

WINTER 2020 PERSPECTIVE



Support Local Business, #shoplocalwhitby

Whitby businesses are the backbone of our local economy and right now many are offering a variety of products and services safely, whether it's online, through curbside pick-up or in-person while physical distancing. Here's why this holiday season and into the new year, it is more important than ever to shop local and spend your dollars where you live.

Why Shop Local?

For every \$100 spent locally, \$70 is reinvested back into the local economy. Shopping local also helps protect and create local jobs, support Whitby's innovative spirit and, this holiday season, provides the opportunity to purchase one-of-a-kind gifts. It demonstrates to Whitby businesses that residents care about and support them during this challenging time.

Now through December 24, during the Town of Whitby and Downtown Whitby Business Improvement Area (BIA)'s '12 Days of Local Holiday Shopping', watch the Town's social media channels for unique gift ideas available for purchase virtually from local businesses right now. For more information, visit whitby.ca/shoplocal

Read more about supporting local businesses on page 2...

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Support Local Business, #shoplocalwhitby



“As a Council, we recognize the significant and ongoing impact COVID-19 has had on local business, especially in the restaurant, hospitality, fitness and personal service sectors. It’s more important than ever that we collaborate with and support them as we work toward recovery.”

- Mayor Don Mitchell

How We Can All Support Local Business

You can help support Whitby entrepreneurs by sharing your favourite local business recommendation with @TownofWhitby on Twitter or Facebook using the hashtag #shoplocalwhitby. Give a local business a positive review or shout out online. Follow a local business on social media or sign up for their newsletter. We continue to be in uncertain times due to the COVID-19 pandemic, but thanks to everyone’s continued efforts and by buying local we can get through - we are in this together, Whitby. whitby.ca/shoplocal

Whitby’s Economic Development Recovery Plan

Whitby Town Council recently endorsed a local Economic Recovery Plan aimed at supporting Whitby business through the pandemic to the end of 2021. The plan identifies 58 action items to help minimize the ongoing impacts of mandated COVID-19 shutdowns on local businesses. To read the full Economic Recovery Plan, visit whitby.ca/businessresources

Have a Safe Holiday Season

Even though the holidays will look different, there are still many ways for you and your household to safely celebrate this year while protecting your loved ones.



Please do your part to help keep the community safe:

- Stick to provincial gathering limits.
- Limit holiday celebrations to include only people living in your household.
- Practice physical distancing while you are out in the community.
- Follow public health advice: properly wear a mask, wash your hands and if sick, stay home.
- Download the COVID Alert mobile app on the App Store or Google Play. It’s one of the easiest ways to help break the cycle of infection. Get a phone alert if you may have been exposed to COVID-19 and let others know if you test positive without sharing any personal information.

For more information visit, whitby.ca/coronavirus

We are all in this together, Whitby

If you’re feeling stressed or anxious, there are many resources available to help. Learn more at durham.ca/communityresources

Physical distancing doesn’t mean we need to be socially disconnected. For ways to stay connected virtually, visit whitby.ca/stayconnected



Be Winter Ready

The Town maintains more than 1,140 lane kilometres of road and 320 kilometres of sidewalk

During the winter, this includes sanding, salting, grooming, plowing and snow removal. To prepare and respond quickly, the Town receives and analyzes four local weather forecasts each day.

Be prepared for major weather events by signing up to receive email alerts from the Whitby Weather Desk at whitby.ca/subscribe

When will your street be cleared?
Use the Find My Street online tool at whitby.ca/findmystreet

Snow is forecasted

Road and sidewalk patrolling and/or anti-icing liquid and salt/sand application.



2.5 cm

Plowing based on safety concerns and salting as needed.

Crews dispatched every 2 to 4 hours



5 cm

Salting and possible plowing of major roads (Dundas Street, Brock Street, etc.), sidewalks and cycling lanes in downtown cores and at school crossings.

Up to 6 hours for crews to clear



8 cm

Plowing and salting of secondary roads, minor collectors (Garden Street, Anderson Street, Carnwith Drive, etc.) and connector roads within subdivisions (Watford Street, Arthur Street, Athol Street, etc.), cycle lanes and sidewalks on major roads.

Up to 16 hours for crews to clear



10 cm

Plowing and salting of residential roads and lanes (Beech Street, Cedarbrook Drive, Lloyd Street, etc.) and small local roads (cul-de-sacs, dead-end streets, etc.).

Up to 24 hours for crews to clear

Winter Waste Collection

Placing waste and recycling bins on or behind snowbanks can pose a safety risk to waste collectors. Help everyone stay safe this winter by placing waste and recycling out on the snow cleared portion of your driveway. whitby.ca/snow

Christmas Tree Collection

Christmas Trees will be collected in blue collection areas from January 4 to 9 and yellow collection areas from January 11 to 16. Visit whitby.ca/waste to learn which colour area you are in. Please clean natural Christmas trees of any tinsel, decorations, wire, stands or bags, and cut trees longer than 3 metres (10 feet) in half. Trees frozen in snow banks will not be collected.



Seniors' Centre Without Walls

Residents ages 55+ can safely stay social with others from the comfort of their own home or care facility through the Town's free virtual and phone programs. Through Seniors' Without Walls, residents can join a friendly telephone conversation every Tuesday and Thursday at 10 a.m. Hear from guest speakers and chat with local seniors about a variety of topics including, health and wellness, trivia, travel, movies, music and storytelling.

There is no charge however there is a limit of 25 attendees per session. To join, simply dial 905.430.4900, listen for the prompt then press 969616#. whitby.ca/seniors

An Engaged Community

From October 5 to November 23, more than 2,000 people participated in the Town's fall engagement opportunities, which included the 2020 Community Survey and new Citizen Budget Tool. Here are just a few of the highlights of what we heard:

2020 Community Survey

The 2020 Community Survey was the second biennial survey conducted by the Town to measure resident satisfaction with its programs and services. More than 1,650 people participated in the survey. Result highlights include:



- 86% agree that the quality of life in Whitby is either good (56%) or excellent (30%), down slightly from 2018 (91%)
- 84% feel they are getting good (74%) or very good value (10%) for their tax dollars, up from 2018 (80%)
- Of those who reported working in Whitby, 80% say they are proud to say they work in Whitby (up from 76% in 2018)
- 57% remain comfortable with current levels of Town services and taxation, exactly the same as in 2018
- View the full results at connectwhitby.ca/communitysurvey

**CONNECT
WHITBY**



Let's connect, Whitby!

Share your ideas and feedback on the municipal decisions and projects that matter to you. Sign up online at connectwhitby.ca

Citizen Budget Tool

The Town utilized the Citizen Budget Tool for the first time. This tool provided a budget simulator that encouraged residents to share their budget priorities and create their own ideal budget. Nearly 500 people participated, the results of which aligned with those of the 2020 Community Survey.



Top budget priorities identified by participants through the Citizen Budget Tool included economic development services, like attracting more local jobs, and community services, including parks, green space and recreation programs. View additional results at connectwhitby.ca/2021budget

Next Steps

Your feedback will help improve Town programs and services. Visit connectwhitby.ca to learn more.

Building Whitby's Budget

The Town is preparing its 2021 Budget and it's important that we hear your feedback. Next steps in the planning process are:

- **December/January:** budget target report available for public review
- **January 25:** Proposed budget for 2021 released online
- **January 25 to February 14:** virtual 2021 Budget forum for community input on proposed 2021 Budget
- **February 8:** Public meeting for community input on proposed budget for 2021
- **February 25:** Special Council Meeting for final approval of the proposed budget

To participate visit and sign up at connectwhitby.ca/2021budget