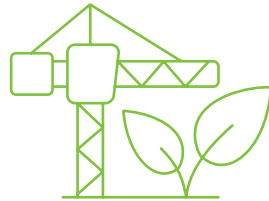




TOWN OF WHITBY

Community Strategic Plan

2024 Progress Report



connectwhitby.ca/CommunityPlan





Whitby's Neighbourhoods

Safe, Healthy, & Inclusive

Healthy and inclusive neighbourhoods are safe and welcoming. They provide equitable access to municipal programs and services, and support the health and well-being of all residents, at all ages and stages of life.

Top 2024 Achievements:

1.1.1 Advocate for and secure property for a **new hospital**

Following a community advocacy campaign, the Province of Ontario announced a planning grant for Lakeridge Health and confirmed a hospital will be built in Whitby.

1.1.2 Advocate for **new Emergency Medical Services facility (paramedic station)** in Whitby



The Region of Durham approved a location in Whitby (632 Dundas St. W.) for a new paramedic station to be designed and constructed in 2025.

1.1.5 Review and **plan for fire services to address growth** of community

Council approved the addition of 20 new firefighters to address community growth, which was solidified as part of the 2025 budget.

1.3.2 Develop the **Parks and Recreation Master Plan** and deliver identified recreational programs



The Parks and Recreation Master Plan is complete, providing a roadmap for the development of parks and recreation infrastructure and services for 10 years.

Overall Status of Pillar 1 Action Items:

0

● Not Started

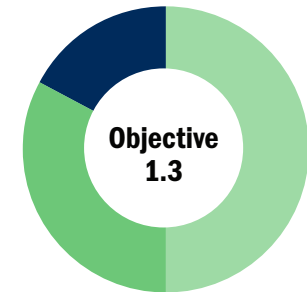
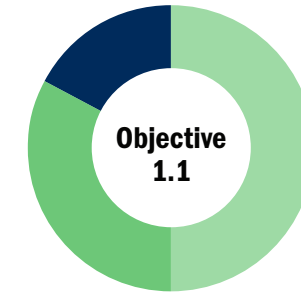
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● In Progress

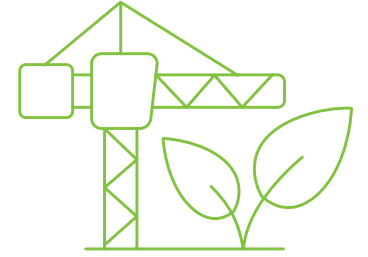
2

✔ ● Complete

Progress of Pillar 1 Action Items:



Objective	Not Started	25%	50%	75%	Complete
1.1	0	0	3	2	1
1.2	0	0	1	2	0
1.3	0	0	3	2	1



Whitby's Natural & Built Environment Connected & Resilient

Connected and resilient natural and built environments demonstrate a commitment to plan for and invest in green space and quality infrastructure to support the needs of a growing and changing community. It involves promoting environmental stewardship and building resilience to climate change while enhancing community beautification.

Top 2024 Achievements:

2.1.2 Explore partnership opportunities to advance alternate energy systems designed to reduce Green House Gas (GHG) emissions of new developments



The Geothermal Exchange System has been incorporated into the construction of the Whitby Sports Complex to provide heating and cooling for the facility.

2.1.6 Promote the use of electric vehicles and lead by example by implementing electric vehicles in the Town's municipal fleet

15 EV charging stations were installed, including the Town's first Level 3 fast-charging stations at the Operations Centre and Iroquois Park Sports Centre.

2.2.3 Invest in public art

The Public Art Policy was adopted by Council. Two new public art projects were installed in Downtown Whitby.

2.3.2 Construct the Whitby Sports Complex

Continued progress on construction.

2.3.4 Implement enhanced street design to improve walkability



The new enhanced street design standard is in place and has been consistently applied to all new developments.

Overall Status of Pillar 2 Action Items:

0

● Not Started

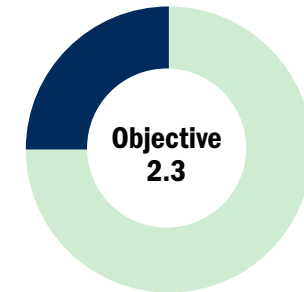
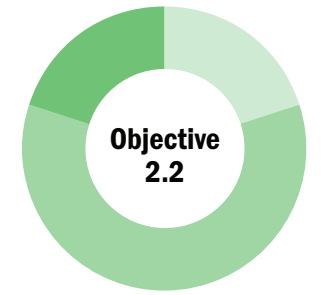
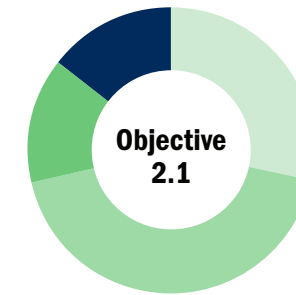
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● In Progress

3

✔ ● Complete

Progress of Pillar 2 Action Items:




Objective	Not Started	25%	50%	75%	Complete
2.1	0	2	3	1	1
2.2	0	1	3	1	0
2.3	0	6	0	0	2



Whitby's Economy Innovative & Competitive

An innovative and competitive economy is premised on collaboration and partnerships that maximize opportunities for business and employment growth. This is achieved through business retention and attraction, promotion of tourism, agriculture, and other sectors.

Top 2024 Achievements:

- 3.1.1 Continue to implement the [Economic Development Strategy](#) that focuses on the following sectors: information and communications technology, professional and technical services, advanced manufacturing, and downtowns and lifestyle**
Local Business Week and the Whitby Job Fair were introduced.
- 3.1.2 Expand Whitby's [commercial and industrial tax base](#)**
The new Whitby Health Centre officially opened and Mitch Insurance, GHD, and 4Sight Utilities were supported to keep these businesses and hundreds of jobs in the Whitby community.
- 3.1.3 Implement actions to [enhance Whitby's tourism sector](#) including a focus on the waterfront**
The implementation of a Municipal Accommodation Tax was approved, adding a new revenue stream for the municipality to support tourism products, infrastructure, public art, and more.
- 3.2.2 Develop tools to [support collaborative workspaces and home-based businesses](#)**
 Launched home-based business tool kit with dedicated website to help the expansion and support of businesses.
- 3.2.5 Implement initiatives that [support our downtowns as thriving destinations](#)**
Received a \$91,000 grant from My Main Street to support additional placemaking in Brooklin.

Overall Status of Pillar 3 Action Items:

1

 Not Started

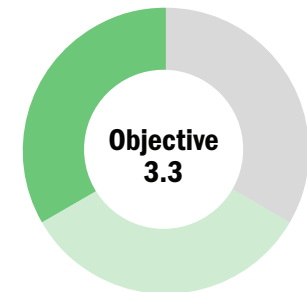
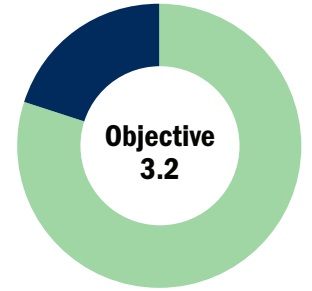
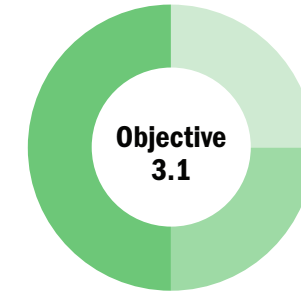
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 In Progress

1

  Complete

Progress of Pillar 3 Action Items:



Objective	Not Started	25%	50%	75%	Complete
3.1	0	1	1	2	0
3.2	0	0	4	0	1
3.3	1	1	0	1	0



Whitby's Government Accountable & Responsive

Accountable and responsive government is customer service-driven. It is focused on efficiency, effectiveness, value for money, and financial sustainability. It is premised on the best use of technology, transparent and open decision-making, meaningful engagement, and a commitment to continuous improvement. It is forward-thinking, prioritizing strong community partnerships and integrating good urban planning to ensure the community's sustainable future.

Top 2024 Achievements:

- 4.1.1 Advocate for funding from upper levels of government and other partners to support and advance current and anticipated community priorities**
 Secured well over \$55 million in grant funding in 2024, including \$25 million from the Green and Inclusive Community Buildings Program for the Whitby Sports Complex, \$24.9 million from the Housing Accelerator Fund, and \$5.4 million from the Building Faster Fund.
- 4.2.1 Identify and apply leading practices to ensure the Town is competitive in the market**
 The Compensation Market Review recommendations were endorsed by Council in 2024.
- 4.3.3 Implement new technologies and systems that modernize business tools to increase efficiencies and engagement**
 Completed modernization projects in 2024 including the implementation of the new enterprise management system, Workday.
- 4.3.4 Implement opportunities for Council to engage the community**
 Opportunities included the digital Mayor's Town Hall event, Ward Community Town Halls, Mayor's monthly newsletter, Council highlights, Coffee with Mayor Roy and Talk Budget meetings, and multiple community partnership events.
- 4.4.1 Deliver services that respond to community needs while balancing the impact to taxpayers**
 A multi-year budgeting cycle and a Strong Mayor's budget were introduced. The 2025-2027 Budget was approved by year-end, helping to respond to community needs while balancing the impact on taxpayers.

Overall Status of Pillar 4 Action Items:

1

● Not Started

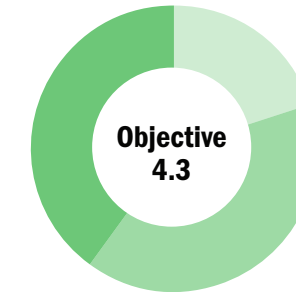
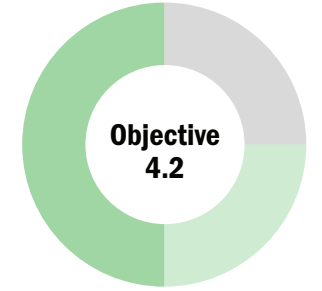
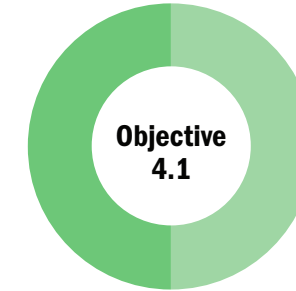
14

● In Progress

0

✔ ● Complete

Progress of Pillar 4 Action Items:



Objective	Not Started	25%	50%	75%	Complete
4.1	0	0	1	1	0
4.2	1	1	2	0	0
4.3	0	1	2	2	0
4.4	0	1	3	0	0