

THE Whitby PERSPECTIVE



PUBLISHED BY THE CORPORATION OF THE TOWN OF WHITBY - OCTOBER 2006

ACHIEVING SUCCESS THROUGH GROWTH

The past few years have seen incredible pressures placed on the Town as we continue to build Whitby around the pillars of its Corporate Mission and Strategic Plan.

Investment in The Station Gallery, opening the new Whitby Public Library Central Branch, creation of a dedicated figure skating ice pad at the McKinney Centre, celebrating Sesquicentennial, and maintaining services, programs and capital projects are essential to continuing Whitby's position as the "Community of Choice" for families and businesses.

Initiatives such as the introduction of full time firefighters in Brooklin and the addition of new crossing guards contribute to the safety of citizens. Establishment of youth programs across the Town, new children's day camps at Cullen Central Park, a

physician recruitment program, institution of the integrated waste program, and ongoing investments in parks, trails, bikeways and open spaces are designed to help families thrive and will advance a commitment to

promote healthy lifestyles for all residents.

The new heritage rebate program, the downtown façade grant program, Harbour Day celebrations and the highly successful Communities in Bloom events also move us all down a path celebrating Whitby's unique heritage and highlighting its natural beauty.

The creation of Cullen Central Park is further evidence of our commitment to preserving the natural resources of the Town of Whitby for the enjoyment of future generations.

Citizens both now and in the future, depend on reliable infrastructure to work, live and do business in Whitby. The first phase of an asset preservation program focuses on preserving the life

of assets, thereby maximizing their investment value. Whitby has revamped its roads program, focusing on putting our funding where it has the greatest impact. By investing in an asset preservation

program for roads, the Town has been able to create a return of \$6 for every \$1 invested.

This year we will invest in the revitalization of the Anne Ottenbrite pool, complete the new Brooklin fire hall and continue planning for the new combination Community Centre and Library branch in Brooklin.

These infrastructure investments are essential in providing services to the new and existing areas of Whitby.

The ability to balance the delivery of services, the impacts and demands of growth with providing a solid infrastructure for the future while addressing on-going inflationary pressures is not easy.



Despite these challenges, property taxes in the Town of Whitby continue to compare favourably to other urban municipalities in Durham Region while Whitby continues to be the "Community of Choice."

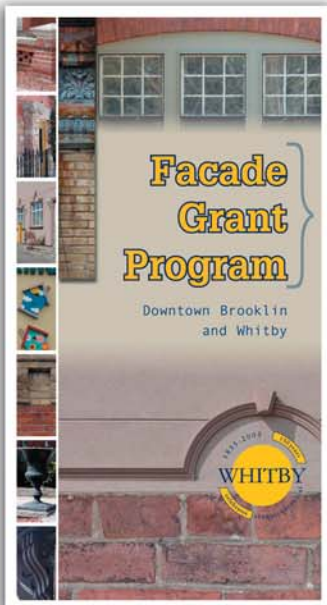


photo credit: Ben Rolfin

WHERE DO I VOTE?

Municipal Election Voting Day is Monday, November 13, 2006



You will find a notice of voting places and times for Whitby's Municipal Election in your mail during the early part of October.

Visit www.whitby.ca for a list of candidates and other voting information. You can also enter your address on-line and get information about where and when to vote.

WHAT'S INSIDE

- ▶ COMMUNITY SAFETY TASK FORCE
- ▶ MUNICIPAL PERFORMANCE MEASURES
- ▶ COMMUNITIES IN BLOOM



Mark Your Calendar!

**MUSIC FEST –
HIGH SCHOOL PERFORMANCES
HEYDENSORE PAVILLION,
FRIDAY, OCTOBER 20,
7:00 - 10:00 PM**



905.430.4300, extension 2221



**WELLNESS AT WORK – HEALTH FAIR
MONDAY, OCTOBER 23, 11:30 - 2:30**

905.242.4356

**HALLOWEEN HAUNT
KIDS SAFETY VILLAGE**

SATURDAY, OCTOBER 28

905.668.9893



**GLORIA RINTS INTERNATIONAL
SILVER STICK TOURNAMENT
IROQUOIS PARK SPORTS COMPLEX
AND THE MCKINNEY CENTRE
NOVEMBER 23 - 26**

905.668.7765



**CHRISTMAS IN THE VILLAGE
DOWNTOWN BROOKLIN
NOVEMBER 24 - 25**

905.430.4300 extension 2238

**HOLIDAY HOUSE TOUR
SATURDAY, NOVEMBER 25**

906.668.4185



**CHRISTMAS TREE LIGHTING
CELEBRATION SQUARE,
WHITBY PUBLIC LIBRARY
FRIDAY, DECEMBER 1, 7:00 PM**

Dundas and Henry Streets
905.430.4300 extension 2238



**CELEBRATING YOUTH AWARDS
THURSDAY, NOVEMBER 30**

Regal Room
905.430.4300 extension 2221



**WHITBY JAYCEES
SANTA CLAUS PARADE
SATURDAY, DECEMBER 2,
10:00 AM**

905.725.6626



**NEW YEAR'S EVE SKATING PARTY
IROQUOIS PARK SPORTS COMPLEX
SUNDAY, DECEMBER 31, 7:00 - 10:00 PM**

905.430.4310

WHITBY'S LIBRARIES

The Whitby Central Library celebrated its first anniversary on May 25 and what a year it was! Patrons checked out over 800,000 library items and 13,000 new members signed up raising the total number of library cardholders to over 74,000.

The Central Library offers a wealth of information, resources and programs for all ages. Choose from books, movies, music, research materials, Internet, word processing software, wireless service, and meeting room rentals. The Whitby Archives are located at the Central Library and offer in-depth information

about Whitby's history. Fall programs will soon be underway with baby, toddler, and preschool programs, reading buddies, homework helpers, and a teen advisory group. Programs for adults include a session on forensics with the Durham Regional Police Service, author visits by Katherine Barber and Giles Blunt, and the launch of Susanna Kearsley's (writing as Emma Cole) new book, Every Secret Thing. Find details at www.whitbylibrary.on.ca. From this website link to the library catalogue, e-books, online research databases, community information, library news and much more.

Central Library

405 Dundas Street West, Whitby, L1N 6A1
905.668.6531

Rossland Branch

701 Rossland Road East, Whitby, L1N 8Y9
905.668.1886

Brooklin Branch

8 Vipond Road, Brooklin, L1M 1B3
905.655.3191

Whitby Archives

405 Dundas Street West, Whitby, L1N 6A1
905.668.6531 extension 2022



photo credit: Ben Rainfr

FOLKSTONE PARK OPENS

The Town officially opened Folkstone Park on September 23. The park opening featured many activities for all ages and included tennis, basketball and skateboard demonstrations. The Mayor and members of Council joined in with hundreds of local residents to take part in the long awaited opening of Whitby's first fully accessible park and playground. The park is located on McKinney Drive and Robert Attersley Drive East on the north side of McKinney Arena. The park contains many accessible features including a splash pad, swing area and playground with rubberized resilient surfacing. There is a cement skate park, double tennis court and full court basketball court. Come out and enjoy Whitby's newest park!



GREEN BIN PROGRAM

Congratulations on being one of 35,000 Whitby homes who have participated in the new Integrated Waste Management program that includes the collection of organic kitchen waste. By using a green bin, kitchen and organic waste is diverted from landfill and is processed into useful quality compost. This is another big step towards a more sustainable future and one of which we should be proud! The Province requires that by the year 2008 we divert 60% of waste from landfill sites. Thanks to your help, we are well on the way. Since the implementation of the Green Bin Program on July 1, the **Town has diverted over 50% of waste from going to landfill.** This program is taking on a higher importance with the recent announcement that Michigan is closing their border to Ontario's garbage.

What goes into the bin?

Food waste like fruits, vegetables, table scraps, meat, fish, dairy

products, fat, bread, rice, pasta, bones, coffee grounds, filters, tea bags, eggshells.

Paper fibres such as paper egg cartons, fast food drink trays, paper plates and cups, soiled paper towels, tissues and serviettes and other compostable items like house plants, flowers, sawdust, dryer lint.

Green Bin Tips

Maximum weight of green bin not to exceed 20 kg or 44lbs.

Place your green bin beside your garbage bags at the curb for collection purposes. Use only approved biodegradable compostable bags in the green bin.

Newspapers or paper towels can be placed in the bottom of the kitchen bucket to reduce condensation. Clean your green bin regularly to prevent odours and insects. Add baking soda to the kitchen "bucket" to help eliminate odours. Drain excess fluids from the curbside green bin and do not add water. For more information call 905.668.3437.



PORT WHITBY MARINA TAKES A TOP SCORE IN THE 2006 CLEAN MARINE PROGRAM

The Ontario Marine Operators Association operates the Clean Marine program. The Town of Whitby's, Port Whitby Marina, first participated in 2003 at which time it received a rating of 86 out of 100 points achieving a 4 out of 5-anchor rating that ranked the Marina in the top 5% in Ontario.

TerraChoice Environmental Services of Ottawa conducted the 2006 audit on June 7. Through the audit process, the Marina increased its score to 93 out of a possible 100 points and has now received the

top rating of 5 Green Anchors. Port Whitby Marina is now only one of ten marinas out of over 300 in Ontario that have received this rating.

The audit checks over 200 environmental practices. Port Whitby Marina received very high marks for being leaders in recycling as well as regular communication of the programs to boaters. The new Marina clubhouse also received praise for design elements and efficiencies including passive solar lighting, high efficiency lighting and appliances, insulation value, green building materials, and water conservation.



ACCESSIBILITY AUDIT

As an initiative of the Town's 2006 Accessibility Plan, the Town in conjunction with the Accessibility Advisory Committee hired a consultant to launch an Accessibility Audit of various municipal facilities.

The goal of the Accessibility Audit is to identify barriers to accessibility and develop a strategic work plan for their removal through retrofits and upgrades. The audit took place in August and September. The scope of work includes review of facility parking,

entrances and paths of travel, way-finding signs, washroom facilities, reception areas and activity rooms. This work provides the Town with a sound basis to make investments in improving accessibility. The Audit will also assist the Town in moving forward to improve accessibility and opportunities for people with disabilities, in keeping with Accessibility for Ontarians with Disabilities (AODA) Act, which requires removal of barriers for people with disabilities by 2025.

BE ICE SMART THIS WINTER – RECOGNIZE THE DANGERS

The Town of Whitby offers Learn to Swim programs for all ages. These programs include a water safety component in each class to make sure you and your family, are safe in and around the water.

In the following winter we focus on ice safety, here are some tips to keep you safe this season: It may look frozen but always measure ice thickness before any activity. Local conditions such as water currents and depths affect ice thickness. The colour of the ice may also be an indication of its strength. Clear blue ice is strongest. White opaque or snow ice is half as strong as blue ice. Grey ice is unsafe; greyness indicates the presence of water.

The recommended minimum ice thickness for new clear hard ice is:

- ice fishing, walking, cross-country skiing - 4" (10cm)
- one snowmobile or ATV - 5" (12cm)
- one car or pick up truck - 8-12" (20-30cm)
- one medium truck - 12"-15" (30-38cm)

- Always supervise children playing on or near ice
- Stay off the ice if it is less than 7cm thick.
- Never go onto the ice alone
- Use the buddy system, a buddy may be able to help you in difficulty.
- Before you leave shore, tell someone where you are going.
- Avoid moving water
- Beware of snow on the ice
- Choose shallow water
- Avoid traveling on ice at night.
- Be prepared

OAK RIDGES MORAINÉ

The Oak Ridges Moraine (ORM) is one of the most significant natural features in southern Ontario, and formed during the last great ice age, nearly fifteen thousand years ago. It is approximately 160 km in length, extending from the Niagara Escarpment in the west to Rice Lake in the east. It is comprised of a unique combination of geological, hydro-geological, topographical and biotic attributes that make it a significant and sensitive landform, characterized by rolling hills, forests, fields, wetlands and lakes.

In 2001, the Province passed the Oak Ridges Moraine Conservation Plan (ORMCP). The Province requires municipalities implement the ORMCP at the local level, in many ways. The Town of Whitby has done so through Council's adoption of the Oak Ridges

Moraine Secondary Plan and Zoning By-law Amendment (By-law 5581-05), as well as Council's approval of a revised Site Plan Control By-law and revised Topsoil or Site Alteration By-law.

Although some restrictions on development apply within the ORM, there are also some exemptions for minor development, such as accessory buildings/structures and minor additions to existing buildings, provided there would be no adverse impact on the Key Natural Heritage Features or Hydrologically Sensitive Features within the ORM.

Property owners in the Oak Ridges Moraine, should contact the Planning Department, prior to commencing any development, at 905.430.4306 or at planning@whitby.ca

WORLD TOWN PLANNING DAY

To celebrate, the Whitby Planning Department has organized a free public showing of Al Gore's recent movie, 'An Inconvenient Truth', about the impacts of green house gas emissions on the global environment. The movie will be shown at the Hebron Christian Reformed Church, 4240 Anderson Street at 7:15 PM on Wednesday, November 8. For more information or to get your free passes contact the Whitby Planning Department at 905.430.4306 or by email at planning@whitby.ca

PARKING REGULATIONS

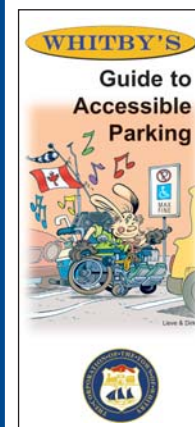
The Public Works Department frequently receives calls from residents regarding illegally parked vehicles. The most common requests for parking by-law enforcement include:

- All streets have a 3-hour parking limit unless posted otherwise.
- Parking within 2 metres of any driveway is not permitted.
- Commercial vehicles cannot park in residentially zoned areas.
- Vehicles must not block any portion of the sidewalk at any time.
- Disabled person permits must be clearly visible while parking.

Further information on the Traffic By-law 1862-85 can be located at www.whitby.ca or by contacting the Public Works Department at 905.668.3437.

ACCESSIBLE PARKING BROCHURE

The Town of Whitby, in consultation with the Accessibility Advisory Committee will publish a brochure entitled "Whitby's Guide to Accessible



Parking". The brochure provides information about where accessible parking is permitted and prohibited; obtaining an accessible parking permit; how to display your accessible parking permit; and what to do if you get a ticket. To obtain a copy of the brochure please contact the Planning Department at 905.430.4306 or by email at planning@whitby.ca.

INTERGENERATIONAL PROGRAMMING

The Town of Whitby Seniors Services and the Youth Division joined this summer and hosted an intergenerational event that was a huge success.

Based on the television show The Amazing Race this program brought youth and seniors together and increased positive awareness between generations.

Teams of four, comprised of youth and seniors traveled throughout Downtown Whitby completing small challenges and receiving clues to get to their next destination. The destinations represented different geographical locations from around the world. The participating businesses included Hardiman Mount and Associates, Elsa's, Alan the Butcher, Community Care, Family Preserves, Vanbelle's, Dragon Fly and Wimpey's.

Join us this fall for an intergenerational table tennis program. Participants from the Whitby Seniors Services and the Brock Street Activity Centre youth drop in program will meet every second Friday at the Seniors' Activity Centre at 801 Brock Street South.

WHITBY YOUTH COUNCIL

The Whitby Youth Council is looking for new Youth Members who want to make the Town of Whitby a Youth Friendly Community. The Whitby Youth Council consists of youth and adults from Whitby who are interested in addressing the needs of youth.

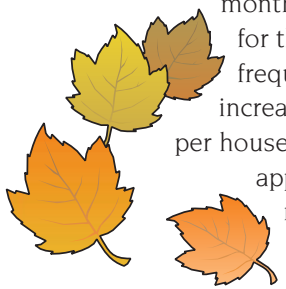


The Youth Council organizes special events and assists with youth programs with the Town of Whitby and other community partners.

To find out more, or to become a member of the Whitby Youth Council please visit youth.whitby.ca to obtain an application form, or call 905.430.4300 ext. 2221.

LEAF AND YARD WASTE COLLECTION

With the arrival of fall, residents will be cleaning up their gardens and collecting leaves that have fallen from the trees. Yard waste is collected on a biweekly basis as outlined in the Waste Management Calendar. As a reminder, there is no weekly yard waste collection during the month of November. To compensate



for the change in collection frequency, the bag limit has been increased from 8 bags/bundles to 16 per household. Residents can use approved open top returnable receptacles for yard waste collection. Please label your receptacle, 'YARD WASTE'.

SIDEWALK SNOW CLEARING PROGRAM

The Town of Whitby will clear snow from sidewalks located on arterial, collector and portions of designated local roads. Residents and property owners are responsible for clearing the snow and ice from sidewalks on the balance of the local roadways. Residents are to clear their portion of the sidewalk within 24 hours of the end of a storm. Enforcement of the sidewalk snow clearing by-law is carried out if the sidewalks are not cleared within this time. You can initiate an enforcement call by contacting the By-law Division at 905.430.4305. A complete map and listing of the sidewalk snow-clearing program is on the Town's website beginning November 1. This map identifies which sidewalks will and will not be cleared by the Town. For further information, please contact the Operations Centre at 905.668.3437.

HERITAGE PROPERTY TAX REBATE PROGRAM

The Heritage Property Tax Rebate Program is a financial assistance program adopted by the Town of Whitby to help owners of heritage properties maintain and restore their properties for the benefit of the entire community. It provides tax relief to owners of eligible heritage properties.

To be eligible the property must be designated under Part IV of the Ontario Heritage Act or is part of a Heritage Conservation District under Part V of the Ontario Heritage Act. The property owner must comply with all other aspects of the Town's program and submit an application by February 28th of the year following the tax year for which relief is sought.

For a copy of the Heritage Tax Rebate Program Application, please contact the Corporate Services Department at 905.668.5803.

TOWN OF WHITBY WINTER CONTROL PROGRAM

The Town of Whitby, Public Works Department, will commence its winter control program on November 13. This program will be in effect until March 30, 2007 or until such time as weather conditions dictate. During this period, Public Works Staff will be engaged in sanding/salting, plowing and snow removal operations, as required, on the Town's roadways, sidewalks and parking lots.

To facilitate the proper implementation of the Winter Control Program, the Whitby Traffic Bylaw prohibits the parking or stopping of vehicles on any street that interferes with the movement of traffic or the clearing of snow. The Whitby Traffic Bylaw also prohibits the parking of vehicles over the sidewalk. Vehicles parking on the roadway or over the sidewalk interfere with snow removal operation and create a hazardous condition by

leaving residual piles of snow. In addition, vehicles over the sidewalk interfere with pedestrians and mobility assistance devices for persons with disabilities. Your cooperation is requested in not parking over any sidewalk or on any Town street as to interfere with snow removal operations. Having to ticket or tow your vehicles delays the snow control operation and reduces how many streets can be cleared. In preparation for the upcoming winter season the Department reminds all drivers to:

Be aware of winter road conditions and drive accordingly.

Allow yourself extra time to reach you destination and slow down.

Drive with extra care and patience around snowplows and sanders.

CULLEN CENTRAL PARK ~ OPEN TO THE PUBLIC

Come out, talk a walk, stroll or run and enjoy Whitby's finest new asset. It's free and open to the public. Where? Cullen Central Park. This year, the Town of Whitby purchased Cullen Gardens and it was renamed Cullen Central Park. The property includes the table and valley lands located east of Cochrane Street and the road allowance, approximately 85.5 acres in size; the main building which houses the former restaurant, banquet facilities and gift shop; the Lynde House Museum which is a designated heritage structure; the log cabin adjacent the main building which hosts the special display area; the special events picnic shelter; and, the trails and bridges in the valley lands. The miniature village has been removed. This acquisition ensures that the land will remain in public ownership and be enjoyed as park and open space. The existing trails in the valley will provide valuable north-south links with the Town's

expanding trail system, and provide a potential connection into the Heber Down Conservation Area which borders Cullen Central Park on the north. The Town will undertake a Master Plan Study for the property and buildings in 2007. Residents will be invited to actively participate in the process. More information on the master planning process will be available in 2007.



PROPERTY TAXES

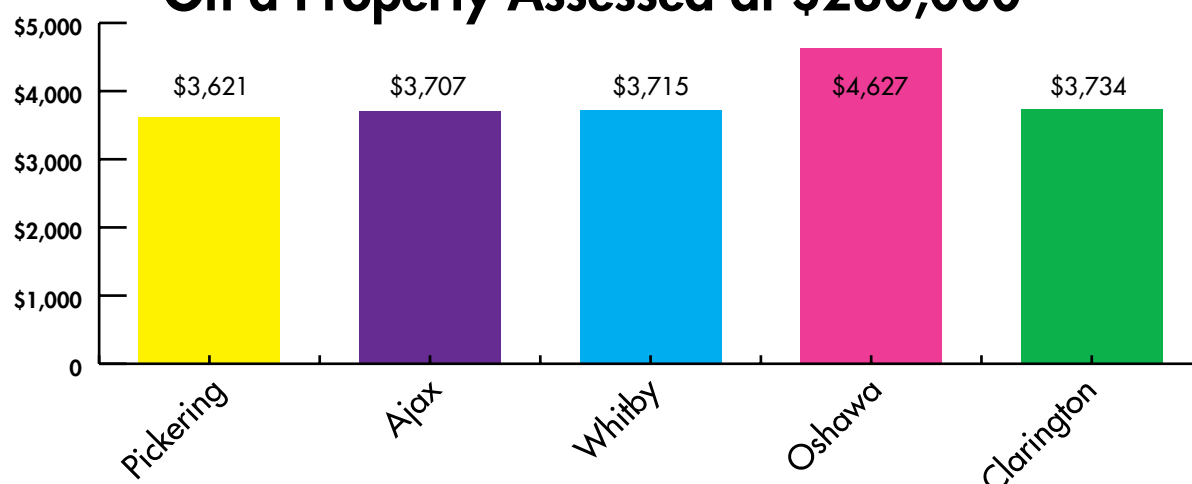
Town of Whitby Council strives continually to provide good value for your property tax dollar. Compared with most municipalities in the region, Whitby's infrastructure is in good shape. The Town remains committed to a long-term capital program to maintain and improve the municipal infrastructure within Whitby.

The Town invests heavily in improving municipal roads

and transportation corridors, parks and open spaces and recreational facilities. New streetscape initiatives in downtown Whitby and downtown Brooklin are other programs that beautify our streets.

Considering these projects and the ongoing inflationary impacts on operating costs, property taxes in Whitby compare favourably to other urban municipalities in Durham Region.

Comparison of Residential Property Taxes On a Property Assessed at \$280,000



MUNICIPAL PERFORMANCE MEASURES FOR THE TOWN OF WHITBY

YEAR ENDED DECEMBER 31, 2005

The Municipal Performance Measurement Program (MPMP), an initiative of the Ministry of Municipal Affairs and Housing, requires all

Municipalities to collect data, measure and report their performance in the following core municipal service areas for the year 2005. If you have any


questions on the MPMP, please contact the Corporate Services Department at 905.668.5803.

SERVICE	PERFORMANCE MEASURE	BUDGET	RESULTS	COMMENTS
General Government	Operating costs for governance and corporate management as a percentage of total municipal operating costs	13.31%	12.86%	General Government includes the costs related to the Members of Council, the Office of the CAO, Human Resources, Municipal Information Systems, Clerk's Department, and the Treasury Department. Operating costs include legal fees, consulting fees and consolidated telephone costs which are not allocated to the various departments and/or functions
Fire	Operating costs for fire services per \$1,000 of assessment	\$1.06	\$1.06	The Town of Whitby Fire Emergency Services Department staffs five (5) fire stations. Four (4) stations are staffed with full-time firefighters and one (1) station that operates with volunteer firefighters. The Department also participates in a number of fire prevention initiatives such as Learn Not to Burn, in-service inspections, Alarmed for Life, the Junior Fire Department and Risk Watch
Roadways	Operating costs for paved (hard top) roads per lane kilometre	\$404.34	\$416.56	Paved (hard top) roads are defined as road with an asphalt surface, composite pavement, portland cement or surface treatment. Maintenance includes frost heave/base/utility cut repair, cold mix patching, hot mix patching, shoulder maintenance, surface maintenance, surface sweeping, and surface flushing
	Operating costs for unpaved (loose top) roads per lane kilometre	\$4,259.92	\$4,153.24	Unpaved (loose top) roads are defined as roads with a gravel, stone or other loose travelling surface. Maintenance includes dust suppression, loose top grading, loose top gravelling, spot base repair and washout repair
	Operating costs for winter maintenance of roadways per lane kilometre maintained in winter	\$1,868.57	\$1,945.66	In addition to plowing, sanding and salting of Town roads and municipal paid parking lots, the Town of Whitby provides sanding and snow clearing for all Town sidewalks and windrow and driveway clearing for seniors and disabled persons
	Percentage of paved lane kilometres rates as good to very good	N/A	69.42%	Roads with a Paving Conditions Index (PCI) rating of 80% or greater are rated "good to very good" by definition. Roads in this category have minimal surface distress and no maintenance or rehabilitation action is required. Due to new development an additional 32 kilometres of paved roads were added to the system
	Percentage of winter event where the response met or exceeded locally determined - municipal service levels for road maintenance	N/A	100.00%	Based on our records, the Town did not experience a "winter event" in which staff were unable to meet or exceed road maintenance standards
Transit	Operating costs for conventional transit per regular service passenger trip	\$4.67	\$4.63	Whitby Transit and its contractor provide conventional transit service with 27 urban transit coaches operating on seven routes. Scheduled service operates from 6:00 a.m. to 8:00 p.m., Monday to Friday, and 8:00 a.m. to 7:00 p.m. on Saturdays. Demand responsive Dial-A-Ride and Evening Shuttle service is also provided. There is no service provided on Sundays and Holidays. Whitby Transit is fully integrated with Oshawa Transit, allowing free transfers between the systems. Fare integration and local fare agreements with GO Transit provide passengers with conditional transferring privileges between the two systems
	Number of conventional transit passenger trips per person in the service area in a year	N/A	9.54	Increase in passenger trips per person in the service area reflects the service level changes introduced in late 2004
Storm Water	Operating costs for urban storm water management (collection, treatment, disposal) per kilometre of drainage system	\$768.06	\$760.07	Urban storm water management includes the maintenance of all storm water pipe, manholes, catch basins, storm outfalls, storm water ponds and pumping stations in the urban areas
	Operating cost for rural storm water management (collection, treatment, disposal) per kilometre of drainage system	\$1,089.67	\$1,369.59	Rural storm water management includes maintenance associated with ditches and culverts on both rural and semi-urban roads
Solid Waste	Operating costs for garbage collection per tonne per household	\$56.40	\$58.37	Weekly curbside residential solid waste collection services are provided to approximately 36,686 households with in-house staffing of ten (10) collectors. Limits are four (4) items per week for each single/semi-detached dwelling unit and two (2) items per week for each multi-residential dwelling unit. Bag tags are sold for \$1.00 each for additional items. One (1) free special collection per residence per year is provided for furniture and white goods (up to 12 items). Additional special collections are \$25.00 each and collection of items containing CFC refrigerant are \$20.00 each. A contracted bulk-lift collection service is provided for 3,900 multi-residential units and thirteen (13) municipal facilities
Parks and Recreation	Operating costs for parks per person	\$24.36	\$23.68	Parks are outdoor open spaces generally accessible to the public all of the time, or when programs are not taking place. Parks provide opportunities and benefits for active, passive and programmed community recreation and leisure. Recreation programs include a broad range of programs, services and activities to registered and unregistered/drop-in participants as well as clubs. Recreation facilities include built or enclosed structures used for the purpose of community recreation and leisure (excluding marinas). Operating costs include costs related to salaries, wages and employee benefits, materials, contracted services, rents and financial expenses, interfunctional adjustments and the allocation of program support less any revenues received from other municipalities.
	Operating costs for recreation programs per person	\$6.89	\$7.28	
	Operating costs for recreation facilities per person	\$66.04	\$68.23	
	Operating costs for parks, recreation programs and recreation facilities (Subtotal)	\$97.29	\$99.18	
	Total participant hours for recreation programs per 1,000 persons	N/A	20,428.23	
	Hectares of open space and hectares of open space per 1,000 persons	N/A	3.67	
	Total kilometres of trails and total kilometres of trails per 1,000 persons	N/A	0.42	
	Square metres of recreation facility space and square metres of recreation facility space per 1,000 persons	N/A	533.04	
Library Services	Operating costs for libraries per person	\$28.55	\$27.52	Operating costs include costs related to salaries, wages and employee benefits, library materials and supplies, contracted services, rents and financial expenses
	Operating costs for libraries per use	\$1.51	\$1.45	
	Library uses per person	N/A	18.94	Library uses include circulations and in-house use of library materials, program attendance, questions answered, visits to the library and its website, use of computers, and use of library databases
	Electronic library uses as a percentage of total library uses	N/A	22%	Electronic library uses include use of computers, use of electronic subscription databases, questions answered electronically, visits to the library website, and remote use of library databases
	Non-electronic uses as a percentage of total library uses	N/A	78%	Non-electronic library uses include circulations and in-house use of library materials, program attendance, questions answered in person and by telephone, and visits to the library
Land Use Planning	Percentage of new lots, blocks and/or units with final approval which are located within settlement areas	N/A	100%	Settlement area means areas within the Town of Whitby which include hamlets, villages, and urban areas that have been designated for development in an approved municipal official plan. This would also include areas designated for seasonal or shoreline development, as well as severances which create new lots for any use involving the construction of new buildings or structures but does not include new lots or units approved in any rural or agricultural area. The resulting percentage measures new development in settlement areas relative to new development within the entire municipality
	Percentage of land designated for agricultural purposes which was not re-designated for other use during the reporting year	N/A	100%	The determination of the total amount of land designated "agricultural" in the Town of Whitby is an approximation. The Official Plan schedule was digitized in 2004

AFTER SCHOOL FITNESS CLASSES

Getting fit never worked into your schedule so well! Join a new fitness class after school at the Whitby Civic Recreation Complex. Monday –Thursday 4:30pm -5:30pm and Friday 4:00pm -5:00pm. Mothers, Daughters, Fathers & Friends can come and try a different exercise class each day after school or work to help keep you motivated and active all week long. Classes include Belly Dance, Core Conditioning & Pilates, Yogaflow, Spin & Ball and Boxcercise. These classes are open to ages 11 and up.

For more information on up coming Teen Programs, contact 905.668.1991 ext. 6441



Optimist Youth Dances
IN PARTNERSHIP WITH THE WHITBY YOUTH COUNCIL
FOR YOUTH 10 - 14
September 29 • October 13, 27 • November 10, 24
December 8, 22
7:00 - 10:00 pm at the Heydenshore Pavilion
Advance Tickets: \$7* Tickets at the door: \$8
*youth.whitby.ca or Whitby Civic Recreation Complex

TEENS – GET STARTED & GET ACTIVE IN WHITBY!

All summer long, girls aged 11-17 have been attending Healthy Living Makeovers at the Whitby Civic Recreation Complex. They learn about healthy living topics, enjoy healthy snacks and try out all types of fitness classes including, Belly Dance, Boxcercise, Yoga, Pilates, Aquafit, Dance aerobics, Hip Hop, Spin, Ball and more. The program has been a huge success.

A New Healthy Living Makeover Clinic will be held at the Whitby Civic Recreation Complex on Saturday November 4 from 1-4 p.m. and will include Guest Speaker Leeson Clifton who will speak about body image and learning to love your body. Come and try different types of exercise classes that will give you a chance to find out what type of exercise works best for you.



MUSIC FEST 2006
6 local Bands Perform
For the chance to win MusicFest '06
October 20th, 2006 at Heydenshore Pavilion, 589 Water Street
Doors open at 6pm and close at 11pm
Admission is \$5 per person
Tickets will be sold at the door
Presented by the Whitby Youth Council

TOWN OF WHITBY'S STRATEGIC BUSINESS PLANNING WORKBOOK FROM DREAM TO REALITY ~ MAPPING THE SUCCESS OF YOUR BUSINESS

"A written Business Plan is not the end result... it is the realization of that plan that is the ultimate goal."

Entrepreneurs are busy with very little time to complete all of the duties required to run their own business let alone set aside time to write their own business plan. As a result many entrepreneurs ask themselves questions such as "I have been in business without a business plan up to this point, do I really need a business plan now?" On the other hand, "I'm running the business out of my home and not looking for funding, so do I still need a business plan?" The answer to both questions is absolutely, yes. With a reported 80% failure rate of business within the first five years of its life, you need every advantage you can get to ensure your business succeeds. A well-researched, analyzed and written business plan will:

- Map out where you are today, where you want to be tomorrow and how you will get there;
- Heightens your vision and focus;
- Identifies strategies for increasing productivity,

ATTRACTING FAMILY DOCTORS TO WHITBY TOWN OF WHITBY'S PHYSICIAN RECRUITMENT AND RETENTION TASK FORCE

Having trouble finding a family doctor? If so you're not alone, there are an estimated 22,000 residents without a doctor, requiring visits to hospital emergency departments that often are overcrowded. In December 2003 the Town of Whitby was designated by the Ministry of Health and Long Term Care as being underserved by 16 family physicians, which is still well below the projection determined through the Town's analysis.

The Town of Whitby's Physician Recruitment and Retention Task Force is taking steps to improve this situation by implementing an aggressive and highly targeted marketing plan with the mandate to attract new family physician's to practice in the Town of Whitby, as well as, retain the existing family physician's already established in the Town.

Since forming the task force, the Town has secured six new family physicians, three of which recently joined the town starting practices at The Doctors Office, Pringle Creek Medical Centre and by November 1, 2006 Brooklin Medical Clinic.

The task force is also actively working with investors who are launching a new clinic, which will be located at the Whitby Mall called the 'Whitby Medical Arts Facility'. This clinic will initially be served by seven new family physicians with the potential to double in size in the future.

Working in partnership with the business community, medical professionals and citizens, the task force is developing innovative ways to present the Town of Whitby to physicians and their families. Some of the recent marketing initiatives include:

Awareness Building and Communication Program – Advertising in targeted medical journals, working with local and regional media to increase awareness and communicating regularly with more than 180 family physicians, specialists and students who are expected to graduate shortly and have expressed an interest in Durham Region.

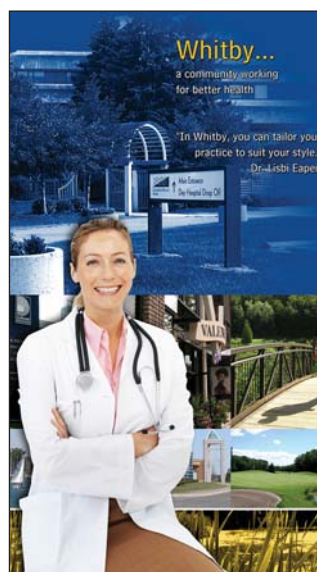
Promotional Program – Participated in the Professional Association of Interns and Residents of Ontario (PAIRO), Physician Recruitment Tour in September visiting medical universities in Ottawa, Kingston, Hamilton, London and Toronto.

Physician Retention Program – Held a Physician

Appreciation Evening on September 27, 2006 in order to show our appreciation for Whitby's existing family physicians.

Community Tours – Conduct regular tours with potential physicians on average 3 per week, visiting clinic's with openings for family physicians.

The task force recently secured an additional **\$7,500 in sponsorship funding from the RBC Royal Bank.** This funding along with the financial support provided by the community, homebuilders and the development industry provide a substantial contribution towards funding many of the marketing programs.



Whitby is not alone in having a shortage of family physicians in their community. In order to provide medical services residents have come to expect, the provincial government must initiate strategies to increase the number of medical graduates each year, as well as, provide incentives to encourage more medical graduates to become family physicians.

WHITBY CONTRACTS WITH MARKHAM

The Town of Whitby entered into an agreement with the Town of Markham for the supply of animal services.

Markham opted to change animal service providers when its residents raised concerns. Markham Councillor Erin Shapero was quoted as saying, "In a survey, animal care was rated as the worst service offered by Markham. People are now reporting they are very happy with the Whitby service."

In addition to bringing revenue

to the Town of Whitby, the contract with Markham offered the opportunity to expand service levels in Whitby. Extended hours of operation at the Pound and the patrol hours of Animal Services Officers patrolling parks and other areas looking for compliance with Whitby's on-leash, poop and scoop, dog and cat licensing and running at large by-laws have resulted from this affiliation.



Whitby Animal Services

www.pawanimalservices.ca
- 4680 Thickson Road North, Whitby,
Ontario L1N 5R3, 905.655.0283

efficiency and ultimately profits.

- Uncovers new opportunities for growth and expansion;
- Establishes success indicators;
- Inspires and re-energizes you and your teams excitement for business; and
- Should serve as a guide for making the daily decisions that confront growing businesses daily.

Writing a Business Plan to either start a new business or expand an existing one can be overwhelming to even the seasoned professional. Where do you start? What information should you include? How can you ensure this document directs the actions of your business toward the ultimate goal and does not just sit on the shelf gathering dust? With small business making-up 99 per cent of the province's businesses, entrepreneurs are not alone in having to tackle answer to these questions.

The Town of Whitby's Strategic Business Planning Workbook addresses these questions and many more. Taking entrepreneurs by the hand and guiding them through a unique holistic business planning

model, a process designed to help guide entrepreneurs in writing their business plan, a document that will be more than just a dust collector, but actually become the road map the company refers to when making decisions and guiding every element of their business towards achieving goals and objectives.

The workbook begins by introducing the holistic business-planning model, a process that involves the following phases: Understanding the Purpose, Research and Analysis, Strategic Planning, Writing, and Work Plan Creation. It provides research and guidance in completing each phase of the holistic business planning model with the end result being a business plan that will help to guide a business toward achieving its short and long term goals and becoming one of the businesses that prospers well beyond its five year anniversary.

Free copies of the Town of Whitby's Strategic Business Planning Workbook are available by contacting the Economic Development Division at 905.430.4303.

COMMUNITY SAFETY TASK FORCE

The Town of Whitby established a Community Safety Task Force to develop a coordinated plan for the Town of Whitby to address the increasing community safety concerns and to implement community based crime prevention strategies and initiatives. Subcommittees were established with representatives from the Durham Regional Police Services, the School Boards and members of the community to address the following three focus areas:

- Maintaining Downtowns as People Places;
- Strengthening Neighbourhoods;
- Investing in Youth.

Through extensive collaboration and consultation with residents, businesses, community organizations and other stakeholders, a Community Safety Plan has been developed. Implementation of the strategies outlined in this plan will begin immediately and continue over the next number of years.

The recommendations to increase safety in downtown Whitby include increasing the safety level around late night hours when bars are letting out by reforming a Bar Owner's Association, enhancing transportation from the downtown after bar closing and continuing the Trespassing, Alcohol, Gangs, Graffiti (T.A.G.G.) project launched by the Durham Regional Police Services this past summer. In order to increase overall safety in the downtown, the option of video surveillance was researched, but is not recommended at this time. Implementation of a Town Watch Program with civil servants, similar to Toronto's City Watch, where Staff are encouraged to enhance safety on the streets and in neighbourhoods through increased involvement is recommended as well as a



pro-active approach to deal with harassment. The provision of incentives or recognition for civic-minded behaviour is also a priority as this will encourage more citizens to take a proactive approach in reporting crime which will increase safety in the community. The safety issues related to downtown Brooklin mainly revolved around traffic related items that will be referred to the Public Works Department and the Ministry of Transport.

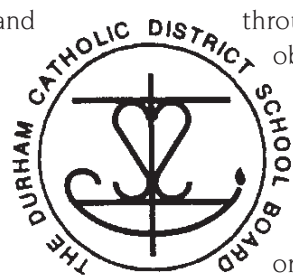
The Neighbourhoods subcommittee made three recommendations: increase the level of enforcement in neighbourhoods; increase the level of community involvement and awareness in safety programs; increase neighbourhood safety by design of parks and management of residential properties. In order to enhance the

level of enforcement in neighbourhoods, and specifically parks, continuation of the T.A.G.G. program is identified as well as improved availability of by-law officers to respond to residents concerns and a method of increasing resident's awareness and education level of Town By-Laws and how to report infractions. In order to increase the level of community involvement, participation and awareness in community safety programs (such as Road Watch, Neighbourhood Watch and Block Parent), support must be offered to provide resources, information and structure; this may also be done through the establishment of a Community Safety Network. Promoting neighbourhood involvement through activities in the community, recognizing, and celebrating

the successes of organizations will assist to increase awareness of programs within the community. Finally, the application of design standards in planning parks and residential properties will result in a safer neighbourhood.

The Youth subcommittee recognized the importance of increasing the awareness and availability of youth related programs and in order to provide positive and safe activities for Whitby youth to participate in. This can be achieved by increasing the awareness of existing programs, developing programs where gaps currently exist and encouraging youth to engage in meaningful activities within their community. Strategies targeting the prevention and reduction of youth crime in order to make the community safer for all residents are a priority. Enhancing programs that promote respect, values, and good citizenship, encouraging youth to take responsibility to report crime, and targeting problem issues and areas

through policing may achieve these. The third objective is to increase the awareness of the positive achievements that Youth contribute in the Whitby community and create opportunities to promote, showcase and market these achievements through special events and local media in order to enhance the community profile of youth in the Town of Whitby.



Thank you to all the individuals who participated in the Town Hall meetings, through focus groups and served on the subcommittees to assist in the creation of this Plan to ensure that Whitby continues to be the Community of Choice and a safe place to live, work and play.

For more details on the Community Safety Plan, please visit the town of Whitby website at www.whitby.ca.

PARK NEWS

PLAYGROUND RENOVATION AND REPLACEMENTS

This fall the Parks Division of the Community and Marketing Services Department will be undertaking 11 playground replacements for existing parks in the Town. As part of the annual playground replacement and retrofit program, the Town will replace playgrounds at the following park locations:



- Lupin Park
- Ennisclaire Parkette
- Central Park
- Ashburn Park
- Bassett Park
- Brooklin Optimist Park
- Eric Clarke Park
- Myrtle Station Parkette
- Teddington Parkette
- Rosedale Park
- Glen Hill Park



In addition, the following playgrounds are scheduled for work in 2007 Ash Park, Harold Park, Kapuscinski Park, Iona Park and Guthrie East.

COMPLETED PARKS PROJECTS

Norista Park is a local park in the Cullen/Tormina subdivision on Norista Avenue features a splash pad,

junior/senior playgrounds, a basketball court and an open space play area.

Folkstone District Park, located north of the McKinney Centre, this park features an accessible playground, swing area and splash pad, tennis and basketball courts and a skateboard park.

Cachet District Park, located in Brooklin on Cachet Drive, this park features a softball diamond, splash pad, junior/senior playgrounds, basketball court and pathways.

Birch Parkette, located on Birchpark Drive, north of Taunton Road and west of Garrard Road, this park features a combined junior/senior playground, seating areas and pathway.

PARKS COMING SOON!

Carnwith District Park is located in Brooklin on Carnwith Drive, east of St. Bridget's Elementary School. This park features two soccer pitches, junior/senior playgrounds, splash pads and pathways. Construction and grading has commenced and the majority of the construction will be completed this fall and finalized in early summer of 2007.

Carnwith Parkette is located on Carnwith Drive. This passive parkette will feature extensive plantings, pathways and seating areas. Completion is expected this fall.

Baycliffe District Park, formerly Twin Streams Park features a space age themed playground and splash pad, a senior soccer pitch, multi-skills court, parking lot and pathways. Construction is underway and will be completed in early summer 2007.

Heydenshore Park will receive a new parking lot designed to serve Whitby's Waterfront Park. Construction is slated to begin in the fall of 2007

Willow Park Redevelopment will continue and designs for the Phase 2 of the project are well

GET FIT FOR FALL

The Whitby Civic Recreation Complex (CRC) is ready to help you get fit this fall. The CRC offers over 100 machines, a 25 metre pool, a designated area for stability balls and bosu trainers, saunas, hot tubs and more. If you simply want to lose weight and feel better or if you are looking for a sports specific program and nutrition counselling, certified fitness professionals are dedicated to helping you achieve your goals. Staff will assess, counsel and prescribe an exercise program specifically for your needs, all included in your membership. With numerous aerobic, weight and aquatic programs designed for all skill and age levels, getting fit is an activity for the entire family. The CRC Health Club is open 5:30 a.m. to 10:00 p.m. Monday to Friday, and 7:00 a.m. to 6:00 p.m. on weekends, so the time to stop by is always right.

Have Fun! The best exercise for you is something you enjoy and to which you will commit. Whether it is a Learn to Run Program, Spinning, Boxercise or Line Dancing, there is an activity out there that you are sure to love.

underway. A further public workshop will be held to review the design alternatives.

This Fall some of the ongoing design projects are the splash pad for Country Lane Park, the connecting trail to Wetherburn Drive from the existing Bio-Diversity Trail and the review and upgrade of the Jeffery Park parking lot.

Design of a new District Park south of Taunton Road, east of Anderson Street and west of Thicksen, north of future Dryden Boulevard are currently being reviewed. This District Park will feature junior and senior playgrounds, a splash pad and at least one large athletic field. The park will also provide pathway linkages to the south and north for trail users.

COMMUNITIES IN BLOOM – WHITBY WINS BIG!

Whitby achieves a top rank of 5 Blooms at the Provincial Awards Ceremony held in Owen Sound on September 16.

This is the second year of participation in this program and we increased our score to 5 Blooms over last year's 4 Bloom ranking.

The Communities in Bloom competition has two distinct components. The two components are the local component we call the Front Garden Competition and the Provincial Edition.

In the second year of the Front Garden Competition, there were 539 entrants in categories including residential, business, industry and organizations and institutions. This represented a 27% increase over last year. 44 entrants received the top award of 5 Blooms for their property in 2006.

The Provincial Competition considers a broad range of community, environmental and horticulture factors and



evaluates municipalities based upon the following eight categories:

- Tidiness
- Environmental awareness
- Community involvement
- Natural and cultural heritage conservation
- Tree and urban forestry management
- Landscaped areas
- Floral displays
- Turf and groundcover.

For judging purposes, Municipalities in the Provincial Competition are grouped by population. Whitby competed in the 100,000 – 300,000 category. A score of 1 to 5 Blooms are used to recognize the level of achievement made by municipalities, with 5 being the highest. Provincial Judges Ken Hunter and Charlie Dobbin visited our community on August 25, 26 and 27.

Some of the provincial judge's comments included; *"The judges were extremely impressed by the amount of natural*

open space that Whitby is acquiring. The purchase of Cullen Gardens by the Town will result in our future generations thanking this generation for their forethought."

"The volunteers we found in Whitby were outstanding and in greater numbers than anyone would expect. Every facet of the operation of the Town included volunteers in one way or another."

"The improvements we saw in Whitby since the 2005 judging are remarkable."

Participation in Communities in Bloom is truly a team effort. A Steering Committee comprised of resident volunteers and Town Staff oversees the program. Volunteers, participants in the Front Garden Competition, Town Staff, corporate participants, sponsors and community organizations all work together to make the program a success. The efforts of all these persons are essential to promoting pride in our community and continuing to maintain Whitby's beauty.

Winning a 5 Bloom rating will mean that the Town will be invited to compete in the National Edition in 2007. The National Edition involves communities from across Canada.

DOWNTOWN CHRISTMAS PARKING PROMOTION

Are you getting ready to shop for Christmas? Come downtown between November 19 and December 31! During this time, metered parking rates are reduced by 50% to \$0.50 per hour. Enjoy shopping, dining and other business activities in Whitby's downtown core during the holiday season.



ACCESSIBLE TAXI CAB SURVEY

The Town of Whitby has an accessible taxicab service and wishes to survey client satisfaction. Please circle your answers to the following questions and reply on or before November 30. Accessible taxi service is available at taxicab rates. For immediate dispatch call Bell Taxi 905.668.8888 or Circle Taxi 905.668.6666.



Accessible Taxicab Client Satisfaction Survey

Are you a person with a disability?	Yes	No		
Are you aware that Accessible Taxi Service is available in Whitby?	Yes	No		
Have you used the Accessible Taxi Service in Whitby?	Yes	No		
If yes, how many times in 2005?	1-4	5-7	8+	
If yes, how would you rate the service?	1	2	3	4
	Poor		Excellent	
If yes, would you use the service again?	Yes	No		
If you have not used the service, might you use the service in future?	Yes	No		
How important is it that the service be available?	1	2	3	4
	Not important		Very Important	
Do you have any additional comments?	_____			

This survey is undertaken under authority of the Municipal Act, 2001, chapter 25, in order to ensure quality services in The Town of Whitby.

Return completed survey to **Town Clerk**, 575 Rossland Road East, Whitby, ON L1N 2M8
Fax: 905.686.7005 • Phone: 905.430.4315 • TTY: 905.430.1942 • www.whitby.ca

Members of Whitby Council

Mayor Marcel Brunelle	905.430.4300
Regional Councillor Joe Drumm	905.668.6756
Regional Councillor Gerry Emm	905.655.4809
Regional Councillor Pat Perkins	905.668.7270
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West Ward Councillor Mark McKinnon	905.430.7898
North Ward Councillor Sue Pitchforth	905.655.7850
Centre Ward Councillor Shirley Scott	905.668.8055

Town Departments

Administrator's Department	905.430.4300
Community and Marketing	
Services Department	905.430.4310
Corporate Services Department	905.430.4315
Fire & Emergency Services Department	905.668.3312
Planning Department	905.430.4306
Public Works Department	905.430.4307

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The Whitby Perspective is published by the Town of Whitby. It is also available on the Town of Whitby's Internet website at www.whitby.ca.

For more information on this publication, call the Community and Marketing Services Department at 905.430.4303 or e-mail ecdev@whitby.ca