

# 2024 BUDGET HIGHLIGHTS



[connectwhitby.ca/Budget](https://connectwhitby.ca/Budget)



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# CHIEF ADMINISTRATIVE OFFICER'S MESSAGE

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Whitby is growing – and fast. The Province has mandated the construction of 18,000 new homes in Whitby by 2031. This growth means it's more important than ever that we continue to invest in the municipal programs, services, and infrastructure that our residents, businesses, and community partners rely on each and every day. Whether it's attracting new family physicians to Whitby or maintaining and building new parks and roads, this report highlights a number of 2023 accomplishments and how we will continue to invest in the priorities that matter to our community as we grow.

I would like to thank Whitby's Council, staff, residents, volunteers, committees, and community organizations for everything they do to support our community. I invite you to take a read through this report and see how we are collectively continuing to deliver services that make a positive difference in Whitby.

**Matt Gaskell | Chief Administrative Officer**

A handwritten signature in black ink that reads "Matt Gaskell".

## Senior Leadership Team

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**Matt Gaskell**  
Chief Administrative Officer

**Chris Harris**  
Director, Legislative Services and Town Clerk

**Francesco Santaguida**  
Commissioner, Legal and Enforcement Services  
and Town Solicitor

**Fuwing Wong**  
Commissioner, Financial Services and Treasurer

**Jacqueline Long**  
Head, Organizational Effectiveness

**John Romano**  
Commissioner, Community Services

**Mike Hickey**  
Fire Chief

**Rhonda Jessup**  
Chief Executive Officer, Whitby Public Library

**Roger Saunders**  
Commissioner, Planning and Development

**Sarah Klein**  
Director, Strategic Initiatives

# TOWN COUNCIL

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## Town Councillors



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# COMMUNITY STRATEGIC PLAN – VISION & MISSION

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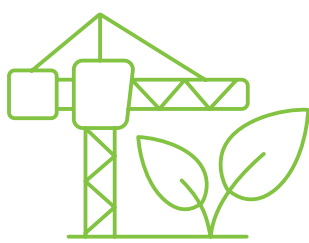
## **Community Vision:**

**Whitby** – naturally beautiful green spaces, a vibrant waterfront, thriving downtowns, and a safe community – the heart of Durham Region, **an exceptional place to live, work, and explore.**

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## **Corporate Mission:**

Together, we deliver services that make a difference in our community.



# COMMUNITY STRATEGIC PLAN – WHAT WE HEARD

The Plan is the product of extensive engagement with residents, businesses, partners, and staff to develop and identify actions to address community priorities.

## Participation

From February 21 to May 19, 2023  
**8,500+** people learned about or shared feedback to inform the Community Strategic Plan.



**3,000+** survey completions

**8,500+** visitors to the Connect Whitby project page

**75+** virtual and in-person engagement session participants

**9** one-on-one Council interviews

## Demographics

**90+%** live in Whitby (20+% live and work in Whitby)



**60+%** have lived in Whitby for 10+ years

## Community Vision

**86%**



**Strongly or somewhat agree** that the Community Vision reflects what Whitby should aspire to.

**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

## Pillars, Objectives, and Actions

Average per cent of participants who **strongly or somewhat agree** that the Strategic Pillars and Objectives reflect community priorities.

### PILLAR 1:

**Whitby's Neighbourhoods**  
Safe, Healthy, & Inclusive

**(81%)**

#### Top 3 Action Items:

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

### PILLAR 2:

**Whitby's Natural & Built Environment**  
Connected & Resilient

**(81%)**

#### Top 3 Action Items:

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

### PILLAR 3:

**Whitby's Economy**  
Innovative & Competitive

**(73%)**

#### Top 3 Action Items:

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

### PILLAR 4:

**Whitby's Government**  
Accountable & Responsive

**(77%)**

#### Top 3 Action Items:

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

# COMMUNITY STRATEGIC PLAN – AT A GLANCE

## Community Vision

**Whitby** – naturally beautiful green spaces, a vibrant waterfront, thriving downtowns, and a safe community – the heart of Durham Region, **an exceptional place to live, work, and explore.**

## Corporate Mission

Together, we deliver services that make a difference in our community.

## Corporate Values

Collaborative, Accountable, Respectful, Engaged

### Strategic Pillar 1

**Whitby's Neighbourhoods:**  
Safe, Healthy,  
& Inclusive

**3 Objectives**

**15 Actions**

### Strategic Pillar 2

**Whitby's Natural & Built Environment:**  
Connected & Resilient

**3 Objectives**

**20 Actions**

### Strategic Pillar 3

**Whitby's Economy:**  
Innovative & Competitive

**3 Objectives**

**12 Actions**

### Strategic Pillar 4

**Whitby's Government:**  
Accountable & Responsive

**4 Objectives**

**15 Actions**

## Departmental Work Plans



# DELIVERING SERVICES TO OUR COMMUNITY





# 2024 BUDGET ENGAGEMENT – WHAT WE HEARD

From May 25 to July 12, 2023 nearly 12,000 people engaged in the Town’s Citizen Budget Tool at [connectwhitby.ca/Budget](https://connectwhitby.ca/Budget)

## What We Heard:

### Participation

Nearly **12K** site visitors  
(up from 3,500+ in 2022)

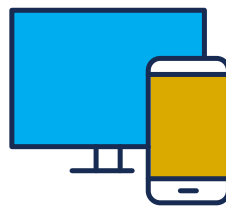
**1,100+** participants  
(same as 2022)

**800+** participatory budget responses  
(new)

**550+** comments  
(down from 630+ in 2022)



### Additional Social Engagement



**36K+**  
Engagements  
(up from 17K+ in 2022)

**535K+** Impressions (up from 277K+ in 2022)

Engagements include likes, comments, and shares on Facebook and Twitter.

Impressions are the number of times content would have been seen.

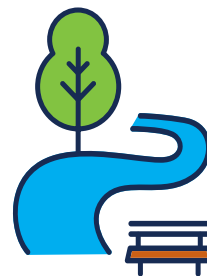
### Top Budget Priorities

- 1 Revitalization of Downtowns
- 2 More Green Space
- 3 Enhanced quality of Town’s indoor/outdoor facilities

### Taxes

Top response from participants was that they are comfortable with current taxation and service levels. Here’s why:

- easy access to other regions
- liveable/enjoyable town
- green spaces
- safe community



### Participatory Budgeting

Top priorities participants would dedicate \$100K towards:

- 1 Family Physician Recruitment
- 2 Economic Development Strategy: Growth & Job Creation
- 3 Traffic Calming

# 2023 KEY ACCOMPLISHMENTS AND SUCCESSES

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## Community Strategic Plan

A new Community Strategic Plan was approved in 2023. More than 3,000 people helped shape the Plan's four pillars and 62 action items – nearly all of which have been started or completed. Action items will continue to be prioritized over the next three years.

Learn more about the 2023 to 2026  
[Community Strategic Plan](#)

## PILLAR 1

### Whitby's Neighbourhoods Safe, Healthy, & Inclusive

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#### Bringing Care Closer to Home

On January 6, 2022, Lakeridge Health announced that the lands between Lake Ridge Road, Winchester Road, Highway 407, and Highway 412 located in Whitby had been selected as the preferred site for a proposed new hospital for Durham Region. The Town continues to advocate the provincial government to secure the required land commitment and Planning Grant for Lakeridge Health to move the process forward.



Lakeridge Health's preferred site for a proposed new hospital

#### #DurhamHealthMatters

The Town launched its #DurhamHealthMatters campaign to bring awareness to the need for more healthcare infrastructure, family doctors, and mental health services in Durham. Throughout the campaign, more than 12,000 people took the time to join the conversation on social media, while 4,000 people viewed the #DurhamHealthMatters webpage.



#### Expanded Programs for 55+ and Youth

In 2023, the Town expanded its recreation programming for youth and residents 55+, increasing enrollment in courses, leagues, and recreation events by 11 per cent. New pickleball, member, and virtual programs were also added.

#### Community Safety and Well-being

Whitby participated on the Region of Durham's Area Municipal Working Group to ensure representation of Whitby's needs and the collaborative implementation of the Region's Community Safety and Well-Being Plan.

# 2023 KEY ACCOMPLISHMENTS AND SUCCESSES

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## Taking Action to Address Homelessness

The Town is taking action to address homelessness in the community by working with partners from across Durham to create a more integrated and accessible system of supports to help those in need. In 2023, a new Whitby Homelessness Task Force was created by the Town to focus and partner on several initiatives related to shelter, food insecurity, and other supports for those experiencing homelessness. The Town also worked with the Region to finalize an agreement for how the Region will operate its 1635 Dundas shelter.

## Addressing Food Insecurity

In 2023, the Mayor's Community Development Fund provided Feed the Need with a \$15,000 Lead Grant to establish a marketplace model in Whitby, \$5,000 to We Grow Food's Edible Garden project, and \$5,000 to St. Mark's United Church Food & Benevolence Outreach Program. The Town also established the Whitby Food Security Network to share knowledge and strengthen the food security system for everyone, especially for vulnerable and at-risk individuals in Whitby. The network is a collective of non-profit agencies, charitable organizations, faith groups, individuals with lived experience, government, and others working to address food security in Whitby.

## Fighting Local Hunger

In September, the Town along with the Region of Durham and area municipalities raised food and funds equivalent to more than 10,000 pounds of food (or 8,457 meals) for Feed the Need and local food banks – the result of a month-long food drive.

## Parks and Recreation Master Plan Engagement

More than 4,000 people participated in the Town's engagement to inform the development of a new Parks and Recreation Master Plan. Feedback collected showed residents want to see more investment in the community's waterfront, beaches, parks, and open spaces. A draft Parks and Recreation Master Plan will be brought forward for Council and community input in 2024. The new Plan will play an important role in defining a vision, as well as long-term goals and objectives, for how the Town will continue to meet the recreational needs of our growing community well into the future.

## Summer Camp Programs

In 2023, approximately 5,000 children were registered in the Town's Summer Camps and Playground Program. The Playground Program ran in eight local parks and was made possible by Canadian Tire Jumpstart.



Sunset Tango at the waterfront

## Supporting Arts and Culture

In 2023, the Town supported a number of initiatives aimed at profiling local art and culture, including the Roebuck Street placemaking project featuring five local artists, installation of QR codes for the Whitby Arts Trail, and new Culture Pop-up series featuring a Whitby Paint Night and Sunset Tango evening with interactive dance lesson accompanied by live music at the Waterfront.



# 2023 KEY ACCOMPLISHMENTS AND SUCCESSES

## Whitby Fire and Emergency Services Annual Report

In 2023, WFES received and responded to 6,770 emergency calls. Other highlights contained in the report include the 5,678 visits firefighters made to homes as part of the Ever Alert Public Education program, the 982 conducted inspections and 33,996 hours of training undertaken by firefighters to ensure they are prepared to respond to any situation.

## Roebuck Street Placemaking Project

For the second year, there was a temporary closure of Roebuck Street from June to September in Downtown Brooklin to facilitate the creation of placemaking opportunities. This year, the Town received 30 artist submissions through the Call for Artists and a total of five artists were selected to showcase their design in the public art projects associated with the space including the painting of a new road mural and painting of the concrete barriers.



Roebuck Street road mural

## Whitby Public Library

The Library continued to live its mission to be the community's Doorway to Discovery. New Discovery Zones were launched to provide learners, creators, and entrepreneurs a space to connect with tools, technology, and each other. The library was also host to a number of events including a forum that brought the community together to hear the voices of people with lived experience of homelessness and the award-winning Drag Queen Story Time.



Whitby Fire and Emergency Services Live Burn Training

## Record-breaking Event Attendance

More than 75,000 residents and visitors came out to more than 50 events hosted by the Town and community event organizers – including National Indigenous People's Day, Canada Day, Movies in the Park, and the award-winning Brooklin Harvest Festival. These events were supported by more than 400 event volunteers.

## Creating Safer Roads

The Town launched a new online mapping tool on Connect Whitby to gather resident feedback on where they think traffic calming should be considered. More than 900 pins were placed on the map to help identify a road or intersection where they have a traffic-related concern and share why they think the location would benefit from a traffic calming measure. Feedback collected, available budget, and location considerations will be used to develop the list of the ten local streets where a traffic calming measure will be proposed this year.



## Libraries

**3** Public Libraries

**1** Virtual Branch ([whitbylibrary.ca](http://whitbylibrary.ca))

**276,000+** physical items available

**Millions** of digital items

**1.2 million+** items checked out

**760,000+** in-person and virtual visits

**10,000+** new members in 2022

**29,000** people attended **1,200+** virtual programs

# 2023 KEY ACCOMPLISHMENTS AND SUCCESSES

## PILLAR 2

### Whitby's Natural & Built Environment Connected & Resilient



#### Building a More Connected Community

In 2023, the Town began construction on a new and major east-west roadway through south Brooklin – the Mid-Arterial Roadway – beginning with the section of road between Ashburn Road and east of Baldwin Street. The future roadway will help to support the future Whitby Sports Complex, new economic development opportunities, and imminent growth expected in the area. The road will include a multi-use path to support active transportation and roundabouts to calm traffic along the corridor.



The CRC swimming pool renovations were completed in fall 2023

#### Whitby Civic Recreation Complex Renovations

Renovations at the Whitby Civic Recreation Complex were completed in 2023, including extensive renovation work in the aquatic hall, new inclusive change rooms that improve access to aquatic programming for facility users of all ages and abilities, and a new multi-purpose programming space to meet the recreational needs of a growing community.

#### Corporate Energy Plan (Zero Carbon Whitby)

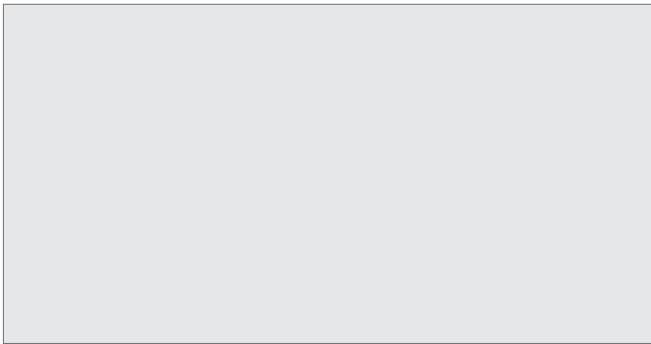
This plan – also known as Zero Carbon Whitby – creates a framework and opportunity for the Town to be a leader in the community to address the impacts of climate change, reduce GHG emissions, and respond to Whitby's declaration that climate change is an emergency. The plan includes short, medium and long-term action items. In 2023, Council approved one-time funding of \$721,080 to prioritize zero carbon projects and help the Town continue to achieve its short-term 2025 target of 20% GHG emissions reduction.

#### Sustainability Upgrades At Town Facilities

In 2023, several upgrades were made to the Town's facilities to improve sustainability, including the Town's first heat pump at 117 King Street and new roof-top air-source heat pumps at the Civic Recreation Complex, upgraded lighting in two Iroquois Park Sports Centre arenas to LEDs, a new electric high-efficiency furnace and boiler at other facilities, and more. All upgrades will help the Town to meet its Zero Carbon Whitby commitments.

#### Strengthening Climate Resiliency

The Town completed an important creek stabilization initiative along the Lynde Creek at Cochrane Street to mitigate the effects of climate change and erosion. Additionally, a modern snow storage containment/treatment facility was constructed in south Brooklin to reduce the Town's environmental footprint moving forward.



Caption

# 2023 KEY ACCOMPLISHMENTS AND SUCCESSES

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Des Newman WhitBee Park

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## New Housing Options

The Town has committed to facilitating the development of 18,000 new homes by 2031, as mandated by the Province. In 2023, construction began on several mid- to high-rise residential buildings approved and supported by Council to increase the diversity of housing options in Whitby. Construction also continued on the two 18-storey towers at Garden and Taunton which will provide needed senior housing once complete, and townhouse developments in Brooklin and Port Whitby.

## Road Resurfacing

The Town resurfaced 15.8 kilometres of roads in various locations throughout Whitby in 2023. The Town also upgraded 1.32 kilometers of sidewalk for greater accessibility as part of continued efforts to support active transportation needs.

## Park Projects

Four new parks opened in West Whitby, including district parks Des Newman WhitBee Park and Lynde Creek Park and two local parks in the Chelsea Hill and Lazy Dolphin developments. Several park improvements were also completed, including the redevelopment of the Heydenshore Park splash pad. Grass Park and Phillips-Kozaroff Park also received significant upgrades, including the replacement of playground equipment to improve accessibility, usability, and beautification of the spaces.

## Trail Upgrades and Connections

In 2023, the Town applied for and received a \$2.6 million grant from the federal government's Active Transportation Fund to support the construction of the new Corbett Creek pedestrian bridge and boardwalk, and reconstruction of the existing asphalt trail to improve accessibility. Resurfacing and accessibility improvements, including 14 new benches, were also completed on existing trails. The Lynde Creek Trail connecting Lynde Creek Park to Fruitful Crescent was completed within West Whitby, with an additional 500 metres of trail underway to connect to Twin Streams Road.



Corbett Creek upgrades

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# 2023 KEY ACCOMPLISHMENTS AND SUCCESSES

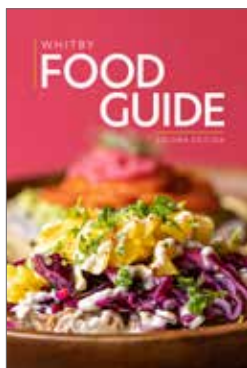


Brookfield Residential Station No. 3 development in Downtown Whitby

## PILLAR 3

### Whitby's Economy

#### Innovative & Competitive



#### Whitby Food Guide

The Town published the second edition of the Whitby Food Guide, profiling and promoting local culinary businesses. The digital guide was viewed more than 12,000 times, a 300 per cent increase over 2022. The Food

Guide was nationally recognized for marketing excellence with the top Marketing Canada Award for a single publication from the Economic Developers Association of Canada.

#### Station No. 3

Brookfield Residential continued construction on Station No. 3, a six-storey, mixed-use condominium at the corner of Brock and Colborne Streets. The project is the biggest development to come to downtown Whitby in more than 30 years.

#### Town Brewery Pop-up

The Town supported the opening of the Town Brewery waterfront pop-up at the historic Pump House building, helping to make the waterfront more vibrant and welcoming for residents and visitors alike. The pop-up is expected to be open seasonally for the next four years.



Town Brewery Pop-up at the Pump House



# 2023 KEY ACCOMPLISHMENTS AND SUCCESSES

## Economic Development Strategy

This five-year strategy aims to foster and support economic growth in Whitby. The plan focuses on four pillars to support existing businesses and attract new investment: strengthen economic development capacity; become storytellers; embrace and inspire community economic development; and foster municipal innovation. In 2023, key actions included the implementation of the Business Retention and Expansion Program, creating new content for a monthly e-newsletter profiling local businesses and available Town supports, updated semi-annual economic indicators and jobs report; and a live economic indicators page. The Strategy will continue to be implemented in 2024.

## Partnering to Support Local

The Town worked collaboratively with the Downtown Whitby Business Improvement Area (BIA), and Whitby Chamber of Commerce, and Business Advisory Centre Durham (BACD) on a number of initiatives and events aimed at supporting local businesses. This included the My Main Street Local Business Accelerator Program, Façade Improvement Grants, and more.



Downtown Whitby



#explore  
whitby



## Whitby Tourism Strategy and Actions

More than 80 per cent of the action items in Whitby's four-year Tourism Strategy are now complete. In 2023, these included the launch of a new tourism website and Instagram channel (@ExploreWhitby) to promote Whitby attractions and businesses, launch of the tourism brand "Discover something new to enjoy"; Destination Development and visitor attraction networking events and more. Implementation of the Strategy will continue in 2024 and beyond.

# 2023 KEY ACCOMPLISHMENTS AND SUCCESSES

## PILLAR 4

### Whitby's Government

Accountable  
& Responsive



#### Support for Local Organizations

Each year, through the Mayor's Community Development Fund and the Performing Arts Community Development Fund, the Town is proud to support a number of local organizations that have a positive impact on the community. In 2023, these Community Development Funds provided over \$235,000 in grants to 62 community organizations.

#### Expanded Community Services Department

The Town's Community Services Department was expanded to include the Town's Operations Division. This brought the majority of Whitby's resident facing services under one department, providing more seamless service delivery to the community. These services range from recreational programming to parks planning and maintenance, to roads maintenance, to storm water management, and more.

#### Citizen Budget Tool

In 2023, a record nearly 12,000 people engaged in the budget process. Feedback was again collected through the Citizen Budget Tool, which included a budget simulator and encouraged residents to share their budget priorities by creating their own ideal budget. New to the engagement, the Tool incorporated a participatory budget question, which asked residents to select one of five possible priorities that they would dedicate \$100,000 towards. Family physician recruitment, economic development and job creation, and traffic calming were selected as the top priorities. As a result, a \$75,000 investment in Family Physician Recruitment was included in the proposed 2024 Budget. The amount was reduced from the initial \$100,000 to respond to budget pressures.



#### Connect Whitby

The Town continued to engage the community through its Connect Whitby digital engagement platform. Connect Whitby makes it easy for residents to learn more about and participate in all of the Town's open engagement opportunities, enabling residents to be part of the municipal decision-making process. To date, the site has been visited more than 177,000 times, with visitors participating in nearly 50 projects. In 2024, the platform will continue to be utilized to listen to, learn from and involve the community in Town projects.

#### Employee and Labour Relations

Facilitating effective employee and labour relations are critical to the Town and its diverse working environment comprised of approximately 1,000 employees. In 2023, a new collective agreement with CUPE Local 53, Full-time was negotiated and ratified.

#### Supporting The Community Through Partnerships

In 2023, Town staff maximized federal and provincial grant opportunities, resulting in increased services for residents. Successful grant funding has been received for 11 applications in 2023 resulting in a total value of nearly \$3,300,000. These funds support Town programs and services, including the planning for active transportation, sustainability projects, downtowns and special events, and many age-friendly programs for residents 55+.



# 2024 PRIORITIES

## PILLAR 1

### Whitby's Neighbourhoods Safe, Healthy, & Inclusive



#### New Market Food Bank

The Town and Feed the Need in Durham are taking action to address food insecurity in the community. Last year, Whitby Council approved a new partnership between the two organizations which will see 1,000-feet of space at Iroquois Park Sports Centre dedicated to the operation of a new market-style food bank. The goal: to provide a more accessible, dignified, and equitable way for individuals to access food bank services and healthy food options in a community setting. The market is expected to open in Spring 2024.



Traffic calming measures will continue to be implemented in 2024

#### Calming Traffic in Whitby

In 2024, the Town will continue to implement a number of traffic calming measures in various locations throughout Whitby to create a slower, safer community. These include the construction of permanent speed humps on at least six streets, as well as permanent speed feedback signs (LED signs that display a drivers' speed) and flexible on-street posts located near two elementary schools. The Town will also test a raised intersection to support safety and walkability. The Town will also use the feedback received through the Connect Whitby mapping exercise to identify additional streets for traffic calming initiatives.



Whitby Lights the Night

#### 2024 Special Events

The Town's 2024 special events calendar will include Canada Day, the award-winning Brooklin Harvest Festival, Culture and Holiday Pop-Ups in local neighbourhoods, summer programming, Whitby Lights the Night, and more. Engagement will also begin to determine a new signature event for Whitby. All Town-led events will continue to have a pointed focus on inclusivity and active transportation, and special efforts will be made to create programming for audiences of all ages and cultural backgrounds.

#### Use of E-mobility

In 2024, the Town will engage the community on the use of various modes of e-mobility, including e-bikes and e-scooters. The engagement will ask for input on where and how these modes of transportation could be used in Whitby.

#### Supporting Community Gardens

The Town will continue to support the establishment of community gardens. In 2023, a community group set up the first community garden located on Town property at King Street Park. In 2024, community engagement will be undertaken to inform the possible development of a new community garden at the Civic Recreation Complex.

# 2024 PRIORITIES

## PILLAR 2

### Whitby's Natural & Built Environment Connected & Resilient



#### Constructing a New Whitby Sports Complex

Construction will continue on the new Whitby Sports Complex in 2024. Environmental sustainability initiatives incorporated into the facility's design will make it the first Zero Carbon building and LEED Gold facility in Canada to include a twin pad arena, gymnasium, and aquatics facility. The 13-acre outdoor park neighbouring the facility is also planned to include pickleball, tennis, and basketball courts; a multi-purpose sports field; a playground; as well as a skatepark and pump track. Together, the facility's amenities will help to create a multi-purpose gathering space for inclusive sport and community programming – a place for residents of all ages and abilities to connect, play and get active.



Construction of the new Whitby Sports Complex has begun

#### New Trail Projects

Several new trails are planned for construction in 2024. These include additional trail sections in West Whitby following the Lynde Creek between Bonacord Avenue and Rossland Road, and north of Twin Streams Road, as well as Waterfront Trail improvements. Overall, more than three kilometres of new trail will be constructed and/or rehabilitated.



#### Public Art Policy

A new proposed Public Art Policy will be brought forward for Council approval in early 2024. The proposed policy will provide a standardized process to support and grow public art projects in Whitby. The proposed Policy is based on feedback collected from local and regional art experts, and nearly 200 survey participants, as well as a comparator analysis of best practices from over 15 municipalities in Durham, Ontario, and Canada. As a key action item in Whitby's Culture Plan, the policy will play a role in helping to animate public spaces through public art for the enjoyment of all residents and visitors.

#### Park Projects

In 2024, seven playground refurbishments will be undertaken in Rotary Centennial Park, Powell Park, Glen Ayr Park, Sato Park, Vipond Park, College Downs Park, and D'Hillier Park North to improve accessibility for all residents. The basketball court in Baycliffe Park and the splashpad in Cachet Park will also be renovated to improve the use of both spaces.



# 2024 PRIORITIES

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## New Fire Station in West Whitby

Construction of a new fire station to serve the residents of West Whitby will begin in 2024. The new station will provide added fire and emergency services in the newly developed area.

## Downtown Whitby Brock Street Design Study

A study will be undertaken to review Brock Street from Highway 401 to the CP Railway Bridge. The study will assess the current street conditions (road, sidewalks, on-street parking, trees, etc.) and obtain public feedback on what types of changes the community would like to see to create a more pedestrian friendly street that is accessible for all ages, respects the cultural heritage in Downtown Whitby and creates opportunities for sustainable design. The study will result in a design plan that will be used to make future upgrades to the Brock Street corridor.



EV charging station at the CRC

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## Electric Vehicle Charging Stations

The Town will continue to support its sustainability goals with the installation of eight new Electric Vehicle (EV) charging stations at various facilities, including at Town Hall, Iroquois Park Sports Centre, and the Whitby municipal parking lot on Green Street in Downtown Whitby.



Water Street

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## Road Resurfacing

More than 18 lane kilometres of roads will be resurfaced in various locations throughout Whitby in 2024.

## Infrastructure Renewal

In 2024, the Town will begin the replacement of the nearly 100-year old White Bridge on Columbus Road with a new modern structure which will support the continued growth and expansion in Brooklin. The Town will also continue its effort to improve Water Street through the anticipated completion of its Environmental Assessment, with the goal of transforming the Whitby waterfront into a destination of choice for all.

## Climate Emergency Response Plan

The Town will continue work on Whitby's Climate Emergency Response Plan (CERP) to provide a framework and action items for how the Town will address both climate change mitigation and adaptation. The outcomes of the Plan will outline how Whitby will work towards the Council-endorsed greenhouse gas reduction of 100% by the year 2045. In 2023, Council approved Phase 2 – Mitigation of the CERP with implementation to begin in early-2024.



# 2024 PRIORITIES

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West Whitby Health Centre

## PILLAR 3

### Whitby's Economy Innovative & Competitive

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#### Improving Access to Family Physicians

The Town and Oshawa Clinic Group are partnering to improve resident access to family physicians. Through a pilot program launched in 2023, up to 10 family physicians will be provided with an incentive of \$50,000 over a five-year term, funding for which will be equally shared between the Town and the Oshawa Clinic Group. The physicians will work out of the new Whitby Health Centre, expected to open in summer 2024.

#### Establish a Local Business Week

A new, Whitby specific Local Business Week will be established by the Town in 2024. Over the course of a week, representatives from across the municipality will be meeting with local businesses to discuss challenges and opportunities to doing business in Whitby. It will be an opportunity to build relationships and celebrate the local business community.

#### Food and Brewery Tours

In 2024, the Town will work with local restaurants and businesses featured in the award-winning Whitby Food Guide to offer new Food and Brewery Tours.

#### Growing Our Local Economy

Whitby is home to a growing number of technology, service, commercial and world-class entertainment and tourism related businesses. In 2023, approximately 20 new businesses opened in Whitby, including The Springwood, Amray Fine Foods, Snacks by Sarah, The Station Bakery, and more. In 2024, the Town will continue to focus on attracting and supporting new businesses moving into the community.



The Springwood opened in 2023

#### Community Job Fair

Working with local businesses, the Town will host a new community job fair for members of the community with special focus on providing support to new Canadians, the BIPOC community, individuals with a disability, and other groups to ensure equity.

# 2024 PRIORITIES

## PILLAR 4

### Whitby's Government

Accountable  
& Responsive



#### Zoning for the Future

The Town will present a new recommended Comprehensive Zoning By-law for additional community feedback and Council approval in 2024. The new By-law will update Whitby's three current Zoning By-laws and combine them into one easy-to-read document. The goal: to create a new zoning by-law to manage land use and future development. Having one zoning by-law will make it easier for residents, developers and others to find information they are looking for.



#### Digital Engagement

Connect Whitby, will continue to serve as a centralized tool to coordinate and promote all of the Town's engagement opportunities.

#### Building Whitby's Budget

Opportunities for residents, businesses, and community partners to be part of the municipal budget planning process will continue to be promoted through Connect Whitby and others channels.

#### Supporting Diversity and Inclusion

Work will continue on initiatives and programs that celebrate and support diversity and inclusion in the community. The focus in 2024 will be on implementing the internal facing action items from the IDEA (Inclusion, Diversity, Equity and Anti-Racism) Project, building a strong corporate foundation to ensure an inclusive and equitable workplace in support of inclusive and equitable services for our community.

#### 2024 Community Survey

The Town is committed to being an open and inclusive organization that is responsive to the needs and concerns of its residents. In 2024, the Town will undertake its biennial Community Survey to gauge resident satisfaction.

#### Organizational Effectiveness

The Town will continue to focus on strengthening Organizational Effectiveness through the strategic alignment of people, process, and technology. The focus for 2024 will be to continue to establish modern and inclusive Talent Management practices, facilitating continuous improvement, improving health and wellness supports and programs, and implementing hybrid work models to support the new world at work. Process improvement projects will be supported by technology and leading people, communication, and change management practices for transformation projects such as the Enterprise Resources Planning (ERP-Project WISDOM) project. Communications efforts will be focused on reaching even more people to openly share information, engagement opportunities, and Whitby's stories.

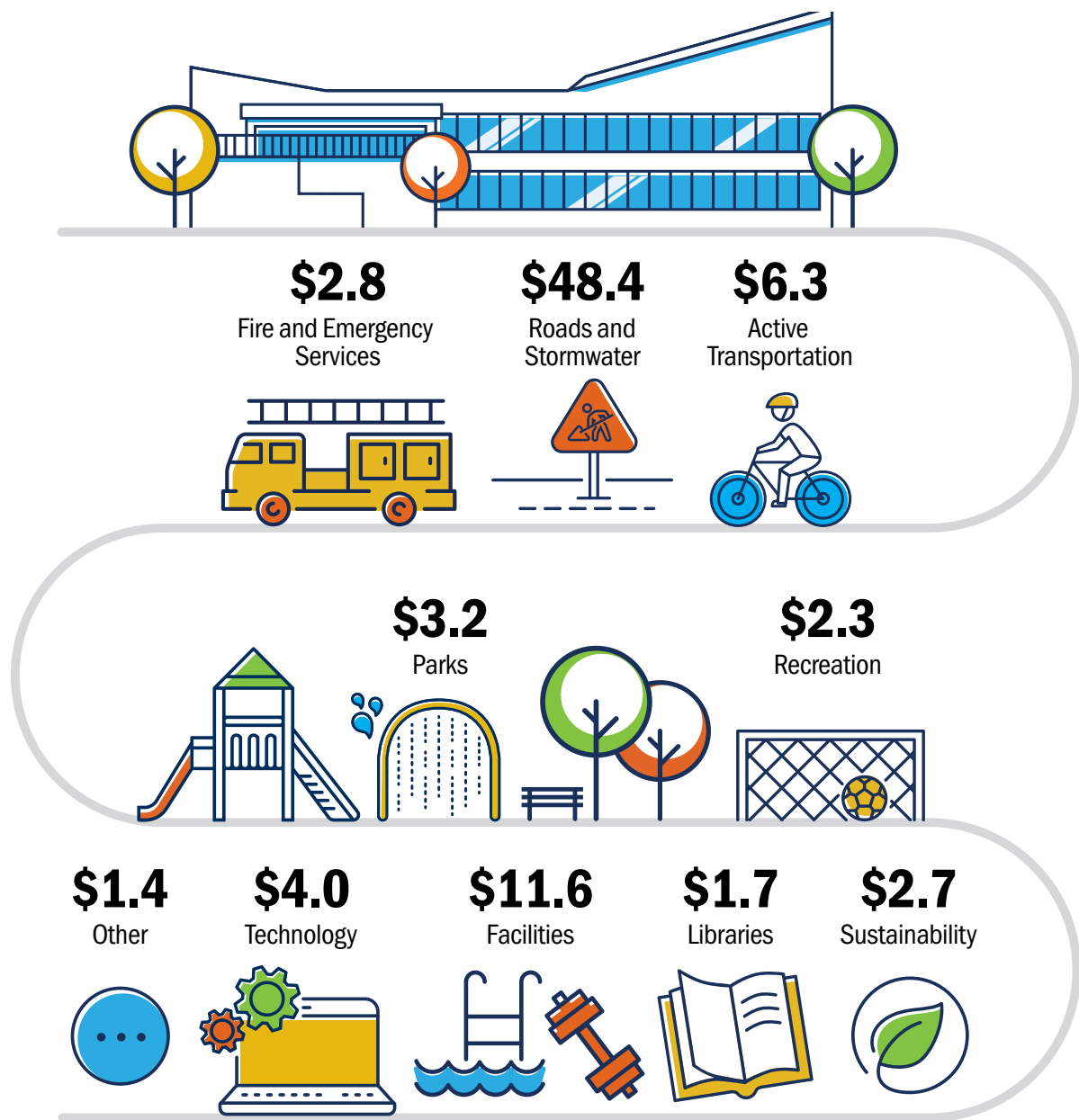
#### Enterprise Resource Planning System

Enterprise Resource Planning (ERP) facilitates the flow of information across a corporation. At the Town, the system will enable staff to have a more holistic view of the organization and better support informed and timely decision-making as it relates to financial, asset and human resource management. The full implementation of the technology is a multi-year process that will continue in 2024.

# FINANCIAL HIGHLIGHTS

## 2024 Capital Investments – Dollars (\$) in Millions

The financial highlights below provide an overview of the 2024 Capital Investments in community infrastructure.



## Responsible Financial Management

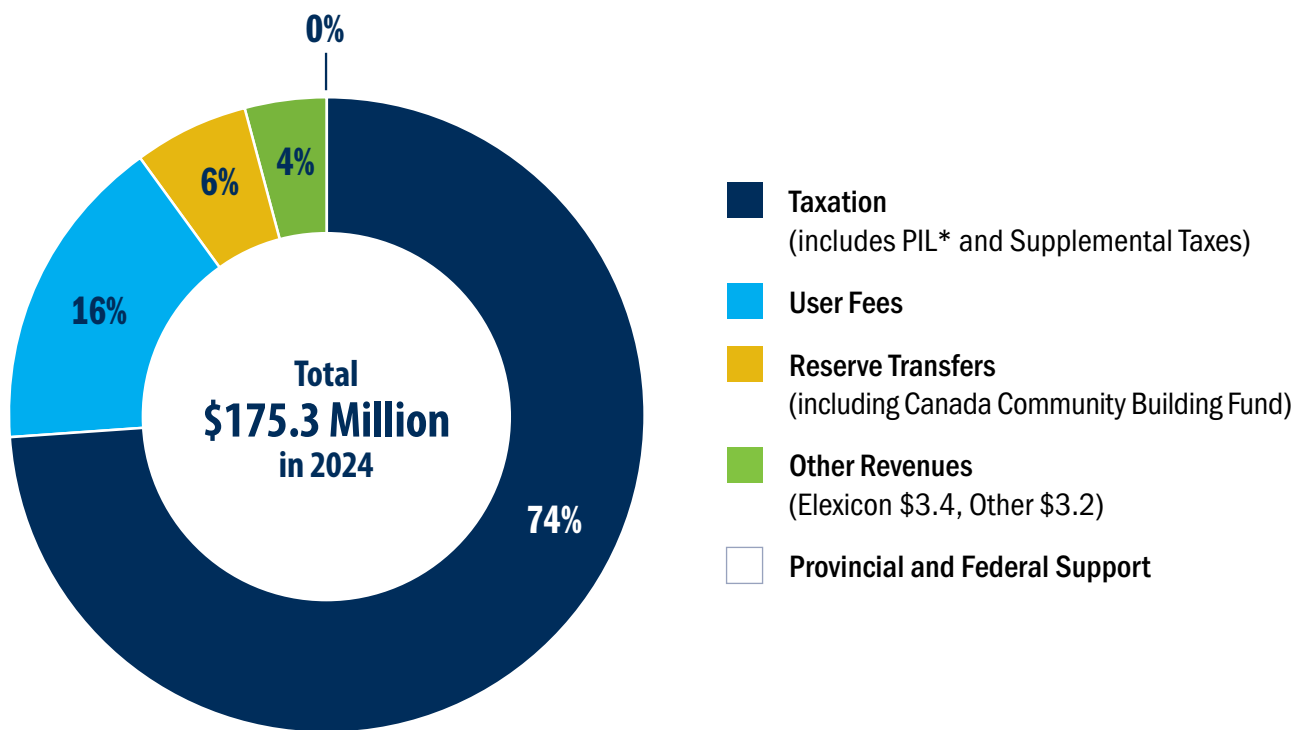
Town Council and staff are committed to responsible financial management and respect for tax payers. The financial highlights provide an overview of the 2024 Budget. The Town’s complete financial statements are audited by Deloitte and Touché LLP and available online at [whitby.ca](https://www.whitby.ca) or by contacting the Corporate Services Department at [treasury@whitby.ca](mailto:treasury@whitby.ca) or 905.430.4300 x2233.



# FINANCIAL HIGHLIGHTS

## Where Does The Money Come From?

The Town’s primary funding source is property tax which represents one-third of the total property tax bill. Other funding sources include user charges from various recreation programs, licensing fees, funding from other levels of government, and investment income.



Funding Source	%	\$ (Million)
Taxation (includes PIL* and Supplemental Taxes)	74%	\$129.2
User Fees	16%	\$28.8
Reserve Transfers (including Canada Community Building Fund)	6%	\$10.5
Other Revenues (Elexicon \$3.4, Other \$3.2)	4%	\$6.6
Provincial and Federal Support	0%	\$0.2
Total	100%	\$175.3

Note: Values have been rounded to the nearest percentage and dollar amounts.

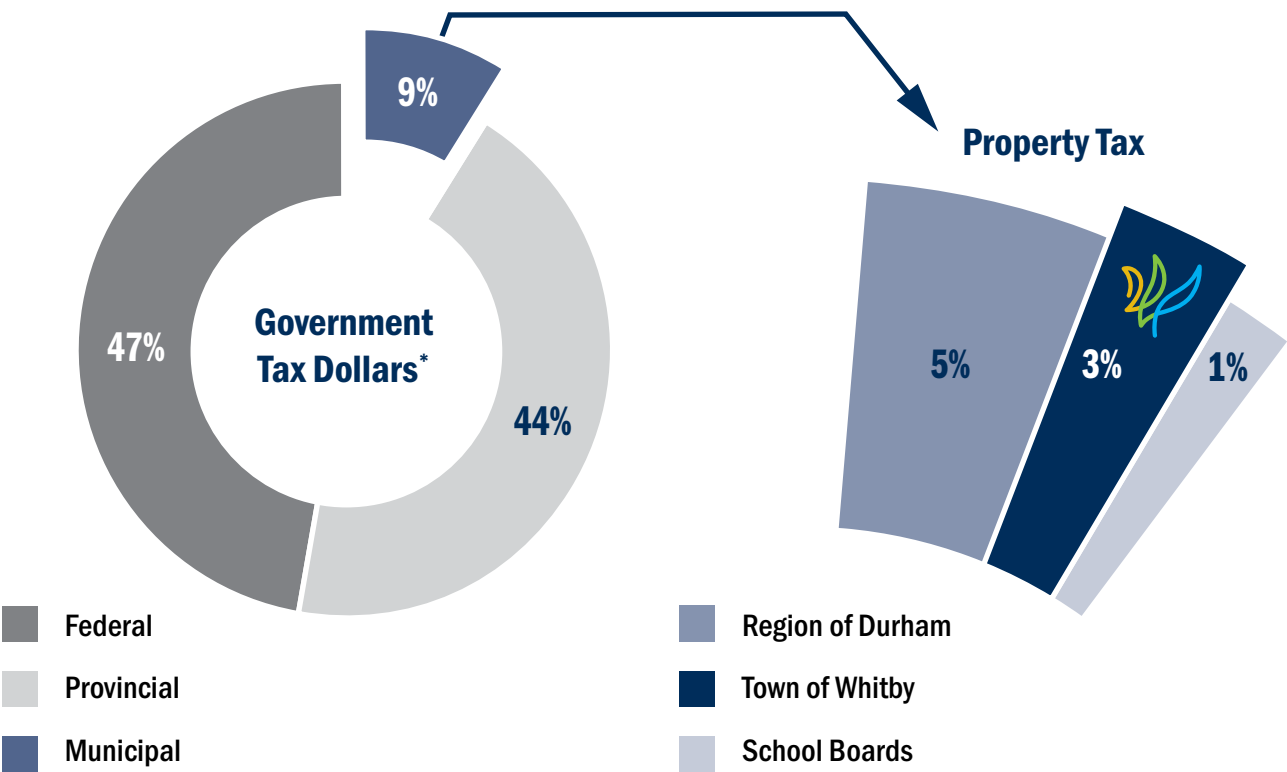
\*PIL: Payments in Lieu

Reflects Draft 2024 Budget.

# FINANCIAL HIGHLIGHTS

## Property Tax

The Town is responsible for collecting property taxes on behalf of the Region of Durham and the School Board.



Government Tax Dollars	%
Federal	47%
Provincial	44%
Municipal	9%
Total*	100%

Property Tax	%	\$ (2023)
Region of Durham	52%	\$3,167
Town of Whitby	35%	\$2,097
School Boards	13%	\$769
Total**	100%	\$6,033

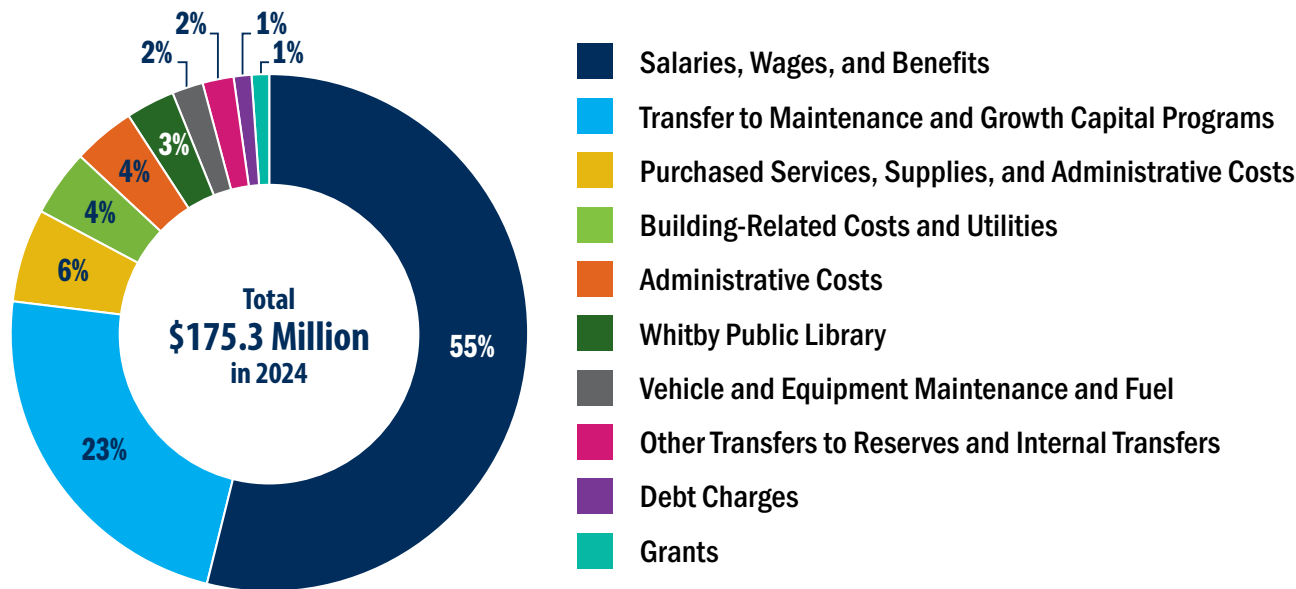
\*\*Based on the average assessment value of \$470,000 as identified by MPAC Property Notice Assessment (January 1, 2016)

\*Source: Association of Ontario Municipalities: What's Next Ontario? – Ontario Sustainability Project 2015

# FINANCIAL HIGHLIGHTS

## How We Are Investing In Our Community

Town funding supports a number of municipal services including fire services, parks and trails, community events and library services. This also includes tangible capital assets such as land, buildings, vehicles and equipment, roads, bridges, sidewalks, sewers, and waterworks.



Expenditure Categories	%	\$ (Million)
Salaries, Wages, and Benefits	55%	\$95.9
Transfer to Maintenance and Growth Capital Programs	23%	\$40.3
Purchased Services, Supplies, and Administrative Costs	6%	\$10.7
Building-Related Costs and Utilities	4%	\$7.2
Administrative Costs	4%	\$6.3
Whitby Public Library	3%	\$6.0
Vehicle and Equipment Maintenance and Fuel	2%	\$3.1
Other Transfers to Reserves and Internal Transfers	2%	\$3.1
Debt Charges	1%	\$1.5
Grants	1%	\$1.2
<b>Total</b>	<b>100%</b>	<b>\$175.3</b>

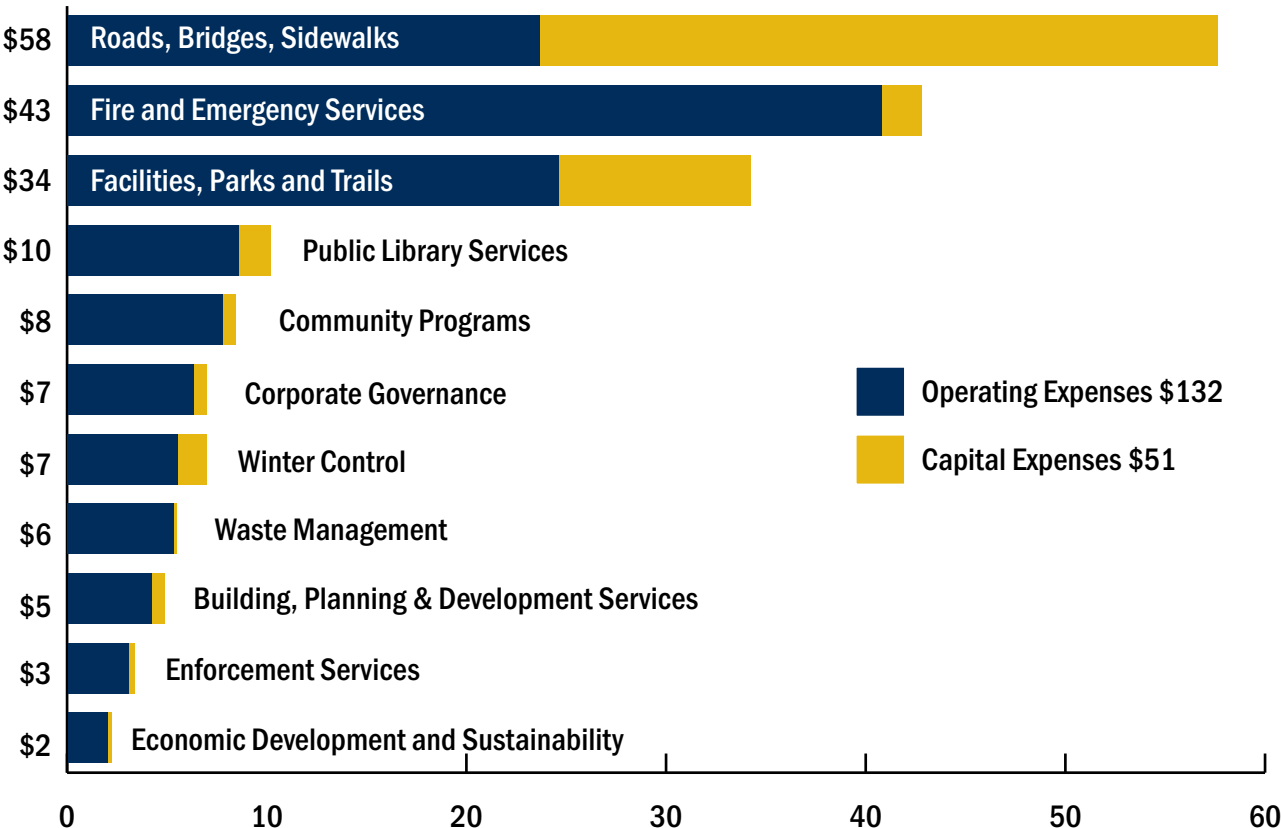
Note: Values have been rounded to the nearest percentage and dollar amounts. Reflects Draft 2024 Budget.



# FINANCIAL HIGHLIGHTS

## How We Are Investing In Our Community

The chart below shows the services and programs the average Whitby taxpayer's Town portion supports from their contribution of \$183.31 per month.\*\*



Expenditure Categories	Monthly Operating	Monthly Capital	Monthly Total
Roads, Bridges, Sidewalks	\$23.71	\$33.93	\$57.64
Fire and Emergency Services	\$40.82	\$1.97	\$42.79
Facilities, Parks & Trails	\$24.65	\$9.58	\$34.23
Public Library Services	\$8.61	\$1.58	\$10.19
Community Programs, Events & Grants	\$7.79	\$0.64	\$8.43
Corporate Governance	\$6.35	\$0.64	\$6.99
Winter Control	\$5.57	\$1.41	\$6.98
Waste Management	\$5.37	\$0.15	\$5.52
Building, Planning & Development Services	\$4.27	\$0.62	\$4.89
Enforcement Services	\$3.12	\$0.29	\$3.41
Economic Development and Sustainability	\$2.04	\$0.20	\$2.24
<b>Total</b>	<b>\$132.30</b>	<b>\$51.01</b>	<b>\$183.31</b>

\*Based on the average assessment value of \$401,000 as identified by MPAC Property Notice Assessment (January 1, 2016)

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**W:** [connectwhitby.ca/Budget](https://connectwhitby.ca/Budget)

