



**Town of Whitchurch-Stouffville
Council Agenda
Tuesday January 21, 2020
Closed Meeting 2:00 PM
Regular Meeting 4:00 PM**

Council Chambers
111 Sandiford Drive

Please ensure cell phones are turned off or set to be silent. Council Meetings will be audio-recorded and made available online.

Speakers may only register to speak to Staff Reports listed on the agenda.

Chair: Mayor Lovatt

Page

- 1. Call to Order at 2:00 p.m.**
- 2. Roll Call**
- 3. Resolution to Hold a Closed Meeting**
 1. To recess into a Closed Meeting

That Council recess to permit the holding of a Closed Meeting in the Whitchurch Room to consider matters with the following exceptions:

- Personal matters about an identifiable individual, including municipal or local board employees (Municipal Act, Sec. 239(2)(b));
 - Labour relations or employee negotiations (Municipal Act, Sec. 239(2)(d));
 - Litigation or potential litigation, including matters before administrative tribunals affecting the municipality or local board (Municipal Act, Sec. 239(2)(e)).
- 4. Reconvene into Open Meeting at 4:00 p.m.**
 - 5. Roll Call**
 - 6. Introduction of Addendum Items**

7. Confirmation of Agenda

1. To confirm the agenda

That Council confirm the agenda, as circulated.

8. Declarations of Pecuniary Interest

9. Items Arising from a Closed Meeting

10. Adoption of Minutes

7 - 26

1. To adopt the minutes

That Council adopt the minutes from the special meeting of Council on December 3, 2019 (3 p.m.) and regular meeting of Council on December 3, 2019 (7 p.m.), as circulated.

11. Recognitions

12. Delegations / Petitions

Delegates may speak for up to 10 minutes of uninterrupted time and only on the matter indicated on your delegation request form.

As per the Town Procedural By-law, when addressing Council, the speaker shall be respectful of all persons and refrain from entering into cross debate with members of Council, Town Staff and members of the audience.

Following the delegation, Council members may ask questions to obtain additional information or seek clarification from the speaker but shall not make statements to or enter into debate with the speaker.

Once the question period is deemed complete by the Chair, Council members will deliberate the matter at hand without interruption.

Delegations will not be allowed to interrupt the Council decision making process.

27 - 31

1. **Neighbourhood Network - Erin Cerenzia**

To provide Council with information regarding Neighbourhood Network's programs and services and to request a referral to Staff to formalize a partnership.

13. Outside Presentations / Information from Council Appointed Committees

Speakers may not register to speak to Outside Presentations.

14. Consent Agenda

Speakers may speak for up to 5 minutes of uninterrupted time and only on the matter pertaining to the report.

As per the Town Procedural By-law, when addressing Council, the speaker shall be respectful of all persons and refrain from entering into cross debate with members of Council, Town Staff and members of the audience.

Following the address, Council members may ask questions to obtain additional information or seek clarification from the speaker but shall not make statements to or enter into debate with the speaker.

Once all speakers have been heard, Council members will deliberate the report at hand without interruption. Speakers will not be allowed to interrupt the Council decision making process.

32 - 35

1. Report No. LCS-003-20 #H2OtoGo Program

1) That Council direct staff to investigate the process of being recognized as a “Blue Community” and report back upon completion.

36 - 42

2. Report No. LCS-002-20 / PW-002-20 Joint Contract Award – CRFT2019-02 – Supply and Delivery of Gasoline and Diesel Fuels to the Municipalities within the Regional Municipality of York (Town of Whitchurch-Stouffville)

1) That Council approve the joint contract award for Tender CRFT-2019-02 - Supply and Delivery of Gasoline and Diesel Fuels to the Municipalities within the Regional Municipality of York (PART A) to Suncor Energy Products Partnership for an estimated annual value of \$72,992.48 (excluding H.S.T.), for a five (5) year term ending on December 31, 2024; and

2) That Council approve the joint contract award for Tender CRFT-2019-02 - Supply and Delivery of Gasoline and Diesel Fuels to the Municipalities within the Regional Municipality of York (PART B) to Canada Clean Fuels for an estimated annual value of \$53,055.00 (excluding H.S.T.), for a five (5) year term ending on December 31, 2024; and

3) That Council approve the joint contract award for Tender CRFT-2019-02 - Supply and Delivery of Gasoline and Diesel Fuels to the Municipalities within the Regional Municipality of York (PART D) to 4Refuel for an estimated annual value of \$25,273.60 (excluding H.S.T.), for a five (5) year term ending on December 31, 2024; and

4) That Council authorize the Mayor and Clerk to sign the necessary documents.

43 - 62

3. Report No. DS-001-20 York Region Municipal Comprehensive Review Update and Major Transit Station Area Delineation (D08)

1) That Council endorse the recommended Stouffville GO Major Transit Station Area and Lincolnville GO Major Transit Station Area delineations and minimum density target of 150 persons and jobs per hectare, for consideration through York Region’s Municipal Comprehensive Review; and

2) That Council request York Region to change its proposed refinements to the Agricultural System Mapping, as per staff’s comments in Attachment 4 to this Report, and as below:

- a) To not designate lands in Area 16 (Vandorf) as Prime Agricultural Area;
- b) To not designate lands in Area 24 (Gormley) as Prime Agricultural Area; and
- c) To identify all lands in Gormley, Vandorf-Preston Lake, Musselman’s Lake and Bloomington as Settlements Areas (Town and Villages/Hamlet) as per Map 8 of the York Region Official Plan; and

3) That Council direct Staff to forward Report No. DS-001-20 to the Clerk and the Chief Planner at York Region for their information.

63 - 68

4. Report No. DS-002-20 Removal of the Holding Symbol (h) at 135 Mostar Street - File No. ZBA19.013

1) That Council enact By-law 2020-005-ZO, being a By-law to amend Comprehensive Zoning By-law 2010-001-ZO by removing the Holding Symbol (h) from 135 Mostar (Parts 2, 3, 4, 5, 6 and 7 on Plan 65R-37808).

69 - 71

5. Report No. PW-001-20 Water and Wastewater Asset Ownership Agreement

1) That Council authorize the Mayor and Clerk to sign the necessary documents to execute the agreement for Water and Wastewater Asset Ownership between the Town of Whitchurch-Stouffville and York Region, subject to any revisions made by the Town Solicitor; and

2) That Council authorize the Director of Public Works to update and amend the schedule of assets periodically as agreed with York Region in accordance with the principles of the agreement.

72 - 79

6. Report No. PW-003-20 Traffic Calming in the Vicinity of the Thicketwood Boulevard and Stouffer Street Intersection

1) That Council direct Staff to install a traffic delineator on Stouffer Street, south of Main Street, seasonally; and

2) That Council direct Staff to implement an urban paved shoulder cycling facility on Stouffer Street, from Main Street to Lori Avenue; and

3) That Council direct Staff to include the Stouffer Street and Thicketwood Boulevard neighbourhood as an area for review as part of the Road Watch Staff Working Group.

80 - 99

7. Report No. FTS-001-20 Benchmarking Analysis (F05)

1) That Council receive Report No. FTS-001-20 for information.

100 - 124

8. Report No. CS-001-20 Whitchurch-Stouffville Economic Development Strategy 2015 to 2020 Update

1) That Council receive Report No. CS-001-20 for information.

125 - 148

9. Report No. CS-002-20 Destination Whitchurch-Stouffville: 2014-2019 Tourism Strategy Update

1) That Council receive Report No. CS-002-20 for information.

15. Action Items Requiring Separate Discussion

149 - 155

10. Report No. LCS-001-20 Operating Budget Funding Request-Temporary Indigenous Interpretive Centre

1) That Council make a determination on the preferred site for the Temporary Indigenous Centre; and

2) That Council refer Report No. LCS-001-20 to the Budget Review process for consideration.

16. Notices of Motion / Motions for Which Notice Has Been Given

Speakers may not register to speak to Motions.

17. Resolutions from Council

18. By-laws

- 156 1. 2020-001-AP BEING A BY-LAW to appoint members to the Heritage Advisory Committee and to repeal By-law 2019-058-AP
- 157 2. 2020-002-RD BEING A BY-LAW to establish the 0.30 metre reserve shown as Block B on Plan M-4 (Castle Gate) as public highway.
- 158 - 159 3. 2020-003-RD BEING A BY-LAW to provide for the naming of the streets in the Stouffville Main Street Holdings Inc. (Tercot Communities) development 19T(W) 17.004, SPA 17.035, – Part Lot 35, Concession 10 – 6853 & 6871 Main Street Community of Stouffville and to repeal By-laws 2019-117-RD and 1998-119-RD. (Eastern Gate Crescent, Donna Lee Trail, Onyx Trail, Sullivan Lane, Drover Circle)
- 160 - 161 4. 2020-004-RD BEING A BY-LAW to provide for the numbering of buildings along highways and for affixing numbers to the buildings and to repeal by-law 2019-020-RD (Plan 65M-4596) (16 Sam Davis Court, formerly known as 14 Sam Davis Court and Ninth Line)
- 162 5. 2020-005-ZO BEING A BY-LAW to amend By-law 2010-001-ZO of the Town of Whitchurch-Stouffville by removing the Holding Symbol (h) from Lots 2, 3, 4, 5, 6 and 7 on Plan 65R-37808 – 135 Mostar Street (Report No. DS-002-20)
- 164 6. 2020-006-RD BEING A BY-LAW to provide for the numbering of buildings along highways and for affixing numbers to the buildings (4904 Cherry Street)

19. Regional Business**20. Resolution to Hold a Closed Meeting, if required****21. Items Arising from a Closed Meeting****22. Confirmatory By-law**

1. To pass the Confirmatory By-law

That Council read Confirmatory By-law 2020-_____-MS a first, second and third time and passed.

23. Adjournment

1. To adjourn the meeting

That there being no further business, Council adjourn the meeting at ___ p.m.



**TOWN OF WHITCHURCH - STOUFFVILLE
SPECIAL COUNCIL MINUTES
Budget Meeting
Tuesday, December 3, 2019
3:00 pm**

**Council Chambers
111 Sandiford Drive**

Chair: Mayor Lovatt

The special meeting of Council was held at the municipal offices, on the above date and time. Council adjourned the special meeting at 4:54 p.m. on Tuesday, December 3, 2019 to reconvene on Thursday, December 5, 2019 at 5:30 PM.

Staff Present: Rob Adams, Gillian Angus-Traill, Claudette Banks, Glenn Jackson, Brian Kavanagh, Marilou Murray, Cassandra Pappas, Brian Parrott, Josh Silver, Bill Snowball, Kristina Soolepp, Margaret Wallace, Haiqing Xu, and departmental support staff.

1. Call to Order

2. Roll Call

All members of Council were present.

3. Confirmation of Agenda

Moved by Councillor Smith
Seconded by Councillor Upton

That Council confirm the agenda, as circulated.

Carried

4. Declarations of Pecuniary Interest

None

5. Consideration of Items

**Report No. FTS-037-19 2020 Capital Budget Transmission Report (F05)
Presentation by Brian Parrott, Director of Finance & Technology
Services/Treasurer**

Customer Service Excellence

Moved by Councillor Kroon
Seconded by Councillor Upton

1) That Council approve the 2020 Capital Project List for Customer Service Excellence, as circulated.

Carried

Community Spaces

Moved by Councillor Smith
Seconded by Councillor Sherban

1) That Council remove capital project #943, Rental Amenities / Upgrades - Museum, from the 2020 budget.

Carried

Council consented to considering capital project #1305, Downtown Initiatives, following the consideration of the entire 2020 Capital Project List.

Moved by Councillor Smith
Seconded by Councillor Sherban

1) That Council approve the 2020 Capital Project List for Community Spaces, as amended.

Carried

Parks and Open Spaces

Council consented to considering capital project #618, Tree Replacement Program, following the consideration of the entire 2020 Capital Project List.

Moved by Councillor Ferdinands
Seconded by Councillor Upton

1) That Council remove capital project #1304, Cricket Pitch Court, from the 2020 budget.

Carried

Moved by Councillor Bartley
Seconded by Councillor Kroon

1) That Council approve the 2020 Capital Project List for Parks and Open Spaces, as amended.

Carried

Adjournment

Moved by Councillor Kroon
Seconded by Councillor Upton

1) That Council adjourn the special meeting at 4:54 p.m. to reconvene on Thursday, December 5, 2019 at 5:30 PM.

Carried

Council reconvened at 5:30 PM, on Thursday, December 5, 2019.

Staff Present: Rob Adams, Gillian Angus-Traill, Claudette Banks, Glenn Jackson, Brian Kavanagh, Marilou Murray, Cassandra Pappas, Brian Parrott, Bill Snowball, Kristina Soolepp, Margaret Wallace, Haiqing Xu, and departmental support staff.

6. Roll Call

All members of Council were present.

7. Introduction of Addendum Items

Moved by Councillor Kroon
Seconded by Councillor Ferdinands

1) That Council suspend the rules and regulations of Procedural By-law 2016-001-RE, as amended, Section 7.4 to allow the Introduction of Addendum Items.

Carried by Two-Thirds

Moved by Councillor Bartley
Seconded by Councillor Upton

1) That Council consider addendum item, By-law 2019-134-AP BEING A BY-LAW to appoint Municipal Law Enforcement Officers, Officers, Municipal Weed Inspectors, and Licensing Officers for The Corporation of the Town of Whitchurch-Stouffville and repeal By-law 2019-093-AP.

Carried

Moved by Councillor Upton
Seconded by Councillor Kroon

1) That Council read By-law 2019-134-AP a first, second, and third time and passed.

Carried

8. Consideration of Items

Report No. FTS-037-19 2020 Capital Budget Transmission Report (F05)

Community Planning

Moved by Councillor Smith
Seconded by Councillor Upton

1) That Council defer capital project #1309, Main Street Pedestrian Crossing Design, until there is a plan for the reconstruction of Main Street.

A recorded vote was requested. The Clerk called the question and asked each member of Council in turn:

	For	Against
Councillor Sherban		X
Councillor Bartley		X
Councillor Upton	X	
Mayor Lovatt		X
Councillor Kroon	X	
Councillor Smith	X	
Councillor Ferdinands	X	
	4	3

Carried

Moved by Councillor Upton
Seconded by Councillor Sherban

1) That Council approve the 2020 Capital Project List for Community Planning, as amended.

Carried

New Infrastructure

Moved by Councillor Smith
Seconded by Councillor Bartley

1) That Council approve the 2020 Capital Project List for New Infrastructure, as circulated.

Carried

Community Safety

Moved by Councillor Bartley
Seconded by Councillor Smith

- 1) That Council reduce capital project #575, Replace 5917 (511) 2007 Pumper to \$300,000 for the 2020 budget; and
- 2) That Council approve the 2020 Capital Project List for Community Safety, as amended.

Carried

Infrastructure Rehabilitation & Equipment Replacement

Council consented to considering capital project #196, Repair/Rehabilitation, following the consideration of the entire 2020 Capital Project List.

Moved by Councillor Smith
Seconded by Councillor Upton

- 1) That Council remove capital project #1247, Wylie Lane Improvements, and capital project #1252, Lakeshore Rd Culvert Replacement Study from the 2020 budget.

Carried

Moved by Councillor Bartley
Seconded by Councillor Ferdinands

- 1) That Council approve the 2020 Capital Project List, Appendix 1 page 20 and 21, for Infrastructure Rehabilitation & Equipment Replacement, as amended.

Carried

Moved by Councillor Kroon
Seconded by Councillor Smith

1) That Council approve the 2020 Capital Project List, Appendix 1 page 22, for Infrastructure Rehabilitation & Equipment Replacement, as circulated.

Carried

Moved by Councillor Smith
Seconded by Councillor Ferdinands

1) That Council increase capital project #1305, Downtown Initiatives in the amount of \$35,000; and

2) That Council increase capital project #618, Tree Replacement Program in the amount of \$40,000; and

3) That Council add capital project #1307 Library Strategic Plan Initiatives, in the amount of \$25,000 to Appendix 1, 2020 Draft Capital Budget; and

4) That Council add capital project #1262, Interim Downtown Indigenous Interpretive Centre, in the amount of \$200,000 to Appendix 1, 2020 Draft Capital Budget; and

5) That Council increase capital project #196, Repair/Rehabilitation in the amount of \$220,000.

Carried

Report No. FTS-037-19 2020 Capital Budget Transmission Report

Moved by Councillor Bartley
Seconded by Councillor Kroon

1) That Council approve a 2020 Capital Budget of \$14,874,900, not including carryover projects already in process from 2019 or prior years; and

2) That Council approve an operating budget dedicated contribution to capital of 3%; and

3) That Council approve the capital projects for 2020 listed in Appendix 1, 2020 Draft Capital Budget, as amended.

Carried

9. Confirmatory By-law

Moved by Councillor Smith
Seconded by Councillor Ferdinands

That Council read Confirmatory By-law 2019-124-MS a first, second and third time and passed.

Carried

10. Adjournment

Moved by Councillor Upton
Seconded by Councillor Kroon

That there being no further business, Council adjourn the meeting at 7:20 p.m.

Carried

APPROVED at the Town of Whitchurch-Stouffville this 21st day of January, 2019.

Gillian Angus-Traill, Clerk

Iain Lovatt, Mayor



**TOWN OF WHITCHURCH - STOUFFVILLE
COUNCIL MINUTES**

Tuesday, December 3, 2019

Closed Meeting 6:00 PM

Regular Meeting 7:00 pm

**Council Chambers
111 Sandiford Drive**

Chair: Mayor Lovatt

The regular meeting of Council was held at the municipal offices, on the above date and time.

Staff Present: Rob Adams, Gillian Angus-Trail, Brian Parrott, and Kristina Soolepp.

1. Call to Order at 6:00 p.m.

2. Roll Call

All members of Council were present. Councillor Kroon arrived at 6:02 p.m.

3. Resolution to hold a Closed Meeting

Moved by Councillor Ferdinands

Seconded by Councillor Upton

That Council recess at 6:02 p.m. to permit the holding of a Closed Meeting in the Whitchurch Room to consider matters with the following exceptions:

- Personal matters about an identifiable individual, including municipal or local board employees (Municipal Act, Sec. 239(2)(b)).

Carried

4. Reconvene into Open Meeting at 7:00 p.m.

Staff Present: Rob Adams, Gillian Angus-Trail, Glenn Jackson, Brian Kavanagh, Marilou Murray, Cassandra Pappas, Brian Parrott, Josh Silver, Bill Snowball, Kristina Soolepp, and Haiqing Xu.

5. Roll Call

All members of Council were present.

6. Introduction of Addendum Items

1. **Report No. DS-065-19 Single Source Award of DC Eligible Projects to Savena Cove Homes Inc. under the Town's Procurement By-Law for Undertaking of DC Eligible Design Works and Relevant Internal Construction Works**

7. Confirmation of Agenda

Moved by Councillor Kroon
Seconded by Councillor Upton

That Council confirm the agenda, as amended.

Carried

8. Declarations of Pecuniary Interest

None

9. Items Arising from a Closed Meeting

1. **Closed Item Report**

Moved by Councillor Sherban
Seconded by Councillor Bartley

1) That Council direct staff to disperse funds from the Thomas Williamson and Alexander Grubin Trust Funds as instructed in Closed Meeting.

Carried

2. Closed Item Report

Moved by Councillor Kroon
Seconded by Councillor Upton

1) That Council direct staff to prepare the necessary by-laws to appoint the new member for Heritage Advisory Committee, as selected by Council.

Carried

10. Adoption of Minutes

Moved by Councillor Smith
Seconded by Councillor Upton

That Council adopt the minutes from the regular meeting of Council on November 19, 2019, as circulated.

Carried

11. Recognitions

None

12. Delegations/Petitions

None

13. Outside Presentations/Information from Council Appointed Committees

None

14. Consent Agenda

Report Nos. DS-060-19, DS-061-19, DS-059-19, DS-062-19, CS-026-19, LCS-035-19, LCS-034-19, and FTS-036-19 were not pulled for separate discussion.

Moved by Councillor Kroon
Seconded by Councillor Bartley

That Council approve the following staff reports on the consent agenda and adopt the recommendations contained therein:

Report No. DS-060-19 Temporary Road Closure of Tenth Line from Mantle Avenue to the South Limit of the Town Boundary for Construction (D12)

- 1) That Council approve the extension for a temporary road closure of Tenth Line, from the southern limit of the Town boundary to approximately 80 metres south of Mantle Avenue, for a period of an additional twelve days, to facilitate the completion of the remaining reconstruction works along the Tenth Line; and
- 2) That Council, repeal By-law 2019-090-RD, and enact By-law 2019-127-RD to allow the road closure till 7:00 pm Saturday, December 21, 2019; and
- 3) That Council authorize staff to issue all necessary Road Occupancy Permits, and waive any fees associated with the road closure, for the use of the Tenth Line road allowance exclusively by 11731 Tenth Line Development Limited.

Report No. DS-061-19 Watercourse Naming – Naming of Lake Ontario Tributaries Bloomington Road to Town Boundaries of the City of Markham/Durham Region (D19)

- 1) That Council direct staff to apply to the Ontario Geographic Names Board to formalize the names of watercourses within the south area of the Town including the names Bruce Creek, Ratcliff Creek, Little Rouge Creek, Stouffville Creek and West Reesor Creek.

Report No. DS-059-19 Subdivision Assumption By-Law – Bethesda Estates Cedar Ridge 65M-3909, Part of Lot 7, Concession 4, Cedar Ridge Road

1) That Council enact By-law 2019-125-RD, being a by-law to assume public works and services within Plan 65M-3909.

Report No. DS-062-19 Proposed Plan of Condominium – 25 Baker Hill Boulevard File No. CDM19.022

1) That Council approve Draft Plan of Condominium File No. CDM19.002, prepared by Schaeffer Dzaldov Bennett Ltd., and dated September 24, 2019, subject to the conditions as set out in Attachment 4 to this Report; and

2) That Council direct staff to issue a Notice of Decision, in accordance with Section 51(37) of the *Planning Act, 1990*.

Report No. CS-026-19 User Fee Supplementary Report

1) That Council approve the new fee for Temporary Model Home(s) Agreement proposed by Corporate Services to be included in the Corporate Services schedule to the Fees and Charges By-Law, effective January 1, 2020.

Report No. LCS-035-19 Energy Conservation and Demand Management Plan

1) That Council adopt the new Town Energy Conservation and Demand Management Plan, in principle, included as Attachment 1; and

2) That Council direct Staff to include various initiatives in the Town's Capital Budget Forecast for Council's consideration; and

3) That Council authorize Staff to post the Town Energy Conservation and Demand Management Plan and 2018 summary of the Town's energy consumption and greenhouse gas emissions on the Ministry of Energy's website, as required under Ontario Regulation 507/18, the *Electricity Act, 1998*, S.O. 1998, c. 15, Sched. A.

Report No. LCS-034-19 Facility User Insurance Program

- 1) That Council adopt a mandatory Facility User Insurance Program for user rentals of facility owned or controlled by the Town of Whitchurch-Stouffville, effective January 1, 2020; and
- 2) That Council authorize staff to incorporate the Facility User Insurance Program as a provision in the Facility Allocation Policy; and
- 3) That Council approve the costs for the insurance program premiums be borne by the rental applicants; and
- 4) That Council direct Staff to include insurance premiums for all new permit applications processed on or after December 4, 2019; and
- 5) That Council direct Staff to review the Facility Users Insurance Program every 5 years to ensure the current program meets existing needs of the municipality and facility users and aligns with the provisions of the Town's Insurance and Risk Management Services contract.

Report No. FTS-036-19 Municipal Modernization Program, Expression of Interest (F11)

- 1) That Council endorse the submission of a Letter of Intent for a grant application to the Municipal Modernization Program, Intake 1, for the Customer Service Standards Study in 2020; and
- 2) That Council approve an operating contribution of up to \$20,000 for a total project allocation of \$60,000; and
- 3) That Council authorize the Mayor, Clerk, or Treasurer to execute the Transfer Payment Agreement and any other documentation, as required.

Carried

11. Action Items Requiring Separate Discussion

**Report No. LCS-033-19 Memorial Park Final Master Plan
*Presentation by Marilou Murray, Director of Leisure and
Community Services and Patrick Morello, Landscape Architect,
Land Inc.***

Moved by Councillor Smith
Seconded by Councillor Ferdinands

1) That Council endorse in principle, the Memorial Park Master Plan, attached as Attachment 1; and

2) That Council direct Staff to proceed with the issuance of a Request for Proposal (RFP) for design services for Zone 10, inclusive of 8 dedicated Pickleball Courts, and consideration of 1-2 tennis courts, site servicing and alteration, landscaping/trails/berms and shade shelter; and

3) That Council direct Staff to initiate future public consultation at the appropriate times on components of the plan as activities of each Zone are further defined, including but not limited to Zones 1, 3/4/6, 5, 7/10; and

4) That Council direct Staff to include projects within Zones or components thereof into the Leisure and Community Services Capital Budget Forecast for future consideration; and

5) That Council direct Staff to continue to explore funding opportunities that can advance components of the plan over time, inclusive of various Grant programs, capital contributions by stakeholders, as well as a Naming Rights Sponsorship Program.

Carried

Report No. CS-027-19 Community Engagement Results for the Branding & Corporate Identity Initiative, Phase One: “What’s in a Name?”

Moved by Councillor Upton
Seconded by Councillor Bartley

- 1) That Council direct Staff to maintain the name of the municipality as "The Town of Whitchurch-Stouffville"; and
- 2) That Council direct Staff to brand the municipality as "The Town of Stouffville".

Carried

Council consented to consider the remaining reports in the following order:

Report No. DS-065-19 Single Source Award of DC Eligible Projects to Savena Cove Homes Inc. under the Town’s Procurement By-Law for Undertaking of DC Eligible Design Works and Relevant Internal Construction Works (D12)

Moved by Councillor Bartley
Seconded by Councillor Smith

- 1) That Council authorize the single sourcing of W20, W21, WW20 and WW21 DC eligible portions to Savena Cove Homes Inc. in accordance with Option B of this report; and
- 2) That Council direct staff to enter into the necessary agreements with the developer Savena Cove Homes Inc., subject to Town Solicitor’s review and amendments; and
- 3) That Council authorize the Mayor and Clerk to execute the necessary documents.

Carried

Report No. DS-063-19 Development and Planning Activity Update

Moved by Councillor Sherban
Seconded by Councillor Kroon

- 1) That Council receive Report No. DS-063-19 for information.

Carried

Report No. DS-064-19 Proposed Official Plan Amendment and Proposed Zoning By-law Amendment – Mon Sheong Foundation, 162 & 176 Sandiford Drive (File Nos. OPA19.004, and ZBA19.010) (D09, D14)

Moved by Councillor Upton
Seconded by Councillor Bartley

- 1) That Council enact By-law No. 2019-129-OP to adopt Official Plan Amendment 147 and direct Staff to issue a Notice of Adoption; and
- 2) That Council enact By-law No. 2019-130-ZO being a By-law to amend Comprehensive Zoning By-law 2010-001-ZO by revising the site-specific zone and provisions to the subject property and direct Staff to issue a Notice of Passing.

Carried

Report No. FTS-035-19 By-Law to Levy an Interim Tax Rate for 2020

Moved by Councillor Smith
Seconded by Councillor Ferdinands

- 1) That Council enact the Interim Tax Rate By-Law 2019-131-TX to provide for an interim tax levy for 2020.

Carried

Report No. LCS-036-19 User Fee Supplementary Report

Moved by Councillor Ferdinands
Seconded by Councillor Sherban

1) That Council receive Report No. LCS-036-19 for information.

Carried

12. Notices of Motion/Motions for Which Notice Has Been Given

None

13. Resolutions from Council

None

14. By-laws

Moved by Councillor Upton
Seconded by Councillor Kroon

That Council read the following by-laws a first, second, third time and passed:

2019-123-FI being a By-law to establish fees or charges for services or activities provided by the Town of Whitchurch-Stouffville (General Fees and Charges) and to repeal By-law 2018-164-FI, as amended

2019-125-RD being a By-law to assume a certain highway and public works for public use (Cedar Ridge Road)

2019-126-RD being a By-law to provide for the naming of the street in the Sorbara/L & M G. P. East (Condominium Townhouses) Site Plan SPA 18.005 Development, 11742 Tenth Line, Community of Stouffville (Brofarm Lane)

2019-127-RD being a By-law for the temporary closure of Tenth Line at Mantle Avenue and the South Limit of the Town for the Tenth Line road reconstruction projects and to repeal By-Law 2019-090-RD

2019-128-RD being a By-law to provide for the numbering of buildings along highways and for affixing numbers to the buildings (16045 Highway 48 and 5276 St. John Sideroad)

2019-129-OP being a By-law to adopt Official Plan Amendment No. 147 to the Official Plan for the Town of Whitchurch- Stouffville Planning Area which, on the 1st day of January, 1971 comprised all the lands within the municipal boundary of the area municipality of The Corporation of the Town of Whitchurch-Stouffville (162 and 176 Sandiford Drive)

2019-130-ZO being a By-law to amend By-law 2010-001-ZO of the Town of Whitchurch-Stouffville (Comprehensive Zoning By-law) for the lands located at 162 and 176 Sandiford Drive

2019-131-TX being a By-law to levy an Interim Rate for 2020 upon the taxable properties of The Corporation of the Town of Whitchurch-Stouffville and to repeal By-Law 2019-067-TX

Carried

15. Regional Business

The Mayor provided an overview of Regional Business.

16. Resolution to hold a Closed Meeting, if required

Moved by Councillor Sherban
Seconded by Councillor Smith

That Council recess at 9:05 p.m. to permit the holding of a Closed Meeting in the Whitchurch Room to consider matters with the following exceptions:

- Personal matters about an identifiable individual, including municipal or local board employees (Municipal Act, Sec. 239(2)(b)).

Carried

Council reconvened into Open Session at 10:10 p.m.

17. Items Arising from a Closed Meeting

None

18. Confirmatory By-law

Moved by Councillor Smith
Seconded by Councillor Sherban

That Council read Confirmatory By-law 2019-133-MS a first, second and third time and passed.

Carried

19. Adjournment

Moved by Councillor Upton
Seconded by Councillor Kroon

That there being no further business, Council adjourn the meeting at 10:15 p.m.

Carried

APPROVED at the Town of Whitchurch-Stouffville this 21st day of January, 2020.

Gillian Angus-Trail, Clerk

Iain Lovatt, Mayor



DELEGATION REGISTRATION REQUEST FORM

Regularly scheduled Council meetings are held in the Council Chambers at 111 Sandiford Drive, Stouffville: 1st Tuesday at 7 p.m. & 3rd Tuesday at 4 p.m. of each month, or as otherwise indicated on the Council Meeting Schedule. (subject to change)

Council Meetings will be audio-recorded and made available online.

Form with fields: Name (ERIN CERENZIA), Organization (MAGNA INT. - NEIGHBOURHOOD NETWORK), Mailing Address (14988 YONGE ST. AURORA, ON L4A 1M6), Organization's Website (WWW.NNETWORK.ORG), Contact telephone (905-726-3737), E-mail address (erin.cerenzia@magna.com)

1. When do you wish to make your delegation? JANUARY 21, 2020

2. To your knowledge, is the matter on the agenda for the meeting you wish to attend?

YES [] NO [X] If YES, this form is not required - anyone may address a report on a Council Agenda at the meeting.

3. To your knowledge, has the matter you wish to speak to been considered before Council previously? NOTE: delegations may only address issues after 6 months has lapsed from the time of Council's original decision.

YES [] NO [X] If YES, When? _____

4. Please summarize the matter you wish to speak to as a delegation and indicate questions you wish to have addressed, if applicable:

Delegation to Council to share about Neighbourhood Network's programs and services and to request a referral to Staff to formalize a partnership.

5. Have you been in contact with a Town staff member with regard to your matter of interest?

YES NO If YES, which staff member? MAYOR LOVATT

6. Are you requesting any financial assistance from the Town?

YES NO If YES, state the amount: _____

7. Do you have an electronic presentation? YES NO

HD wide screens and a computer are available for your use during the meeting.

- Electronic presentations should be compatible with Microsoft Office 2007 or newer
- Minimum of 24 font size to ensure that it is visible from a distance
- Page layout – wide screen (16:9)
- Memory sticks/discs/CDs are acceptable for use on the Town's equipment

ADDITIONAL NOTES:

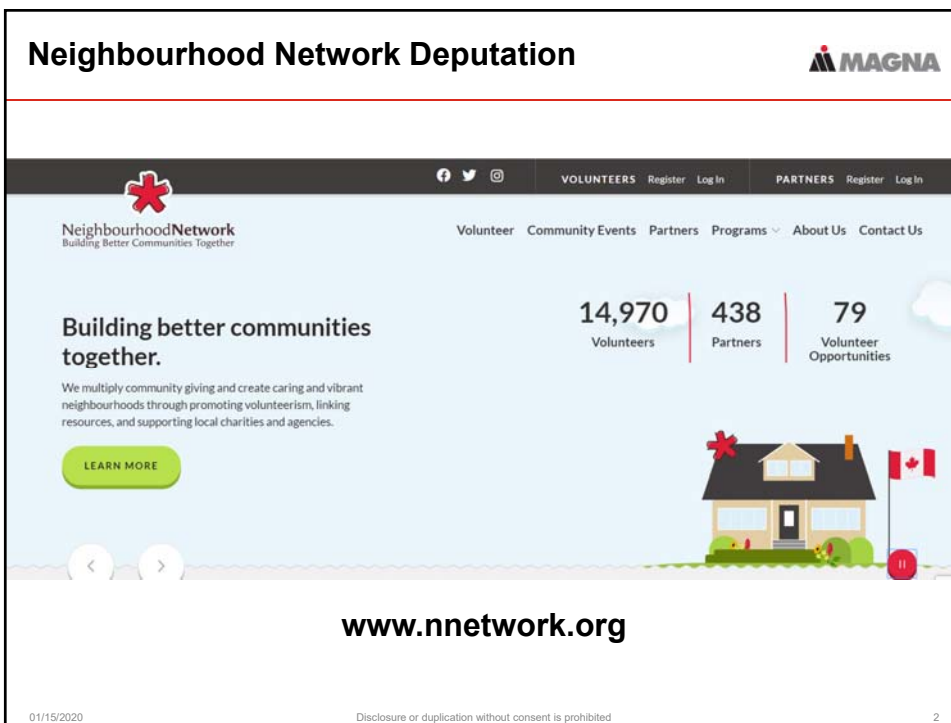
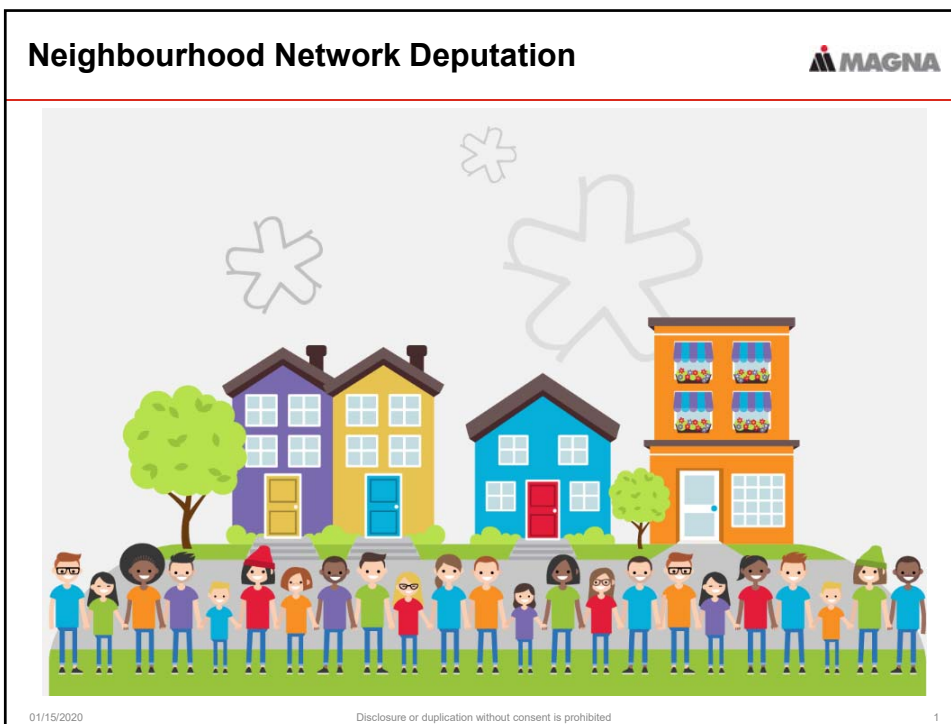
- Complete the **Delegation Registration Form** and submit it by 12 p.m. (noon) on the Monday **8** days before the Council Meeting date, along with any electronic presentations and/or handouts.
- If you wish to provide handouts, please submit 15 copies of the material to the Council Coordinator for distribution to Members of Council and Staff at the meeting.
- Delegations should be made by a designated spokesperson.
- Delegations may speak for a maximum of **10 minutes**.

For more information regarding Council procedures, see the following sections of the Procedural By-law, 2016-001-RE being a by-law to govern the proceedings of Council Meetings.

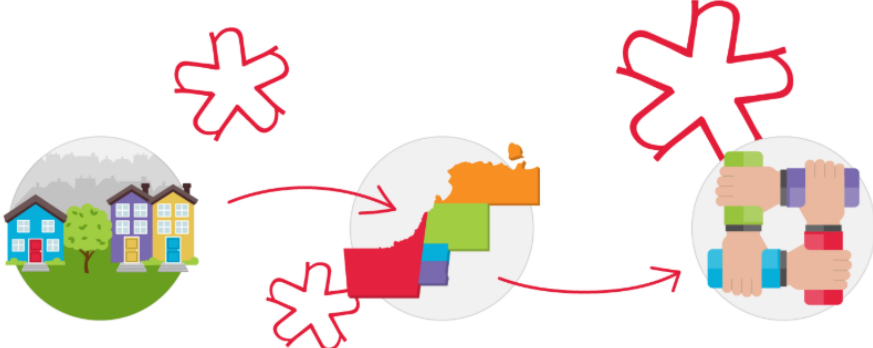

- 2.5 Decorum
- 4.4 Delegations
- 4.5 Speakers Regarding Items on the Agenda

Contact: Council Coordinator
Tel., 905-640-1910 or 1-855-642-8697 ext. 2463
E-mail, Council Coordinator

Personal information on this form is collected under the authority of By-law number 2016-001-RE. Your name, address, comments and any other personal information, is collected and maintained for the purpose of sending correspondence relating to matters before Council; creating a record that is available to the general public in a hard copy format and on the internet in an electronic format. Questions about this collection should be directed to the Freedom of Information and Privacy Coordinator Town of Whitchurch-Stouffville, 111 Sandiford Drive, Stouffville, ON L4A 0Z8; Phone: 905 640 1910 or 1-855-642-8697 ext: 2222; Fax: 905 640 7957

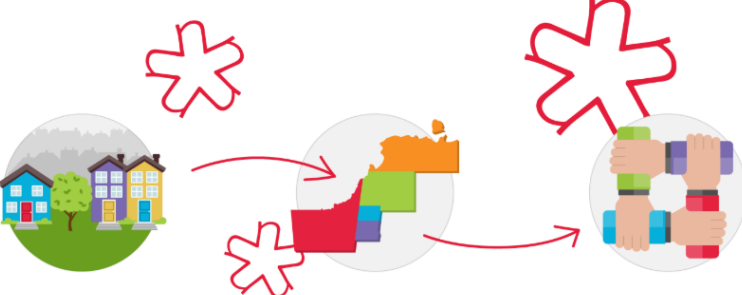



Neighbourhood Network Deputation



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Neighbourhood Network Deputation



- **Free community engagement and support service!**
- **Education and networking for charities, non-profits, and community groups!**
- **Programs, events, volunteer fairs, high school engagement, local BBQs and volunteer celebrations, and more in your community!**

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Neighbourhood Network Deputation



01/15/2020

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5



Town of Whitchurch-Stouffville Council Report

Item 1

Subject: #H2OtoGo Program
Staff Report No. LCS-003-20
Department: Leisure & Community Services
Date: January 21, 2020

Recommendation:

- 1) That Council direct staff to investigate the process of being recognized as a “Blue Community” and report back upon completion.

1. Purpose:

The purpose of this report is to inform Council of the launch of the #H2OtoGo campaign which focuses on the reduction of single-use plastics by creating public awareness as to the location of our water-bottle filling stations in Town facilities. The campaign will begin on January 21st, 2020 and carry through to March 27th, 2020. At the conclusion of the campaign, staff would like to initiate an investigative process to understand the necessary steps for the Town of Whitchurch-Stouffville to be recognized as a “Blue Community”.

2. Executive Summary:

The intention of the #H2OtoGo campaign is to provide opportunities for the residents of Whitchurch-Stouffville to assist in the environmental sustainability of our Town through the reduction of single-plastic bottle use. The campaign will focus on educating the public regarding the numerous locations of current water-bottle filling stations within our facilities and our plans for increased coverage in 2020. The communication plan focuses on creating awareness through social media, posters in all Municipal facilities, interior facility signage with direction to water-bottle filling stations, Town driven newsletters and banner bugs. In support of the program, we will be selling reusable water bottles at both the Leisure Centre and the Municipal Offices for \$5 per bottle. Our long-term objective in delivering programs like #H2OtoGo is to assist in potentially achieving the

acknowledgement of being a “Blue Community” through Council of Canadians. Currently, only 10 municipalities in Ontario have earned this recognition, none of which are in York Region.

3. Background:

Single-use plastics are exactly what the name implies, plastic products that are disposed of immediately after use. As of July 2019, less than ten percent of plastics are recycled in Canada. These unrecycled plastics will remain in the environment for hundreds of years and will ultimately decompose into small particles called microplastics which we would then ingest through food or water. Reducing or eliminating the use of single-use plastics is a desired state for any community as it directly affects our environmental sustainability and assists in moving us toward becoming a more circular economy.

In working with the Town’s Environmental Stewardship Working Group (ESWG) through 2019, it was determined that while we implement tools to promote the use of reusable containers, our communication with our residents to that effect was non-existent. We currently have five facilities where residents can access bottle filling stations (Stouffville Arena, Clippers Sports Complex, 6240 Main St., WS Leisure Centre and Soccer City), yet none of these facilities have signage to indicate the station’s existence. As well, we have bottle filling stations at two non-public facilities (Operations Centre and Municipal Offices) and while less critical to the outreach of the awareness, signage is also absent. Of note, we will be expanding our services for bottle-filling in 2020 as we install hydration stations at both the Town of WS Museum and 19 On The Park and a water cooler will be purchased for public access at Town Hall for guests and residents attending various public meetings. Additionally, our Special Events Team will be considering the impact on the environment by providing potable water at all Town events moving forward. These projects will be funded with Capital monies.

In co-ordination with Corporate Communications, staff devised a Communications Plan for the #H2OtoGo initiative to ensure broad promotion and ultimately increased public use of the Town’s water filling stations. One of the promotional tactics include the production of a water bottle that contain the #H2OtoGo logo which will be available for purchase in Town facilities. Staff shared the campaign with the Environmental Sustainability Working Group at its meeting on December 16, 2019 to garner feedback prior to the launch and the campaign proceeding to Council. The Committee was supportive of the initiative, and while somewhat concerned with respect to the use of reusable plastic water bottles as a promotional tool, they did agree that the use of high-quality reusable plastic bottles was the most cost-effective option to be used as part of the campaign.

4. Analysis and Options:

The #H2OtoGo campaign will be launched on January 21st, 2020 and run through to March 27th, 2020. During this eight-week period, there will be an increased presence in

our facilities and our media emphasizing resident participation in the program by increasing the awareness of the Town's bottle-filling station locations. The program will have further exposure on March 22nd, 2020, which is "World Water Day". Being that this event falls in the last week of our campaign, it will assist in reinforcing the importance of being conscious to the use of reusable plastics as the program concludes. World Water Day is an annually recognized international program that supports the availability of clean drinking water for all.

Following the delivery of the campaign, facility directional signage will remain as a permanent addition in each of the participating facilities to ensure any new visitors are informed of our bottle-filling stations. The ability to purchase reusable water bottles will also still exist until all supplies are exhausted. While the heavy advertising campaign lasts eight-weeks, the promotion of the initiative's importance will remain consistent in our facilities in perpetuity.

Blue Community

The Blue Community project is a collaborative initiative founded by the Council of Canadians, the Canadian Union of Public Employees and the Blue Planet Project.

Becoming a recognized Blue Community is a product of a Project Guide that was established by the aforementioned groups that assists community activists and leaders to protect the human right to water. The project encourages municipalities to become a Blue Community by implementing three actions:

1. Recognizing water and sanitation as human rights;
2. Banning or phasing out the sale of bottled water in municipal facilities and at municipal events: and,
3. Promoting publicly financed, owned, and operated water and wastewater services

The following municipalities in Ontario have taken the necessary steps to become a Blue Community: Ajax, Kingston, Tiny Township, Niagara Falls, St. Catharines, Welland, Thorold, Tay Township, Bayfield, Thunder Bay,

In cooperation with our Public Works department, staff will investigate the feasibility of satisfying each of the three criteria and report back to Council at a later date.

Staff Participation

As noted previously, there will be water bottle filling stations in all municipal facilities where staff are employed. As a part of the campaign, there will be specific focus on internal promotion to encourage staff to use refillable containers on a daily basis.

5. Financial Implications:

The cost of the #H2OtoGo promotional campaign is estimated to be just under \$1200 which includes the purchase of 300 reusable water bottles, 2 banner bugs dedicated to

the campaign and social media advertising. The water bottles will be sold for public use at staffed Town facilities at a price of \$5/bottle to recover the cost of production. To encourage staff participation, water bottles will be distributed to Town of Whitchurch-Stouffville employees that choose to participate in the program.

The purchase and installation of the bottle filling stations at the Museum and 19 On The Park will cost approximately \$3400 per unit, barring any complications. These costs will be consumed in our Capital budget under General Facility Upgrades.

6. Alignment with Strategic Plan:

1. Service Excellence

Supporting a collaborative, timely, customer-focused approach to operations that enhances efficiency, effectiveness, and customer satisfaction.

- Creating a positive culture, with sense of accountability and empowerment

2. Asset Planning, Maintenance and Development

Successful stewardship of the infrastructure and facilities required to support a growing community and vibrant economy.

- Address / plan for maintenance of existing assets & infrastructure; Create new infrastructure

7. Attachments:

None

8. Related Reports:

None

Author: Brian Slater, Manager, Facilities & Parks

For further information on this report, please contact the Director, Leisure & Community Services: Marilou Murray at 905-640-1910 ext. 2436 or via email at marilou.murray@townofws.ca



Town of Whitchurch-Stouffville Council Report

Item 2

Subject: Joint Contract Award – CRFT2019-02 – Supply and Delivery of Gasoline and Diesel Fuels to the Municipalities within the Regional Municipality of York (Town of Whitchurch-Stouffville)

Staff Report No. LCS-002-20 / PW-002-20

Department: Leisure and Community Services / Public Works

Date: January 21, 2020

Recommendation:

- 1) That Council approve the joint contract award for Tender CRFT-2019-02 - Supply and Delivery of Gasoline and Diesel Fuels to the Municipalities within the Regional Municipality of York (PART A) to Suncor Energy Products Partnership for an estimated annual value of \$72,992.48 (excluding H.S.T.), for a five (5) year term ending on December 31, 2024; and
- 2) That Council approve the joint contract award for Tender CRFT-2019-02 - Supply and Delivery of Gasoline and Diesel Fuels to the Municipalities within the Regional Municipality of York (PART B) to Canada Clean Fuels for an estimated annual value of \$53,055.00 (excluding H.S.T.), for a five (5) year term ending on December 31, 2024; and
- 3) That Council approve the joint contract award for Tender CRFT-2019-02 - Supply and Delivery of Gasoline and Diesel Fuels to the Municipalities within the Regional Municipality of York (PART D) to 4Refuel for an estimated annual value of \$25,273.60 (excluding H.S.T.), for a five (5) year term ending on December 31, 2024; and
- 4) That Council authorize the Mayor and Clerk to sign the necessary documents.

1. Purpose:

As per the requirements of Procurement By-law 2017-084-FI, this report summarizes the results of a joint procurement with participating agencies of the York Purchasing Cooperative (YPC) for the supply and delivery of bulk fuel and seeks Council's approval to award Part A of the contract (unleaded gasoline) to Suncor Energy Products Partnership for an estimated annual value of \$72,992.48, excluding H.S.T., Part B (ultra low sulphur diesel) to Canada Clean Fuels for an estimated annual value of \$53,055.00, excluding H.S.T. and Part D (biodiesel) to 4Refuel for an estimated annual value of \$25,273.60, excluding H.S.T.

2. Executive Summary:

The Town of Whitchurch-Stouffville and participating agencies of the York Purchasing Cooperative participated in a joint procurement process for the supply and delivery of bulk fuel to be used for corporate fleet and facility operations. York Region, acting as lead agency, awarded the contract to individual contractors deemed the lowest compliant bid received during the tendering process.

Each participating agency of the YPC is responsible for awarding the Contract of its Agency with the Contractor. The Town's bulk fuel requirements pertain to three Parts of the tender:

	Required Fuel Type
PART A	Ethanol (10%) Blended (E10) Gasoline (Unleaded Gasoline)
PART B	#1 Diesel (Ultra-Low Sulphur Diesel)
PART D	Biodiesel Fuel B10

Staff recommend the award of Part A (unleaded gasoline) to Suncor Energy Products Partnership, Part B (ultra low sulphur diesel) to Canada Clean Fuels and Part D (biodiesel B10) to 4Refuel for a five (5) year term, ending December 31, 2024.

3. Background:

On September 11, 2019, York Region on behalf of the York Purchasing Co-operative (YPC) issued Tender CRFT 2019-02 for the supply and delivery of bulk fuel (unleaded gas, ultra-low sulphur diesel and biodiesel) for use in corporate fleet and facility generators. The tender closed on October 7, 2019 with five (5) bids received, all deemed in compliance. York Region, acting as lead agency, awarded the contract to individual Contractors deemed the lowest compliant bid based on supply and delivery of required fuel types. Each participating agency is responsible for awarding the Contract of its Agency with the Contractor, through the issuance of a purchase order in the name of the

Agency. Participating agencies in this joint procurement included the following members of the YPC:

- York Region
- City of Markham
- Town of Newmarket
- City of Richmond Hill
- Town of Aurora
- City of Vaughan
- York Regional Police
- Town of Whitchurch-Stouffville

4. Analysis and Options:

4.1 Benefits of Co-operative Procurement

A Joint/Co-operative Procurement works well amongst the York Purchasing Co-operative as a result of combining requirements enabling participating agencies to realize best pricing by leveraging volumes, particularly to the benefit of smaller local municipalities and agencies within York Region.

4.2 Bid Results

The Town's bulk fuel requirements pertain to the supply and delivery of the following fuel types:

	Fuel Type
PART A	Ethanol (10%) Blended (E10) Gasoline (Unleaded Gasoline)
PART B	#1 Diesel (Ultra-Low Sulphur Diesel)
PART D	Biodiesel Fuel B10

For bidding purposes, the Town's quantities listed in the tender were based on estimated annual bulk fuel purchases of the following:

Part A: Regular Unleaded		
Location	Annual Estimate (litres)	5-Year Estimate (litres)
Fire Station 5-2	3,750	18,750
Operations Centre	111,000	555,000
Total	114,750	573,750

Part B: Low Sulphur Diesel		
Location	Annual Estimate (litres)	5-Year Estimate (litres)
Fire Station 5-2	13,000	65,000
Operations Centre	62,000	310,000
Total	75,000	375,000

Part D: Biodiesel (B10)		
Location	Annual Estimate (litres)	5-Year Estimate (litres)
Fire Station 5-2	1,500	7,500
Operations Centre	20,900	104,500
Fire Station 5-1	2,350	11,750
Clippers Arena	5,750	28,750
Municipal Office	2,500	12,500
Bethesda Sports Fields	2,200	11,000
Total	35,200	176,000

The following tables summarize the total bid price and parts A, B and D for each of the five (5) bids that were received:

Total Bid Price

Bidder	5-Year Total Cost (All YPC Members)	5-Year Total Cost (Town of WS)	Annual Cost (Town of WS)
Suncor Energy Products Partnership	\$78,207,807.0706	\$757,716.4750	\$151,543.2950
Canada Clean Fuels Inc	\$78,375,527.9983	\$759,849.7500	\$151,969.95
Parkland Fuel Corporation	\$78,983,580.5769	\$759,849.7500	\$152,808.225
4Refuel	\$79,392,056.0495	\$759,849.7500	\$153,479.35
Mansfield of Canada, ULC.	\$108,755,862.6721	\$1,083,201.8500	\$216,640.37

Part A – Unleaded Gasoline

Bidder	5-Year Total Cost (All YPC Members)	5-Year Total Cost (Town of WS)	Annual Cost (Town of WS)
Suncor Energy Products Partnership	\$13,887,363.8245	\$364,962.3750	\$72,992.4750
Canada Clean Fuels Inc	\$13,907,012.0280	\$365,478.7500	\$73,095.7500
Parkland Fuel Corporation	\$13,917,928.6875	\$365,765.6250	\$73,153.1250
4Refuel	\$14,125,333.1150	\$371,216.2500	\$74,243.2500
Mansfield of Canada, ULC.	\$20,762,273.8440	\$546,636.2500	\$109,127.2500

Part B – Ultra Low Sulphur Diesel

Bidder	5-Year Total Cost (All YPC Members)	5-Year Total Cost (Town of WS)	Annual Cost (Town of WS)
Canada Clean Fuels Inc	\$ 33,464,795.6574	\$265,275.0000	\$53,055.0000
Suncor Energy Products Partnership	\$ 33,469,526.3325	\$265,312.5000	\$53,062.5000
Parkland Fuel Corporation	\$ 33,857,441.6907	\$268,387.5000	\$53,677.5000
4Refuel	\$ 34,037,207.3445	\$269,812.5000	\$53,962.5000
Mansfield of Canada, ULC.	\$ 46,209,234.3768	\$366,300.0000	\$73,260.0000

Part D – Biodiesel (B10)

Bidder	5-Year Total Cost (All YPC Members)	5-Year Total Cost (Town of WS)	Annual Cost (Town of WS)
4Refuel	\$ 3,104,108.5780	\$126,368.0000	\$25,273.6000
Suncor Energy Products Partnership	\$ 3,130,480.5311	\$127,441.6000	\$25,488.3200
Canada Clean Fuels Inc	\$ 3,171,119.2785	\$129,096.0000	\$25,819.2000
Parkland Fuel Corporation	\$ 3,190,573.9980	\$129,888.0000	\$25,977.6000
Mansfield of Canada, ULC.	\$ 4,206,975.0101	\$171,265.6000	\$34,253.1200

The Fuel Cost per litre is inclusive of all applicable tax, excluding HST. The cost per litre for bidding purposes is based on Petro-Canada's Terminal Rack Pricing on Gasoline and Distillates for Resellers and Wholesale Customers for Toronto, effective Friday, September 6, 2019. For the purpose of bidding, York Region uses the price for Unleaded Regular Gasoline, effective Friday, September 6, 2019, for low Sulphur diesel that is not listed on the Petro-Canada's Terminal Rack Pricing on Gasoline and Distillates for Resellers and Wholesale Customers for Toronto.

The Fuel Cost of all fuels throughout the term of the Contract are based on and adjusted in accordance with the daily terminal rack prices for Toronto, as referenced on Petro-Canada's Terminal Rack Pricing on Gasoline and Distillates for Resellers and Wholesale Customers or if agreed by York Region equivalent reference information as determined by York Region, the participating Agencies of the YPC and the Contractor.

Based on the pricing listed above, staff recommend awarding the Town's portion of the Tender to the lowest, compliant Bidder, Suncor Energy Products Partnership for a five (5) year term of contract with applicable increases to the pricing based on the above indexing.

5. Financial Implications:

Costs for the supply and delivery of bulk fuel based on estimated usage and pricing as listed above are included in the Draft 2020 Operating Budget. Future year budgets will be determined accordingly.

6. Alignment with Strategic Plan:

1. Fiscal Sustainability

Working toward a sustainable budget that ensures the protection and maintenance of core services now and into the future.

- Capital financing and debt strategy

2. Service Excellence

Supporting a collaborative, timely, customer-focused approach to operations that enhances efficiency, effectiveness, and customer satisfaction.

- Create service-driven policies and procedures / streamline processes

7. Attachments:

None

8. Related Reports:

None

Author: Peter Wyllie, C.E.T., Manager of Operations

For further information on this report, please contact the Department Head: Marilou Murray, Director of Leisure and Community Services at 905-640-1910 or 1-855-642-8697 ext. 2436 or via email at marilou.murray@townofws.ca and Brian Kavanagh, Director of Public Works, 905-640-1910 or 1-855-642-8697 ext. 2464 or via email at brian.kavanagh@townofws.ca



Subject: York Region Municipal Comprehensive Review Update and Major Transit Station Area Delineation (D08)

Staff Report No. DS-001-20

Department: Development Services

Date: January 21, 2020

Recommendation:

- 1) That Council endorse the recommended Stouffville GO Major Transit Station Area and Lincolnville GO Major Transit Station Area delineations and minimum density target of 150 persons and jobs per hectare, for consideration through York Region's Municipal Comprehensive Review; and
- 2) That Council request York Region to change its proposed refinements to the Agricultural System Mapping, as per staff's comments in Attachment 4 to this Report, and as below:
 - a) To not designate lands in Area 16 (Vandorf) as Prime Agricultural Area;
 - b) To not designate lands in Area 24 (Gormley) as Prime Agricultural Area; and
 - c) To identify all lands in Gormley, Vandorf-Preston Lake, Musselman's Lake and Bloomington as Settlements Areas (Town and Villages/Hamlet) as per Map 8 of the York Region Official Plan; and
- 3) That Council direct Staff to forward Report No. DS-001-20 to the Clerk and the Chief Planner at York Region for their information.

1. Purpose:

The purpose of this Report is to provide Council with an update on York Region's Municipal Comprehensive Review (MCR) process and work program, and seek Council endorsement of the recommended Major Transit Station Area (MTSA) delineations for

the Stouffville GO MTSA and Lincolnville GO MTSA, for consideration through the Region's MCR.

2. Executive Summary:

York Region is undertaking a Municipal Comprehensive Review (MCR) to update its Official Plan to conform to the Province's Growth Plan. This Report provides an update on the background work undertaken to date, and work that will be forthcoming in early 2020. It is anticipated that the new York Region Official Plan will be considered for Regional Council adoption by the end of 2020, at which time it would be submitted to the Province for approval. The Town's ongoing Official Plan Review (OPR) is being undertaken concurrently with the Region's MCR to inform Regional policy directions and ensure consistency. The Town's Official Plan is required to be updated within one year following the approval of the Region's new Official Plan.

At this time, the Region is seeking local Council endorsement of the recommended Major Transit Station Area (MTSA) delineations for the Stouffville GO MTSA and the Lincolnville GO MTSA to inform work on the Region's Intensification Strategy and Planning for Growth Directions Report (Q2 2020). The Growth Plan requires that MTSA be delineated in the Region's Official Plan and minimum density targets be identified, in order to support growth and intensification around transit stations. The recommended MTSA delineations are identified in Attachments 1 and 2 to this Report. Town staff will be bringing forward a Report to Council on the Lincolnville GO MTSA Land Use Study in March 2020, which will include a Preferred Land Use Plan and a draft Official Plan Amendment for consideration.

This Report also provides an update to Council on the status of other Regional MCR studies and related Town initiatives, including:

- Agricultural System Mapping – The Region has proposed refinements to the Province's agricultural land base which designates prime agricultural area and rural areas. Town staff have provided comments to the Region, which do not support the redesignation of certain lands from rural area to prime agricultural area.
- Employment Area Mapping – The Region is required to designate employment areas in its Official Plan, and have been working with Town staff to delineate the employment areas and develop an appropriate policy framework.
- Employment Area Conversion Requests – The Region is evaluating the Council endorsed employment area conversion requests within the Town as part of its Phase 2 assessment (i.e., broader analysis of employment land conversion requests). It is anticipated that Regional staff recommendations will be available in February 2020, with a Report to Regional Council in March 2020.

- Preliminary Growth Forecasts and Land Needs to 2041 – Regional staff will be bringing forward the Planning for Growth Directions Report to Regional Council in March 2020, which will present the Region’s draft 2041 population and employment forecasts and land needs assessment, and growth allocations to the local municipalities. The Town is undertaking a Growth Management Assessment, which is being used to inform the Region’s work.
- Highway 404 Corridor Provincially Significant Employment Zones (PSEZs) – The Province is currently evaluating requests for identifying PSEZs under the Growth Plan. At this time, the Province has not identified any PSEZs in the Town of Whitchurch-Stouffville. Town staff are continuing investigations and discussions with the Province and York Region to facilitate a settlement area boundary adjustment to include the proposed south Gormley Employment Expansion Area, and evaluate the most appropriate Whitebelt areas in the Town for expanding and enhancing the Greenbelt Area.

Town staff will continue working with the Region through their MCR and will report back to Council with an update following the release of the Region’s Reports, which are anticipated in March 2020.

3. Background:

3.1 Municipal Comprehensive Review Process

The Region is currently undertaking a Municipal Comprehensive Review (MCR) to update its Official Plan to implement the Growth Plan for the Greater Golden Horseshoe, 2019 (Growth Plan). The Region’s new Official Plan is anticipated to be adopted by the end of 2020.

To date the Region has prepared a number of Background Reports to inform the MCR, which are further discussed in Section 4.0 of this Report, and include the following:

- [Planning for Intensification, April 2019](#) (includes Draft MTSA’s)
- [Planning for Employment, May 2019](#)
- [Planning for Agriculture Background Report, June 2019](#)
- [Growth and Infrastructure Alignment September, 2019](#)
- [Growth and Infrastructure Alignment Memo September, 2019](#)
- [Employment Area Conversion Process Update, October 2019](#)
- [Update on Public Consultations for the Municipal Comprehensive Review, October 2019](#)

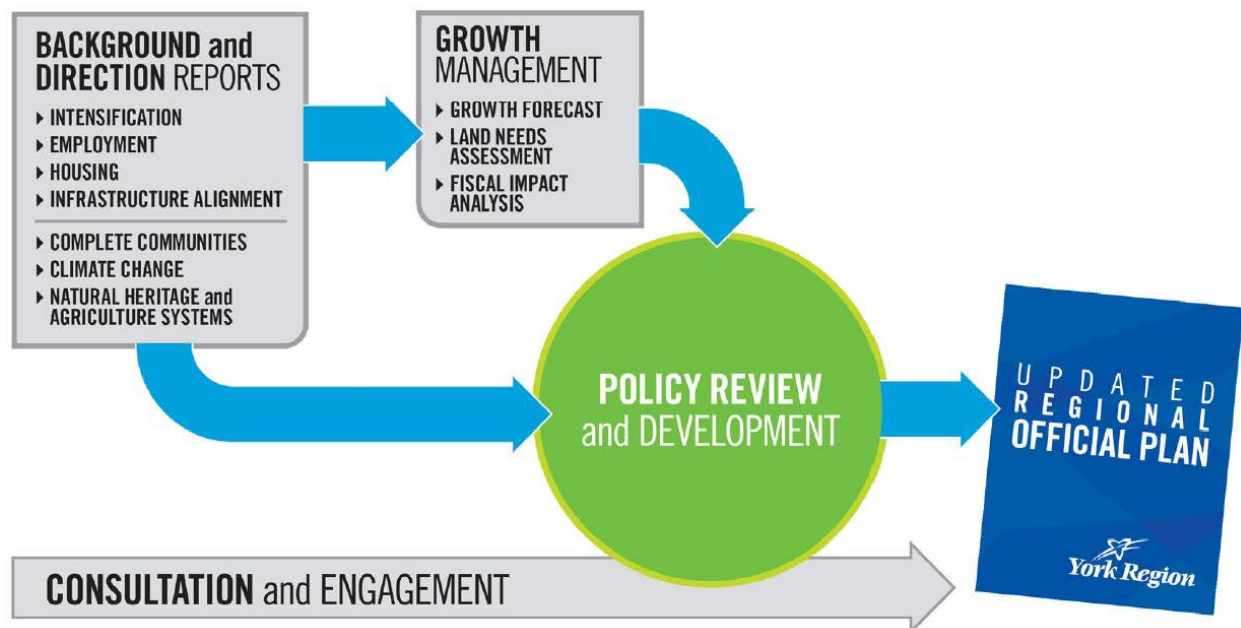
Additional Reports will be forthcoming in early 2020, which will include:

- Planning for Growth Directions Report (Draft Forecast and Land Budget), Q1 2020
- Natural Heritage Planning Report, Q1 2020
- Climate Change Action Plan Report, Q1 2020
- Intensification Strategy (includes MTSA Update Report), Q2 2020

- Planning for Employment, Q2 2020
- Policy Directions Report, Q2 2020

Staff will provide comments on these Reports as they become available and provide updates to Council as required. It is anticipated that a Draft of the Region’s updated Official Plan will be available for consultation by the end of 2020. Figure 1 provides a high level summary of the Region’s MCR work program to update the Regional Official Plan.

Figure 1: York Region Municipal Comprehensive Review



The Town’s Official Plan is required to conform to the Region’s new Official Plan, and is required to be updated within one year of the approval of the Region’s Official Plan update. As such, a large portion of the Town’s ongoing Official Plan Review (OPR) will be undertaken iteratively with the Region’s MCR, to ensure consistency in policy directions. The Region’s updated Official Plan will implement the policies of the Growth Plan and identify population and employment forecasts, growth allocations, and intensification targets for the local municipalities to the 2041 planning horizon.

4. Analysis and Options

4.1 Major Transit Station Areas

On April 18, 2019, Regional Council adopted the recommendations of the Committee of the Whole, which directed Regional Staff to proceed with consultation on the draft Major Transit Station Area (MTSA) delineations and minimum density targets, as outlined in the [Planning for Intensification Background Report, April 2019](#), as part of the Region’s MCR.

MTSAs refer to the area including and around existing and planned higher order transit stations and generally comprise the area within a 500 to 800 metre radius of a transit station. MTSAs represent suitable intensification areas which are supported by higher order transit and infrastructure investments, and are appropriate locations for accommodating more intensive transit-oriented development. Under the Growth Plan, York Region in consultation with local municipalities, is required to delineate MTSA boundaries and set minimum density targets for MTSAs located on “priority” transit corridors. Priority transit corridors in York Region are identified in the Growth Plan and generally consist of portions of the Highway 7, Yonge Street and Davis Drive corridors; portions of the GO rail system and all subway stations. There are 57 MTSAs in York Region that are located within priority transit corridors.

Furthermore, the Region in consultation with local municipal staff have identified 13 “additional” MTSAs that are recommended to be identified, beyond those required in priority transit corridors. These additional MTSAs are recommended to be identified based on their location on a Regional corridor, the level of anticipated intensification, and their potential to become a required MTSA as part of a potential future priority transit corridor. The Region’s MTSAs have been delineated based on guidelines and procedures established by the Region. For additional MTSAs, it must be demonstrated that a minimum planned density target of 150 persons and jobs per hectare can be achieved.

Within the Town of Whitchurch-Stouffville, two “additional” MTSAs are recommended to be identified, as outlined in the Region’s Planning for Intensification Background Report, and include the following:

- **Stouffville GO MTSA** – which identified a draft MTSA boundary and a minimum planned density target of 150 persons and jobs per hectare; and the
- **Lincolnvile GO MTSA** – which identified a “conceptual” MTSA boundary and a minimum planned density target of 150 persons and jobs per hectare, recognizing that the draft MTSA boundary and minimum density target will be established through the Town’s ongoing Lincolnvile GO MTSA Land Use Planning Study, as further discussed below.

The Region’s Planning for Intensification Background Report, provides background work which will inform the Region’s Intensification Strategy, which is anticipated to be brought forward to Regional Council in March 2020. The Intensification Strategy will include the local municipal intensification targets, proposed final MTSA delineations and minimum density targets, policy direction for updating the Region’s Official Plan based on the Growth Plan policies, as well as an implementation strategy for the Region and local municipalities.

On June 18, 2019, Town Council endorsed the Official Plan Review Planning Priorities ([Staff Report DS-033-19: Official Plan Review – Introductory Report](#)) which outlined the preliminary planning priorities and directions for guiding the Town’s OPR process. The

planning priorities are intended to guide decisions on growth and land use planning in the Town to the year 2041, and are categorized under three key themes related to: Growth Management, the Natural Environment, and planning for a Healthy Community. In relation to Growth Management, the Report identified that a nodes and corridors planning framework will be established to direct growth and intensification to strategic growth areas that are suitable to accommodate more intensive development and redevelopment based on the availability of servicing infrastructure and access to transit and major transportation corridors. The Downtown GO MTSA and Lincolnvile GO MTSA were identified as major nodes to accommodate a large portion of growth. The purpose of this Report is to seek Council endorsement of the recommended Stouffville GO MTSA and Lincolnvile GO MTSA delineations for inclusion as intensification areas through the Region's MCR.

Stouffville GO MTSA

The recommended Stouffville GO MTSA delineation has been identified by the Region in consultation with Town Staff. The recommended MTSA boundary is shown on Attachment 1, and generally represents the extent of the existing "Community Core Area" within the Community of Stouffville Secondary Plan. The Community Core Area represents the "downtown" area of Stouffville and the primary focal point for the Community. The Community Core Area is a mixed use centre located on lands in the vicinity of Main Street which generally extends from Albert Street in the west to the lands between Park Drive and Baker Street in the east. The Secondary Plan envisions a range of unique commercial uses, as well as employment and residential development. This includes new development which is in keeping with the scale of the existing development, and encourages medium and high density residential uses which support the function of the Community Core Area and the GO Station (S. 12.3.6).

Based on a preliminary analysis of the potential intensification and redevelopment opportunities within the Stouffville GO MTSA, there are sufficient intensification opportunities to achieve the minimum density target of 150 persons and jobs per hectare. This may result in a planned build-out of the MTSA to accommodate in the order of 4,800 persons and jobs, which represents an increase of an additional 2,500 persons and jobs, which may be accommodated beyond the 2041 planning horizon.

Town staff is supportive of the recommended delineation of the Stouffville GO MTSA and minimum density target of 150 persons and jobs per hectare to support intensification and redevelopment surrounding the GO station. Intensification and redevelopment within the Community Core Area is integral to the vitality of the downtown businesses, Main Street, and the community as a whole.

Town Staff and York Region are seeking Council endorsement of the recommended Stouffville GO MTSA delineation as shown on Attachment 1 and the minimum density target of 150 persons and jobs per hectare, in order to identify the Stouffville GO MTSA as an intensification area in the Region's Official Plan. Through the Town's OPR, more detailed land use policies and built form guidelines will be developed to manage and direct development within the Stouffville GO MTSA and be planned to achieve the minimum

density target. Furthermore, the Town's on-going Growth Management Strategy will consider the intensification potential within the Stouffville GO MTSA and inform the Town's growth forecasts.

Lincolnville GO MTSA

The recommended Lincolnville GO MTSA delineation has been identified based on the Lincolnville GO Land Use Study. In early 2019, the Town of Whitchurch-Stouffville retained WSP, in association with urbanMetrics, to undertake a Land Use Study for the Lincolnville GO Station Area. Through the study, consultation was conducted with the Region, relevant agencies, landowners and the public. The recommended MTSA boundary is shown on Attachment 2, and generally falls within the 500m radius, or approximately a 5-minute walk from the new Lincolnville GO Station. A portion of the 500m radius to the west of the railway line is not included in the MTSA boundary as those lands are located outside the settlement area boundary of the Community of Stouffville.

The Lincolnville GO MTSA is located within the Phase 3 lands in the Community of Stouffville which are intended to accommodate a large portion of new development. This represents an opportunity to comprehensively plan for the full build-out of the MTSA as a transit-oriented complete community. The potential MTSA would provide for a range of medium and high density residential uses and offer retail and commercial uses to meet the needs of the local residents.

Based on a scoped market analysis of the development potential conducted by WSP and urbanMetrics, there are sufficient development opportunities to achieve a minimum density target of 150 persons and jobs per hectare within the MTSA. This may result in a planned build-out of the MTSA to accommodate in the order of 7,100 persons and jobs, which may be accommodated beyond the 2041 planning horizon.

Town staff is supportive of the recommended delineation of the Lincolnville GO MTSA and minimum density target of 150 persons and jobs per hectare to support a higher level of density surrounding the GO station, which is vital for a more efficient form of development in the area and the community as a whole.

Town Staff and York Region are seeking Council endorsement of the recommended Lincolnville GO MTSA delineation as shown on Attachment 2 and the minimum density target of 150 persons and jobs per hectare. Through the Lincolnville GO Land Use Study, and associated Official Plan Amendment, more detailed land use policies and Urban Design Guidelines will be developed to manage and direct development within the Lincolnville GO MTSA in order to achieve the minimum density target. The draft OPA and Urban Design Guidelines are anticipated to be brought forward to Council in March 2020, and will be ready for Council adoption in parallel with the completion of the Region's MCR. Furthermore, the Town's on-going Growth Management Strategy will consider the development potential within the Lincolnville GO MTSA and inform the Town's growth forecasts.

4.2 Agricultural System Mapping

Pursuant to the Growth Plan, the Province issued agricultural system mapping on February 9, 2018, which resulted in changes to the prime agricultural area and rural area designation mapping. York Region is able to refine the agricultural land base mapping at the time of initial implementation in their Official Plan, based on implementation procedures issued by the Province. The Region's [Planning for Agriculture Background Report, June 2019](#), includes background analysis and proposed refinements to implement the agricultural system as part of the Region's MCR to update the Region's Official Plan.

Attachment 3 to this Report illustrates the current York Region Official Plan Agricultural Area and Rural Area designations in relation to the Province's agricultural system mapping and the Region's proposed refinements to the agricultural system mapping. Staff level comments were provided to the Region on the proposed refinements in a letter dated November 28, 2019, which is included in Attachment 4 to this Report.

Town staff are not supportive of some of the proposed changes which would redesignate certain lands from Rural Area to Prime Agricultural Area, which include:

- lands located within the existing Vandorf settlement area and designated "Potential Employment Area" in the Town's Official Plan (Area 16); and
- the lands south of the Community of Gormley which are being considered for future employment area development (Area 24).

Furthermore, the lands located within existing settlement areas (i.e., Gormley, Bloomington and Vandorf) should be designated as a settlement area, as opposed to a Prime Agricultural Area or Rural Area designation.

It is staff's understanding that the Region will be notifying affected landowners of any changes being recommended that would result in a change of designation from Rural Area to Prime Agricultural Area. A Report on the Region's Agricultural and Natural Heritage System is anticipated in March 2020. Final agricultural mapping and policy directions and updates will be included in the draft Regional Official Plan anticipated by the end of 2020. The Town's Official Plan will need to be updated to conform with the agricultural system mapping in the Region's updated Official Plan.

4.3 Employment Planning and Employment Area Conversions

Employment Area Mapping

The Growth Plan requires that York Region, in consultation with the local municipalities, designate employment areas in the Region's Official Plan to protect these areas for employment uses over the long-term. The Region is undertaking background work to identify employment areas and establish a policy framework for designating them in the Region's Official Plan. Employment areas are defined as "*areas designated in an official*

plan for clusters of business and economic activities including, but not limited to, manufacturing, warehousing, offices, and associated retail and ancillary facilities.”

The employment areas within the Town generally include the Community of Stouffville’s Industrial Area and Business Park Area designations, the Vandorf Employment Areas, the Cardico Drive Employment Area, and the Gormley Industrial Area. Employment areas typically do not include major commercial and retail uses which are intended to directly serve the population, which includes the Town’s Regional Retail Area, the Western Approach Mixed Use Area, the Core Area, and Neighbourhood Retail Areas.

Town staff have been working with the Region to delineate the Town’s employment areas and establish an appropriate policy framework in the Region’s Official Plan that would protect employment areas while maintaining sufficient flexibility to accommodate ancillary uses that are currently permitted in the Town’s employment areas. It is anticipated that the employment area mapping will be completed in Q1 2020.

Employment Area Conversion Requests

The Growth Plan generally requires that the conversion of employment areas to non-employment uses (i.e., residential and commercial uses) may only be permitted through the Region’s MCR, subject to satisfying certain criteria. The Region’s deadline for assessing employment area conversion requests through the current MCR was November 29, 2019. As of this date, York Region received a total of 72 employment area conversion requests.

Within the Town, there were two requests for employment area conversions which were supported in principle by Council, these include:

- **12049 Highway 48** (Zhawd Corporation) – Staff Report: [DS-012-19, March 19, 2019](#); and
- **SmartCentres Lands** (South east quadrant of Hoover Park Drive and Highway 48) – Staff Report: [DS-022-19, May 7, 2019](#).

In supporting the employment area conversion requests, Council recommended that: *“should the employment land conversion be approved by the Region of York, Council direct staff to require approximately 400 square feet of non-residential space to be built for the approval of each dwelling unit proposed within this area, and amend both the Official Plan and Zoning By-law accordingly.”*

In November 2019, the Region circulated notification letters to neighbouring landowners within 120 metres of an employment area conversion request for information and comment. Both employment area conversion requests within the Town were not supported by Regional staff as part of their preliminary Phase 1 assessment (i.e., site specific level); however, the Region is currently reviewing these requests as part of their Phase 2 assessment (i.e., broader analysis of employment lands). Town staff and the proponents have met with Regional staff to review these requests as part of their Phase 2 assessment.

Regional staff recommendations on the employment area conversion requests are anticipated by early February 2020, which will then be brought forward to Regional Council in March 2020. During the first round of conversion assessments, the Region committed to notifying landowners of any recommendation changes prior to the March 2020 Report. The Region is aiming to notify landowners of any changes from their preliminary recommendation in February 2020. Town staff continues to advocate in support of the Council endorsed employment area conversion requests through the Region's Phase 2 assessment.

4.4 Preliminary Growth Forecasts and Land Needs Assessment to 2041

In March 2020, Regional staff will be bringing forward the Planning for Growth Directions Report, to Regional Council, which will present the draft 2041 population and employment forecasts and land needs assessment, and growth allocations to the local municipalities. While the two MTSAs as well as the requested employment land conversions, if approved, will generate substantial growth to 2041, it is understood that the Town's other growth initiatives, such as Highway 48 Visioning Study and proposed employment growth along the Highway 404 Corridor, will not be considered in the forthcoming Regional growth forecasts and land needs assessment to 2041. The Town will have to pursue Regional approvals outside the MCR process, as permitted by the Growth Plan. Staff thus has encouraged the York Region to consider a "margin" in its growth forecasts and servicing plans to accommodate possible local initiatives.

The Town has retained Watson and Associates Economists Limited to prepare a Preliminary Growth Management Assessment for the Town, to inform the Region's work. Town staff will report back to Council at such time when the Region's draft 2041 population and employment forecasts and land needs assessment is available.

4.5 Highway 404 Corridor Provincially Significant Employment Zones

In November 2019, Town staff met with representatives of the Province and Region to present the Town's request for identifying Provincially Significant Employment Zones (PSEZs) under the Growth Plan. The Town's proposed PSEZs include both existing and potential future employment areas along the Highway 404 corridor, which include the Gormley Industrial Area and surrounding lands, the Vandorf Employment Area and lands between Vandorf Road and Davis Drive.

The Town's submission to the Province requesting the identification of PSEZs along the Highway 404 corridor is available on the Town's Official Plan Review webpage: www.cometogetherws.ca/opr. On December 20, 2019, the Province issued updated PSEZ mapping which included the addition of one new PSEZ in Brantford. It is uncertain as to whether the Province is contemplating any further updates to the PSEZ mapping, at this time no PSEZs have been identified in the Town of Whitchurch-Stouffville. As part of the Province's third phase, they will be consulting with stakeholders on the longer-term

vision for PSEZs and how they can be used as tools for investment, infrastructure planning and economic activity.

As endorsed by Council on October 22, 2019, and outlined in Staff Report [DS-052-19: Gormley Urban Settlement Area Boundary Expansion for Employment Growth and Greenbelt Enhancement](#), Town staff are continuing investigations and discussions with the Province and York Region to facilitate a settlement area boundary adjustment to include the proposed south Gormley Employment Expansion Area, and evaluate the most appropriate Whitebelt areas in the Town for expanding and enhancing the Greenbelt Area. Any potential refinements to the Provincial Plans would ensure that an equivalent amount of land will be maintained within the Greenbelt Area. Furthermore, Council directed staff to undertake a joint Municipal Class Environmental Assessment to determine the most preferred solution for extending full municipal services to support employment growth in the Gormley area.

Staff will continue to investigate and pursue all available options as provided by the *Planning Act* for designating additional employment areas and expanding the Greenbelt Area through the Region's ongoing MCR, and/or through a Provincial Minister's Zoning Order (MZO). Based on discussions with the Region to date, it is staff's understanding that the Region is not considering settlement area expansions into the Protected Countryside Area of the Oak Ridges Moraine Conservation Plan, and changes to the Plan at a Provincial level would first be required in order to be considered through the Region's MCR.

As part of the Town's OPR, the Town is undertaking a Growth Management Assessment to identify population and employment forecasts and updated land needs for the Town to the 2041 planning horizon. The updated preliminary employment land needs for the Town are forecasted to be approximately 167 gross hectares of serviced employment land that is required to the 2041 planning horizon. In staff's view, the Region's MCR should also give consideration to the needs of the local municipalities when considering employment land needs, as opposed to solely a Region-wide assessment.

Town staff anticipate bringing forward a Report to Council in February 2020 to provide recommendations on which Whitebelt areas may be most appropriate for consideration in an expanded and enhanced Greenbelt Area, and outline the next steps in advancing the Town's employment development objectives for the area.

4.6 Recommendations and Next Steps

The purpose of this Report is to provide Council with an update on York Region's MCR process and work program to update the Region's Official Plan to conform to the Growth Plan.

It is recommended that Council endorse the MTSA delineations for the Stouffville GO MTSA and Lincolnville GO MTSA, and the minimum density target of 150 persons and jobs per hectare, for consideration through the Region's MCR, as shown on Attachment

1 and 2 respectively. The minimum density target of 150 persons and jobs per hectare may be achieved beyond the 2041 planning horizon.

Town staff will continue working with the Region through its MCR and will report back to Council with an update following the release of the Region's Reports which are anticipated in March 2020, and include: Planning for Growth; Agricultural and Natural Heritage Planning; Intensification Strategy (including MTSA Update Report); and Planning for Employment. It is anticipated that the new York Region Official Plan will be considered for Regional Council adoption by the end of 2020, at which time it would be submitted to the Province for approval. The Town's Official Plan is required to be updated within one year following the approval of the Region's new Official Plan.

5. Financial Implications:

None

6. Alignment with Strategic Plan:

2. Expanding the tax base through a growing, diversified economy
Building and maintaining a tax base that supports the highest quality program and service delivery.
 - Focus on servicing and development of Provincially Significant Employment Zones
 - Identify expansion areas for Industrial / Commercial growth

4. Asset Planning, Maintenance and Development
Successful stewardship of the infrastructure and facilities required to support a growing community and vibrant economy.
 - Address / plan for maintenance of existing assets & infrastructure; Create new infrastructure

7. Attachments:

1. Recommended Stouffville GO MTSA Boundary (Region of York Planning for Intensification Background Report, Attachment 2)
2. Recommended Lincolnton GO MTSA Boundary
3. Region's Proposed Refinements to the Province's Agricultural System Mapping (Region of York Planning for Agriculture Background Report, Attachment 2)
4. Town Comments on the Region's Proposed Agricultural System Mapping Refinements, November 28, 2019

8. Related Reports:

[DS-033-19: Official Plan Review – Introductory Report, June 18, 2019](#)

[DS-012-19: Employment Area Conversion Request – 12049 Highway 48, March 19, 2019](#)

[DS-022-19: Employment Area Conversion Request – SmartCentres Lands, May 7, 2019](#)

[DS-027-19: Lincolnville GO Station Area Land Use Study, June 4, 2019](#)

[DS-052-19: Gormley Urban Settlement Area Boundary Expansion for Employment Growth and Greenbelt Enhancement, October 22, 2019](#)

[DS-027-19: Lincolnville GO Station Area Land Use Study, June 4, 2019](#)

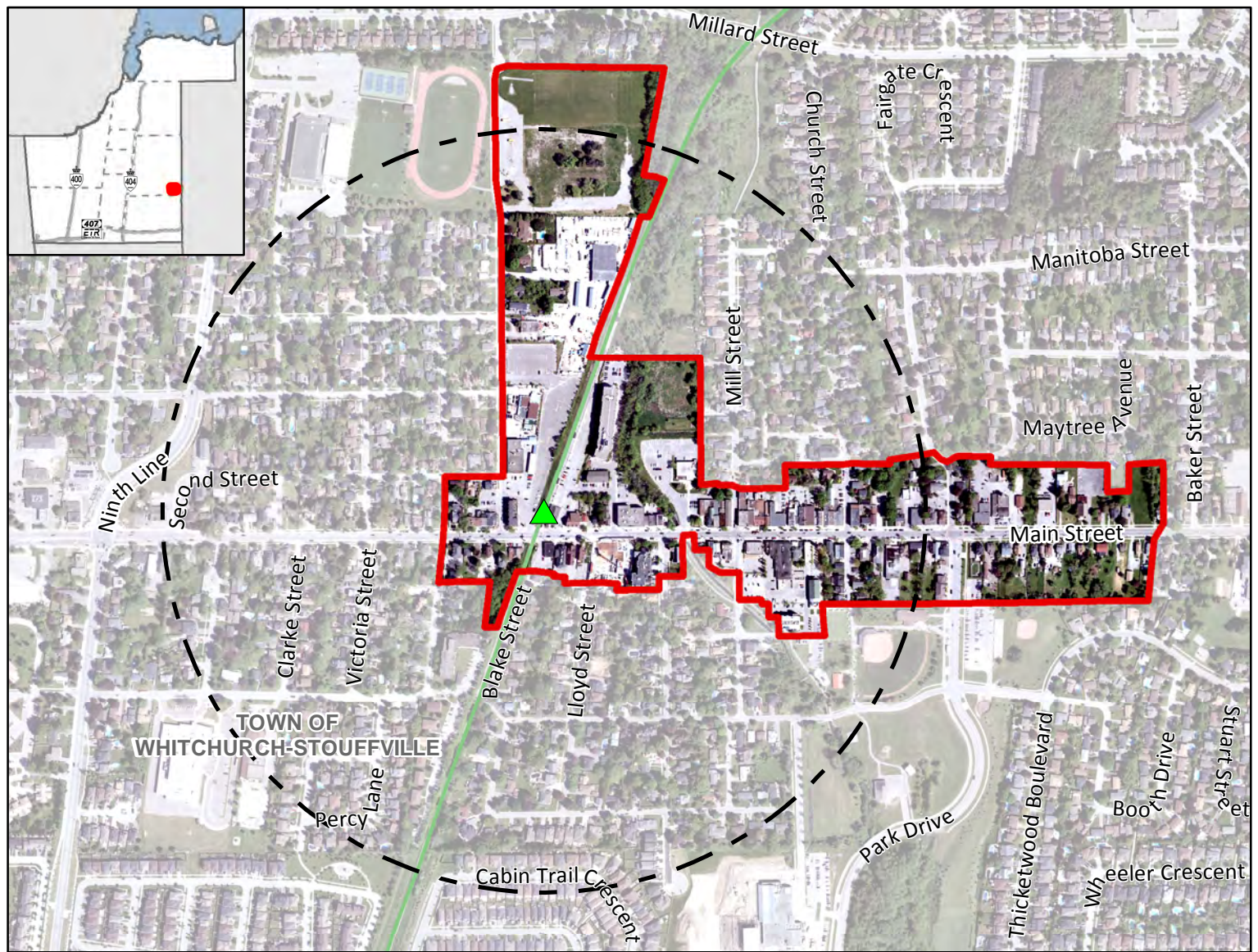
Authors: Randall Roth, Senior Policy Planner
Meaghan Craven, Manager Policy Planning

For further information on this report, please contact the Department Head: Haiqing Xu, Director of Development Services at 905-640-1910 or 1-855-642-8697 ext. 2431 or via email at haiqing.xu@townofws.ca

Stouffville GO Station

On Stouffville GO Line Corridor

Near Main Street at Edward Street, Whitchurch-Stouffville



Legend

- Major Transit Station**
- Additional GO Rail
- 500m Radius
- Draft MTSA Boundary

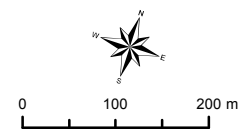
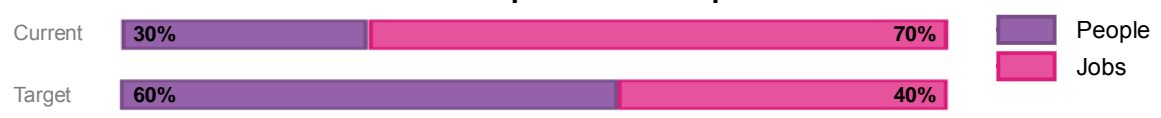
- Other Transit Lines**
- GO Rail

Stouffville GO Station
Gross Area:
 26.09 ha

Density (People & Jobs per Hectare) ¹



Population/Job Split ²



The Regional Municipality of York
 Corporate Services,
 Planning and Economic Development
 March 2019
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 See York.ca for disclaimer information.

¹ Values are rounded to the nearest 5 People & Jobs per Hectare

² Values are rounded to the nearest 5%




Lincolnville Draft MTSA Boundary

Near Tenth Line and Bethesda Road

LEGEND

 Draft MTSA Boundary

 500m Radius

 GO Station

Lincolnville MTSA Gross Area:
34.26 ha



**TOWN OF WHITCHURCH-STOUFFILLE
CITY OF MARKHAM**

Proposed Agriculture System by the
Ministry of Agriculture, Food and
Rural Affairs (OMAFRA) within
York Region

May 17, 2019

YORK OFFICIAL PLAN - Map 8

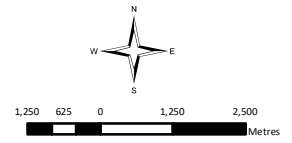
- Rural Area
- Agriculture Area
- Holland Marsh Specialty Crop Area

**AGRICULTURAL LAND BASE
PROPOSED**

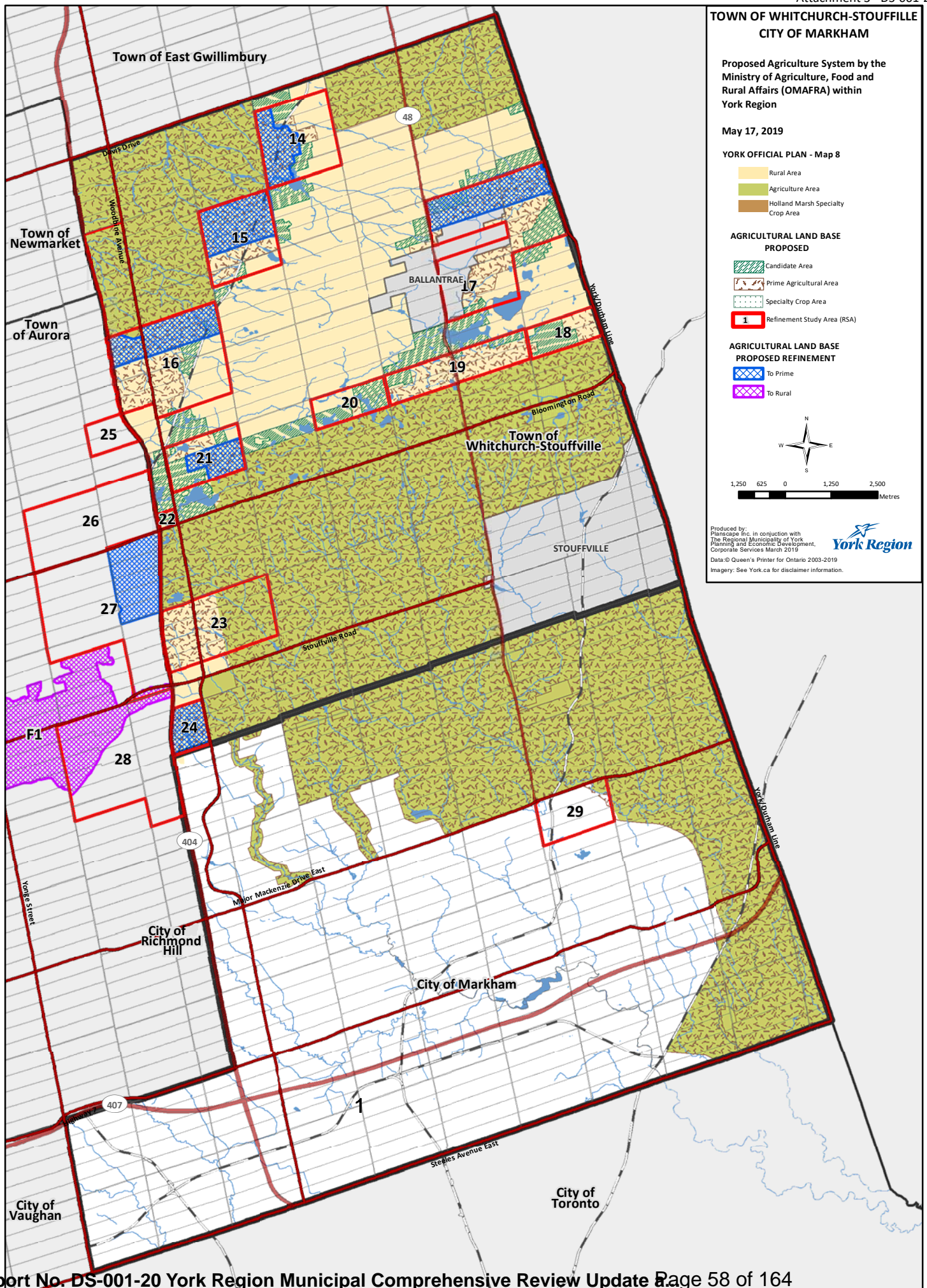
- Candidate Area
- Prime Agricultural Area
- Specialty Crop Area
- Refinement Study Area (RSA)

**AGRICULTURAL LAND BASE
PROPOSED REFINEMENT**

- To Prime
- To Rural



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November 28, 2019

Danielle De Fields, Manager, Policy and Environment
 York Region Administrative Centre
 17250 Yonge Street
 Newmarket, ON L3Y 6Z1

RE: Agricultural System Mapping – York Region Proposed Modifications

Dear Ms. De Fields,

In advance of the upcoming Local Municipal MCR Working Group meeting on November 29, 2019 to discuss Natural Heritage System and Agriculture Planning, planning staff would like to offer the following comments, which are consistent with the comments provided to Jennifer Best on January 11, 2019.

1. **Area 16 (Vandorf)** – Staff does not support the designation of Prime Agricultural Area on lands within the existing Vandorf Settlement Area, which are identified as “Rural Area” in the YROP. This is consistent with our previous comments, as these lands are located within the existing Settlement Area and are designated “Potential Employment Area” in the Vandorf Preston Lake Secondary Plan (located on the west side of the watercourse). Further, the existing Settlement Area should be identified as a Hamlet, as per Map 8 of the YROP. The lands should not be identified as Prime Agricultural Area and Rural Area. In addition to this, the lands on the west side of the watercourse are isolated from other agricultural areas. The lands east of the watercourse, located outside the Settlement Area could be designated Prime Agricultural Area.
2. **Area 24 (Gormley)** – Consistent with the Town’s current work regarding the Highway 404 corridor, staff does not support the identification of these lands as Prime Agricultural Area. These lands are currently being considered for future employment area development, and should therefore remain designated as Rural Area, until further direction is received from the Province.

In addition to the comments above, the lands in Area 24 should not be designated as Prime Agricultural Area as the lands to the north are within the Gormley Settlement Area, lands to the west are Rural Area and lands to the south about the Markham Urban Settlement Area. The Area 24 lands will not

serve to create a continuous agricultural land base. Rather, they are isolated agricultural lands. Furthermore, the Town has received correspondence from John Doner Limited regarding the limited agricultural viability of the lands, citing issues such as conflicting land uses, soil fertility, and soil conditions. Having approval from Mr. Paul Doner, this letter is attached for your information and review.

3. **Existing Gormley Settlement Area** – Lands within the southeast quadrant of the existing Gormley Settlement Area are not designated as Prime Agricultural Area by the Province. These lands are designated for Industrial uses in the Gormley Secondary Plan and should be identified as a Settlement Area in the Region's Official Plan, not Agricultural Area or Rural Area.
4. **Settlement Areas** – Staff recommends that all lands within existing Settlement Areas not be designated Prime Agricultural Area or Rural Area, but rather identified as Settlement Areas (Town and Villages/Hamlet) as per Map 8 of the YROP. This should include Gormley, Vandorf-Preston Lake, Musselman's Lake and Bloomington.
5. **Recommendations for Areas 14, 15, 17, 18, 19, 20, 21, 22 and 23** – Staff concur with the Region's recommendations. Staff also concur that the "Candidate Areas" also be retained as Rural Area.

Should you wish to discuss these comments further, please feel free to contact me.

Sincerely,



Meaghan Craven MCIP RPP
Manager, Planning Policy | Development Services
Town of Whitchurch-Stouffville

cc: Paul Freeman, Chief Planner, York Region
Haiqing Xu, Director, Development Services, Town of Whitchurch-Stouffville
Randall Roth, Senior Policy Planner, Town of Whitchurch-Stouffville

Attachment

John Doner Limited

PO Box 72 Gormley, Ontario, L0H 1G0

Tel: 905-887-5027 Fax: 905-887-3636 e-mail: johndoner@johndonerlimited.ca

November 6, 2019

Town of Whitchurch-Stouffville
Attention: Haiqing Xu
111 Sandiford Drive
Stouffville, Ontario
L4A 0Z8

To Whom it May Concern,

My name is Paul Doner and am writing this letter on behalf of my family and our business John Doner Limited. John Doner Limited is a multi-faceted, agricultural corporation, that is both vertically and horizontally integrated. In addition to farming for ourselves, we also operate a grain elevator and a truck & machinery repair facility to service the needs of other local farmers. We are aware that the Town has applied to have lands, currently designated as "countryside," re-designated for future employment lands. We want it to be known that John Doner Limited fully supports the Town in this endeavour and are more than willing to cooperate in any way we can to accomplish this task. We believe that not only is it critical for future growth of the town, but a required change for agriculture in this community.

In 1806, my family set out by covered wagon from Pennsylvania. Lured to Canada by the promise of an abundance of cheap, fertile, land and religious freedom they settled on lot 35, Concession 3, in what was then known as Upper Canada's, Markham Township, now 12119 Leslie Street, Richmond Hill, Ontario. Although we are based out of Richmond Hill, we farm a great deal of land along the 404 corridor through the Town of Whitchurch-Stouffville. Historically agriculture has provided for my family and my ancestors, but as we look towards the future, agriculture in this area is just about finished.

In this area of York Region, we have seen first-hand how the rural community has evolved into a urbanized area. Our family, at our peak was farming over 4,000 acres across 7 different municipalities, now we are farming less than 2,000 acres. Our grain elevator once received wheat from 125 different customers, this year we received from 12. The agricultural infrastructure (feed mills, machinery dealers, grain elevators, etc.) in York Region is in a state of decline. These factors make farming in this community incredibly difficult.

Perhaps the greatest factor affecting agriculture in our area today is traffic and the safety threat it poses to both farmers and commuters that share the roads. The GO station located at Stouffville Road and 404 has increased traffic in this community to unprecedented levels. I fear for what traffic will look like when the new Bloomington GO station opens as it will only serve to add further pressure and congestion to an already problematic region. Standard lane width of Ontario roads is 10' to 12'. Our largest piece of machinery is over 18' wide. Obviously, this means that our machinery is often over the centreline of the road. Obstacles, such as: curbs, guardrails, signs, mailboxes, railway crossings, garbage cans, hydro poles and trees, all of which are located along the shoulders of the road, force us to veer into oncoming lanes in order to avoid hitting them. This is not a problem in rural communities such as Elmira where traffic is minimal, but in the GTA with the amount of traffic we face it is extremely dangerous. For this reason, the province should look to urbanize the area to promote agricultural ventures in areas more conducive for ongoing sustainability.

As for the specific proposed employment lands in the Town of Whitchurch-Stouffville, we farm all of the farmland, except for two farms along, the 404 between 19th Avenue and Bethesda Sideroad. Our primary crops are corn, soybeans and wheat. This land is decent farmland, but certainly not our best. The majority of this land is lower and takes longer in the spring to dry enough to plant. In fact, this year, as we had a particularly wet spring some of this land never dried enough to be planted. The fertility of the soil is average for this area, which is certainly not near as good as many other areas of the province. If this land was to be developed it would have minimal impact on the agricultural base of the province.

Sincerely,

Paul Doner
John Doner Limited
Business Manager



Town of Whitchurch-Stouffville Council Report

Item 4

Subject: Removal of the Holding Symbol (h) at 135 Mostar Street - File No. ZBA19.013

Staff Report No. DS-002-20

Department: Development Services

Date: January 21, 2020

Recommendation:

- 1) That Council enact By-law 2020-005-ZO, being a By-law to amend Comprehensive Zoning By-law 2010-001-ZO by removing the Holding Symbol (h) from 135 Mostar (Parts 2, 3, 4, 5, 6 and 7 on Plan 65R-37808).

1. Purpose:

This Report has been prepared to request Council to remove the Holding Symbol (h) from the subject lands as shown on Attachment No. 1.

2. Executive Summary:

An application was submitted by Fieldgate Commercial Properties Limited on behalf of Main Mostar Retirement Development Limited to remove the Holding Symbol (h) on the subject lands.

Staff is of the opinion that the conditions which are required to be satisfied for the Removal of the Holding Symbol (h) have been satisfied.

Staff recommend that By-law No. 2020-005-ZO be enacted. The subject By-law would facilitate the development of the subject lands.

3. Background:

3.1 Location and Property Overview

The lands are municipally described as 135 Mostar Street (subject property). The lands are currently vacant. The subject land is on the east side of Mostar Street directly south of the Fieldgate Commercial Development located at 5769 Main Street.

Attachment No. 1 to this Report shows the location of the subject property.

4. Analysis and Options:

4.1 Development Proposal

Site Plan approval has been granted and Site Plan Agreement has been registered on title for a Seniors Citizens Home on the subject property, which is 20,971.6 square metre in GFA and includes a total of 248 Units. The Lifting of the Holding Symbol (h) will facilitate the development of the Seniors Citizens Home on the subject lands.

Attachment No. 2 to this Report shows the approved Site Plan for the subject property.

4.2 Conditions for the Release of the Holding Symbol (h)

The subject property is zoned as [EBP (19)(h)] Employment Business Park (EBP) zone exception nineteen and is subject to a holding symbol 'h'. The EBP zone is associated with lands that are identified by the Prestige Industrial designation. Exception nineteen (19) permits the development of a Senior's Citizen's Home on the subject lands. The site specific zoning was approved by Council on July 17, 2018 (Report No. DS-041-18).

The Conditions to be satisfied prior to the removal of the (h) Holding Symbol for the lands are as follows:

Where lands are zoned with the Holding Symbol (h) and are not subject to a site-specific holding provision, the conditions for removing the Holding Symbol (h) shall be the following, as applicable:

- i) Authorization to Execute a Site Plan Control Agreement with the Town
- ii) Authorization to Execute a Subdivision Agreement with the Town
- iii) Satisfactory arrangements for the provisions of services

Staff are satisfied that these conditions have been addressed as described in the following sub sections.

4.2.1 Authorization to Execute a Site Plan Control Agreement with the Town

Main Mostar Retirement Development Limited applied for Site Plan Control with the Town in 2018. In December 2019 the Site Plan Agreement was executed and registered on the title of the property.

The condition for removal of the Holding Symbol, as it relates to execution of a Site Plan Control Agreement has been satisfied.

4.2.2 Authorization to Execute a Subdivision Agreement with the Town

This condition is not applicable as the proposed development is not subject to a subdivision application.

4.2.3 Satisfactory Arrangements for the Provisions of Services

Through the Site Plan Approval process the applicant has received confirmation of servicing from the Town for the proposed 248-unit Senior Citizen's Home.

The condition for removal of the Holding Symbol, as it relates to arrangements for the provisions of services has been satisfied.

Option A (Recommended)

That Council enact By-law No. 2020-005-ZO to lift the holding provision on the subject lands, as Staff are satisfied that the conditions of the holding provision have been satisfied.

Option B

That Council does not enact By-law No. 2020-005-ZO to lift the holding provision on the subject lands. This option is not recommended as the conditions of the holding provision have been satisfied and this will delay the development of the subject property.

5. Financial Implications:

There are no financial implications attributed to the Operating or Capital Budgets arising from the consideration of the Report or the passage of By-law 2020-005-ZO.

6. Alignment with Strategic Plan:

This report is aligned with the Town's Strategic Plan in the following manner:

1. Service Excellence
Supporting a collaborative, timely, customer-focused approach to operations that enhances efficiency, effectiveness, and customer satisfaction.
 - Create service-driven policies and procedures / streamline processes

7. Attachments:

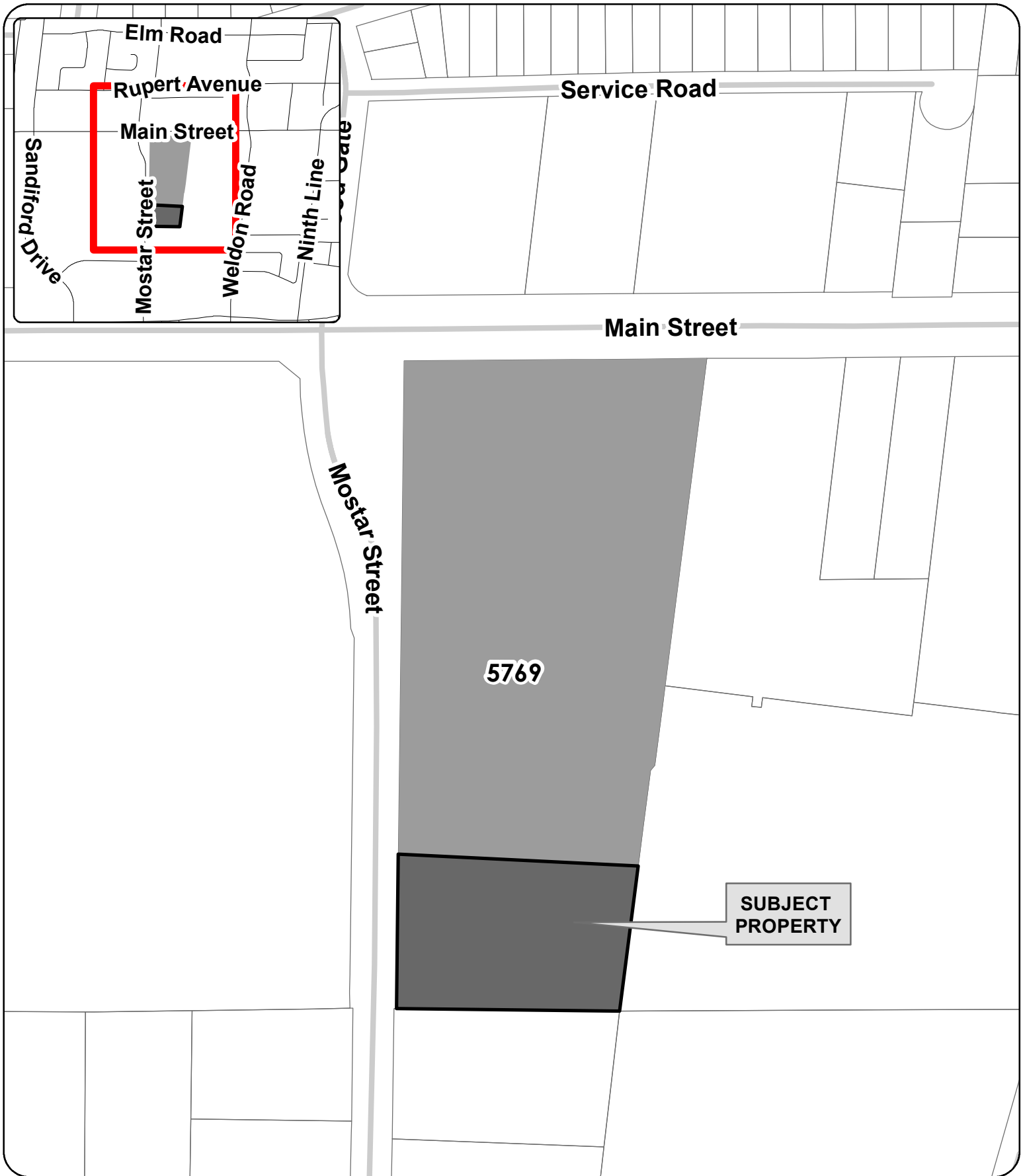
1. Location Map
2. Site Plan

8. Related Reports:

July 17, 2018 Report No. DS-041-18 - Proposed Zoning By-law Amendment – 5769 Main Street – Main Mostar Retirement Developments Ltd. – File No. ZBA18.002 (D14)

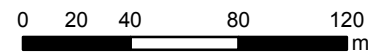
Authors: Kathryn Jones, Planner I
Hena Kabir, Manager of Development Planning

For further information on this report, please contact: Haiqing Xu, Director, Development Services at 905-640-1910 ext. 2431 or via email at haiqing.xu@townofws.ca.

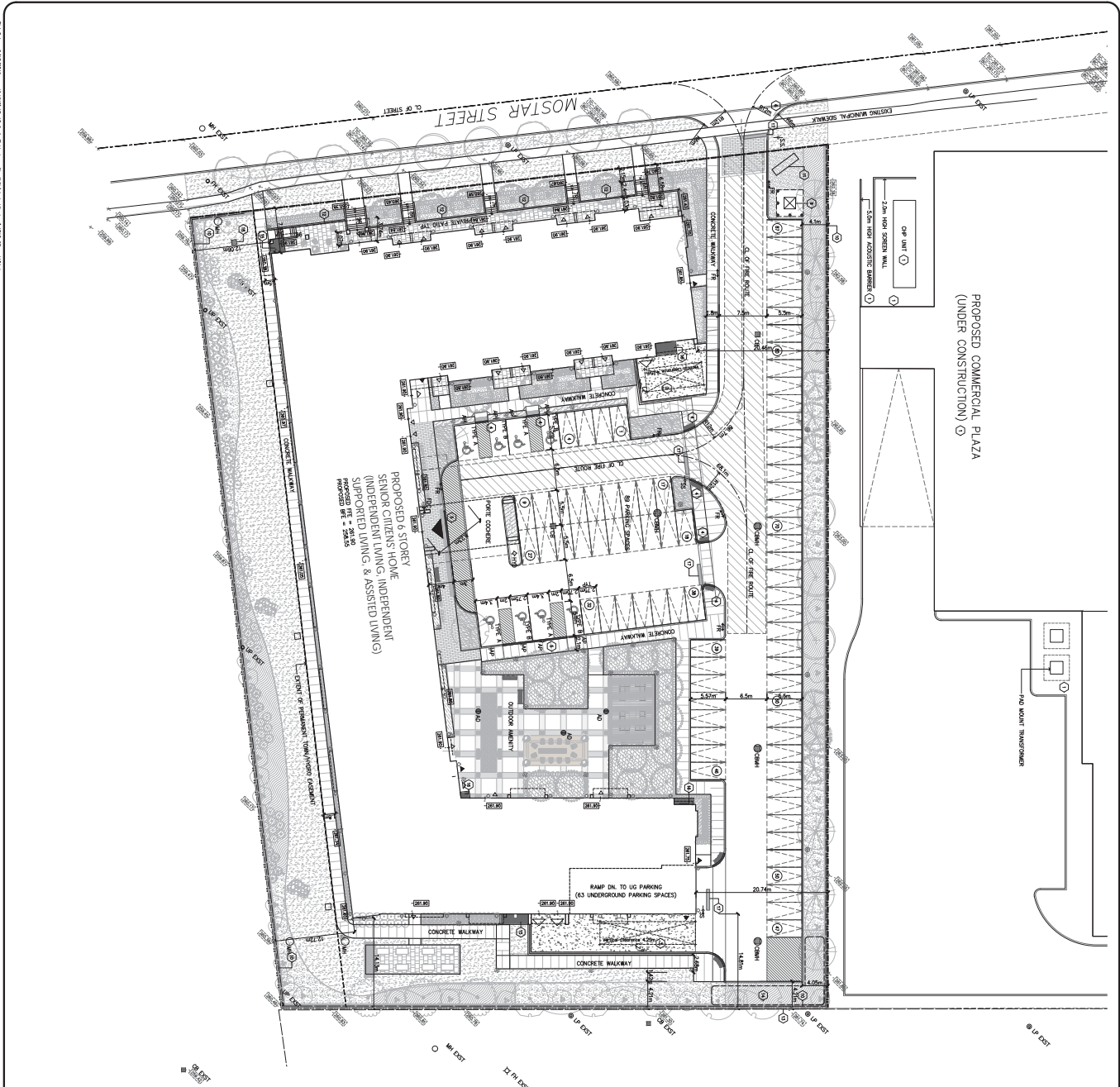


Town of Whitchurch-Stouffville
 Zoning By-law Amendment Application
 Notice of Complete Application

5769 Main Street
 MARKHAM CON 8 PT LOT 35 RP



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LEGEND

- ▲ MAIN ENTRANCE
- ▲ EAST
- ▲ SERVICE ENTR
- ▲ BALANCE ACCESS
- ▲ ACCESSIBLE FRAMING
- ▲ RAMP DOWN
- ▲ RAMP UP
- ▲ CHAIR LIFT
- ▲ PROPOSED SERVICE ELEVATOR
- ▲ PROPOSED SERVICE CONNECTION
- ▲ FIRE HOISTWAY
- ▲+▲ FIRE STAIRWELL
- ▲+▲ ACCESSIBLE PARKING SPACE
- UTILITY POLE
- WALL LIGHTING
- FLOOR LIGHTING
- BOLLARD LIGHTING
- STAIR SIGNAGE
- LANDING ZONE SIGNAGE

NOTES

- PROPOSED COMMERCIAL PLAZA UNDER CONSTRUCTION AND NOT PART OF THIS APPLICATION
- SMALL LANDING SPACE - 15m LENGTH X 3.5m WIDTH X 4.25m CLEAR HEIGHT
- LARGE LANDING SPACE - 15m LENGTH X 3.5m WIDTH X 4.25m CLEAR HEIGHT
- CHINA MAP, REFER TO DETAIL 3/1/10
- CHINA MAP, REFER TO DETAIL 4/1/10
- DESIGNED CURB & PARALLEL DRIVEWAY AS PER ORD. 2004/03
- PROVIDE FIRE RISK ANALYSIS PER MICHIGAN-STURMELLE FIRE RISK PER LAW NO. 2008-103-FR
- PROPOSED UNDERGROUND WALKWAY WITH CHANGERS, REFER TO CIV. ENGS. FOR DETAIL
- PROPOSED AND MOUNT SIGNAGE, SUBJECT TO CONSULTATION WITH UTILITIES PROVIDER
- 1.5m HIGH PERIMETER FENCE, REFER TO LANDSCAPE ENGS.
- FRANCHISE SIGNAGE, REFER TO LANDSCAPE ENGS.
- CONCRETE RETAINING WALL PART OF BUILDING FOUNDATION DESIGN, C/P 1076 QUAD
- EXISTING CHAIN LINKED FENCE
- PROPOSED SLOW TRAFFIC AREA
- AS SHOWN ON WELL
- AS SHOWN ON WELL
- SOON WHITE PAVEMENT MARKING
- EXISTING TO BE ADJUSTED, REFER TO CIV. ENGS.

DATE	2017 DEC 15	STATUS FOR ZONING BY-LAW AMENDMENT
DATE	2017 MAY 19	ZONING BY-LAW AMENDMENT
DATE	2016 JUL 27	SITE PLAN APPROVAL APPLICATION
DATE	2016 DEC 12	SRM APPLICATION 2 (FILE NO. 2016-018)
DATE	2016 MAY 10	SRM APPLICATION 1 (FILE NO. 2016-018)

NO.	DATE	DESCRIPTION

CLIENT	Main Mostar Retirement Development Ltd
PROJECT NAME	PROPOSED SENIOR CITIZENS HOME
OWNER	MICHIGAN-STURMELLE INC
DESIGNED BY	17-13 A141
CHECKED BY	17-13 A141
SCALE	1:1000
DWG. TITLE	SITE PLAN

6 Leasary Road Toronto, Ontario M6H 1K2 p: 416.296.4440 f: 416.296.4449	CH2M HILL
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Subject: Water and Wastewater Asset Ownership Agreement

Staff Report No. PW-001-20

Department: Public Works

Date: January 21, 2020

Recommendation:

- 1) That Council authorize the Mayor and Clerk to sign the necessary documents to execute the agreement for Water and Wastewater Asset Ownership between the Town of Whitchurch-Stouffville and York Region, subject to any revisions made by the Town Solicitor; and
- 2) That Council authorize the Director of Public Works to update and amend the schedule of assets periodically as agreed with York Region in accordance with the principles of the agreement.

1. Purpose:

The purpose of this report is to seek Council's approval to enter into the Water and Wastewater Asset Ownership Agreement between the Town of Whitchurch-Stouffville and York Region for the purpose of clearly defining the respective ownership jurisdictions between Regional and Town assets related to water and wastewater infrastructure.

2. Executive Summary:

York Region and Town staff have been working to identify and clearly delineate the ownership of Town and Region water and wastewater (sewer) assets. The Water and Wastewater Asset Ownership Agreement captures all ownership details, access rights and associated responsibilities, and documents them accordingly. It is recommended that Council authorize the Mayor and Clerk to sign the necessary documents to execute the agreement for water and wastewater asset ownership between the Town and York

Region, and that the Director of Public Works be authorized to update and amend the schedule of assets periodically as agreed with York Region in accordance with the principles of the agreement.

3. Background:

Ownership and responsibility for water and wastewater infrastructure is provided through a two-tier system shared between York Region and local municipalities within York Region.

York Region and Town staff have been working to identify and clearly delineate the ownership, access rights and associated responsibilities for the thousands of water and wastewater (sewer) assets located in York Region.

On January 19, 2016, Town staff introduced the asset ownership agreement for water and wastewater linear assets to the former term of Council. Council authorized the authorization of the agreement, however it was later determined that the agreement required a significant amount of additional work prior to implementation. The agreement was not executed.

The agreement has been significantly revised since that time. The document has been reviewed by legal and technical staff from the Region and the nine local municipalities.

4. Analysis and Options:

The Asset Ownership Agreement between York Region and the Town includes the following key principles:

- Accurate delineation of asset ownership
- Agreement on operational protocols
- Agreement to provide access rights
- Commitment to update the ownership agreement on a regular basis to include new assets, decommissioning of existing assets/facilities and changes to ownership delineation

The Water and Wastewater Asset Ownership Agreement captures all ownership details, access rights and associated responsibilities, and documents them accordingly. Any future changes will be captured in the updated schedule to the agreement, including decommissioned assets, newly constructed assets, and any change of ownership of assets.

Staff from the Region and the Town meet semi-annually to review existing asset inventories, as-built drawings and other information to seek clarification and consensus on the ownership of the assets. Once staff at the operational level of both parties are in

agreement as to the ownership, the drawings and other information is accepted by the Manager of Operations.

Schedule A of the Agreement delineates the ownership boundaries for various forcemain and gravity sewer connection configurations.

5. Financial Implications:

There are no financial implications related to this report.

6. Alignment with Strategic Plan:

1. Service Excellence

Supporting a collaborative, timely, customer-focused approach to operations that enhances efficiency, effectiveness, and customer satisfaction.

- Create service-driven policies and procedures / streamline processes

2. Asset Planning, Maintenance and Development

Successful stewardship of the infrastructure and facilities required to support a growing community and vibrant economy.

- Address / plan for maintenance of existing assets & infrastructure; Create new infrastructure
- Focus on continuous improvement of the asset register for asset management planning

7. Attachments:

None

8. Related Reports:

January 19, 2016 – Report Number 3 - Asset Ownership Agreement with The Region of York – Water and Wastewater Linear Assets (E08)

Author: Peter Wyllie, C.E.T., Manager of Operations

For further information on this report, please contact the Department Head: Brian Kavanagh, Director of Public Works at 905-640-1910 or 1-855-642-8697 ext. 2464 or via email at brian.kavanagh@townofws.ca



Subject: Traffic Calming in the Vicinity of the Thicketwood Boulevard and Stouffer Street Intersection

Staff Report No. PW-003-20

Department: Public Works

Date: January 21, 2020

Recommendation:

- 1) That Council direct Staff to install a traffic delineator on Stouffer Street, south of Main Street, seasonally; and
- 2) That Council direct Staff to implement an urban paved shoulder cycling facility on Stouffer Street, from Main Street to Lori Avenue; and
- 3) That Council direct Staff to include the Stouffer Street and Thicketwood Boulevard neighbourhood as an area for review as part of the Road Watch Staff Working Group.

1. Purpose:

The purpose of this report is to review traffic calming options for the area in the vicinity of the intersection of Stouffer Street and Thicketwood Boulevard, including the potential requirement for all-way stop control.

2. Executive Summary:

Residents in the area of Stouffer Street and Thicketwood Boulevard have contacted the Town regarding concerns related to traffic volumes, speed and traffic safety. The Town conducted a traffic and pedestrian survey at the intersection to better understand volumes and the nature of traffic. The resulting data does not meet the warrant criteria for all-way stop control as set out by the Ministry of Transportation.

Various forms of traffic calming have been reviewed. Stouffer Street is a suitable candidate for inclusion in the recently implemented traffic delineator program. In addition, there is an opportunity to add an urban paved shoulder cycling facility along Stouffer Street to further improve the Town's cycling network. The Road Watch Staff Working Group also presents an opportunity to focus resident attention on traffic concerns in the area of Stouffer Street and Thicketwood Boulevard.

3. Background:

Local residents have voiced concerns regarding traffic volumes, speed and traffic safety in the vicinity of the intersection of Stouffer Street and Thicketwood Boulevard. Conversion of the intersection to include all-way stop control has been raised as a consideration.

Staff retained the services of Ontario Traffic Inc. (OTI) to conduct a seven-day traffic count study of current traffic and pedestrian volumes at the intersection of Thicketwood Boulevard and Stouffer Street. The resulting data provides a better understanding of volumes and the nature of traffic and, is used to determine the potential need for all-way stop control.

4. Analysis and Options:

4.1 Traffic Calming

The primary means and most effective way of managing vehicular speed is through police enforcement. As such, Town Staff work closely with York Regional Police to address speeding issues.

Secondary means of addressing vehicular speeding include education, which is an ongoing Town initiative, and signage, which is improved in an ongoing manner and linked with initiatives such as the Community Safety Zone program.

A final method of addressing traffic concerns involves engineering solutions including various forms of traffic calming. Traffic calming measures are intended to ensure that roadways safely serve the needs of all users, including cars, transit, pedestrians, cyclists, emergency vehicles and snow removal equipment.

The goal of introducing traffic calming is to create safe streets, promote pedestrian, bicycle and transit use, and improve the quality of life in residential neighbourhoods. For roads such as Stouffer Street and Thicketwood Boulevard that have concerns around traffic safety, traffic calming measures can restore the roads to their intended function, and by doing so, preserve and enhance the quality of the local community. The following report sections review various potential traffic calming measures.

4.2 All-way Stop Control

In November 2019 a traffic count study was conducted at the intersection of Stouffer Street and Thicketwood Boulevard, during the periods from 7:00AM to 7:00PM. The traffic counts were conducted over seven days, twelve hours per day, to capture the weekly traffic and pedestrian volumes. In total there were approximately 7873 vehicles travelling through this intersection over the seven (7) days and approximately 607 pedestrians in the same period.

Staff reviewed the available collision data for this intersection obtained from York Regional Police over the past 8 years and found no occurrences of any reported collisions.

An all-way stop warrant analysis was undertaken and only one of the three conditions were met. It is recommended by the Ministry of Transportation (MTO) that the warrant analysis meets at least two of the three conditions in order for all-way stop control to be justified. Therefore, the intersection does not meet the criteria of the warrant analysis set out by MTO.

Implementation of all-way stop control can proceed regardless of the warrant results, however this is not recommended because unwarranted stop signs can:

- create higher traffic speeds between stop signs. Speed is typically reduced for about 100 metres on either side of the intersection but increased elsewhere.
- result in poor compliance with stop signs due to driver frustration.
- result in more frequent rear-end collisions caused by a relatively low percentage of motorists who come to a complete stop.
- create a potential risk to pedestrians due to a false sense of security.

4.3 Traffic Delineators

Traffic delineators are flexible in-road traffic calming signs that are installed in the centre of the road, between opposing traffic lanes and designed to withstand impacts from, and avert damage to, vehicles if struck by collapsing and rebounding. The signs can have a narrowing effect on the lane or roadway which can give drivers the perception of the need to slow down.

The Town conducted a pilot study in summer 2019 with Staff installing traffic delineators on roadways, in school zones, in four areas of Town. In November 2019, Council directed Staff to continue and extend the use of traffic delineators, in part based on resident feedback which indicated 85% of respondents felt the delineators had a positive effect on reducing traffic speed, and 74% of respondents were in favour of their continued use.

Vehicular access to Summitview Public School is from Stouffer Street, north of Thicketwood Boulevard. This makes Stouffer Street a suitable location for the continued

implementation of the traffic delineator program. Staff recommend installation of a traffic delineator on Stouffer Street in spring 2020.

4.4 Community Safety Zones

Community Safety Zones are sections of roadways where public safety is of special concern and traffic offences are subject to double the fines. The intent of these zones is to modify driver behaviour and increase safety for all road users, particularly vulnerable road users like children.

Community Safety Zones were implemented along major frontages of all public schools in Whitchurch-Stouffville in 2019. For Summitview Public School, this included a segment of Main Street, as well as the segment of Stouffer Street from just north of Main Street to just south of Thicketwood Boulevard.

In conjunction with the implementation of Community Safety Zones, Town Staff have requested that YRP provide sustained enforcement in these areas. Related feedback from residents and YRP has been positive, indicating an increased awareness of speed recognized from some motorists.

4.5 Radar Speed Signs

The Town has several radar speed signs that are moved throughout Town based on areas of noted traffic speed concerns and requests from residents. The radar speed signs serve to increase driver awareness of traveled speeds and, have shown to have a positive impact on reducing speeding. Staff recommend that Stouffer Street be included in the coverage provided by radar speed signs in 2020.

4.6 Sidewalk Network

Summitview Public School, located at the southwest corner of Main Street and Stouffer Street, is a major destination for pedestrians in this neighbourhood. The commercial and residential plaza located at the southeast corner of Main Street and Stouffer Street is also a significant pedestrian destination.

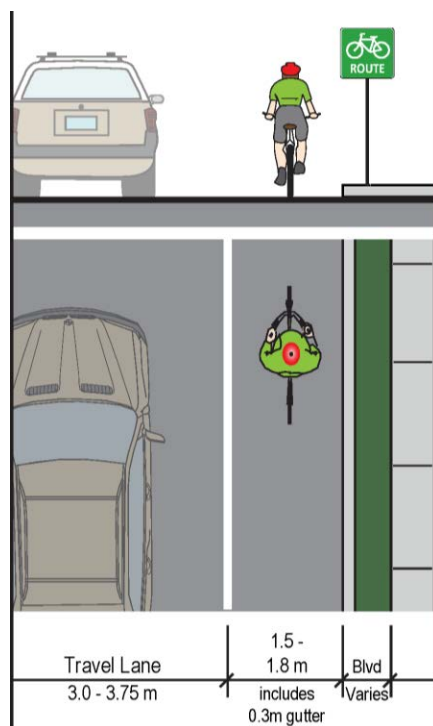
There are sidewalks located on both sides of Stouffer Street, from Main Street to Thicketwood Boulevard. South of Thicketwood Boulevard, there is a sidewalk located on the east side of Stouffer Street. Concern has been raised that there is no sidewalk provided on the west side of Stouffer Street, from Thicketwood Boulevard south to Lori Avenue.

The Town's Active Transportation Servicing Plan serves to guide decision making for future additions to the sidewalk network. The plan does not recommend addition of a sidewalk on the west side of the Stouffer Street segment between Thicketwood Boulevard and Lori Avenue. This is largely based on the presence of a continuous sidewalk on one side of the street, which is generally considered to provide an adequate level of service

for local Town roads. The presence of a school crossing guard at the intersection of Main Street and Stouffer Street provides east-west connectivity to Summitview Public School.

4.7 Cycling Network

The Active Transportation Servicing Plan also serves to inform decision making for potential improvements to the Town’s cycling network. The plan includes a recommendation for the addition of an ‘Urban Paved Shoulder’ cycling facility for Stouffer Street, from Lori Avenue to Main Street. Urban paved shoulder cycling facilities make use of the existing paved area adjacent to the curb and, include pavement markings to delineate a cycling route. The following image portrays a standard urban paved shoulder cycling facility.



This type of cycling facility recognizes the need for cyclists and motorists to share road space, and also minimizes impacts to mature neighbourhoods. Parked vehicles can impact the continuity of such cycling facilities; the Town monitors these situations and can restrict parking during certain hours if required.

Staff recommend that an urban paved shoulder cycling facility be implemented on Stouffer Street, from Main Street to Lori Avenue.

4.8 Speed Bumps and Speed Humps

Speed bumps are an aggressive form of traffic calming that are useful in locations with low speeds where pedestrians and cars share space very closely, such as parking lots. Speed bumps are not appropriate for public roads because they require vehicles to come to a near stop to pass over them and, can do damage to cars moving at regular speeds. Speed bumps placed on a traveled roadway with a 40 km/hr speed limit have also been found to increase the occurrence of rear-end vehicle collisions due to abrupt changes in speed. In addition, speed bumps, by the nature of their intended purpose, have a negative impact on fire and emergency services response times.

Speed humps are somewhat less disruptive; however, they pose similar concerns to speed bumps. Town use of speed humps has been limited to Memorial Park.

Implementation of speed bumps or speed humps is not recommended for Stouffer Street or Thicketwood Boulevard.

4.9 Speed Limit Review

Stouffer Street and Thicketwood Boulevard both have 40km/hr speed limits. This is common for local Town roads and is consistent with the road design and residential nature of the neighbourhood.

Reduction of the speed limit is not recommended. Reduction of speed limits below that for which the road is designed, is not expected to calm traffic. Drivers typically drive at a speed that they feel comfortable based on the road geometry and broader environment through which they are driving, regardless of the posted speed limit. Compliance with an artificially lowered speed limit is typically only achieved through very frequent police enforcement. This is difficult to achieve with limited police resources. In addition, artificially reduced speed limits lead to a greater variability in speed between vehicles, which can lead to more substantial accidents.

4.10 Road Watch

Council approved the Terms of Reference for a Road Watch Staff Working Group in late 2019. Recruitment of working group members is currently underway.

The mandate of the Working Group is to function as a community-based group of appointed residents, with the assistance of York Regional Police and Town Staff, to undertake various initiatives to help raise awareness of the Road Watch program and make roadways safer for motorists, cyclists and pedestrians. The program will target aggressive and unsafe driving through awareness, education and enforcement.

Staff recommend that the Working Group include the Stouffer Street and Thicketwood Boulevard neighbourhood as an area for review as part of the Working Group agenda.

5. Financial Implications:

The cost of implementing the recommendations included in this report can be accommodated within existing Public Works operating budgets.

6. Alignment with Strategic Plan:

1. Asset Planning, Maintenance and Development

Successful stewardship of the infrastructure and facilities required to support a growing community and vibrant economy.

- Address / plan for maintenance of existing assets & infrastructure; Create new infrastructure

7. Attachments:

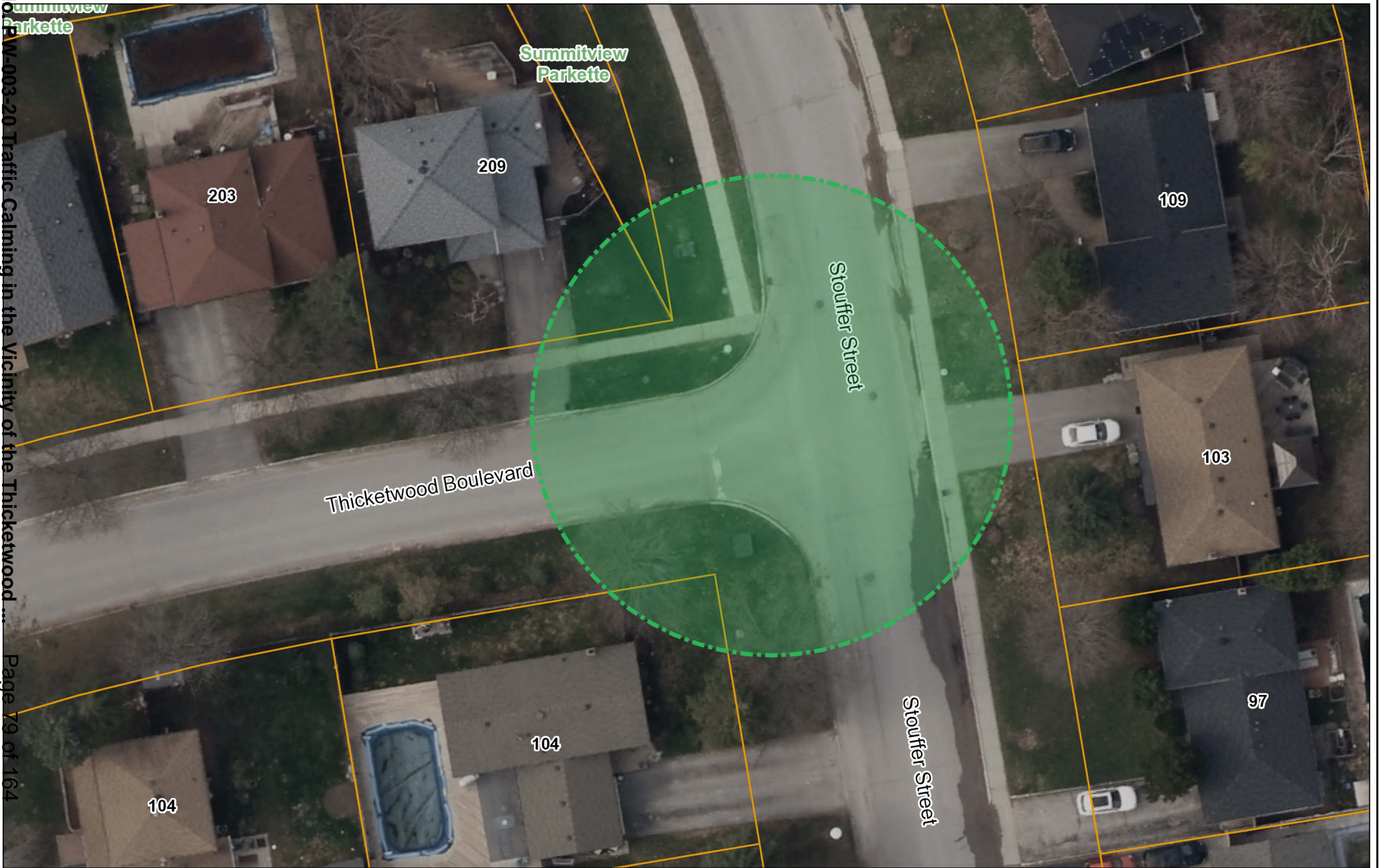
1. Location Map

8. Related Reports:

None

Author: Brian Kavanagh, Director, Public Works

For further information on this report, please contact the Department Head: Brian Kavanagh, Director, Public Works at 905-640-1910 or 1-855-642-8697 ext. 2464 or via email at brian.kavanagh@townofws.ca



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Notes

3 WAY STOP WARRANTS REQUIRED



Subject: Benchmarking Analysis (F05)
Staff Report No. FTS-001-20
Department: Finance & Technology Services
Date: January 21, 2020

Recommendation:

1) That Council receive Report No. FTS-001-20 for information.

1. Purpose:

The purpose of this report is to provide Council with an annual update on the Town's key financial indicators, how the Town's financial position has changed against prior years and the benchmark group, to highlight the actions that the Town has taken to enhance its financial position, and make recommendations for continuous improvement. This report will also provide support for future financial policy development initiatives and the development of the Town's long-term financial plan.

2. Executive Summary:

There are key financial indicators that allow management, Council and the public to determine how the Town compares to similar municipalities, analyze the Town's performance over time, assess trends, and identify problems for priority attention. The Financial Dashboard (Attachment 1) provides a snapshot of the selected indicators grouped as follows:

- Growth & Socio-economic indicators
- Financial indicators
 - Flexibility
 - Sustainability
 - Cost of Service & Affordability

The dashboard reveals that the Town's wealth and overall growth and socio-economic position is strong with increasing trends in population, density, household income and

property values. With an average household income among the highest in the Province, and the 6th lowest property tax rate in GTHA, the Town is an affordable location relative to its peers. The collection of outstanding taxes has improved resulting in more cash available for day-to-day operations.

The reserves and the debt levels continue to be the areas that should be monitored. With the disciplined approach to capital budgeting and debt use, as well as the commitment to ongoing increases in annual reserve contributions, the Town is on the right path in achieving financial sustainability. Also, the Town's strategic plan and the number of financial policies that have been established and improved in the past year create a sustainable framework to guide decision making and support the achievement of Council's financial goals and objectives.

The analysis in this report is based on the information contained in the 2019 BMA Municipal Study, 2018 Financial Information Return (FIR) and the 2020 Capital Budget.

3. Background:

The benchmarking analysis is an annual report that provides an evaluation of the Town's financial condition and the progress made in reaching the established targets. Staff is continuously working to improve the benchmarking process to ensure that the selected financial indicators address key pressures facing the Town, that the comparators are closely correlated to the Town and that the targets are realistic. A financial dashboard has been developed to summarize the analysis and highlight the areas that need immediate attention.

4. Analysis and Options:

Each year, BMA Management Consulting Inc. (BMA MCI) completes a comparative study on behalf of participating Ontario municipalities. The number of participating municipalities grows every year and in 2019, 110 municipalities participated in the study, representing more than 85% of the provincial population. The study uses the most recent information available (2019 Levy By-laws, Current Value Assessments, Tax Policies, 2018 FIR data) as provided by participating municipalities, highlighting demographics, finances, and growth patterns.

Municipal Comparators

While many of the 2018 comparators continue to be tracked, additions/deletions have been made as the comparator group is continuously evaluated to ensure that the selected municipalities are closely correlated to the Town. In the selection process, consideration is given not only to population, land area, density, urban/rural mix and proximity to GTA but also to similarities in terms of economic challenges, growth pressures and services provided by the municipality. Some comparators are more closely correlated to the Town than the others and some municipalities are selected as a model for setting the Town's objectives. The following table summarizes the selected comparators in terms of population, land area and density.

Table 1 – Municipal Comparators

Municipality	2019 Population*	Land Area sq.km	Population Density per sq.km
Whitchurch-Stouffville	53,777	206	261
Aurora	59,146	50	1,186
Caledon	74,097	688	108
Clarington	100,790	611	165
East Gwillimbury	25,975	245	106
Georgina	48,494	288	169
Halton Hills	65,035	276	235
Innisfil	40,692	263	155
King	28,959	333	87
New Tecumseth	38,421	274	140
Group Average	53,512	336	261

SOURCE: *Manifold Data Mining; Other: BMA MCI

4.1. Growth & Socio-Economic Indicators

Growth and socio-economic indicators describe and quantify the Town's wealth and overall economic condition and provide insight into the community's ability to pay taxes for the public services they require. Monitoring economic demographic and social changes over time can help Council and staff to develop sound financial policies, identify when to shift priorities or propose changes to service delivery.

Table 2 – Growth & Socio-Economic Indicators

Indicator	2019	2018	Indicator	Benchmark Group	Total Survey
Population *	53,777	51,571	4% increase	53,512	149,004
Population density per sq.km.	261	250	Mid Range	261	542
Est. Average Household Income	\$147,435	\$142,060	High	136,321	\$105,849
Weighted Median Value of Dwelling	\$717,590	\$661,445	High	562,173	\$355,592
Weighted Assessment per Capita	\$235,050	\$220,377	High	225,310	\$165,385
Weighted Residential Assessment %	89.2%	88.9%	High	85.8%	73.9%
Construction Value per Capita	\$3,440 (2018)	\$2,695 (2017)	Improving	3,845	\$3,009

SOURCE: *Manifold Data Mining; Other: BMA MCI

Density – Population density indicates the number of residents living in a square kilometre. Analysis of density can provide insight into the age of the city, growth patterns, zoning practices and new development opportunities. The increasing trend can be a

positive indicator, as the Town is able to serve a growing population using resources more effectively. It is also an indicator that the Town is reducing its overall carbon footprint. Density will increase as the Town moves closer toward build out.

Household income – The average household income has increased 3.8% and continues to be among the highest in the Province. While a higher relative household income is a positive indicator of the overall local economy, it may lead to a greater expectation for quality programs and additional challenges in balancing desired levels of service with a willingness to pay for programs and services. High household incomes combined with a moderate municipal tax levy has made the Town an affordable location relative to its peers.

Assessment per Capita – Property assessment is the basis upon which municipalities raise taxes. A strong assessment base is critical to a municipality's ability to generate revenues. Similar to the other municipalities in the GTA, the Town has a high assessment per capita which is an indicator of the "richness" of the assessment base.

Residential assessment % - Residential assessment is relatively unchanged, highlighting the Town's ongoing difficulty attracting employment related development. The high reliance on the residential tax base increases financial pressures on the Town's residents who must bear most of the costs associated with development.

Population growth & construction activity - Both population growth and construction activity trends show continuing growth in the municipality. However, the pace of application for building permits has remained unexpectedly slow in 2019 and the forecasted volumes have not been realized by the end of the year.

Recommended Actions: The overall socio-economic position of the Town is positive indicating increasing trends in population, density, household income and property values as well as strong assessment base growth. In order to reduce the financial pressures on the Town's residents, the non-residential development should continue to be monitored and facilitated. A Council priority for this term is to grow the Town's commercial-industrial assessment in order to lessen the burden on residents. One of the pillars in the Town's 2019-2022 Strategic Plan is to expand the tax base through a growing, diversified economy with the following priorities: identify expansion areas for industrial/commercial growth, update the economic development strategy to continue to attract businesses and focus on servicing and development of provincially significant employment zones.

The Town is making good progress actively working with the Region and other level of governments to plan, design, and construct infrastructure to support employment growth, and economic development along the identified development areas. The Town should continue to promote the economic growth by setting a reasonable residential/non-residential assessment ratio target and incorporate into planning and economic development strategies, strengthen and clarify employment land conversion policies and develop a community improvement plan geared toward identifying and attracting key employment sectors. The Town should also continue to work with local businesses and associations to identify and address barriers to business activity and growth.

4.2. Financial Indicators

The indicators selected for benchmarking evaluate the Town’s financial performance in three (3) key areas: flexibility, sustainability and affordability, and are aimed at protecting the organization’s long-term fiscal sustainability.

4.3.1 Flexibility Indicators

Flexibility indicators assess a municipality’s ability to respond to unexpected issues and changes outside its control.

Working Capital & Reserves

Reserves provide the foundation of financial flexibility, acting as a buffer against economic changes such as a sudden funding change from an upper tier of government, unexpected infrastructure failures like a sinkhole, as well as unforeseen events such as an extreme ice storm. Reserves can also reduce the cost of financing capital projects, allowing the Town to avoid interest payments on debt. Credit rating agencies consider municipalities with higher reserves to be more financially stable and of lower risk.

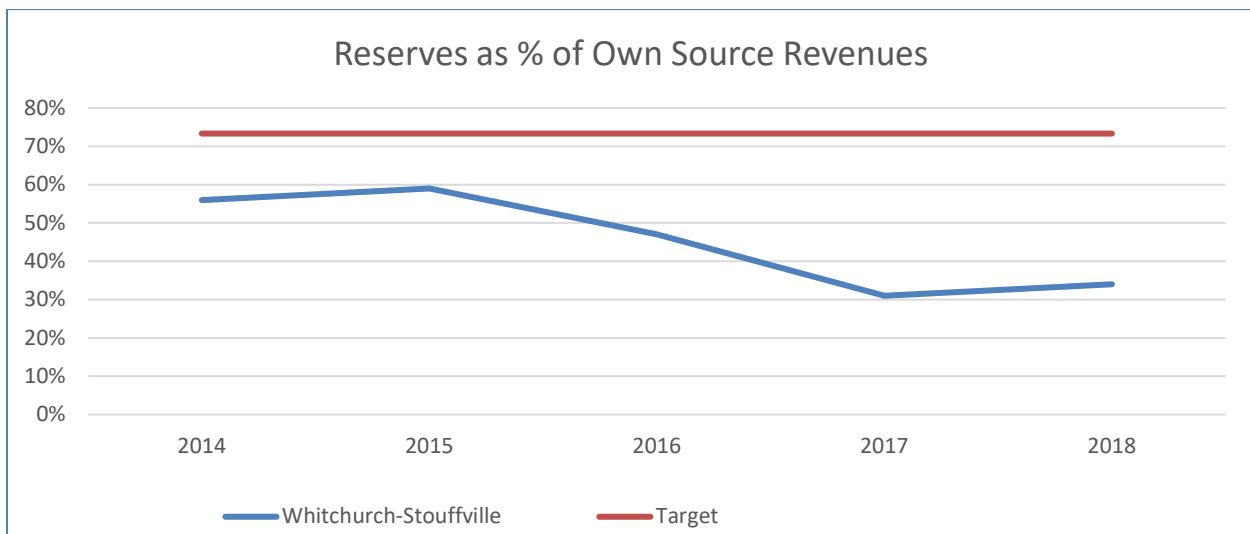
Table 3 - Reserves

Indicator	Target	2018	2017	Trend	Benchmark Group
Reserves as % Own Source Revenue	73%	34%	31%	Improving	73%
Reserves per Capita	\$ 884	\$ 300	\$ 280	Improving	\$ 884

Reserves as a % of Own Sources Revenues

This measure includes discretionary reserves set up and controlled by Council and municipal by-laws but does not include obligatory reserves such as Development Charges (DCs). “Own sources revenues” refer to the revenue generated by the Town such as taxation and fees but excludes external revenue sources such as grants and government transfers.

Figure 1: WS Reserves as a % of Own Source Revenues-Trend



SOURCE: 2019 BMA Municipal Study data

Analysis: The recent trends in reserves indicate that the Town is below the provincial and comparator group average. This is due to the fact that reserve contributions have not been able to keep pace with the level of annual capital expenditures and the demands of growth on development related reserves.

In 2019, Finance staff undertook a comprehensive review of the Town’s reserves and reserve funds in order to identify opportunities to optimize the use of existing resources, identify operational risks that could be mitigated through reserve funds and recommend policy strategies to serve as effective tools in achieving the Town’s fiscal sustainability objectives. As a result, Council approved a Corporate Reserve and Reserve Fund Policy that sets guiding principles, objectives, management and standards of care for the Town’s reserve and reserve funds. The policy recommendations were designed to leverage existing resources to the greatest extent possible and provide a reliable source of funds for capital projects.

Reserves per Capita

This indicator provides the tax levy supported reserves in relation to the population.

Analysis: Although the indicator is improving the Town continues to be one with the lowest reserves per capita in the Province and is significantly below the comparator group and total survey average. For 2019, Council supported an annual 3% capital levy to continue the work of building up the necessary reserve target levels. Although the reserve contributions are increasing, a funding gap of \$6.5 million remains when compared to the annual investment recommended by the 2018 Asset Management Plan.

Recommended Actions: There is an unusual number of uncertainties for 2020 primarily arising from the Province’s imposition of Bill 108 as well as the unexpected slowdown in

development activity that persisted throughout 2019. Therefore, the Town took a prudent budgeting approach and the 2020 Capital budget is fully funded and is expected to move the Town closer to its reserve targets.

Reserves are critical component in the Town’s long-term financial plan. The Town will continue to employ the established principles, policies and practices for achieving and maintaining the reserve target balances with an ultimate goal to enhance the Town’s financial health and achieve long-term financial sustainability.

Debt Indicators

Strong debt management practices balance the need to finance longer life infrastructure and infrastructure related to growth that is not fully recovered through development charges with the need to minimize interest costs and maintain future financial flexibility. Using debt strategically can provide capital funding flexibility by allowing essential infrastructure to be built before the related revenue has accumulated to offset the needed investment. Debt financing also spreads the cost of new projects over a longer period, sharing the cost between current and future beneficiaries of the assets.

However, when debt levels get too high, project costs escalate, higher proportions of the Town’s tax revenues must be allocated to debt servicing costs and the Town’s ability to fund new projects is limited.

Table 4(a) – Debt Indicators – 2018 Actual

Indicator	Target	2018	2017	Trend	Benchmark Group
Total Debt Servicing Costs	< 4.6%	5.9%	5.8%	Stable	4.6%
Tax Supported Debt Servicing Costs	< 2.1%	1.9%	1.9%	Stable	2.1%
Total Debt Outstanding per Capita	\$ 436	\$ 673	\$ 602	Declining	\$ 436
Debt to Reserve Ratio	< 1	1.8	1.6	Declining	0.5

Table 4(b) – Debt Indicators – 2019 & 2020 Forecast

Indicator	Target	2020 Forecast	2019 Forecast	2018	Trend	Benchmark Group
Debt Outstanding per Capita	\$ 436	\$ 581	\$ 628	\$ 673	Improving	\$436
Debt to Reserve Ratio	< 1	2.1	2.0	1.8	Declining	0.5

Debt Charges as a % of own Source Revenues (Debt Service Ratio)

Debt servicing cost is the amount of principal and interest that the Town must pay each year to service the debt. The ratio shows the percentage of revenues that must be directed to principal and interest repayments. The Town’s debt policy limits debt servicing

costs to 12.5% of revenues and is significantly more stringent than the Province’s upper limit of 25%. A policy limit of 12.5% is consistent with many municipal debt policies.

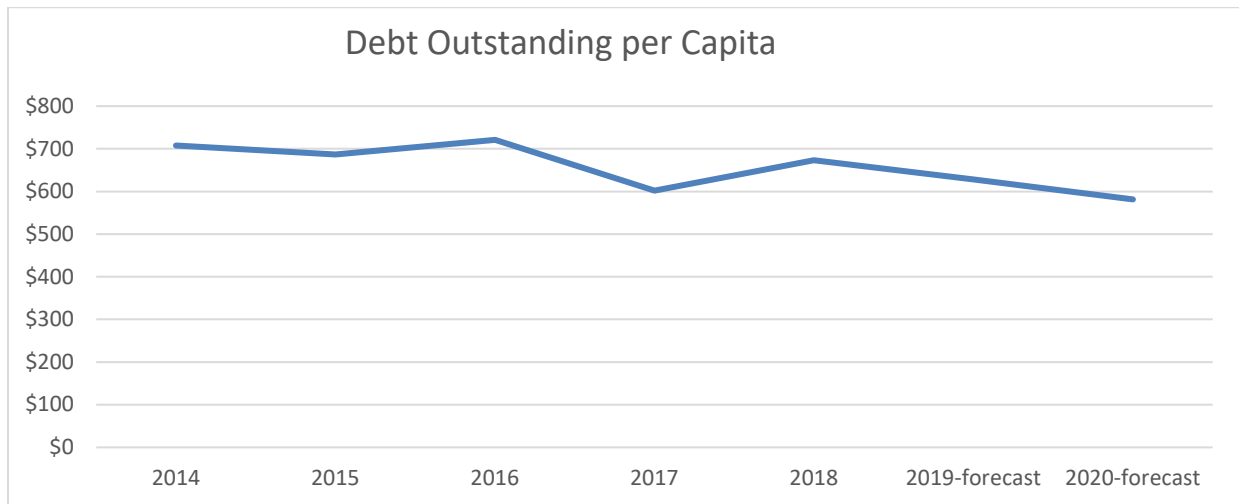
Analysis: The Town’s debt servicing ratios are stable, and the forecast is that they will stay below the debt policy limit of 12.5%. This is a prudent financial management approach that will assist in preserving borrowing capacity for future capital needs while maintaining maximum flexibility for current operating funds.

Debt Outstanding per Capita

This indicator is calculated as the debt outstanding divided by total population.

Analysis: The debt per capita increased due to the \$7.3 million new debt issued in 2018 to finance the Leisure Centre/Library expansion and Baker Hill Bridge. The ratio will improve in 2019 and 2020 as debt is repaid. To ensure that the total debt burden of the Town does not exceed the total of all reserves, in 2019 Council approved an update to the debt policy to limit the issuance of new tax-funded debt until the target Debt to Reserve Ratio of 1:1 is achieved. Therefore, no additional debt is forecast to be issued in 2020.

Figure 2: Debt Outstanding per Capita – Trend

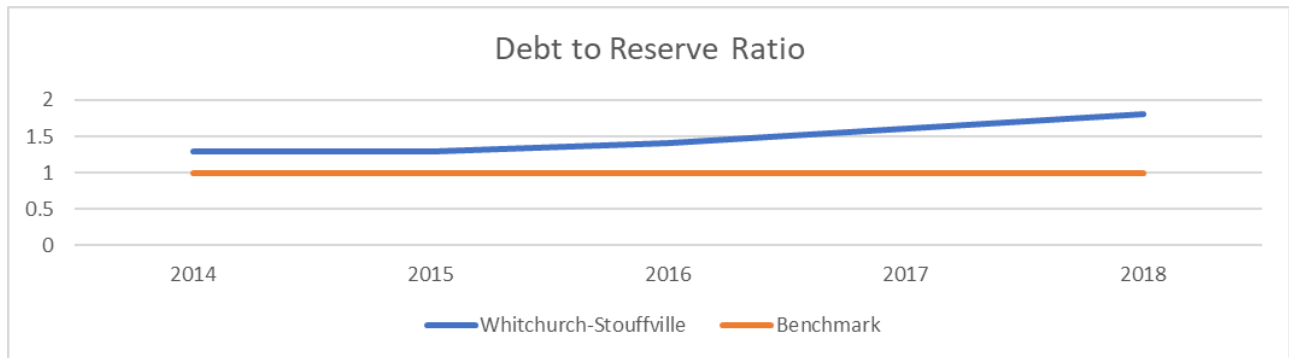


SOURCE: 2019 BMA Municipal Study data

Debt to Reserve Ratio

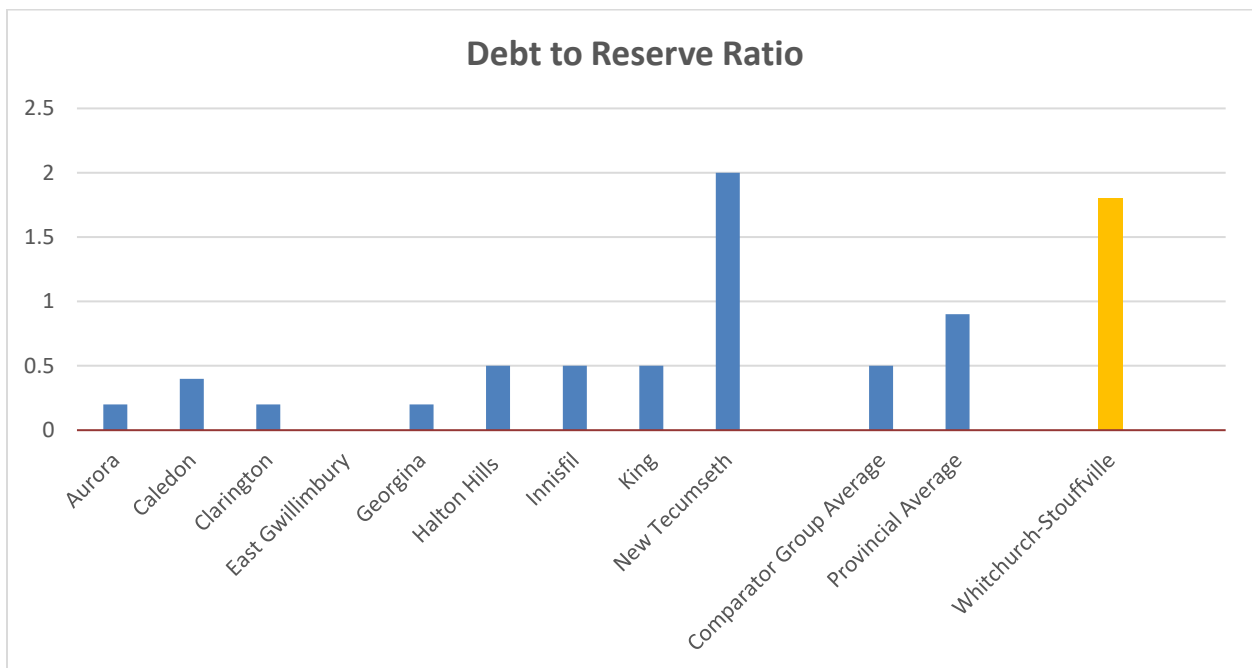
This indicator provides a measure of the Town’s financial prudence by comparing total debt to the total reserve balances. The best practice target for this ratio is 1:1, indicating that total debt should not exceed total reserves and reserve fund balances.

Figure 3 - Debt to Reserve Ratio – Trend



SOURCE: 2019 BMA Municipal Study data

Figure 4 - Debt to Reserve Ratio - Comparator Group



SOURCE: 2019 BMA Municipal Study data

Analysis: As shown above, the Town has high relative debt levels as compared to its peers. The benchmark has not been met in the last 5 years and is above most of municipalities in the comparator group and the recommended 1:1 Ratio.

A declining pace of development activity and the uncertainty around the impact of Bill 108 could leave the portions of debt forecast to be recovered from development charges stranded in the long term, shifting the burden of repayment onto the tax base.

To further support the financial sustainability, in 2019 Council approved an update to the debt policy to limit the issuance of new tax-funded debt until the target Debt to Reserve Ratio of 1:1 is achieved.

Recommended Actions: While the Town continues to face funding pressures due to the cost of infrastructure associated with the new growth, the impact of slower than expected development activity, the potential impact of Bill 108, and other new initiatives, no new debt is currently proposed in the current capital plan. In the face of uncertainties and high debt levels, only projects with identified funding sources are included in the recommended 2020-2029 Capital Plan. The Town will continue to employ strong debt management practices and limit the issuance of new debt only to fund growth high-priority capital projects as approved by Council. With a debt to reserve ratio of 1.8 the Town is far from the established target of 1:1. Therefore no new debt is forecast until a significant portion of the current debt is repaid and the reserve balances increase.

4.3.2 Sustainability Indicators

Sustainability indicators describe Town’s ability to support its financial obligations both in respect of its service commitments to the public and financial commitments to creditors, employees and others, without issuing debt or increasing the tax burden.

Table 5 – Sustainability Indicators

Indicator	Target	2018	2017	Trend	Benchmark Group
Taxes Receivable	< 6%	7.3%	8.0%	Improving	7.6%
Tax Asset Consumption Ratio	< 50%	30.4%	30.4%	Stable	38.5%
Capital Reserves Contributions as a % of Amortization	> 100%	50.6%	65.9%	Declining	n/a

Taxes Receivable

The indicator shows the percentage of property owners who have not paid their property taxes. A high level of uncollected property taxes causes the Town’s cash resources to decrease as uncollected funds are not available to pay for day-to-day operations.

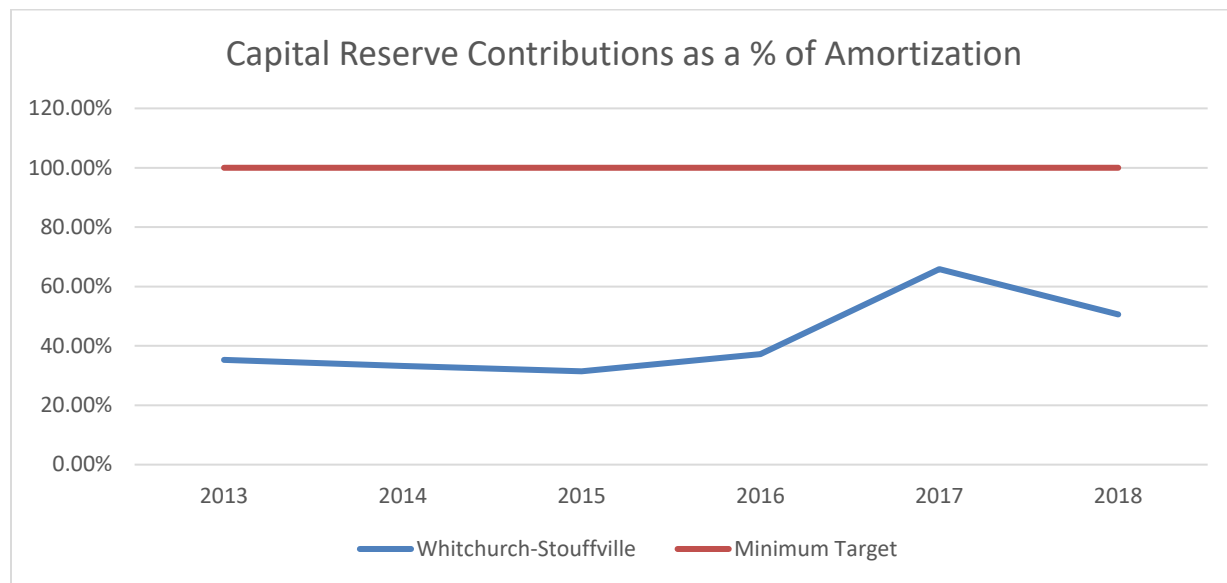
Analysis: The ratio is improving and is lower than some of the municipalities in the comparator group, but the target is still set at 6% based on the best practices recommendation.

Recommended Action: Continued collection efforts are recommended including enforcement of the Town’s collection policies and encouraging tax payers to participate in the monthly payment plan.

Capital Reserve Contributions as a Percentage of Amortization

This ratio calculates the level of reserve funding for future capital purposes compared to amortization. It shows the extent to which the Town is setting aside enough funds to replace assets as required. Failure to adequately fund reserves can result in sudden increases of tax rates to pay for urgent repairs and rehabilitation of assets used in essential service delivery. Ideally, the amount set should be higher than amortization, to mitigate the impact of inflation since assets are replaced at current cost.

Figure 5 – Capital Reserve Contributions – Trend



SOURCE: 2019 BMA Municipal Study data

Analysis: The above graph shows that a shortfall in the required funding persists. The indicator deteriorated in 2018 but the forecast is that it will improve with the additional major capital levy of 3% which provides new capital funding of approximately \$900,000 per year. This along with the strategies for achieving and maintaining target balances outlined in the reserve policy, will contribute to reduction of the infrastructure rehabilitation and repair funding gap.

Asset Consumption Ratio

This ratio shows the value of the tangible capital assets that have been ‘consumed’ through operational use based on depreciation and the related age of the assets. It highlights the aged condition of the assets and the extent of potential asset replacement needs. The Ministry of Municipal Affairs and Housing considers a ratio of 25% or under to reflect assets that are relatively new; 26%-50% to be moderately new; 51%-75% to be moderately old and over 75% to be old. If assets are replaced on a timely basis, the ratio will stay consistent or decrease over time.

Analysis: Asset consumption for both tax base and total assets is below the comparator group and Provincial average which means the Town's assets are in better overall condition than the benchmark group. This is primarily due to the recent high growth activity in the Town, such that most of the Town's assets are relatively new.

Recommended Actions: With the recommended strategies and tactics in the Reserve policy, fully funded capital budgeting approach and the commitment to continue to contribute additional major capital levy of 3% per year, the Town has set a good stage to close the infrastructure funding gap and improve the overall financial health. These strategies include:

- Alignment with the Asset Management Plan - Contribution levels to Rehabilitation and Repair reserves to be established by the Town's Comprehensive Asset Management Plan. This will ensure that sufficient funds are available to make the required asset investments at the right time, as determined by the risk and priority associated with the underlying capitals assets;
- Indexing contributions based on annual inflation rates to avoid erosion in the purchasing power of reserve balances;
- Reserve contribution to be increased for asset addition in the prior year including the assets contributed by developers when subdivisions are assumed;
- As debt is retired, consideration could be given to reallocating the tax levy previously used for debt repayment into a reserve contribution for the rehabilitation of the related asset class. Between 2023 and 2025, the Town has tax funded debt retirement of \$196,000 that could be redirected in this manner.
- Inclusion of capital surcharges in user fees to support an appropriate portion of the capital investment required for new infrastructure, particularly where the benefit is limited to a small community of individual users;
- Continue to pursue federal and provincial governments grant opportunities. The Town should identify priority projects and complete the related design preparation in order to take advantage of these opportunities when they arise. Healthy reserve balances will also ensure that the Town has sufficient capital reserves available to contribute its share where the funding requires local contributions.

4.3.3 Cost of Service and Affordability Indicators

Cost of municipal services and affordability metrics ensure that there is an alignment between the cost of municipal programs, services with the ability and willingness of taxpayers to support the proposed service levels.

Table 6 – Cost of Service & Affordability Indicators

Indicator	Target	2019	2018	2019 Result	Benchmark Group	GTA	Total Survey
Property Tax Rate	Below average	0.75336	0.7855	Low	0.91231	0.92454	1.2266
Net Municipal Levy per Capita	Below average	\$ 1,389	\$ 1,353	Low	\$ 1,633	\$1,575	\$1,592
Net Municipal Levy per \$100,000 Assessment	Below average	\$591	\$614	Low	\$752	\$714	\$1,046
Property Taxes as % of Household Income	Below average	3.7%	3.7%	Mid	3.6%	3.8%	3.8%
Property Taxes + Water/Wastewater as % of Household Income	Below average	4.3%	4.3%	Low	4.4%	4.5%	4.9%

Tax rates: This is an indicator of the affordability of the Town relative to its peers.

Analysis: Residential property class assessment represents approximately 90% of the total assessment base for the Town and therefore is the primary focus of analysis. As shown below, residential tax rates, both total and the Town portion, continue to decrease when compared to prior years. The Town of Whitchurch-Stouffville has one of the lowest property tax rates in GTA, ranking 21 out of 27 for 2019 residential tax rates (see Table 7). That being said, care should be taken to ensure that they remain affordable over time.

Figure 6 – WS Residential Tax rates – Trend

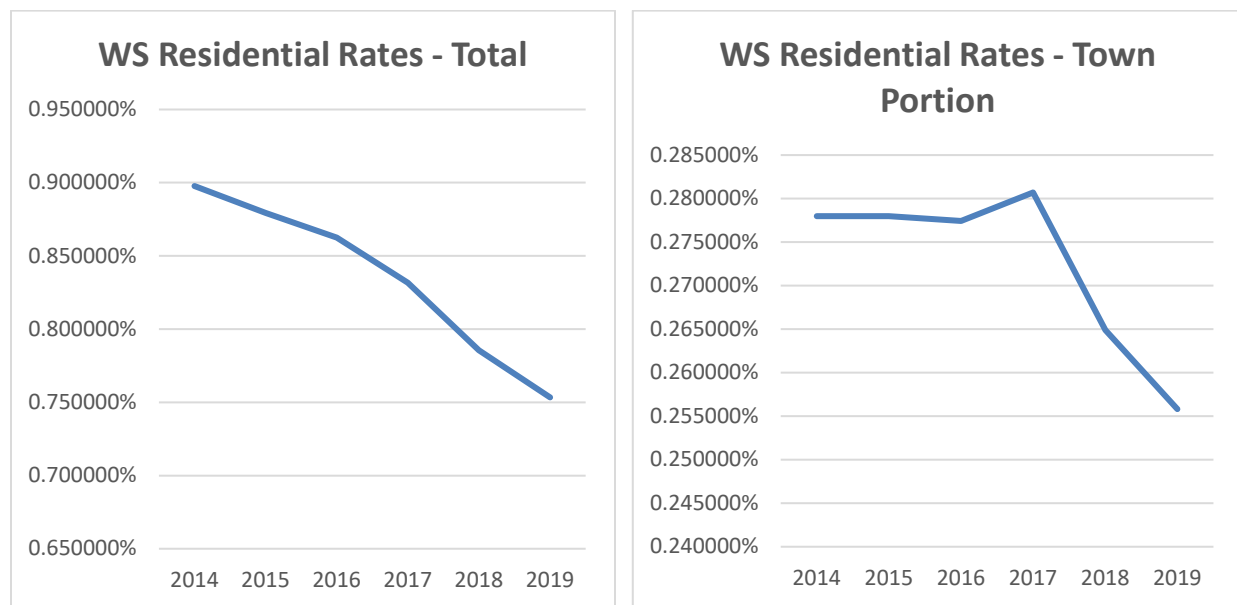


Table 7 - Property Tax Rates

2019 GTHA Residential & Multi-residential Property Tax Rates				
Municipality	Residential Rates		Multi-Residential Rates	
	Rank	%	Rank	%
Oshawa	1	1.34472	2	2.37042
Barrie	2	1.23244	17	1.23244
Brock	3	1.22732	3	2.15128
Hamilton	4	1.22187	1	2.88435
Clarington	5	1.17341	4	2.05062
Whitby	6	1.13970	5	1.98774
Ajax	7	1.10728	6	1.92724
Pickering	8	1.10351	7	1.92019
Scugog	9	1.08172	8	1.87952
Uxbridge	10	1.04337	9	1.80794
Georgina	11	1.02987	18	1.02987
Brampton	12	0.99077	10	1.57575
King	13	0.82591	20	0.82591
Newmarket	14	0.82047	21	0.82047
Caledon	15	0.81700	14	1.29086
Halton Hills	16	0.80379	11	1.44657
Mississauga	17	0.80144	19	1.02311
East Gwillimbury	18	0.79640	22	0.79640
Aurora	19	0.78610	23	0.78610
Burlington	20	0.78377	12	1.40656
Whitchurch-Stouffville	21	0.75336	24	0.75336
Oakville	22	0.73444	13	1.30788
Vaughan	23	0.69515	25	0.69515
Richmond Hill	24	0.68836	26	0.68836
Milton	25	0.68578	15	1.21055
Markham	26	0.65982	27	0.65982
Toronto	27	0.61477	16	1.19334

NOTE: ALL NUMBERS ROUNDED TO 5 DECIMAL POINTS
SOURCE: NOVAE RES URBIS JULY 24,2019

2019 Net Municipal Levy per Capita and per \$100,000 Assessment

Levy per capita shows changes in levies relative to changes in population. As population increases, it might be expected that revenues and the need for service would increase proportionally, and therefore, that the level of per capita revenues would remain at least constant in real terms. However, this is not always the case as the cost of providing service is not directly related to population, but it may vary as a result of differences in: service levels, types of services, methods of providing services, assessment compositions, demand for services, location, demographics, age of infrastructure, user fee policies etc.

Analysis: The Town has the lowest levy per \$100K assessment in the comparator group and is below the provincial average for both per capita and per \$100K of assessment. Only six municipalities in the survey have lower levy per \$100,000 assessment. Like other municipalities, the Town faces multiple pressures annually related to costs that are not readily controllable by the Town and that are increasing at a rate faster than inflation. As expenditure demands increase, the Town's options to meet those demands are restricted to efficiencies, user fees and, lastly, taxation. Also, levy increases are influenced by the internal policies and programs, such as support of ongoing contributions to reserves, which will impact the levy on short-term but advance the Town's financial sustainability objectives in the long-term.

Table 8 – Net Municipal Levy

Municipality	2019 Levy per Capita	2019 Levy Per \$100,000 of Weighted Assessment	Per Capita Ranking	Per \$100,000 Weighted Assessment Ranking
Toronto	\$1,478	\$432	low	low
Markham	\$1,346	\$498	low	low
Milton	\$1,116	\$521	low	low
Richmond Hill	\$1,562	\$526	mid	low
Vaughan	\$1,690	\$533	high	low
Oakville	\$1,801	\$569	high	low
Whitchurch-Stouffville	\$1,389	\$591	low	low
Burlington	\$1,540	\$620	mid	low
Aurora	\$1,730	\$624	high	low
East Gwillimbury	\$1,812	\$630	high	low
Halton Hills	\$1,383	\$633	low	low
Mississauga	\$1,490	\$637	mid	low
Newmarket	\$1,409	\$656	low	low
Caledon	\$1,635	\$658	mid	low
King	\$2,177	\$689	high	low
New Tecumseth	\$1,404	\$793	low	low
Brampton	\$1,328	\$843	low	low
Innisfil	\$1,638	\$861	mid	low
Georgina	\$1,438	\$865	low	low
Pickering	\$1,919	\$942	high	mid
Whitby	\$1,685	\$973	high	mid
Clarington	\$1,482	\$1,012	low	mid
Brock	\$1,579	\$1,066	mid	mid
Oshawa	\$1,660	\$1,184	mid	high

Benchmark Group Average	\$1,570	\$949		
GTA Average	\$1,575	\$714		
Total Survey Average	\$1,592	\$1,046		

SOURCE: 2019 BMA Municipal Study data

2019 Property Taxes and Water and Wastewater Costs as a Percentage of Income

These indicators show the allocation of gross income to fund municipal services in a typical household. The approach used to calculate taxes as a percentage of income was to compare the average income in a municipality against the tax burden on a typical home in the municipality using weighted median dwelling values and applying the residential tax rate. The total municipal burden includes both, property taxes and water and wastewater costs on a typical residential property (assumed average annual consumption of 200 m³)

Table 9 – Taxes and Water/Wastewater Costs as a Percentage of Income

Municipality	2019 Property Taxes as a % of Household of Income	2019 Total Municipal Burden as % of Household Income	2019 Property Taxes as a % of Household Income Ranking	2019 Total Municipal Burden as % of Household Income Ranking
Milton	2.7%	3.4%	low	low
Oakville	3.1%	3.6%	low	low
Halton Hills	3.1%	3.8%	low	low
Caledon	3.5%	3.8%	low	low
Burlington	3.3%	4.0%	low	low
Aurora	3.5%	4.1%	low	low
New Tecumseth	3.4%	4.2%	low	low
Whitchurch-Stouffville	3.7%	4.3%	mid	low
Toronto	3.6%	4.3%	mid	low
Clarington	3.6%	4.3%	mid	low
East Gwillimbury	3.3%	4.4%	low	low
Vaughan	3.8%	4.5%	mid	mid
Mississauga	4.0%	4.5%	mid	mid
Whitby	4.0%	4.7%	mid	mid
Newmarket	3.8%	4.7%	mid	mid
King	4.1%	4.8%	high	mid
Markham	4.2%	5.0%	high	mid
Pickering	4.3%	5.0%	high	mid
Brock	4.2%	5.1%	high	mid
Innisfil	4.1%	5.2%	high	high

Georgina	4.2%	5.3%	high	high
Brampton	4.8%	5.3%	high	high
Richmond Hill	4.7%	5.5%	high	high
Oshawa	4.8%	5.7%	high	high
Benchmark Group Average	3.6%	4.4%		
GTA Average	3.8%	4.5%		
Total Survey Average	3.8%	4.9%		

SOURCE: 2019 BMA Municipal Study data

Recommended Actions: Based on the trends and the comparison with municipalities from the benchmark group and GTA, the Town has some tax capacity to increase the tax levy and still be affordable. That being said, there is always a desire to keep taxes and user fees as low as possible. Actions that increase employment activity, promote efficient service delivery and leverage external resources such as grants, partnerships and volunteerism will help to ensure that the Town remains an affordable place to live and work.

5. Financial Implications:

There are no financial implications associated with this report.

6. Alignment with Strategic Plan:

1. Fiscal Sustainability

Working toward a sustainable budget that ensures the protection and maintenance of core services now and into the future.

2. Expanding the tax base through a growing, diversified economy

Building and maintaining a tax base that supports the highest quality program and service delivery.

3. Asset Planning, Maintenance and Development

Successful stewardship of the infrastructure and facilities required to support a growing community and vibrant economy.

7. Attachments:

1. Financial Dashboard

8. Related Reports:

July 16, 2019 - FTS-024-19 Reserve and Reserve Fund Strategy

Author: Andrijana Mojsoska, Financial Analyst – Financial Planning

For further information on this report, please contact: Brian Parrott, Director of Finance/Treasurer at 905-640-1910 or 1-855-642-8697 ext. 2243 or via email at brian.parrott@townofws.ca

Financial Dashboard

Growth & Socio-demographic Indicators

Indicator	2019	2018	Indicator	Benchmark Group	Total Survey
Population	53,777	51,571	4% increase	53,512	149,004
Population density per sq.km.	261	250	Mid Range	261	542
Est. Average Household Income	\$147,435	\$142,060	High	136,321	\$105,849
Weighted Median Value od Dwelling	\$717,590	\$661,445	High	562,173	\$355,592
Weighted Assessment per Capita	\$235,050	\$220,377	High	225,310	\$165,385
Weighted Residential Assessment %	89.2%	88.9%	High	85.8%	73.9%
Construction Value per Capita	\$3,440 (2018)	\$2,695 (2017)	Improving	3,845	\$3,009

Financial Indicators

Indicator	Target	2018	2017	2018 Result	Trend	Benchmark Group	Total Survey
Flexibility							
Working Capital & Reserves							
Reserves as a % Own Source Revenue	73%	34%	31%	✘	Improving	73%	56%
Reserves per Capita	\$884	\$300	\$280	✘	Improving	\$884	\$758
Debt							
Total Debt Servicing Costs	<4.6%	5.9%	5.8%	✘	Stable	4.6%	5.3%
Tax Supported Debt Servicing Costs	<2.1%	1.9%	1.9%	✔	Stable	2.1%	4.3%
Total Debt Outstanding per Capita	\$436	\$673	\$602	✘	Declining	\$436	\$758
Debt to Reserve Ratio	1	1.8	1.6	✘	Declining	0.5	0.9
Sustainability							
Taxes Receivable	<6%	7.3%	8.0%	✘	Improving	7.6%	5.8%
Tax Asset Consumption Ratio	<50%	30.4%	30.4%	✔	Stable	38.5%	43.9%
Capital Reserves Contributions as a % of Amortization	>100%	50.6%	65.9%	✘	Declining	n/a	n/a

Financial Indicators-cont'd

Indicator	Target	2019	2018	2019 Result	Benchmark Group	GTA	Total Survey
Cost & Affordability							
Property Tax Rate	Below Average	0.75336	0.7855	Low	0.91231	0.92454	1.2266
Net Municipal Levy per Capita	Below Average	\$1,389	\$1,353	Low	\$1,633	\$1,575	\$1,592
Net Municipal Levy per \$100,00 CVA	Below Average	\$591	\$614	Low	\$752	\$714	\$1,046
Property Tax as a % of Household Income	Below Average	3.7%	3.7%	Mid	3.6%	3.8%	3.8%
Property Tax + Water/Wastewater as a % of Household Income	Below Average	4.3%	4.3%	Low	4.4%	4.5%	4.9%

Legend:

Improving	Trend is improving, stay the course	✓	Within Target Range
Stable	Results are stable	✗	Outside Target Range
Declining	Trend is declining, take corrective action		
High	In high range of municipal rankings		
Mid	In mid-range of municipal rankings		
Low	In low range of municipal rankings		



Subject: Whitchurch-Stouffville Economic Development Strategy
2015 to 2020 Update

Staff Report No. CS-001-20

Department: Corporate Services

Date: January 21, 2020

Recommendation:

- 1) That Council receive Report No. CS-001-20 for information.

1. Purpose:

The purpose of this report is to provide Council with a status update regarding *Whitchurch-Stouffville Economic Development Strategy 2015-2020* and to provide plans going forward for updating the strategy.

2. Executive Summary:

The *Whitchurch-Stouffville Economic Development Strategy 2015-2020* was developed by Economic Development staff and guided by economic development consultants. The strategy is formed around three main themes with nineteen action items. Seventeen of these items are complete or continue as ongoing work, while two action items have been delayed.

It is now time to update the economic development strategy. The production process will be similar as before. Council approved a capital budget with a \$50,000 upset limit for the 2020 budget. The new Corporate Strategic Plan and input gathered from the Branding and Corporate Identity Initiative will be incorporated into the strategy. As well, the Tourism Strategy is being updated and will be seamlessly combined with the *Economic Development Strategy 2021-2025*. Expected completion is September 2020.

3. Background

The Whitchurch-Stouffville Economic Development Strategy 2015-2020 was crafted by the community through various consultation steps as outlined above. The strategy is formed around three main themes:

- i. Community Development
- ii. Investment Readiness, Business Retention, Expansion and Attraction
- iii. Business Community Engagement and Partnership Development

The thematic areas account for nineteen action items. Seventeen of these items are complete or are ongoing as annual work, while two have been delayed. The Economic Strategy will be updated using a similar methodology as before. The expected completion is September 2020.

4. Analysis and Options:

The Whitchurch-Stouffville Economic Development Strategy 2015-2020 has been greatly advanced. The status of individual action items is below, followed by a discussion of how the Strategy will be updated in 2020.

4.1 Ongoing Action Items

Many Economic Development actions will never cease, including updating publications and the website, monitoring business sectors and employment, gathering statistics, and collaborating with partners such as the N6.

Some actions have stood strongly in the past few years, such as the “Business Visitation Program” where approximately 200 business have been interviewed a year – and promoted publicly by way of the Town’s publication OTR. “Tourism” too has benefited from OTR, with over 100 pages a year being focused on the topic.

There has been much progress related to the “Employment Lands Study” involving the potential development in the Woodbine/404 corridor. Both Town Council and Regional Council have passed motions of support for priority growth, and the Planning Department has made concerted efforts to open the area.

The Culture department has made solid progress with actions “Promote Arts, Culture & Heritage” and “Build Events/Attract Events”.

Two of the ongoing action items have been slow to be realized: “Downtown Revitalization”, as the reconstruction program will take much time, and “Broadband Servicing”, as many in the countryside still lives with slow or no access to internet; however, 50 kilometers of rural fibre optics that passes 700 homes was laid by Vianet in 2019.

“Re-Establish BIA” was considered in great depth by Council in 2019, including public surveys. A decision was rather made to improve and retain the current model of the Downtown Stouffville Working Group instead of re-establishing a BIA.

The envisioned “Ambassador Program” in which community leaders would be *trained* for touring potential investors during site visits was not actioned as originally envisioned. Instead, a variety of business ambassadors have been called upon as needed, being tailor-fitted to specific project needs.

3.2 Action Items Delayed

Two action items have been delayed. Until recently, there has been no interest from investors to “Develop a Hotel”. Now, there are plans being laid for a boutique hotel downtown and a larger hotel attached to a mixed-use development proposal.

“Assess the Need for a Business Development Centre” which envisioned a one-stop information centre to assist business start-ups, yet Town Economic Development, YorkWorks and Stouffville Chamber all are content to remain in their current places. This item will be retained for future discussion.

3.3 Daily Activities

Above and beyond the action items listed in a strategy, the daily routine of an economic development officer is unpredictable. Externally - a developer, investor or prospective business owner can make a request for assistance; some requests are quickly handled, while other files may carry on for months or years. Internally, other staff will require help with special projects, economic impact assessments, and committee work. Occasionally, Town Council will require studies and reports.

In 2019 alone, the economic development officer helped clients develop concept drawings and analysis for three different dry land industrial parks in Vandorf, two mixed use developments in Stouffville, and pitched a CPL soccer stadium for Gormley. He also developed a new traffic flow concept for Downtown Stouffville and produced multiple studies, such as the economic impact of universities, the cost and benefits by land use type, and authored an economic impact report to assess proposed PSEZ in Gormley. Finally, he composed multiple Council reports regarding Downtown Stouffville Working Group, including drafting a new Terms of Reference for the committee.

The above daily activities can form the bulk of one’s agenda. These are unpredictable occurrences and therefore are never “checked off” as action items regarding a formal plan. However, the strategy is a guide for where we are headed, and these daily items all fit within the intent of the strategy.

3.4 Strategy Update and Process

It is now time to update the economic development strategy. The process will be similar, with a consultant assisting internal staff in the production. Council approved a capital budget with a \$50,0000 upset limit for the 2020 budget. The new Corporate Strategic Plan and input gathered from the Branding and Corporate

Identity Initiative will be incorporated into the strategy. As well, the Tourism Strategy is being updated and will be seamlessly combined with the *Economic Development Strategy 2021-2025*. Expected completion is September 2020.

The *Whitchurch-Stouffville Economic Development Strategy 2015-2020* was developed by Economic Development staff and guided by economic development consultants from McSweeney & Associates.

This *Whitchurch-Stouffville Economic Development Strategy* was crafted by the community through various consultation steps as outlined above. The strategy is formed around three main themes:

- i. Community Development
- ii. Investment Readiness, Business Retention, Expansion and Attraction
- iii. Business Community Engagement and Partnership Development

The first step in the process was to analyze statistical data and qualitative sources in order to produce a snapshot of the Town, named A Situational Analysis Report for Whitchurch-Stouffville resulted which formed a statistical snapshot of the Town. Strengths, Weaknesses, Opportunities, Threats (SWOT) summary was prepared by analyzing the Situational Analysis

In addition to the Situational Analysis, qualitative measures were also undertaken to gain a sense of the local business community's perspectives and opinions on Whitchurch-Stouffville's economy, including one-on-one telephone interviews with key stakeholders of the town, including regional and community partners, business owners and politicians, and an online survey was also created and promoted to the business community by the Town.

A stakeholder Economic Development Summit was held in January 2016 which brought together key stakeholders, businesspeople, municipal partners, York Regional economic development staff and Town staff. Quantitative and qualitative findings were presented to the audience for confirmation and/or revision to gather further information and identify highest priority themes and action items.

An Economic Vision Statement for the community emerged: *Building upon the Town's regional and community partnerships, Whitchurch-Stouffville will be a premier investment location within the Greater Toronto Area. It will be a community where people and business can capitalize on both urban and rural economic opportunities, within an urban living and rural lifestyle environment.*

The process to produce the *Economic Development Strategy 2021-2025*. Expected completion is September 2020.

5. Financial Implications:

Council approved a capital budget with a \$50,000 upset limit for the 2020 budget.

6. Alignment with Strategic Plan:1. Fiscal Sustainability

Working toward a sustainable budget that ensures the protection and maintenance of core services now and into the future.

- Capital financing and debt strategy
- New revenue sources: grant funding, community contributions toward major capital expenditures, sponsorship of programs
- Invest in budget systems (process enhancement)

2. Expanding the tax base through a growing, diversified economy

Building and maintaining a tax base that supports the highest quality program and service delivery.

- Focus on servicing and development of Provincially Significant Employment Zones
- Update the Economic Development strategy and continue to attract businesses to locate in WS
- Identify expansion areas for Industrial / Commercial growth

7. Attachments:

1. Whitchurch-Stouffville Economic Development Strategy 2015-2020

8. Related Reports:

None

Author: David Tuley, Economic Development Officer

For further information on this report, please contact the Department Head: Rob Raycroft, Deputy CAO, Corporate Services at 905-640-1910 or 1-855-642-8697 ext. 2290 or via email at rob.raycroft@townofws.ca

TOWN OF WHITCHURCH-STOUFFVILLE ECONOMIC DEVELOPMENT STRATEGY 2015 to 2020



February 2016

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1 Introduction



The Town of Whitchurch-Stouffville is the third fastest growing community in Canada and the second fastest growing municipality in Ontario. Located just 40 kilometres from downtown Toronto, Whitchurch-Stouffville is one of nine local municipalities that form The Regional Municipality of York within the Greater Toronto Area (GTA) market of six million people – the fifth largest regional economy in North America.

The Town of Whitchurch-Stouffville has a very diverse local economy with strengths in knowledge-based industries, advanced manufacturing, building and construction as well as agriculture and tourism sectors. The community has a workforce over 26,000 strong.

Whitchurch-Stouffville is becoming more urbanized, while retaining its rural roots – offering the best of both worlds. Owing to the area’s natural beauty and recreational assets, the Town has a strong existing tourism product with York Region Forests, the Oak Ridges Moraine, Treetop Trekking, the Lebovic Centre for the Arts and Entertainment – 19 on the Park, and local wineries providing valuable tourism experiences.

At the end of 2015, the resident population is estimated to be at 45,335.

This Whitchurch-Stouffville Economic Development Strategy is:

- Built around the Town’s core strengths and emerging opportunities
- Focused primarily on the premise that people and process will lead to economic development success
- Targeting specific activities where the Town can have the largest impact on creating a business-friendly and investment-ready environment

2 Outline of the Whitchurch-Stouffville Economic Strategy Development Process

The Whitchurch-Stouffville Economic Development Strategy was developed through the following phases:

1. Situational Analysis – economic and statistical data
2. Community Consultations
3. Economic Development Strategy and Action Plan

The strategy process was led by Whitchurch-Stouffville Economic Development staff and guided by the economic development consultants team at McSweeney & Associates.

The initial process of gathering information used both quantitative and qualitative methods. Using a combination of Statistics Canada Census, Manifold Data Mining York Region Planning Estimates and EMSI Analyst sources, a Situational Analysis Report for Whitchurch-Stouffville was developed which not only illustrated a statistical representation of the Town, but also provided a current present-day snapshot of Whitchurch-Stouffville.

In addition to the statistical analysis, qualitative measures were also undertaken to gain a sense of the local business community's perspectives and opinions on Whitchurch-Stouffville's economy. One-on-one telephone interviews were undertaken with key stakeholders of the town, including regional and community partners, business owners and politicians. An online survey was also created and promoted to the business community by the Town.

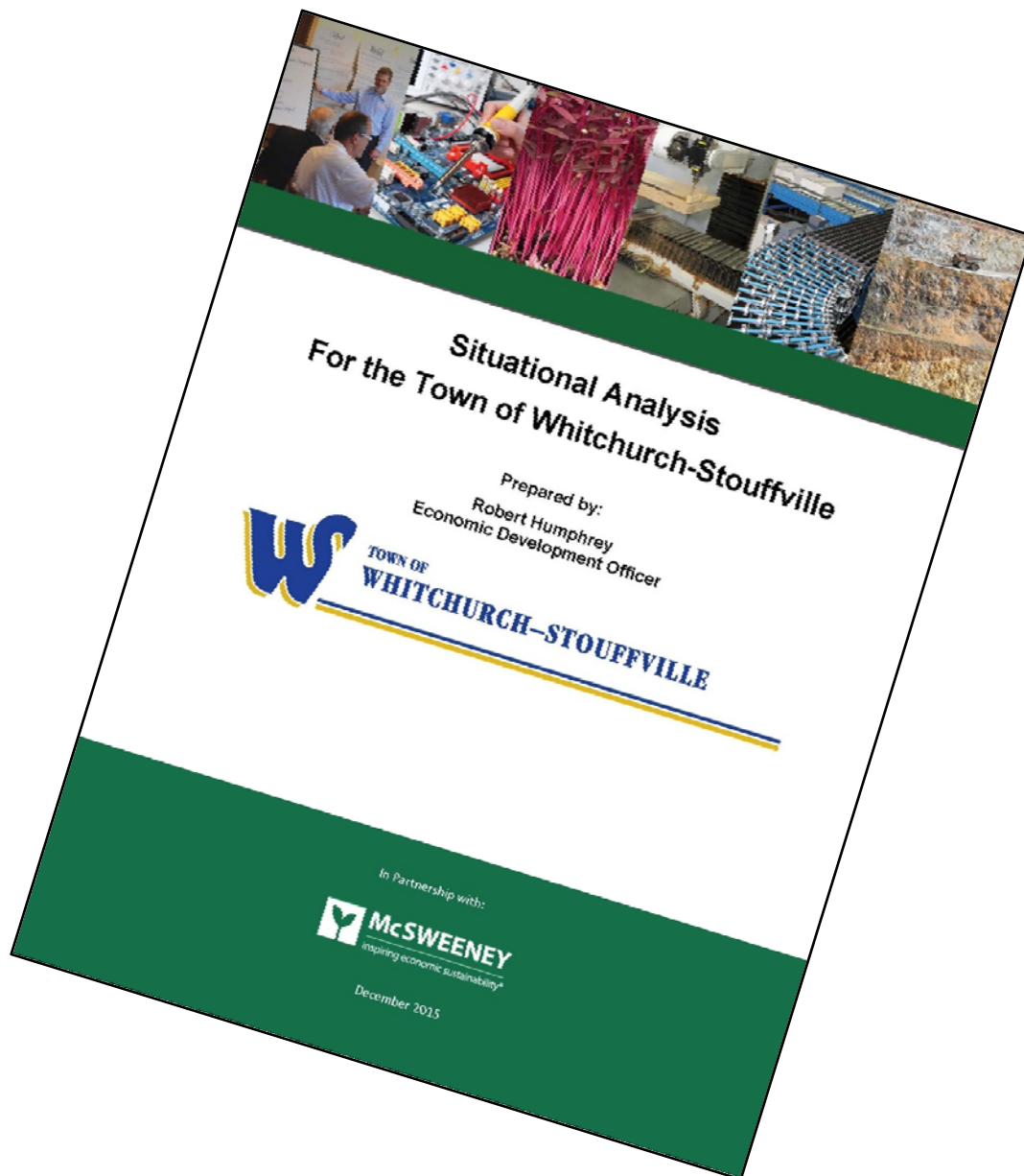
A stakeholder Economic Development Summit was held in January 2016 which brought together key stakeholders, business people, municipal partners, York Regional economic development staff and Town staff. Quantitative and qualitative findings were presented to the audience for confirmation and/or revision. Breakout groups were formed to gather further information and identify highest priority themes and action items.

The strategic themes and action items within this Strategy are a culmination of the collection and verification of local information.

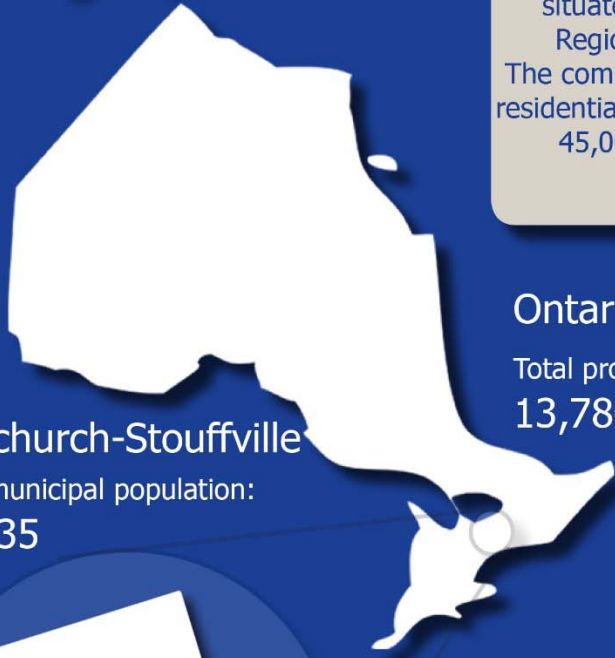
3 What the Numbers Say

Whitchurch-Stouffville is a growing community with a population and workforce that is young, well-educated and becoming more diverse. It is a community with strengths in several sectors including professional, manufacturing, construction, agriculture and tourism.

The following pages provide visual representations of Whitchurch-Stouffville's demographic and labour force data. More detailed information is available in the Situational Analysis Report for Whitchurch-Stouffville.



Geographic:



The Town of Whitchurch-Stouffville is situated north of Toronto in the Regional Municipality of York. The community is home to a growing residential population of approximately 45,000 and a workforce over 26,000 strong.

Ontario

Total provincial population:
13,780,979

Whitchurch-Stouffville

Total municipal population:
45,335

64%

of non-resident
labour force
commutes into
W-S for work



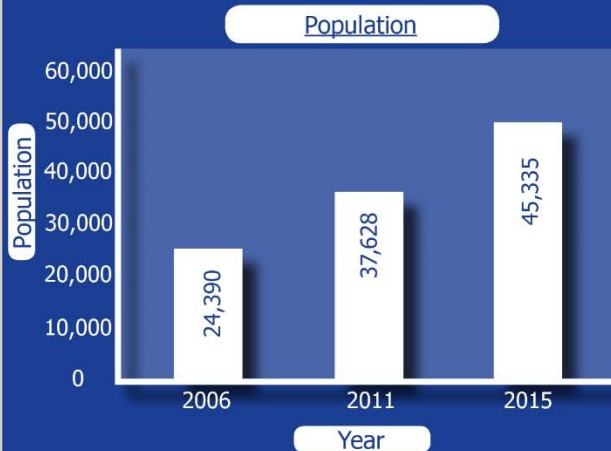
79%

of resident
labour force
commute out of
W-S for work



Demographic:

Whitchurch-Stouffville's population has shown a massive increase since 2006, growing more than 85%. The community is home to a young, well-educated population. The median and average ages for the community are below the Ontario rates. Mobility rates are higher than the provincial figures.



85.9%

40 Median Age

Ontario median age is 42

Average value of dwelling
\$648,466



Residents that had moved within the previous year



Residents that had moved within the previous 5 years



70% of residents aged 25-64 have a post-secondary degree

Labour Force:



The community's unemployment rate, participation rate and employment rate are lower than the Ontario figures. Income figures are above those of the province. Key sectors in the town include Retail trade, Professional, scientific and technical services, and Construction.



Key Sectors by Industry

Retail trade	Professional, scientific and technical services	Construction	Educational services	Finance and insurance

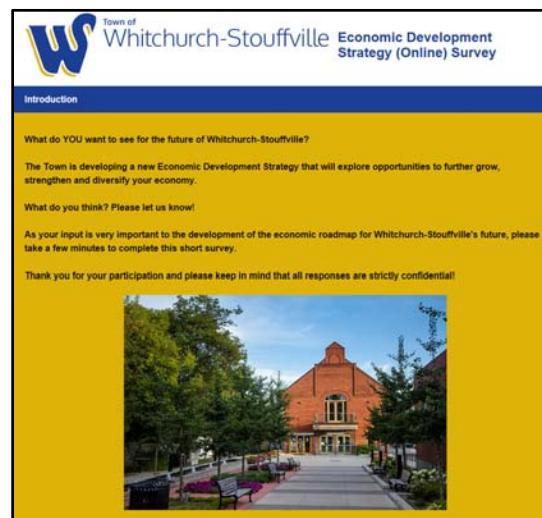
Key Sectors by Occupation

Sales & service	Business, finance and administration	Management	Trades, transport and equipment operators and related	Education, law and social, community and government services

4 Stakeholder Consultations

The first round of consultations consisted of both confidential one-on-one interviews, as well as an online survey. To ensure consistency, the same questions were used in both the interviews and the online survey. The following questions were asked during the first round of consultations:

1. What are Whitchurch-Stouffville's greatest economic strengths?
2. What do you feel are Whitchurch-Stouffville's greatest economic weaknesses?
3. What are the economic opportunities you think Whitchurch-Stouffville should take advantage of?
4. Are there specific actions you think the Town should undertake to improve Whitchurch-Stouffville's business environment making it easier for businesses to operate or wanting to locate in Whitchurch-Stouffville?
5. In an ideal world, please describe the type of businesses and industries you envision Whitchurch-Stouffville having in 5 to 10 years?
6. What could prevent Whitchurch-Stouffville from retaining or attracting the businesses and industries you envision?
7. Are there any high priority economic development issues you feel should be addressed by Whitchurch-Stouffville when developing your new Economic Development Strategy?



45 individuals participated, or had direct input, during the first round of the public consultation process. The participation summary is as follows:

One-on-one Interviews

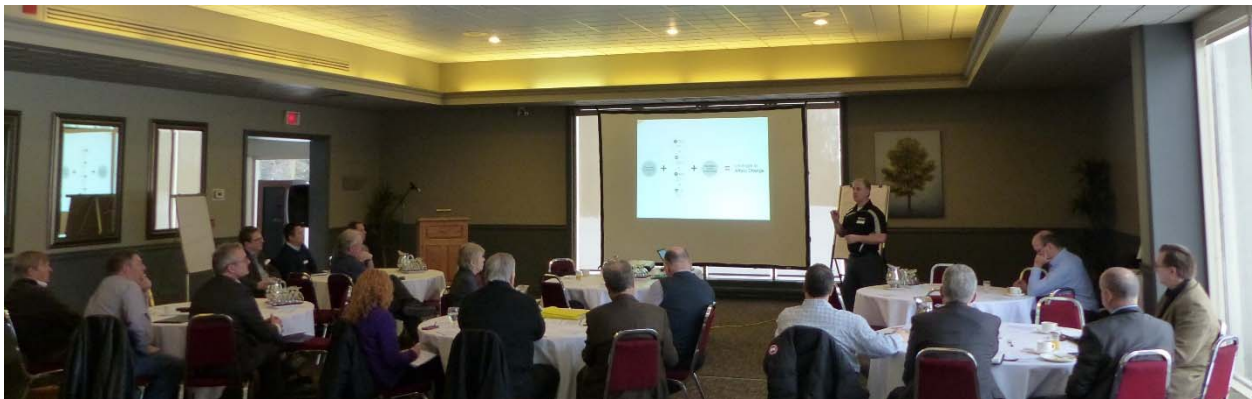
- 21 individual stakeholders were interviewed representing a broad range of local interests

Online Survey

- Four representatives of the business community responded to the online survey

Stakeholder Economic Development Summit

- A stakeholder Economic Development Summit was held on January 13, 2016
- 20 stakeholders reviewed results from the first round of consultations and provided direct input to the Whitchurch-Stouffville Economic Development Strategy themes and actions



5 Strengths, Weaknesses, Opportunities, Threats

The following Strengths, Weaknesses, Opportunities, Threats (SWOT) summary was prepared by analyzing the Situational Analysis, existing Town economic development tools and materials and inputs and responses from the first round of stakeholder consultations:

5.1 Strengths

- People
- Currently a growth node – growing very rapidly
- Growing captive workforce, young, well-educated, becoming diverse
- Close to other major urban centres
- Within the GTA – can actually see the CN Tower from the south end of the Town
- Becoming urbanized yet rural – the best of both worlds
- Large portion of the community is in the Green Belt
- Access to a full complement of community amenities and facilities
- Well connected to major highways, close to airports
- Very diverse economic make up – urban/rural, professional, manufacturing, traditional blue collar, agriculture, tourism
- Small town feel
- Competitive taxes (but compared to which communities?)
- Competitive cost of land (within GTA)
- Have a supply of employment land (both urban and rural)
- Go Train (expanding service)
- Great web and online ED Tools
- Excellent quality of life for residents

5.2 Weaknesses

- Currently a growth node – growing very rapidly – may miss opportunities to create a unique community
- Large portion of the community is impacted by the Green Belt legislation
- Is the community engaged? Both residential and business communities?
- Is WS a cohesive community? Does the community have an identity crisis?
- Lack of community branding
- The constant conversation around serviced employment land
- Lacking up to date data on website
- On-going development pressures taking a lot of energy and focus away from being strategic (ie. servicing the 404 corridor, non-employment uses in employment land, Green Belt and Oak Moraine constraints, etc).
- Public transit (can travel during peak times from or back to the Town but hard to get to it or move around the Town during off peak times)
- Downtown needs some help and will need some dedicated efforts to ensure it is strategically transformed into a community focal point

5.3 Opportunities

- Create a very special community where people will not only want to live but where companies will also want to invest – set apart from other suburban communities
- Grow the town’s arts, culture and heritage assets
- Position the town within the new regional economic strategy
- Embrace the environmental strengths and opportunities – eco tourism, local foods, agriculture, natural and applied sciences/research
- Green Belt legislation gives the Town the leverage needed to make difficult decisions
- Engage the business community to realize existing/potential local investment opportunities and expansion
- Examine strategic employment lands to determine best use (ie 404 corridor, Stouffville, urban vs rural)
- Continue to enhance downtown Stouffville as a community focal point
- Create a community identity – an opportunity for residential engagement - fun innovative opportunity
- Create a community brand
- Market the community and its business development/investment opportunities

5.4 Threats

- Immediate pressures to develop within the community will impact the future potential of the community (ie. first one in will determine the standards for the rest of the developments – Highway 404, Stouffville)
- Currently a growth node – growing very rapidly – may miss opportunities to create a unique community
- Do nothing... the community will continue to grow but may not achieve the density or strategic targets desired

6 Whitchurch-Stouffville’s Economic Development Mandate and Vision

Economic Development's mandate is to create and support economic growth across the Town of Whitchurch-Stouffville. This is achieved through two approaches: business retention and expansion of existing businesses and industries already established in the area; and marketing the Town to encourage new business investment in the community. Economic Development also works with the Town's regional partners and neighbouring municipalities on initiatives that enhance and encourage future economic

prosperity in the area.

A new Economic Development vision for Whitchurch-Stouffville is important to the Town's overall economic success. The following describes the Town's long-term vision and is based on the premise that economic development is empowered by two main components – people and process. In the end, the Whitchurch-Stouffville Economic Development Strategy lays out the process, but it's critical that Whitchurch-Stouffville empower and support the people component to achieve true success with its regional and business partners.

This vision is best used as a guide to move Whitchurch-Stouffville and its partners in the right direction as they embark on their economic development efforts.

Whitchurch-Stouffville's Economic Vision

Building upon the Town's regional and community partnerships, Whitchurch-Stouffville will be a premier investment location within the Greater Toronto Area. It will be a community where people and business can capitalize on both urban and rural economic opportunities, within an urban living and rural lifestyle environment.

7 Specific Themes and Actions

This Whitchurch-Stouffville Economic Development Strategy was crafted by the community through various consultation steps. The strategy is formed around three main themes:

- Community Development
- Investment Readiness, Business Retention, Expansion and Attraction
- Business Community Engagement and Partnership Development

The subsequent strategic actions pertain to each specific theme.

7.1 Community Development

What is it?

Community Development involves creating a community identity and building momentum and enthusiasm among stakeholders aimed at making Whitchurch-Stouffville a very unique and special place.

This includes the development of a Community Strategy, Downtown enhancement, Strategic development as well as a focus on Arts, Culture, and Heritage.

Community Development Actions:

1. Completing a Community Strategy to include:
 - A vision for what Whitchurch-Stouffville can be
 - Creating an identity based on the vision and existing community assets, attributes and characteristics
 - Inspire momentum for the adoption of the plan
 - Use Whitchurch-Stouffville's vision, identity and community assets to create a unique Whitchurch-Stouffville brand. Use this new brand in all of Whitchurch-Stouffville's future marketing efforts
 - Redo a signage strategy for the Town incorporating the new brand
2. Examine the possibility of re-engaging/reforming the downtown BIA as partners in the reinvigoration of the downtown
3. Strategically transforming Downtown Stouffville – need to think strategically about how the downtown needs to be developed (ie. Downtown master plan, design guidelines, re-do or expand the Community Improvement Plan (CIP), assess the downtown heritage value)
 - a. Close the discussion or re-confirm where development is to be focused within the Town.
4. Growing and promoting Whitchurch-Stouffville's emerging Arts, Culture, Heritage sector
 - a) Continue to identify and document what makes Whitchurch-Stouffville special in terms of arts, culture and heritage events and attractions
 - b) Continue expanding the Town's website pages outlining arts/culture and heritage
 - c) Through the business visitation program identify and promote art culture and heritage business opportunities
 - d) Examine the town's growing eco-tourism opportunities
5. Undertake a hotel feasibility study with possibility of municipal incentive
6. Continue moving forward with event attraction (sports, local foods, arts, culture, heritage). Undertake a sports/recreation facilities/events inventory. Partner with event organizers and the Stouffville Chamber of Commerce to ensure maximum exposure of local businesses during community events.
7. Public transit helps move people around the Town's core and is typically a regional government responsibility, but good to keep an eye on what's happening around public transit and the GO expansion. Continue to lobby and push for expanded public transit service throughout Whitchurch-Stouffville.

7.2 Investment Readiness, Business Retention, Expansion and Attraction

What is it?

Investment readiness, business retention, expansion and attraction speaks to being prepared and ready to meet the needs of existing, expanding and new businesses or investors.

This includes up-to-date stats, data, continued web presence, database of available properties, infrastructure (ie, shovel ready land, broadband), Investment readiness training and team building). Also includes sectors such as tourism (Eco-tourism, local foods, sports tourism, Downtown enhancement, Arts, culture and heritage).

Investment Readiness, Business Retention, Expansion and Attraction Actions:

1. Continue existing economic development actions such as:
 - Economic development website, Downtown, Culture and Heritage
 - Economic Profile
 - Industrial land inventory
 - Statistics and data (use new data to update the above)
 - Marketing program
2. Develop and implement sector investment attraction strategies for:
 - Knowledge-based industries
 - Green industries/eco/rural
 - Tourism, arts culture and heritage
3. Complete a Whitchurch-Stouffville Employment Land/Industrial Park Location and Market Analysis to look at best and highest use of all of the Town's employment lands, feasibility/business case for servicing lands at Highway 404/Gormley Industrial Area
4. Work with land owners in the Town's employment areas to create and implement a broadband servicing action plan in those areas which are currently underserved.
5. Deliver Investment Readiness training to municipal staff, elected officials and Whitchurch-Stouffville business ambassadors to help improve the Town's ability to retain and attract investment to the town.
6. Embrace and promote Whitchurch-Stouffville's growing environmental assets. Work with York Region to develop and market – local food, food production, outdoor events and activities (ie. eco tours, golf courses, horse-riding facilities)

7.3 Business Community Engagement and Partnership Development

What is it?

Business community engagement and partnership development is about developing relationships between local government and local businesses as well as business to business relations. Collaboration and mutual benefit are expected outcomes of successful engagement.

This includes on-going business visitation program, investment opportunities exploration and issue identification and resolution.

Business Community Engagement and Partnership Development Actions:

1. Establish a collaborated economic development approach with Northern six (N6) York Region municipal partners
2. Potential synergy for Economic Development Officer working closer in Downtown for business development purposes
3. Create and implement a comprehensive visitation program (on-going) to:
 - Build relationships with the Town and the local business community
 - Engage Whitchurch-Stouffville's business owners with an aim of identifying business operation issues and resolutions as well as potential investment opportunities
4. Create a Whitchurch-Stouffville business ambassador program as part of the Town's investment readiness team (ie. Team Whitchurch-Stouffville)
5. Work with the Chamber of Commerce to develop a new Business Welcome Package
6. Undertake an assessment of creating a Business Development Centre that would create a one-stop shop for business start-ups, expansions, support, etc. This model would include not only Town economic development staff but also provincial and federal support agencies (ie. Collingwood Business Development Centre).

8 ECONOMIC DEVELOPMENT ACTION PLAN 2015 TO 2020

8.1 COMMUNITY DEVELOPMENT

Includes Community Strategy, Downtown enhancement, Strategic development, Arts, Culture, and Heritage

Action Items	Activity	Timing	Lead/Partners	Reporting/Outcomes
Community Strategy	Create a Community Strategy – vision, identity, branding	2016	Town/businesses, municipal partners and residents, outside consultant agency	Community Strategy will create an identity for Whitchurch-Stouffville
Downtown Business Improvement Area (BIA)	Re-establish Downtown BIA	2016-2017	Town/Chamber, BIA	Re-establish Downtown BIA to service Downtown merchants
Downtown Revitalization	Review Downtown Master Plan, CIP, Places to Grow Act	2016-2019	Town Eco Dev & Planning/Downtown merchants, residents, Province	Strategically transform and revitalize Downtown
Arts, Culture & Heritage	Promote town's arts, culture and heritage assets	On-going	Culture & Leisure Services/ Tourism, Built Heritage (Planning), Fred Robbins, York Arts	Greater awareness, appreciation and attendance at town's arts, cultural and heritage assets
Hotel Study	Feasibility Study	2017-2020	Town/consultant	Determine feasibility and attract another major hotel/convention centre to town
Events Attraction	Package Town assets together to attract events (sports tournaments, existing/new events)	On-going	Community and Leisure Services/Economic Development & Tourism/ Central Counties Tourism	Build existing events, attract new events, target markets. More tourism dollars spent in the community
Public Transit	Continue to review transit routes and services	2016-2020	York Region/Town	Better transit routes and service for residents, employees

8.2 INVESTMENT READINESS, BUSINESS RETENTION, EXPANSION & ATTRACTION

includes up-to-date stats, data, continued web presence, database of available properties, infrastructure (ie, shovel ready land, broadband), Investment readiness training and team building). Also includes sectors such as tourism (Eco-tourism, local foods, sports tourism, Downtown enhancement, Arts, culture and heritage)

Action Items	Activity	Timing	Lead/Partners	Reporting/Outcomes
Existing Economic Development Tools	Continue updating existing E.D. publications; create a separate new Economic Development & Tourism website	On-going; 2016-2017	Economic Development/ website development consultant, Community and Leisure Services	Maintain up-to-date economic statistics and marketing materials. Better user and site selection-friendly website to access Economic Development & Tourism information separate from Town's corporate website
Sector Strategies	Develop sector profiles	2016	Town/York Region	Sector profiles for each of the key local sectors
Employment Lands Study	Hire consultant to conduct a Market Analysis and Employment Land Study for the Gormley/Highway 404 area	2016	Planning & Development/ Economic Development, Study consultant	Identify highest and best uses for employment lands in the Gormley area/along the Woodbine/Highway 404 corridors
Broadband	Implement a broadband servicing action plan	On-going	York Region Broadband Taskforce/Municipalities, Developers, Internet Service Providers	Increase connectivity and service across the municipality, including the rural areas
Investment Readiness Training	Deliver investment readiness training to municipal staff, elected officials and business ambassadors	2016-2017	Economic Development/McSweeney & Associates	Create a stronger business-friendly climate at the Town as well as become investment-ready for potential investor clients
Tourism Promotion	Embrace Town's growing environmental assets	On-going	Town/York Region, farm gates, local tourism partners, Central Counties Tourism	More tourism dollars spent on local tourism experiences and in community as a whole

8.3 BUSINESS COMMUNITY ENGAGEMENT AND PARTNERSHIP DEVELOPMENT

includes on-going business visitation program, investment opportunities exploration and issue identification and resolution

Action Items	Activity	Timing	Lead/Partners	Reporting/Outcomes
N6 Economic Development Approach	Collaborative approach to economic development	Ongoing	Northern Six Municipalities/York Region	Work together as a group rather than independently. Pool resources and united front for business investment and attraction
Economic Development Officer (EDO) & Downtown synergy	EDO work closer with Downtown for business development purposes	2016	EDO/Downtown merchants, property owners	Increase business activity and developments in the Downtown core
Visitation Program	Town staff visits local businesses	2016-2020	Town/local businesses	More engagement between the Town and local businesses. Understand business issues and opportunities – greater market intelligence
Ambassador Program	Identify business leaders to join Town's investment readiness team	2016-2020	Town/select business leaders in the community	Town is investment-ready when it comes to touring potential investors during site visits
Chamber Welcome Package	New Business Welcome Package	On-going	Chamber/Town	Present new businesses with a positive first impression of the community
Business Development Centre	Assessment of creating a new Business Development Centre	2018-2020	Town/YSBEC, provincial, federal support agencies, assessment consultant	Potentially establish a new Business Development Centre in town that would be a one-stop shop for business start-ups, expansions, support, etc.

These themes and action items were also developed after reviewing what action items were achieved and which were not from the Town's previous Economic Development Strategy 2009 to 2014. These include:

What Worked	What Didn't Work
Sector profile postcards created	Not-For-Profit Sector Actions
Community Profile created	Did not increase Eco. Dev. Staffing Levels
Downtown Planning Policy (CIP)	Broadband Infrastructure for Knowledge industry
Agriculture BR&E with King Township	Create Linkages with Post-Secondary Institutions
Prepare for Green Belt Reconsideration	Create Campus-style Research and Office Environments
Farm Fresh Guide/Market/Local Food Promotion	Develop an Informal Real Estate Professional and Developers Network
	Corporate Calling Program



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Subject:	Destination Whitchurch-Stouffville: 2014-2019 Tourism Strategy Update
Staff Report No.	CS-002-20
Department:	Corporate Services
Date:	January 21, 2020

Recommendation:

- 1) That Council receive Report No. CS-002-20 for information.

1. Purpose:

The purpose of this report is to provide Council with a status update regarding *Destination Whitchurch-Stouffville: 2014-2019* Tourism Strategy, and to provide plans going forward.

2. Executive Summary:

Staff from multiple departments moved the Town's Tourism Strategy forward. *Destination Whitchurch-Stouffville: 2014-2019* includes twenty-five action items. Twenty-two of these actions are complete or continue as ongoing annual work, two items were deemed impractical at-present, and one item remains mostly unrealized. There is room for improvement, however, in quantifying (as opposed to estimating) outcomes. The Tourism Strategy will be updated and incorporated as a part of the Economic Development Strategy update in 2020.

3. Background:

On June 3, 2014 Council approved *Destination Whitchurch-Stouffville: 2014-2019* Tourism Strategy ("Tourism Strategy" herein). The Tourism Strategy aimed to align Town resources across departments, to provide effective service to local tourism stakeholders, attract visitors to Whitchurch-Stouffville and raise the tourism profile of the community. At

the Town, tourism is a primarily a shared responsibility between Economic Development, and Culture, yet substantial support comes from Communications, Parks, Maintenance Technicians, Public Works and GIS – it is truly a cross-departmental file.

Tourism is an increasingly significant contributor to economic growth across Ontario. Whitchurch-Stouffville has become home to a growing collection of assets, which when clustered together form a substantial tourism sector that can be leveraged and grown. Tourism has many multiplier effects: it presents an opportunity for economic diversification, job creation, promotion of Whitchurch-Stouffville as a destination, and the revitalization of Downtown Stouffville, among other benefits.

The goal of the Tourism Strategy is to build Whitchurch-Stouffville as a tourism destination of choice. The Tourism Strategy contained in Attachment 1 takes a short, medium and long-term view, setting strategic objectives and outlining the resources required to achieve measurable outcomes. The Strategy is presented in four thematic areas:

- i. Laying a Foundation
- ii. Building on Our Strengths
- iii. Expanding Our Reach
- iv. Strategic Partnerships

The thematic areas account for seventeen action items and seven sub-action items.

4. Analysis and Options:

The Tourism Strategy has been greatly advanced, particularly over the past two years: Town Events are more successful and diverse, community awareness about tourism assets has increased, and communications regarding tourism are frequent. The following provides a summary of actions and ongoing plans regarding the Tourism Strategy.

4.1 Laying a Foundation

The actions under this theme are necessary to grow not only the tourism sector, but the tourism program at the Town of Whitchurch-Stouffville.

- i. **Complete and Ongoing:** Economic Development is actively involved with tourism operators, event planners, and agri-businesses, and promotes these with the Town's monthly publication *On the Road in Whitchurch-Stouffville (OTR)*. These assets have been mapped and the operators are regularly interviewed to illuminate trends, spending patterns and demographics. In addition, to support the development of tourism-based infrastructure, Economic Development continues to support York Farm Fresh, and often interacts with Central Counties Tourism and Experience York Region.
- ii. **Plans Going Forward:** The Tourism Strategy identified potential in rebranding the Train Station in Downtown Stouffville as a key Visitor Information Centre. To this end, furniture has been replaced and the volume of local tourism-related

literature has been increased. Developing a concrete plan to use the facility for active promotion is scheduled to occur in 2020.

4.2 Building in Our Strengths

The actions under this theme are focused on product development based on existing segments of strength.

- i. **Complete and Ongoing:** The Town is actively connecting tourism resources, such that Culture has offered dine and theatre packages with 19 on the Park, and Economic Development has promoted itineraries in *OTR* that link tourism and recreational activities to farm, retail and culinary destinations. Culture continues to grow community events, with an estimated 40,000 visitors at events such as Ribfest, Foodtruck Frenzy and Movies in the Park. For culinary tourism, Economic Development has created publications and organized events, such as Taste Trails, Stouffvillicious and Savour Stouffville. Communications has promoted Town events and Town partnership events through social media, podcasts, and the Town website. Finally, Downtown staff have been realigned with Culture to organize and promote Downtown events with more vigour in partnership with the Downtown Stouffville Working Group.
- ii. **Plans Going Forward:** Individual departments have made great strides toward connecting and promoting tourism resources, yet opportunities in this realm are limitless. More can be done to package Town cultural and family entertainment events to providers of overnight accommodations, tourism activity, and culinary destinations. Sports Tourism is a fledgling success – a business case needs to be developed to further support the attraction of major sports events.

4.3 Expanding Our Reach

The actions under this theme pertain to marketing and promotion to tell our story and sell the “Destination Whitchurch-Stouffville” message, as well as, attract new investment and drive visitation.

- i. **Complete and Ongoing:** With the support of Communications, the Town has expanded its social media presence and has increased traffic to a redeveloped web site. The production of tourism-related print collateral has greatly increased with the aid of the Town’s growing photographic library. Culture produces multiple editions of the Town’s Special Events Guide annually, while the Museum produces special literature and organizes events; both attract visitors to the community. Economic Development has attracted many shoppers by mailing two Mandarin-language tourism publications to highly settled Asian neighbourhoods beyond our borders, circulation 45,000 each.
- ii. Additionally, *OTR* has been in print for 3 years, with 33 monthly editions having been published and mailed locally to all residents, which have contained multiple stories about tourism assets, such as Doors Open, Ribfest, Strawberry

Festival, Savour Stouffville and leisure activities like forest walks, farm stands and specialty shopping. In 2019, 118 of the total 224 pages (53%) in *OTR* were dedicated to Tourism assets (see Figure 1: *OTR 2019 Statistics*).

- iii. **Plans Going Forward:** The Tourism Strategy will be updated and incorporated into the Economic Development Strategy update in 2020.

FIGURE 1: OTR 2019 Statistics



4.4 Strategic Partnerships

The actions under this theme are focused on continuing to build relationships with regional organizations and local stakeholders, networking with tourism associations, attending industry events, and engaging local tourism stakeholders.

- i. **Complete and Ongoing:** Staff in both Culture and Economic Development regularly network with tourism partners, attend tourism association events and serve as committee members in a variety of tourism-related groups. Staff hosted roundtable meetings in 2014-15, although industry attendance was weak. Since, staff have maintained communications and conducted site visits with tourism partners on an individual basis.

- ii. **Plans Going Forward:** Reconsider hosting roundtables or a visitation blitz when the Tourism Strategy is revised.

4.5 Conclusions

Twenty-two of the twenty-five actions are complete or continue as ongoing annual work, while two items were deemed impractical at-present (online public photo library and teaching community courses), and one item remains mostly unrealized (improvements to Stouffville Go Station).

Although staff regularly visit tourism partners and estimates attendance at events, there is room for improvement in quantifying outcomes, such as counting vehicles and developing other year-over-year data milestones. The Tourism Strategy will be updated and incorporated as a part of the Economic Development Strategy update in 2020.

5. Financial Implications:

Within operating budgets.

6. Alignment with Strategic Plan:

1. Fiscal Sustainability

Working toward a sustainable budget that ensures the protection and maintenance of core services now and into the future.

- Capital financing and debt strategy
- New revenue sources: grant funding, community contributions toward major capital expenditures, sponsorship of programs
- Invest in budget systems (process enhancement)

2. Expanding the tax base through a growing, diversified economy

Building and maintaining a tax base that supports the highest quality program and service delivery.

- Focus on servicing and development of Provincially Significant Employment Zones
- Update the Economic Development strategy and continue to attract businesses to locate in WS
- Identify expansion areas for Industrial / Commercial growth

7. Attachments:

1. Destination Whitchurch-Stouffville: 2014-2019 Tourism Strategy

8. Related Reports:

None

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Destination Whitchurch- Stouffville



2014-2019 Tourism Strategy



Destination Whitchurch-Stouffville 2014-2019 Tourism Action Plan

1.0 Introduction:

Tourism is an increasingly significant contributor to economic growth across Ontario. Whitchurch-Stouffville is home to a collection of assets, when clustered together, form a substantial tourism sector that can be leveraged and grown.

Tourism is the business of attracting and serving the needs of visitors (anyone travelling and staying outside of their home or community for business or pleasure), however, local tourism can be a significant driver as well. Tourism has many multiplier effects that have not been fully captured or explored by the Town to date. Allocating resources to the growth of the tourism sector is an opportunity for economic diversification, job creation, promotion of culture and heritage and the revitalization of Downtown Stouffville, among other benefits.

The purpose of this Tourism Strategy is to align Town resources across departments, to provide effective service to local tourism stakeholders, attract visitors to Whitchurch-Stouffville and raise the tourism profile of the community. This Strategy takes a short, medium and long-term view (3-5 years), setting measurable objectives and outlining the resources required to achieve success.

1.1 Tourism Today

Tourism in York Region is led primarily by two organizations. The first being Central Counties Tourism which covers the geographic areas of York Region, Durham Region and the communities within the Hills of Headwaters Tourism Association. Central Counties Tourism is a provincially funded Regional Tourism Organization (RTO6), and is responsible for the strategic development and marketing of the Central Counties Region as a visitor destination.

Central Counties Tourism has four strategic pillars including: Product Development, Investment Attraction, Workforce Development, and Strategic Marketing. Two additional areas of focus include, Partnership Funding and Governance & Industry. In regards to Partnership Funding, Central Counties Tourism has been administering a matching grant that Town Staff will receive to enhance events in 2014.

The destination marketing organization for York Region is YorkScene (online at www.yorkscene.ca, and through an annual print publication), which markets and promotes regional tourism opportunities in all 9 local municipalities. YorkScene is a collaborative initiative between the York Region Arts Council, the Regional Municipality of York Economic Strategy Branch and the York Region Media Group.

Town Staff liaise with these two regional organizations and have aligned activities to regional priorities to leverage existing resources. The Town will continue to drive tourism efforts locally by acting as a facilitator and resource to established and potential operators by providing logistical support for events, building stakeholder capacity through workshops and fostering networking opportunities.

To date, at the Town, tourism has been mainly focused on the following areas:

- **Agritourism:** Promotion of local farms and the regional Farm Fresh program to support local consumption and on-farm experiences.
- **Special Events:** Planning community events across Whitchurch-Stouffville (e.g.: Ribfest, Museum Classic Car Show, etc.).
- **Cultural Tourism:** Programming and promotion of two cultural facilities, the Lebovic Centre for Arts and Entertainment – Nineteen on the Park, and the Whitchurch-Stouffville Museum and Community Centre.
- **Tourism Attraction:** Data collection, marketing and policy development to enable the attraction of tourism assets to the community (i.e.: accommodation, secondary on-farm uses, rural commercial recreation uses, etc.).
- **Downtown Stouffville:** Attraction of patrons to the Downtown through special events (i.e.: Easter Hunt for Candy, Outdoor Movie Nights, Moonlight Madness, Sidewalk Sale and Classic Car Show and other street closure events).

At the Town of Whitchurch-Stouffville, tourism is primarily a shared responsibility between Economic Development (Office of the CAO) and Culture (Leisure and Community Services). Downtown Stouffville and Leisure and Community Services Staff are also involved in the planning and execution of special events across the community. The section below defines in further detail the lead responsibilities of Staff involved in tourism.

1.1.1 Culture – Leisure and Community Services:

Culture is primarily concerned with developing and promoting the cultural facilities and events in the Town, including the Lebovic Centre for Arts and Entertainment – Nineteen on the Park and the Whitchurch-Stouffville Museum and Community Centre. It is an

important part of the tourism product and is one of the factors that can improve the competitiveness of Whitchurch-Stouffville as a tourism destination. Culture has also taken on a significant role in the creation and promotion of Town events, both associated with cultural facilities and in general. Events such as Ribfest now fall within the purview of Culture staff.

Areas of focus include:

- Promotion of local and regional tourism to optimize the engagement of the community of cultural assets through the Town website, social media and regional organizations such as Central Counties and YorkScene.
- Collaborative promotion that embraces public and private initiatives.
- Engagement of a part-time, seasonal Events Coordinator who facilitates the coordination of Town events.
- Program development and events that will drive day-trip tourism opportunities and visitation to Whitchurch-Stouffville from across York Region and the GTA.

1.1.2 Economic Development and Downtown Stouffville – Office of the CAO:

Economic Development is primarily concerned with the attraction, retention and expansion of businesses, including tourism businesses. Tourism businesses in Whitchurch-Stouffville range from retail and personal service establishments to golf courses and farm-gates.

Areas of focus include:

- Tourism Policy: Including Planning and Land Use policy and the Retail Business Holidays Act, as well as other related legislation.
- Supporting business expansions and facilitating an 'economic ready' approach to tourism investment attraction.
- Liaising with Regional Partners (York Region, Central Counties, etc.) to implement regional tourism initiatives (e.g.: Farm Fresh).
- Creating content for the Town's "Explore" section of the website and coordinating associated social media content.
- Providing local businesses with opportunities to grow, network and learn the latest trends in the industry.
- Promotion of the community as a destination to invest in tourism infrastructure (such as hotel accommodations) and as a visitor destination to external markets through website content, social media and print campaigns.

Downtown Stouffville is a key component of the overall economic viability of Whitchurch-Stouffville. One of the strategies in the revitalization of the Downtown has been the attraction of visitors through events. To date, the Downtown Coordinator is working to implement this task through the following activities:

- Liaising with York-Durham Heritage Railway (YDHR), Golf Courses and other Tourism Stakeholders.
- Compiling and maintaining tourism stakeholder contact information.
- Developed the 2013 Downtown Stouffville Business Directory and Tourism Guide with the 2014 Visitor's Guide in progress.
- Overseeing several events, i.e. Outdoor Movie Nights, Jane's Walk, Rouge Days, Culture Days, Main Street Festivals, etc.
- Attending tourism-related meetings hosted by Central Counties, York Region, etc.
- Providing guidance to external event organizers i.e. Ribfest, Motorfest, Ballantrae Fall Fair, Hockey Night in Stouffville.

By identifying the existing roles of staff across departments, synergies were recognized, which include:

- Marketing and Promotion
- Event Co-ordination
- Local/Regional Partnerships

Moving forward, under Leisure and Community Services, Culture will oversee Town event coordination, and associated marketing and promotion. Culture will also be the point of contact for external stakeholders looking to plan an event in the community. This is in concert with the enhanced Special Event Policy currently being developed by Leisure Staff.

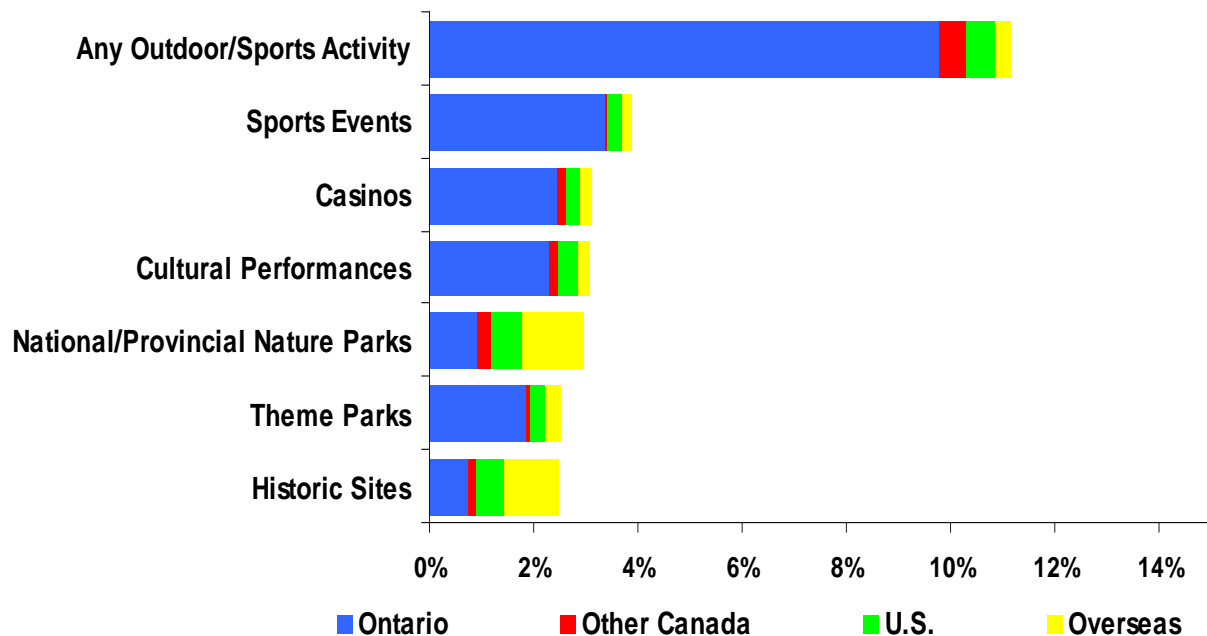
This Tourism Strategy aims to build upon existing tourism efforts today and to lay a foundation for a vibrant tourism sector into the future.

2.0 Tourism Sector Overview:

2.1 Regional Tourism Profile

Based on available data from Central Counties Tourism, the region received 7.6 million visits in 2010. The majority of the visits (71%) to the region were same day visits, compared to 59% for Ontario. Total visitor spending was \$596 million, resulting in 6,288 jobs across the region. Visitors to Central Counties spend an average of \$79 per trip, with the purpose of most trips being to visit friends and relatives (59%)¹. Other motivations to travel to Central Counties, broken down by activity, can be examined in Diagram 1, below:

Diagram 1: 2010 Tourism Visits to Central Counties



It can be seen that the top trip motivator for Ontario visitors to the Central Counties Region is “any outdoor/sports activity”, followed by “sports events”. This demonstrates segments of strength in the area of the outdoors and sports to build upon.

Data derived from the March 2013 Consumer Insights Report prepared for the Ontario Tourism Marketing Partnership Corporation (OTMPC) highlights perceptions of the Central Counties Region as a tourism destination. Some of the key findings include:

¹ Central Counties Tourism, 2014-2015 Business Plan, derived from Statistics Canada, Travel Survey of the Residents of Canada 2010, International Travel Survey 2010, Ontario Ministry of Tourism, Culture and Sport.

- The Central Counties Region is perceived as an easy destination to get to, offers great outdoor sport opportunities, has great food and restaurants, has popular attractions (man-made or natural) and is a great place to experience history and Canadian heritage;
- Some of the key issues facing the Central Counties Region is that the Region is ill-defined and poorly appreciated, additionally, the image profile is undifferentiated and lacks strong drivers and a presence of “major attractions”;
- Marketing efforts for Central Counties need to focus on brand building and differentiation, starting with nascent strengths in the areas of heritage, festivals, outdoor sports (including golf and equestrian), as well as, local arts, cuisines and bundling these strengths;
- Focus primarily on the domestic market where conversion of interest is easier to initiate in the Greater Toronto Area by emphasizing proximity and clusters of related activity.

Additionally, from an analysis of the key customer segments, five main priorities for Central Counties were identified:

1. Up and Coming Explorers: A youth-oriented group of travelers that are emerging into a new life-stage and have greater affluence and new opportunities. Travel experiences often start with what is nearby and typically with core tourist attractions.
2. Nature Lovers: This consumer group is attracted to outdoor experiences aligned to Ontario’s quintessential parks and lakes offerings. Key interests include: hiking, canoeing, fishing and more recreational aspects of being outdoors and not necessarily the extreme aspects of the outdoors (e.g.: avid angling/hunting).
3. Connected Explorers: This segment has a psychological need to take a break from the everyday and be exposed to new experiences and knowledge. This segment of tourist uses the internet and new technologies to facilitate travel research and planning before, during and after trips.
4. Pampered Relaxers: This segment is defined by an orientation toward pampering the resort life experiences. Vacations are a time to relax and re-energize often through high-end, sophisticated activities.
5. Sports Lovers: This group, skews more male and is driven by a love of sports, either watching or participating. This group is active, and more than likely participates more in organized team sports and golf than extreme sports.

This regional tourism information provides context for local initiatives and helps define priority markets to focus on. Continuing to collect data from regional organizations will assist Town Staff in moving forward with implementation of tourism actions.

2.2 Local Tourism Segments

This section provides a high level overview of tourism segments where current staff resources are allocated. Potential segments to explore are identified as future opportunities to build upon and assign resources to.

Cultural Tourism:

Cultural tourism is a major market and it covers all aspects of travel where visitors can learn about an area's history and way of life. Cultural factors in the context of tourism include entertainment, food, beverage and hospitality in addition to the visual and literary arts, the performing arts, heritage, structures, history, archaeological sites and landscapes. Cultural tourists are a growing demographic and represent a new type of tourist who seeks out meaningful travel/day-trip experiences.

The Town is well positioned to provide day-trippers with an excellent cultural tourism experience. The Whitchurch-Stouffville Museum and Community Centre preserves the history of place, and Nineteen on the Park offers high quality live performance and film while the Latham Gallery provides community engagement with fine and decorative arts.

Studies have shown that approximately 15% of travelers cite cultural experiences as their key reason for travel, almost 80% of other tourists either 'fall into' a cultural experience or participate in a cultural experience in addition to their larger vacation plans.

Cultural tourists:

- Are primarily middle aged and are primarily women
- Are well educated
- Prefer short trips or day trips
- Prefer convenient destinations
- Enjoy heritage, culture and nature experiences
- Expect good service
- Are environmentally sensitive and expect their experiences will be as well

Downtown/Main Street Tourism:

One of the key features of the Downtown Stouffville program is to attract visitation through community events. Both local and regional tourists have been attracted to

events in Downtown Stouffville such as Outdoor Movies and Street festivals. The type of tourist ranges by event, but has included young families and mature tourists. The majority of visitors are from within the community, however, a growing regional audience is present.

Agritourism:

Positioned on the Oak Ridges Moraine, agriculture is a key industry in Whitchurch-Stouffville and has evolved to include on-farm experiences and tourism opportunities. The rise of urbanization, coupled with an interest in local food systems has created opportunities for farmers to promote on-farm experiences for regional tourists. This segment specifically attracts those who are seeking unique agricultural experiences rooted in gaining knowledge about food systems and experiencing 'life on a farm'. Young families with children and young singles are particularly attracted to agritourism experiences such as Maple Syrup Festivals and Farm-Gates. These experiences are usually coupled with dining, shopping and other outdoor experiences.

2.2.1 Segments of Opportunity:

There are a number of other segments of opportunity, where Whitchurch-Stouffville has existing strengths that can be capitalized on, these include, but are not limited to:

Sport Tourism

According to Central Counties Tourism, sport tourism is the fastest growing sector of the tourism industry, experiencing 8.2% growth between 2008 and 2010². Sport tourism is resistant, and in fact, a stabilizer in the tourism industry during volatile economic times. Sport tourism is more than just competitions. Sport business, training and networking conferences can be bid on and/or created to impact tourism in a host community.

Whitchurch-Stouffville is home to award-winning and state-of-the-art facilities that have the capacity to host competitions and sporting events that draw visitors. In addition, businesses such as golf courses are major drivers of sport tourism. The Pan-Am Games in 2015 also provides a unique opportunity to capitalize on a huge event occurring in close proximity to the Town and the subsequent legacy events.

Culinary Tourism

A growing segment, culinary tourism offers both locals and tourists alike an authentic taste of place. It is the intersection between growers, chefs, dining establishments and consumers. It includes any tourism experience in which a person learns about,

² Canadian Sport Tourism Alliance

appreciates or consumes local cuisine. This segment ties in with culture and heritage-based tourism segments. Culinary tourism is not limited to gourmet food. It takes a focus on the uniqueness of place and what is produced. Recent studies have demonstrated a significant economic impact from leveraging culinary tourism, through taste trails and similar tourism programs. Culinary tourists vary in age, but all seek the same thing, a unique culinary experience.

Eco-Tourism/Outdoor Experiences

With the abundance of land, trails and parks in Whitchurch-Stouffville, eco-tourism can become a significant segment of growth. In a Greater Toronto Area context, this presents an opportunity to attract city-dwellers looking for green spaces and outdoor experiences such as hiking and cycling. Recent private sector investments into conservation areas such as the treetop trekking park at Bruce's Mill is a positive attraction that can be packaged with other experiences.

3.0 Strategic Directions:

The goal of this Strategy is to build Whitchurch-Stouffville as a tourism destination. To become a recognized location of choice for the diverse range of rural, natural and cultural experiences offered year-round, a number of objectives have been set:

3.1 Objectives:

- Develop and package experiences
- Attract and retain tourism investment
- Increase tourism visitation, including local, regional and beyond
- Increase repeat visitation, from local, regional and beyond
- Increase tourism spending
- Create employment related to year-round tourism

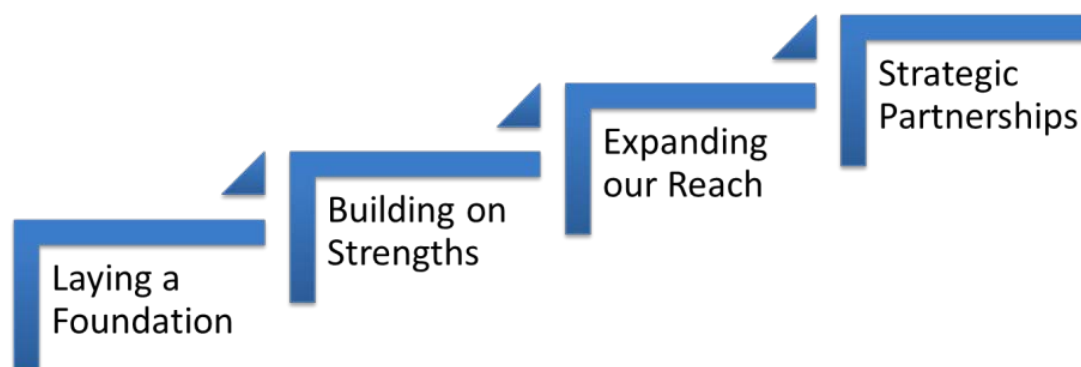
In order to achieve these objectives, in a measurable manner, actions have been organized by thematic areas, which include:

Laying a Foundation: Creating an enabling environment for the tourism sector to grow.

Building on Strengths: Product development based on existing segments of strength.

Expanding our Reach: Marketing and promotion to sell the message of “Destination Whitchurch-Stouffville”, as well as, attract new investment.

Strategic Partnerships: Continuing to build relationships with regional organizations and local stakeholders.



4.0 Action Plan:

The following Action Plan has been categorized by four strategic areas and has assigned short, medium and long-term timelines: Short-term being 1-2 years, medium term as 2-3 years and long-term 3-5 years out.

4.1 Laying a Foundation:

Actions	Timeline	Required Resources/Staff Lead
1. Tourism asset mapping: <ul style="list-style-type: none"> To gain a detailed understanding on the tourism value chain by compiling data in the following categories: Tourism attractions, businesses, events, organizations, infrastructure and support activities. 	Short-Term	Economic Development
2. Tourism Data Collection: <ol style="list-style-type: none"> Part 1: In order to understand trends at the local level, data on visitation and spending shall be collected from tourism operators and businesses. Part 2: Collect data from external resources and data banks (e.g.: Ontario Tourism Marketing Partnership, Ontario Ministry of Tourism, Culture and Sport, etc.) 	Short-Term, ongoing Medium-Term	Economic Development Economic Development
3. Tourism Infrastructure Development <ol style="list-style-type: none"> Support the Farm Fresh Signage Program Rebrand the Train Station as the key Visitor Information Centre: Currently not visitor friendly and promotes venues outside of the community. Attract private sector investment to support increased tourism spending and stays (i.e.: Accommodation – hotel, B&B, banquet & convention space, etc.) Broadband in facilities 	Long-Term Short-Term Ongoing Long-Term	Economic Development Culture Economic Development

<p>4. Grant Writing</p> <ul style="list-style-type: none"> Require a coordinated effort to write grants. 	<p>As required</p>	<p>Cross-departmental</p>
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4.2 Building on our Strengths – Product Development:

Actions	Timeline	Required Resources/Staff Lead
<p>5. Facilitate the creation of “Stay All Day” Packages</p> <ul style="list-style-type: none"> Work with tourism operators and businesses to facilitate packaging to maximize tourist visitation and spending. Examples include: Dinner/Theatre Package; Winery tour and theatre; Golf packages, wellness packages, York-Durham Heritage Railway packages, etc. 	<p>Immediate, Short-Term, ongoing</p>	<p>Cross-departmental</p>
<p>6. Outdoor Experiences & Sports Tourism</p> <ol style="list-style-type: none"> Leverage the trail network and package this experience. Investigate the infrastructure and program development required to boost Sport Tourism opportunities. Build a business case to support the attraction of commercial recreation businesses and major sports events. 	<p>Short-Term</p> <p>Short/Medium-Term</p> <p>Long-Term</p>	<p>Economic Development/Leisure & Community Services</p>
<p>7. Culinary Taste Trail/Event</p> <ul style="list-style-type: none"> Building on existing events such as “Stouffvillicious, leverage the wineries, restaurants and farm-gates to create a culinary adventure across Whitchurch-Stouffville. 	<p>Medium-Term</p>	<p>Economic Development</p>
<p>8. Grow Community Events</p> <ul style="list-style-type: none"> Draft an enhanced Special Event Policy that creates criteria to evaluate special events. The policy would also set a process in motion where Leisure Staff act as a central ‘clearinghouse’ for events. As identified in the 5 year forecast in Leisure and Community Services, hire a Full-time Employee (FTE) dedicated to community events. <p>Roll of the FTE:</p> <ol style="list-style-type: none"> Promotion of events 	<p>Short-Term</p> <p>Medium-Term</p>	<p>Leisure & Community Services</p> <p>Culture/Leisure & Community Services</p>

<ul style="list-style-type: none"> II. Coordinate cross-departmental efforts to organize events III. Sponsorship package/partnership package for events. IV. Attract additional events (i.e.: Kite Festival, Tough Mudder, Colour me Rad, etc.). V. Provide support to external stakeholders who are organizing community events. 		
<p>9. Continue Downtown Stouffville Events</p> <ul style="list-style-type: none"> • Easter Egg Hunt, Street Closure Events, Moonlight Madness, etc. 	Ongoing	Downtown Stouffville

4.3 Expanding our Reach - Marketing & Promotion:

Action	Timeline	Required Resources/Staff Lead
<p>10. Launch an Engaging Digital Strategy</p> <p>a. Town website: Continue to generate content for the website.</p> <ol style="list-style-type: none"> I. Four Season Attractions/Opportunities II. Tourism business/operator profiles III. GIS map tours <p>b. Corresponding Social Media campaigns, push traffic to website.</p> <p>c. Develop engaging videos to promote the Town.</p> <p>d. Increase online advertising to enhance click-throughs to website.</p>	<p>Immediate/ Ongoing</p> <p>Immediate/ Ongoing</p> <p>Medium-Term</p> <p>Short/Medium Term</p>	<p>Economic Development/ Corporate Communications (support); External creative and design</p>
<p>11. Create an Online Photo Gallery</p> <ul style="list-style-type: none"> • Make an image bank available on the Town's website to help businesses and operators promote the destination • Consider additional social media channels such as Tumblr or Instagram to promote photos. 	<p>Medium-Term</p> <p>Long-Term</p>	<p>Cross-departmental</p> <p>Economic Development/ Corporate Communications</p>
<p>12. Generate Print Collateral</p> <ul style="list-style-type: none"> • Develop a collection of collateral (Visitor's Guide, Postcards, etc.) with both general tourism messaging and niche segment messages. 	<p>Short/Medium Term</p>	<p>Economic Development/ Corporate Communications (support); External creative and design</p>
<p>13. Create a Media-Buying Plan</p> <ul style="list-style-type: none"> • Require an overall media-buying strategy to best advertise W-S as a destination and targeting for specific events. • Buying from traditional media sources and social media ad-buying (Facebook ads, etc.) 	<p>Short-Term</p>	<p>Economic Development/ Corporate Communications (support)</p>

4.4 Strategic Partnerships:

Action	Timeline	Required Resources/Staff Lead
14. Tourism Stakeholder Capacity Development <ul style="list-style-type: none"> Work with regional partners to offer industry-related workshops (e.g.: hospitality, marketing, product development, etc.). 	Short-Term, ongoing	Culture/Economic Development
15. Networking with Tourism Associations, attending industry events	Medium-Term	Culture
16. Liaise with Regional Tourism Organizations (Central Counties Tourism, York Region Arts Council) <ul style="list-style-type: none"> Utilize YorkScene and Central Counties websites 	ongoing	Economic Development
17. Bringing Together Stakeholders <ul style="list-style-type: none"> Identify and engage local tourism stakeholders. Town to host Tourism Roundtable meetings with local stakeholders. 	Short-Term	Cross-departmental

5.0 Measuring Outcomes

In order to evaluate the effectiveness of the actions contained in this Strategy, measurable outcomes have been developed. Table 1, below, provides a list of desired outcomes, with achievable metrics.

Table 1: Tourism Strategy Measurable Outcomes

Outcomes	Measure
1. Increased visitation and repeat visitation	<ul style="list-style-type: none"> Record of visitors from tourism attractions, businesses and accommodations, etc.
2. Increased engagement of tourism stakeholders	<ul style="list-style-type: none"> Attendance and tourism roundtable meetings
3. Increased spending by visitors year over year	<ul style="list-style-type: none"> Dollars spent by tourists at attractions, businesses, accommodations, etc.
4. Increased profile of Whitchurch-Stouffville as a tourism destination	<ul style="list-style-type: none"> Circulation of print collateral Impressions from digital advertising Reach and engagement of social media campaigns Website visits/analytics
5. New tourism investment in Whitchurch-Stouffville	<ul style="list-style-type: none"> Number of new investments Value of building permit/construction cost
6. Employment created related to year-round tourism	<ul style="list-style-type: none"> Number of new employees at tourism attractions, accommodations, businesses, etc.
7. Tourism business expansions	<ul style="list-style-type: none"> Number of expansions Value of building permit
8. Attendance at Community and Downtown Stouffville events	<ul style="list-style-type: none"> Recorded attendance at events

In addition to these general outcomes and measures, at the outset of any activity, program or marketing campaign, a set of metrics will be developed and tracked over the duration of the project. These measures will be reported on annually to Town Council and to any funding agencies involved (e.g.: Central Counties Tourism, Province of Ontario, etc.). The measures will also be shared with tourism operators and businesses, to continually build the capacity of the sector. It will also be curated in marketing material to communicate key messages about the sector to internal and external markets.



Subject: Operating Budget Funding Request- Temporary Indigenous Interpretive Centre

Staff Report No. LCS-001-20

Department: Leisure Services

Date: January 21, 2020

Recommendation:

- 1) That Council make a determination on the preferred site for the Temporary Indigenous Centre; and
- 2) That Council refer Report No. LCS-001-20 to the Budget Review process for consideration.

1. Purpose:

The purpose of this report is to provide Council with various options for the Temporary Indigenous Centre and to refer the preferred site and associated operating costs to the 2020 Operating Budget review process.

2. Executive Summary:

In a report dated September 24, 2019, Council authorized Staff to investigate further and report back on the establishment of a temporary Indigenous Interpretive Centre on or near Main Street.

Operating between July-December 2020, this temporary exhibition space would bridge the gap between the closure of the Archaeology Alive! exhibit at the Whitchurch-Stouffville Museum and the opening of the Jean-Baptiste Laine Interpretive Centre, anticipated in 2022/23, pending successful grant funding and/or fundraising efforts.

As part of the Capital Budget process \$150,000 has been allocated to renovate the interior of a downtown property in order to meet the requirements of the archaeological collections it would house, including those from the Canadian Museum of History, the Wendake Museum and the Whitchurch-Stouffville Museum.

Staff are requesting the inclusion of \$40,022 in the 2020 Leisure Services Operating Budget to support the operating expenses of this temporary facility between July 2020-December 2020.

3. Background:

In a report dated September 24, 2019, Council authorized Staff to investigate further and report back on the establishment of a temporary Indigenous Interpretive Centre (TIIC) on or near Main Street.

The Centre will serve as a bridge between the Whitchurch-Stouffville Museum, when the Archaeology Alive! exhibition closes in June 2020 and the permanent Jean-Baptiste Laine Interpretive Centre can be built.

Situated in the downtown core, and expected to drive tourism and stimulate local business, the TIIC is expected to open in September 2020, pending the completion of interior renovations and the installation of the exhibition.

The development of the permanent Jean-Baptiste Laine Interpretive Centre is dependent on receiving key grant funding from the Investing in Canada Infrastructure Program and/or other grant programs, fundraising at the local and Municipal levels and successful community consultation.

4. Analysis and Options:

With funding of \$150,000 included in the 2020 Capital budget for the renovation of a temporary facility, Staff recommends including \$40,022 in the Operating Budget for the day to day operating costs of the temporary facility at Latcham Hall. This amount reflects operating costs for a six-month period, from July 2020 to December 2020 (Attach #1). Funding beyond 2020 will need to be considered by Council through the annual Operating budget process, based on an evaluation of the success of the temporary Centre.

Housing the temporary Indigenous Interpretive Centre in Latcham Hall, a Town-owned facility in the Downtown core, has a number of benefits including no lease/rental costs and proximity to Main Street and parking. Latcham Hall's situation adjacent to Memorial Park serves as a geographical and visual anchor to the planned trail systems which will connect the downtown core to the permanent Jean-Baptiste Laine Interpretive Centre to the south.

A second option is to situate the TIIC in a leased/rented property on Main Street. The main advantage of this scenario would be the prominence of a Main Street location. Depending on the condition and location of available properties on Main Street, monthly lease rates run between \$3,000- \$6,000 per month. Assuming that a suitable property can be secured, Staff have budgeted a lease rate of \$4,000 per month, or \$24,000 for the six-month period (Attach #1).

A third option is to forego establishing a temporary Indigenous Interpretive Centre and to retain the Archaeology Alive! exhibition at the Whitchurch-Stouffville Museum until the Jean-Baptiste Laine Interpretive Centre is opened in 2023. The artifacts and displays would be routinely updated to keep the exhibition fresh for new and repeat visitation (Attach #2).

Option A (Recommended)

That \$40,022 be included in the Leisure Services Operating Budget for the six-month operating costs of the temporary Indigenous Interpretive Centre in Latcham Hall. There are no lease/rental expenses in this option, which would result in cost savings of approximately \$24,000 in the semi-annual operating budget. This option will help to drive tourism and stimulate business in the downtown core.

Impact:

Latcham Hall is currently used for a variety of rentals throughout the year including ongoing use by Able Network and the Lion's Club. However, aside from these two renters, this facility is considered underutilized with only 29 bookings in 2019, representing a revenue of \$7,842. Should Council elect to choose Latcham Hall as the temporary Interpretive Centre, Staff will work towards finding a temporary alternative site for Able Network and the Lion's Club.

Option B

That \$64,022 be included in the Leisure Services Operating Budget for the six-month operating costs of the temporary Indigenous Interpretive Centre on Main Street. This number includes approximately \$24,000 for the semi-annual lease/rental of the property. This option will help to drive tourism and stimulate business in the downtown core.

Option C

That the Archaeology Alive! exhibition continue to be housed at the Whitchurch-Stouffville Museum for the duration of the construction of the permanent Jean-Baptiste Laine Interpretive Centre. In June 2020, and throughout 2021-2022, the exhibition would be refreshed periodically with new artifacts from the Canadian Museum of History, the Wendake Museum and the Whitchurch-Stouffville Museum. Costs would be included as part of the Museum's Operating budget. This option will continue to drive visitation at the Museum but will not impact tourism or stimulate business in the downtown core.

Community Consultation for Permanent Site:

In the Spring of 2020 (April-June), Staff will initiate community consultation regarding the permanent Interpretive Centre that will include meetings with local neighbours, the School Board and other key stakeholders. Staff will come back to Council with a detailed consultation and communication plan in due course for Councils endorsement.

5. Financial Implications:

There are three options being presented to Council regarding the location of the temporary Indigenous Interpretive Centre. There are different financial implications attached to each option. In 2020, the request is for a six-month period.

Option A

Should Council elect to house the temporary Indigenous Centre in Latcham Hall, Staff recommend including an additional \$40,002 to the Leisure Service Operating Budget. \$150,000 will still be required from the Capital Budget to renovate the interior to house the exhibition.

Option B

Should Council elect to lease a property on Main Street, Staff recommend including an additional \$64,022 to the Leisure Services Operating Budget. The increase of an additional \$24,000 reflects the cost to lease a property for a six-month period between July 2020 - December 2020. On Main Street, lease rates range from \$3,000- \$6,000 per month depending on the size, location and condition of the property. For budgetary purposes, Staff have used a middle-of-the-road rate of \$4,000 per month to calculate expenses. \$150,000 has been approved in the 2020 Capital Budget for the interior renovations required to house the exhibition.

Option C

Should Council elect to retain the Archaeology Alive! exhibition at the Whitchurch-Stouffville Museum, with the exhibition regularly refreshed to maintain public interest and visitation, there would be savings that would include the Capital renovation costs of \$150,000, a semi-annual lease of approximately \$24,000 (2020) and general operating and staffing expenses would no longer be required (Attach #2).

This option would, however, limit tourism opportunities for downtown Stouffville and the connection to the original grounds of the Jean-Baptiste Laine Site.

6. Alignment with Strategic Plan:

1. Expanding the tax base through a growing, diversified economy

Building and maintaining a tax base that supports the highest quality program and service delivery.

- Focus on servicing and development of Provincially Significant Employment Zones
- Update the Economic Development strategy and continue to attract businesses to locate in WS
- Identify expansion areas for Industrial / Commercial growth

2. Asset Planning, Maintenance and Development

Successful stewardship of the infrastructure and facilities required to support a growing community and vibrant economy.

- Address / plan for maintenance of existing assets & infrastructure; Create new infrastructure
- Focus on continuous improvement of the asset register for asset management planning

7. Attachments:

1. Operating Budget- Temporary Location of Indigenous Interpretive Centre, Main Street
2. Operating Budget- Retain the Archaeology Alive! Exhibition at WS Museum 2020-2022

8. Related Reports:

September 24 – LCS-029-19 / DS-041-19 Concept Proposal for an Interpretive Centre for the Jean-Baptiste Laine Site

Author: Joan Crosbie, Assistant to the CAO

For further information on this report, please contact:

Rob Adams, CAO at 905-640-1910 or 1-855-642-8697 ext. 2245 or via email at rob.adams@townofws.ca or Marilou Murray, Director of Leisure & Community Services at 905-640-1910 or 1-855-642-8697 ext. 2436 or via email at marilou.murray@townofws.ca

Attachment #1

Operating Budget- Temporary Location- Indigenous Centre

July 2020-December 2020

Expenses		Main Street	Latcham Hall
Rental of building (Main Street, street level)	\$4,000 x 6 months	\$24,000	\$0
Staffing (13 pay periods)	Tues-Friday: 4 days x 4 hours per day x 2 staff x \$16.67 per hour x 26 weeks = \$13,869.44 Sat-Sun: 2 days x 6 hours per day x 2 staff x \$16.67 per hour x 26 weeks = \$10,402.08	\$24,272	\$24,272
	Benefits	\$2,500	\$2,500
Programme- Education/Development		\$3,000	\$3,000
Office Supplies		\$1,000	\$1,000
Office Equipment Maintenance		\$500	\$500
Exhibit Development		\$8,000	\$8,000
External Reproduction Costs		\$3,500	\$3,500
Hydro		\$7,000	\$7,000
Nat Gas		\$1,500	\$1,500
Phone		\$1,000	\$1,000
Insurance		\$6,000	\$6,000
Cleaning		\$5,000	\$5,000
Water		\$1,500	\$1,500
Repairs/Maintenance		\$1,500	\$1,500
Misc. Expenses		\$500	\$500
Events Expense		\$4,000	\$4,000
Marketing + Signage		\$10,000	\$10,000
Grounds Maintenance		\$500	\$500
		\$105,272	\$81,272
Revenue			
Admission adult	@\$5 pp x 3,500	\$17,500	\$17,500
Admission child	@ \$2.50 pp x 2,500	\$6,250	\$6,250
Programmes Education		\$5,000	\$5,000
Sponsorship		\$7,500	\$7,500
Fundraising		\$5,000	\$5,000
		\$41,250	\$41,250
Net Cost			
		\$64,022	\$40,022

Attachment #2

Operating Budget- Retain Exhibition at Whitchurch-Stouffville Museum July 2020-Dec 2020

Expenses		
Staffing (13 pay periods)	Tues-Friday: 4 days x 4 hours per day x 1 staff x \$16.67 per hour x 26 weeks = \$13,869.44 Sat: 1 days x 6 hours per day x 2 staff x \$16.67 per hour x 26 weeks = \$10,402.08	\$12,136
	Benefits	\$1,200
Programme-Education/Development		\$3,000
Exhibit Development		\$2,000
External Reproduction Costs		\$1,000
Misc. Expenses		\$500
Events Expense		\$2,000
Marketing + Signage		\$2,000
		\$23,836
Revenue		
Admission adult	@ \$5 pp x 1,000	\$5,000
Admission child	@ \$2.50 pp x 1,000	\$2,500
Programmes Education		\$3,000
Sponsorship		\$2,500
Fundraising		\$2,000
		\$15,000
Net Cost		
		\$8,836

THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE

BY-LAW NUMBER 2020-001-AP

BEING A BY-LAW to appoint members to the Heritage Advisory Committee and to repeal By-law 2019-058-AP

WHEREAS Council enacted By-law 2019-026-RE, as amended, to establish the Terms of Reference of the Heritage Advisory Committee; and

WHEREAS it is deemed necessary to appoint members to the Heritage Advisory Committee for the 2018-2022 Term of Council.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE ENACTS AS FOLLOWS:

1. That the following representatives named herein be appointed as members of the Heritage Advisory Committee:

Six (6) Members of the Public

Gleyn Beatty

Charlie Dahl

Dean Horner

Carol Hughes

Michael Rankin

Melissa Vella

One (1) Member of Council

Councillor Kroon

2. That the Mayor is an Ex-Officio member and in the absence of an appointed member of Council, the Mayor may replace that Council member for that meeting with full voting privileges; and

3. That appointments to the Committee shall be for the term of Council expiring upon the appointment of successors by Council unless any such appointments are specifically terminated earlier. In the event of a vacancy in membership of the Committee, Council shall appoint a new member to fill the vacancy for the remaining portion of the term of the member who is to be replaced; and

4. That By-law 2019-058-AP is hereby repealed.

READ a first and second time this 21st day of January, 2020.

READ a third time and passed this 21st day of January, 2020.

Iain Lovatt, Mayor

Gillian Angus-Traill, Clerk

THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE

BY-LAW NUMBER 2020-002-RD

BEING A BY-LAW to establish the 0.30 metre reserve shown as Block B on Plan M-4 (Castle Gate) as public highway.

WHEREAS it is deemed expedient to establish the 0.30 metre reserve shown as Block B on Plan M-4 as public highway.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE ENACTS AS FOLLOWS:

1. That the 0.30 metre reserve shown as Block B on Plan M-4 is hereby established as public highway.

READ a first and second time this 21st day of January, 2020.

READ a third time and passed this 21st day of January, 2020.

Iain Lovatt, Mayor

Gillian Angus-Trail, Clerk

THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE

BY-LAW NUMBER 2020-003-RD

BEING A BY-LAW to provide for the naming of the streets in the Stouffville Main Street Holdings Inc. (Tercot Communities) development 19T(W) 17.004, SPA 17.035, – Part Lot 35, Concession 10 – 6853 & 6871 Main Street Community of Stouffville and to repeal By-laws 2019-117-RD and 1998-119-RD. (Eastern Gate Crescent, Donna Lee Trail, Onyx Trail, Sullivan Lane, Drover Circle)

WHEREAS Section 11(3) of the *Municipal Act, 2001*, S.O. 2001, c.25, as amended, permits the Council of local municipalities to pass by-laws for the naming of streets; and

WHEREAS the Town in consultation with the Street and Watercourse Naming Staff Working Group, endorsed certain names for the streets in the Stouffville Main Street Holdings Inc. development (19T(W)17.004 and SPA 17.035).

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE ENACTS AS FOLLOWS:

1. That the streets in Part Lot 35, Concession 10 as shown on Schedule A attached hereto to be named as follows; and

<u>COLUMN 1</u> <u>LABEL</u>	<u>COLUMN 2</u> <u>STREET NAME</u>
PRIVATE ROAD A	Eastern Gate Crescent
PRIVATE ROAD B	Donna Lee Trail
PRIVATE ROAD C	Onyx Trail
PRIVATE ROAD D	Sullivan Lane
PRIVATE ROAD E	Drover Circle

2. That By-laws 2019-117-RD and 1998-119-RD are hereby repealed.

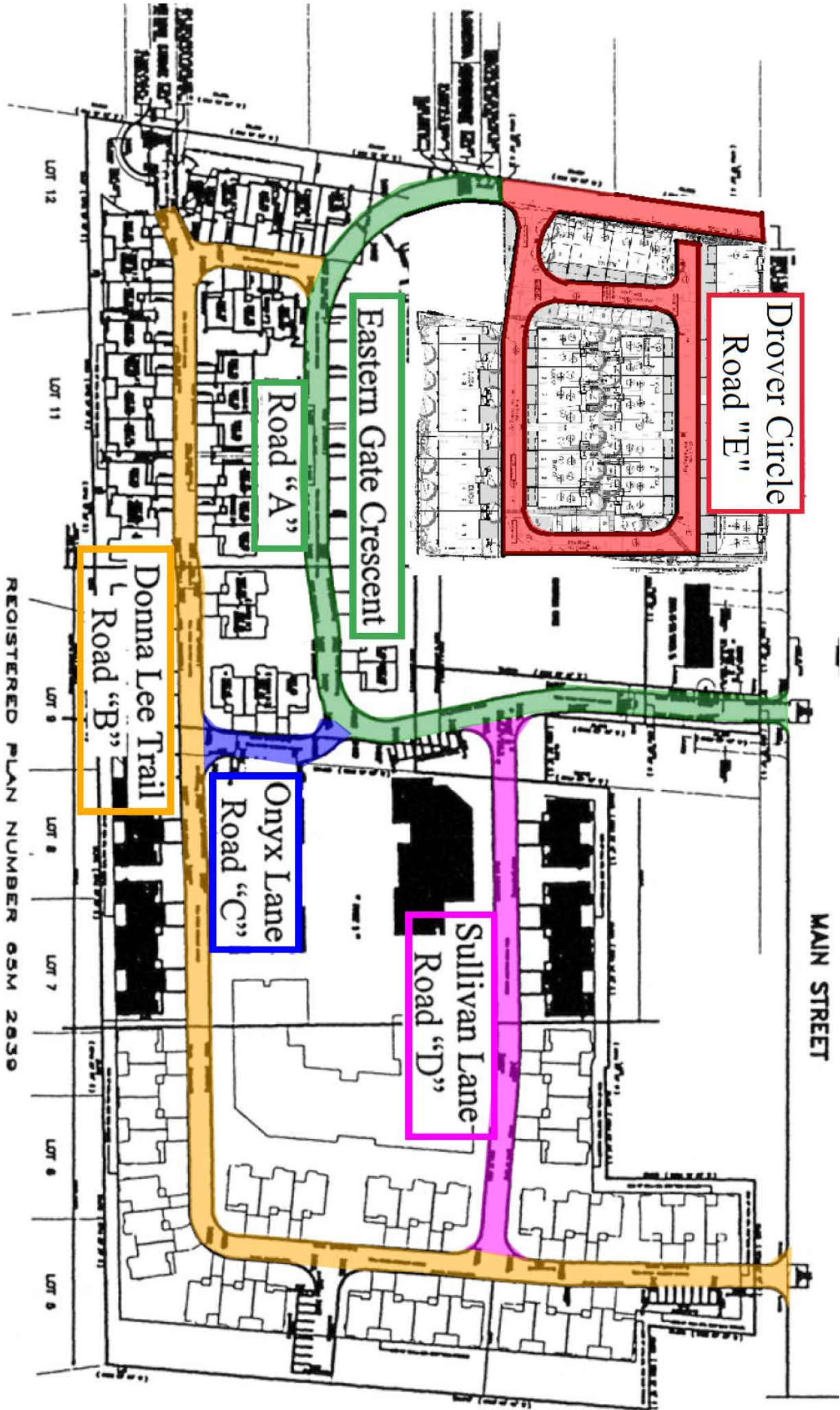
READ a first and second time this 21st day of January, 2020.

READ a third time and passed this 21st day of January, 2020.

Iain Lovatt, Mayor

Gillian Angus-Trail, Clerk

SCHEDULE A to BY-LAW 2020-003-RD



THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE

BY-LAW NUMBER 2020-004-RD

BEING A BY-LAW to provide for the numbering of buildings along highways and for affixing numbers to the buildings and to repeal by-law 2019-020-RD. (Plan 65M-4596) (16 Sam Davis Court, formerly known as 14 Sam Davis Court and Ninth Line)

WHEREAS Council enacted by-law 2019-020-RD assigning numbers for buildings along highways shown on Registered Plan 65M-4596; and

WHEREAS it is deemed necessary to amend some of the building numbers assigned by by-law 2019-020-RD.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE ENACTS AS FOLLOWS:

1. That numbers for the buildings situated along the highways shown on Registered Plan 65M-4596, as set out in Schedule A attached hereto and forming part of this By-law, with Lot/Block Numbers shown in Column 1, the Registered Plan Number in Column 2, Street Names in Column 3 and the assigned Building Numbers in Column 4; and
2. That it shall be the obligation of each owner and/or occupant of the buildings listed on Schedule A to affix the numbers to the buildings, at a location that is satisfactory to the Fire Department, in accordance with Schedule A; and
3. That due to a street number change, Lot 4 on Plan 65M-4596 being 14 Sam Davis Court, is now 16 Sam Davis Court; and
3. That By-law 2019-020-RD is hereby repealed.

READ a first and second time this 21st day of January, 2020.

READ a third time and passed this 21st day of January, 2020.

Iain Lovatt, Mayor

Gillian Angus-Traill, Clerk

COLUMN 1 Lot/Block Number	COLUMN 2 Plan Number	COLUMN 3 Street Name	COLUMN 4 Building Number
Lot 1	65M-4596	Sam Davis Court	2
Lot 2	"	Sam Davis Court	6
Lot 3	"	Sam Davis Court	10
Lot 4	"	Sam Davis Court	16
Lot 5	"	Sam Davis Court	18
Lot 6	"	Sam Davis Court	22
Lot 7	"	Sam Davis Court	28
Lot 8	"	Sam Davis Court	30
Lot 9	"	Sam Davis Court	34
Lot 10	"	Sam Davis Court	38
Lot 11	"	Sam Davis Court	42
Lot 12	"	Sam Davis Court	46
Lot 13	"	Sam Davis Court	50
Lot 14	"	Sam Davis Court	54
Lot 15	"	Sam Davis Court	58
Lot 16	"	Sam Davis Court	62
Lot 17	"	Sam Davis Court	66
Lot 18	"	Sam Davis Court	70
Lot 19	"	Sam Davis Court	69
Lot 20	"	Sam Davis Court	63
Lot 21	"	Sam Davis Court	59
Lot 22	"	Sam Davis Court	55
Lot 23	"	Sam Davis Court	51
Lot 24	"	Sam Davis Court	45
Lot 25	"	Sam Davis Court	39
Lot 26	"	Sam Davis Court	35
Lot 27	"	Sam Davis Court	27
Lot 28	"	Sam Davis Court	23
Lot 29	"	Sam Davis Court	19
Lot 30	"	Sam Davis Court	11
Lot 31	"	Sam Davis Court	1
Block 32 (OS)	"	Sam Davis Court	7
Block 33 (ENV)	"	Ninth Line	13853

THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE

BY-LAW NUMBER 2020-005-ZO

BEING A BY-LAW to amend By-law 2010-001-ZO of the Town of Whitchurch-Stouffville by removing the Holding Symbol (h) from Lots 2, 3, 4, 5, 6 and 7 on Plan 65R-37808 – 135 Mostar Street

WHEREAS Section 36 of the *Planning Act*, R.S.O, 1990 c.P.13, as amended, permits the councils of local municipalities, in a by-law passed under Section 34 of the *Planning Act*, as amended, by the use of the holding symbol “H” in conjunction with any use designation, to specify the use to which lands, buildings or structures may be put at such time in the future as the holding symbol is removed by amendment to the by-law; and

WHEREAS the Council of The Corporation of The Town of Whitchurch-Stouffville is satisfied that conditions for the removal of the holding symbols from the zone contained in Comprehensive Zoning By-law 2010-001-ZO, as amended, have been satisfied.

NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF WHITCHURCH-STOUFFVILLE ENACTS AS FOLLOWS:

1. That Comprehensive Zoning By-law 2010-001-ZO, is hereby amended as follows:
 - (a) By amending Section 7.3.6.19 “7.3.6.19 EBP (19)(h) 5769 Main Street, Schedule 55 (2018-121-ZO)” to replace with “7.3.6.19 EBP (19) 135 Mostar Street, Schedule 55 (2018-121-ZO) (2020-005-ZO)”; and
 - (b) By amending Schedule 55 to show thereon the area delineated on Schedule 1 to this By-law as EBP (19).

2. That this By-law shall come into force in accordance with Section 36 of the *Planning Act*, R.S.O, 1990 c.P.13, as amended.

READ a first and second time this 21st day of January 2020.

READ a third time and passed this 21st day of January 2020.

Iain Lovatt, Mayor

Gillian Angus-Traill, Clerk

