

# WHITBY Community Strategic Plan

From February 21 to March 12, **6,600+** people learned about or shared feedback to inform the Community Strategic Plan.

## What We Heard:



### Participation

Nearly **2,200+** survey completions

**6,600+** visitors to the Connect Whitby project page

**94%** of survey participants live in Whitby (20% of those also work in Whitby)

## Strategic Pillars

Percentage of participants who either **strongly agree** or **agree** that the following four pillars reflect the priorities of the community:

### PILLAR 1:

Whitby's Neighbourhoods – Healthy and Inclusive



**(80%)**

### PILLAR 2:

Whitby's Natural and Built Environment – Connected and Resilient



**(76%)**

### PILLAR 3:

Whitby's Economy – Innovative and Competitive



**(59%)**

### PILLAR 4:

Whitby's Government – Responsive and Responsible



**(65%)**

## Community Vision

**Attributes** that make Whitby unique:

- Green spaces, parks, and trails
- Location
- Waterfront
- Sense of Community
- Sports Facilities and Fields

Whitby should **aspire** to be:

- Safe
- Green
- Affordable
- Healthy
- Thriving



## Top 3 Action Items

### PILLAR 1:

1. Secure property for a new hospital
2. Increase access to family physicians
3. Enhance crime prevention

### PILLAR 2:

1. Maintain/enhance parks, trails, and green spaces
2. Enhance the Waterfront Trail
3. Plant and maintain trees

### PILLAR 3:

1. Improve waterfront
2. Attract new businesses
3. Advance the Economic Development Strategy

### PILLAR 4:

1. Transparent/timely reporting to the community
2. Long-term financial planning
3. Update Whitby Official Plan