school to support our growth that was supposed to happen when I had young children who are now adults. Being in business it takes money to grow things and would expect East Gwillimbury do the same.
	Fair is fair doing what the Township can do with all the BUILDING going on is my reasoning for a FAIR mark for the TOWN as I was told Progress is Progress BUT it's fair for us to be ready first before PROGRESS can be achieved Right . . . water supply in Mount Albert wasn't ready . . .
	Planning/building is an area which will see increased activity over the coming years and will require an increase level of service.
	You need to register the heritage building, old cabin, at 31 Sand property. The indigenous peoples need to be involved to set some land aside to honor what was and is there.
Fire and Emergency Services	We really require full-time, paid, emergency services in Mount Albert - especially with the increased population due to new housing.
	police services are lacking in Mount Albert.
	EMS is good but still lack a complete full time service contingent.
	Always more full time firefighters, and more police patrols
	Our Town continues to grow but Town Council is not adequately supporting our fire and emergency services. The level of fire and emergency service we provide EG taxpayers is extremely low.
	Emergency Services (FIRE) are far behind staffing and stations compared to surrounding towns
	Time for our fire department to catch up with the communities around us.
	Sharon needs a firehall. We've had yet another house burn to the ground due to the response time.
	More fire protection for our increasing population size
	Police presence is non-existent.
	A greater police presence in Sharon village would be useful as lots of people speed and don't stop at stop signs
	Houses are burning down left right and center

	Concerned about my neighborhood and lack luster performance of the fire department. We have had many fires in my area of Sharon Hills and resulting in total loss fires. How can we keep building more in our community like a Loblaw's distribution center and a proposed hospital site with out building our own fire service. Services such as fire do not compare to neighbouring communities. Don't have the amenities either Would be nice to see a fire station in Sharon we are worried about fires in my area of Sharon. Increase police, decrease fire or amalgamation to york central as our fd is a joke even though we keep throwing money at them
Library	It would be great to have a library in Sharon or Queensville. You plan to renovate the library which people barely use. More money should be put towards library services as well as town programs and events, as they are one of the only "things to do" in EG and we are lucky to have them especially in a large and growing community The opening of the Health and Active Living Plaza will augment the value of services offered with an aquatics facility and expanded library services - BRAVO!
Operations	You're too bloated. Stop running government like communism and keep people accountable. Most of this should be outsourced to private business because of inept and irresponsible spending. Core services which are the towns responsibility are reasonably satisfactory. The town is not responsible for UN (NGO) environmental, social and other issues such as DEI. These programs and their costs are not the within town's purview and and should be dropped. The salary and requirements alone would reduce reduce taxes. Town is overstaffed, too much capital equipment, trucks etc, too much investment in unused trails, parks and rec centers, too woke, stick to roads and water and sewage. The basics. Further, additional staffing is required at the Town. EG is one of Canada's fastest growing municipalities and staffing levels have not kept up with the surge in growth. I have issues with a few things EG does but in a hole, doing a great job for what area you deal with By marking to increase level of service, my intention is not to increase the number of employees. My note is this departments should start actually working. Example- i found 3 to 5 cars of the town almost every morning this summer parking at gas station on Davis and woodbine doing a coffee break at 8-8:30. 3-5 cars is around 10 employees doing a break at the beginning of the work day! EG needs to stop wasting money on so many consultants and over staffing. Remove the DEI practices from any and all town activities and locations. Improve customer service, fire service. Hold upper management to a higher level. Improve communications between all departments.Vehicles with Naloxone kits
Parks and Trails	Water fountains on trails would be excellent. More garbage bins would be helpful too.

	Parks & trails need to be kept better, lawn person needs to cut the grass with sharp blades, he is basically ripping the grass
	Would love a second splash pad in Mount Albert that is closer to a park. Choosing one or the other with children in tow is a pain.
	Larger parks in Sharon needed for the older age groups from 10 and up, no soccer field or playgrounds suited for these age groups for children to be outdoors and active
	I'll have more words when I see what HALP looks like. But happy with newer and updated parks.
	Trails in Rogers Reservoir are great!
	Parks walkways are not maintained in the winter at all and should be as kids depend on these paths to get to school. It took 8 months for a dead tree to be replaced in our neighborhood.
	They need to do a better job of up keep of trees and grass that are on town property but right beside a home owner.
	As a resident of Sharon - I appreciate the trail system that connects our community to Newmarket, Aurora and beyond. The trails are well maintained and appreciated.
	More resources need to be put into parks operations towards tree management and tree planting. Staff need to be full time and fully equipped to Manage service requests related to residential needs.
	Instead of closing trails just put a use at own risk
	dog park . . . a few times I have seen this tennis court being used it was updated and still isn't used to it's full potential hmmm DOG PARK for us SENIORS
Property Taxes	I looked at my banking app and my property taxes went up \$700 from 2023 to 2024!!!! Are you kidding me? I honestly don't care what the money is being spent on. Cost of living has exploded and you have increased property taxes that much?!? Please LOWER them!!
	Anywhere you can save money please do! I don't want better parks or more programming! I want my property taxes back where they were. Cost of living has gone up considerably. In the same time frame our property taxes went up \$700!!!!!! Please stop doing that, my family can't afford it.
	Not happy with the value for tax collected.
	Rates have steadily increased way beyond income increases. Too much. I am not aware what value I get for those increases or what cuts were made to try and balance a budget beyond simply taking more
	Since I moved into Holland Landing property taxes have gone up over 500%. Services have not increased.
	Property tax has rose quite drastically over the past few years. Understandably so, but a little concerning.
	Tax is too high
	Our Property Taxes are far too high for the services we receive. Services that we do receive are quite often paid separately or paid by York Regional services.

	I am still trying to understand what I got in exchange for the hefty tax increases EG has arbitrarily levied over the past few years. I am seeing absolutely nothing in exchange for my tax dollar increase.
	I think the town spends TOO much on the programs and services
	The amount of taxes paid is very high for the services provided to the long term residents (who have been paying taxes all their life in EGW). More services seem to be given to the new neighbourhoods who are also new tax payers here. This town offers very little as compared to most towns of similar size and tax brackets. I feel like this counsel has sold out to over population
	We seem to pay a very high property tax for a very small property (townhouse).
	I would like our municipality and schools to receive more funding. I would support raising property taxes to support that
	Property tax seems high
	Taxes keep going up and I feel like nothing changes But I see we are hiring or hired a DEI person for over 120k/yr
	I dont see anything extraordinary being g done in ward 3 with the 39% of property taxes dollars that stay in the community. Any projects I dinner just seem to be determined by the Town as being needed, but as a resident of ward 3, haven't been consulted.
	I would like to know what portion of the 39% is directed to Mt Albert. My guess is 1%
	We pay high property taxes. Almost 10,000 a year on Doane road. We have no natural gas, were on well and septic. Rural costs need to come down if we're not given the services like in town.
	Why have our property taxes climbed 20 in the last four years and the town employees on the sunshine list gotten the same pay increase as our taxes increased when multiple other businesses sectors did not receive the same pay increases when families are struggling to make ends meet meet !
	As we pay so so much in taxes, more should be put into our communities.
	A smaller percentage should be allotted to York Region as all the region does is divert the money to larger towns leaving everyone else without.
	I think that the region portion is way too high. More of our property taxes should go the municipality.
	Wondering what York Region does with 42%?
	A little big hard to gauge without a breakdown on how the 39% were spent between major categories.
	I can see a complete lack of interest by the Town of East Gwillimbury in using tax dollars wisely. New vehicles, new office space, gardens, money thrown at failing festivals, wasted on full time firefighters that seem unnecessary and do not improve response times. I see a town full of employees wasting their days making powerpoints and doing very little else.
	Stick to core services and reduce taxes.

	We pay an amount comparable to neighbouring towns, however we really have little to show for it. This year we get the community center so it will be interesting what comes of that!
	Tax dollars being wasted.
Recreation and Events	Mount Albert seems to be the forgotten part of EG with services and recreation going to other parts of EG
	Parks & rec spending feels very excessive. Would rather prioritize water quality, safety, and critical infrastructure or reduce taxes.
	I'd like to see a teen/pre-teen drop in centre in Mount Albert
	More programming and support for adaptive programming. Our town has a rising number of children with formal diagnosis of autism, ADHD and other special need. The town needs to step up the support available!
	More accessible and inclusive options for engagement in rec programs.
	Curious to know why the Health and Active Living Plaza has taken so long to complete? It seems that Georgina constructed its Multi-Use Rec Centre much faster.
	How about a fitness center and community swimming pool?
	Attract more people with events like Newmarket does. Get creative.
	I think with new buildings being built for entertainment like lifestyle it should be made free or close to it for the seniors so we can afford to use them as well... example, swimming, and fitness facilities should be free of charge for senior
	Sound attenuation for the paddle ball, volleyball, splash pad, skate board park, basketball court, pump track and soccer fields. These facilities have been built very close to existing residential homes.
	What will be done at the HALP Center to stop noise and light from effecting the nearby housing?
Road and Sidewalk Maintenance	Roads in older neighbourhoods need resurfacing. We've been residents for 25+ years and every year we're told the capital budget won't cover it. Please repave Red Mills Drive!
	Poorly planned/executed road maintenance!!!
	Sidewalks are not properly maintained in winter
	I'd like to see the town hire a snow plough company that has custom blades for our narrow sidewalks. Every year the grass is destroyed and the town pays to re seed but it never takes.
	I feel like the roads in Mount Albert get neglected, travel routes were not considered or have clear detour route sign during construction closures.
	Bridges are in disrepair in Mount Albert area.
	No sidewalks where I live. Roads in the Milne and Grant court area are terrible but I see Balmoral area recently paved. Bridge repairs in Mount Albert shouldn't take this long if things were planned ahead. No one is ever working on it.
	Over last 20 years we believe we are getting less of street cleaning, snow removal

	Windrow clearing during winter would be amazing.
	fix our ageing sewage, pipes, and broken roads, stop construction, until this is done, and force, and install traffic cameras at stop signs, illuminate, all crosswalks, and add lights all around the downtown core
	Old Queensville is not being upgraded and no sidewalk connectivity to the new signal, and the new subdivision lacks any traffic calming. Poor planning. Could have all been paid for by the developers...
	We are in danger of being hit by speeding cars that don't follow rules.
	The roads look terrible
	Many streets the light poles not working The new subdivision that were built by the library and across the street needs to investigate the town engineer for approving these subdivision.
	Snow cleaning is horrendous especially on the sidewalks.
	We live in a court in the Averton development. We are always the last area of Mount Albert to receive snow removal
	There are no major roads with good bike lanes for people who like to do long distance (20+km) rides.
	Snow removal services need to stop wasting so much salt & brine
	Up keep of our roads is a concern. Main Street mount Albert has been horrific for years!
	Road and bridges are in rough shape. Bridges which you know are getting bad (Queensville sidereal in MA) - repairs should be planned far out, supplies ordered and work done quickly. That bridge has been closed forever and no one is ever working on it. With MTO work on 48 and this outage, the town and region have made getting in/out of MA near impossible.
	Stop wasting the salt & brine in the winter!
	We find the snow removal is quite good.
	Parks and road sides are full of weeds. Roads are full of potholes and patched poorly. No sidewalks or curbs in high traffic roads in Mt Albert. Davis Drive should be dual lane
	Our street has no sidewalks and too few street lights. It is especially dark and dangerous in the winter. In combination with large unpruned city trees and people walking dogs after work in the dark, this is not safe at all.
Spending Priorities*	Parks & rec spending feels very excessive
	clean up our water and reimburse homes that are affected by its damage over the last several years. Grant credits or subsidies to homes directly affected in the downtown core of Mount Albert. Stop allowing permits without engineers from the town, inspecting and reviewing plans and demand that permits are obtained before any construction regardless of commercial or residential is approved.
	Just don't waste on stupid stuff
	For safety and protection from the fire department

	I believe a way is needed to balance and wisely allot a portion to each of the above mentioned options.
	Invest in efficiency. Instead of hiring employees without reason the departments needs a plan how to work more efficiently. They also need back to office
	Fire department
	Let's maintain and improve existing services before looking to expand. It frustrating and embarassing to hear staff and counsel say 'we are the fastest growing municipality' when it's still run like a tiny town. And really, fastest growing is a meaningless comment. We could have been a population of 50 and grew to 100 so its a 100% growth rate but it would still be a minor municipality.
	ask the residents how the taxes should be spent
	Quit with unneeded capital projects e.g. HALP . Tough times require belt tightening not unnecessary spending. Reign in reckless hiring and civic expansion will be not required.
	Anyone who selects "Reducing taxes, even if it means reducing some services" doesn't care about our town
Transportation and Public Transit	We cannot run businesses because we have no transportation.
	Maybe York region but pls increase bus service. In Holland Landing it is terrible
	Bring back our transportation
	Please restore route 58 in Mount Albert. We need a stable public transportation. Furthermore, please establish other routes to connect north-south towns (Markham - Georgina for example)
	I would like more transit options to get to HALP, EG GO Station and other critical areas.
Waste Collection	Waste is often late being picked.
	Over last 20 years we believe we are getting less of waste removal
	Waste collection is very hit and miss in quality of service.
	Garbage every week instead of every 2 weeks.
	Waste collection needs to be improved, current service level is hit or miss often late into the afternoon. We need a service similar to Bradford (large waste collection bins with wheels).
	Have both garbage and recycling reduced to every other week.
Water Quality	Water quality is terrible, do something about it.
	Since we began receiving water from Lake Ontario without caring our infrastructure, water, toxins, and particulates has negatively affected our health and pipes and water reliant appliances in our home.
	repair and start up at least two out of three water holding reservoirs and have our water tested according to the laws of Ontario.
	We have very hard water in Mount Albert and it is a huge concern. We seem to pay a lot for water which is very poor quality and if you don't have a water softener and filter, your appliances that use water rust out or are calcified and damaged very

	quickly. It's said the water is "safe", but no one wants to drink the water without being filtered, especially when rust-infused brown water runs from the tap every month or so. Sometimes without warning. Light coloured towels of ours were ruined one day in the washing machine after - brown rust stains.
	Spend money on infrastructure. And improving water services.
	The water is disgusting
	Water-need to find a solution for quality water.

*responses provided in "Other" category of survey questions indicated above