



# *Orangeville Forward*

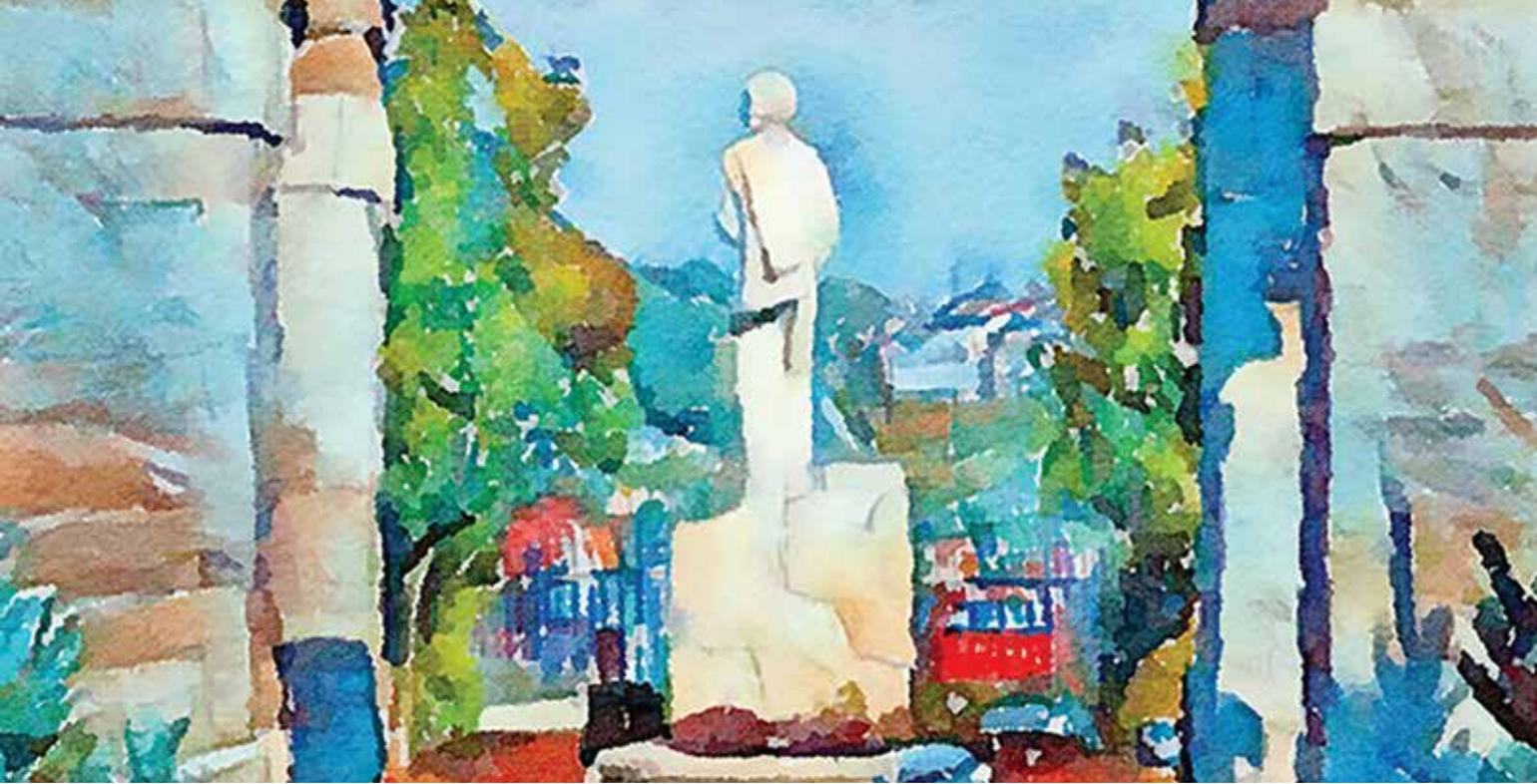
Strategic Plan  
Progress Report  
2020



# OUR VISION

Orangeville is an inclusive community that respects its heritage, natural environment and small town appeal while embracing the future with a progressive and innovative spirit.





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# Introduction

“Orangeville Forward”, the Town of Orangeville’s Strategic Plan, defines a common vision for the municipality, identifying priority areas and providing Council and staff with a framework for decision-making. The plan sets direction for the completion of departmental plans and budgets. While the Strategic Plan identifies specific objectives, it is also meant to be a fluid document that can be reviewed, adapted and refined as opportunities change.

Orangeville Council identified five key priorities during the plan’s development to drive the municipality forward over several years. These priorities set a framework for the objectives and actions to be pursued in order to maintain and grow Orangeville as a safe, prosperous, and healthy community.

The Town of Orangeville values its small town charm and heritage while embracing a future that is dynamic, progressive and innovative. The five pillars, upon which decisions are prioritized for the first five years are: Municipal Services, Strong Governance, Economic Vitality, Community Stewardship, and Sustainable Infrastructure. Goals emerge under each pillar. Those goals translate into specific strategic actions. Goals can be reviewed and adjusted to reflect emerging and changing priorities.



## We value

A well-managed infrastructure

Encouraging community involvement

Exceptional recreational and leisure opportunities

Encouraging and supporting business, arts, culture, and heritage

Spending taxpayers' money wisely and responsibly

A barrier-free community

Caring for and creating a sustainable environment

A safe, engaged and healthy community

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The current Strategic Plan Progress Report features many of the top achievements realized, to date, with many more in the planning stages, particularly in the area of digitization which will be highlighted in the next progress report.

The progress report outlines projects and initiatives that fulfill the Town's vision and shows overall progress on the initiatives outlined in Orangeville Forward.



# The Five Key Areas



## Municipal Services

Town services will be citizen focused and delivered professionally to ensure quality that meets the needs of the community.



## Strong Governance

Strong governance will result from a transparent and fair decision-making process, fiscal responsibility and communication with the public.



## Economic Vitality

Economic growth will focus on business development, retention and expansion and increased tourism and cultural opportunities.



## Community Stewardship

Our community will embrace our heritage and will be an accessible, inclusive place where residents feel safe, engaged and involved.



## Sustainable Infrastructure

Infrastructure will become sustainable through the well-planned management of Town assets and systems that keep people moving and the town functional.





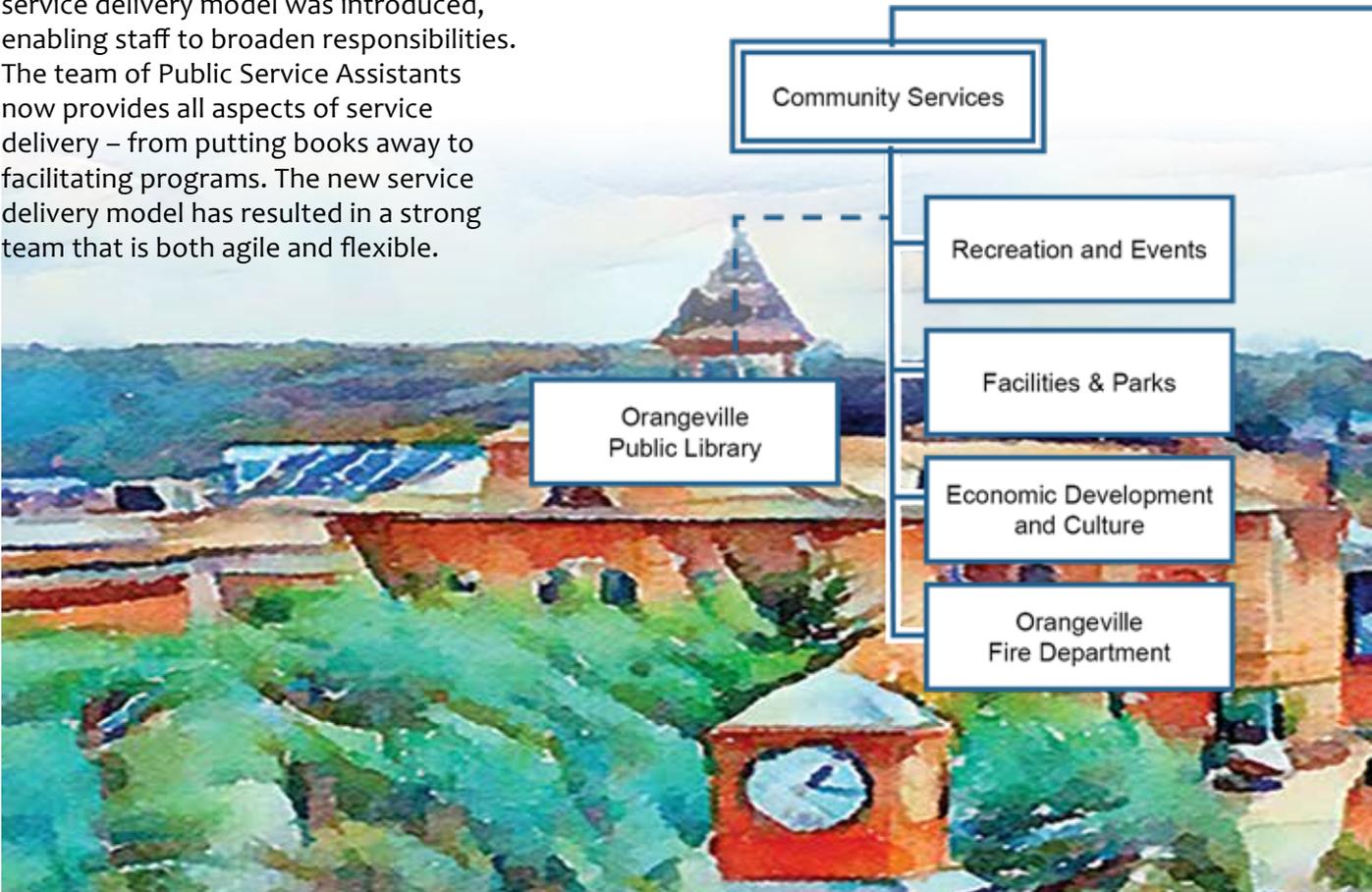
# Municipal Services

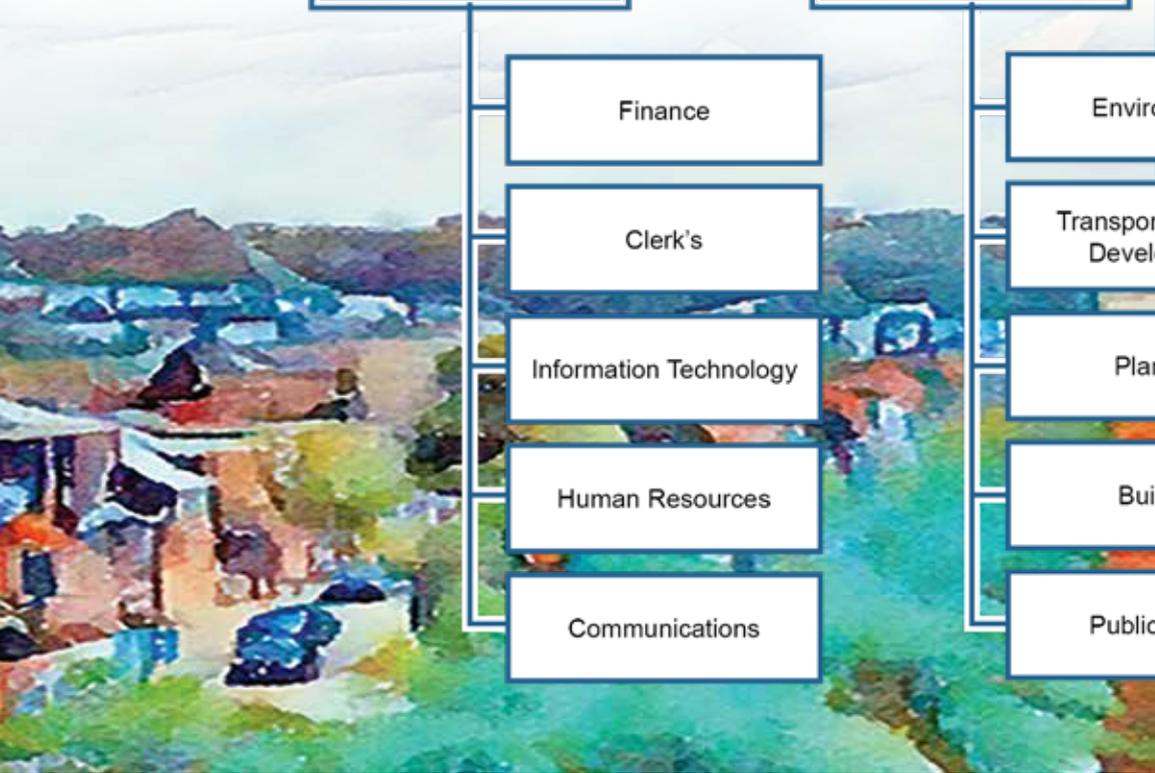
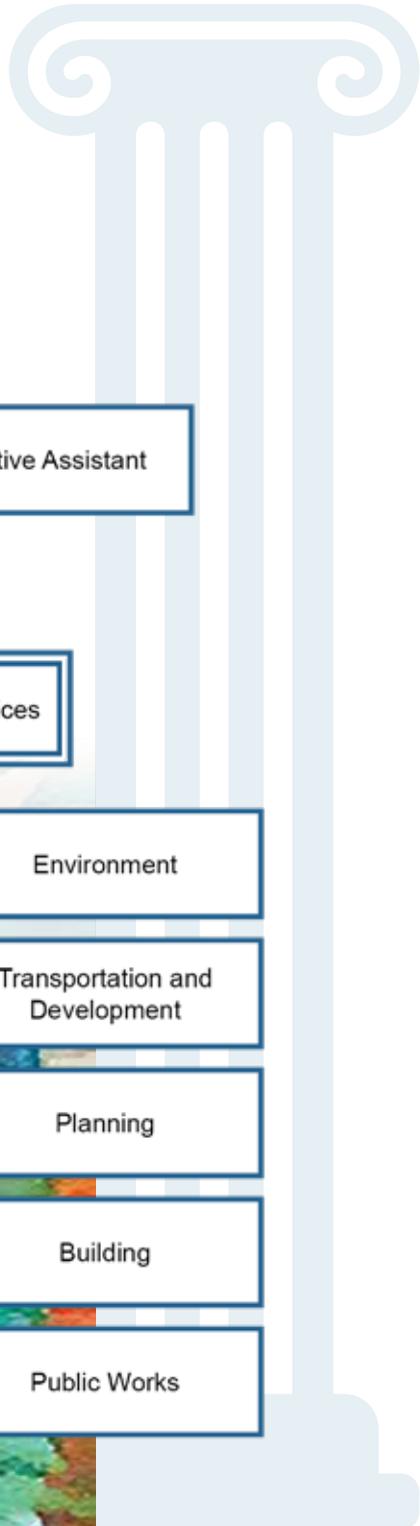
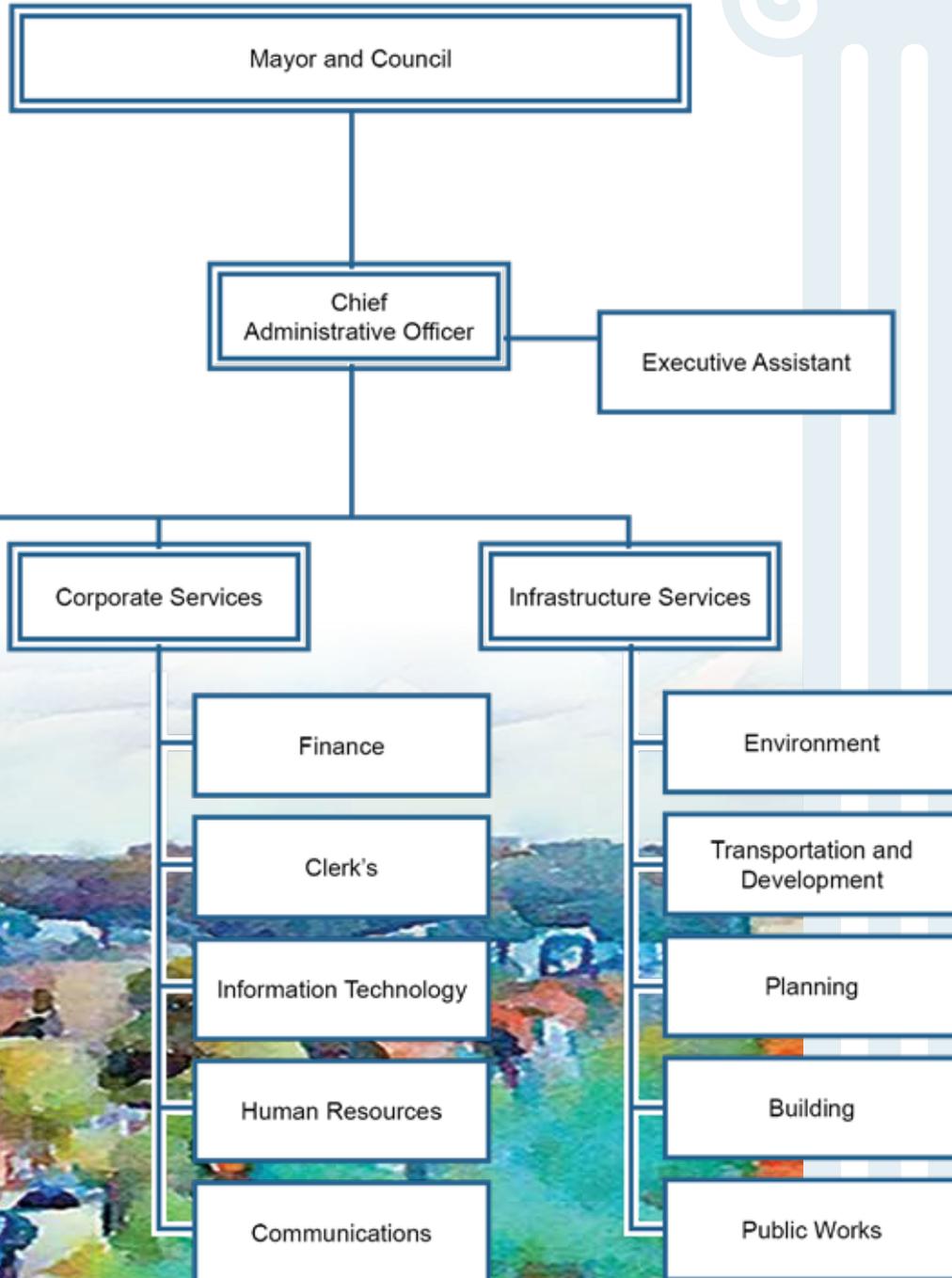
## New corporate structure implemented

A new corporate organizational structure was implemented for the Town in June of 2018. The Strategic Action Plan, approved in 2017, suggested reviewing and updating the internal organizational structure.

The corporate structure previously consisted of eight departments reporting directly to the CAO. The new corporate structure represents a consolidated reporting structure with three main departments: Community Services, Corporate Services, and Infrastructure Services. The three departments are each led by a General Manager, with each department having several divisions. Restructuring has resulted in efficiencies between services, and has enabled staff to address common issues and to develop viable and shared plans for the future.

At the Orangeville Public Library, a new service delivery model was introduced, enabling staff to broaden responsibilities. The team of Public Service Assistants now provides all aspects of service delivery – from putting books away to facilitating programs. The new service delivery model has resulted in a strong team that is both agile and flexible.







## Municipal Services

### PerfectMind results in online registration growth

PerfectMind, new recreation management software, launched in Orangeville in 2018. Introduced under the name of “RecConnect”, it is a new way to register online for programs and search for drop-in programs.

Not only has the software made it easier for recreation users to view and register for programs, it has also streamlined staff time in programming and collecting information about recreation programs. PerfectMind makes it easier for users to find what they are looking for and allows for mobile-friendly viewing.

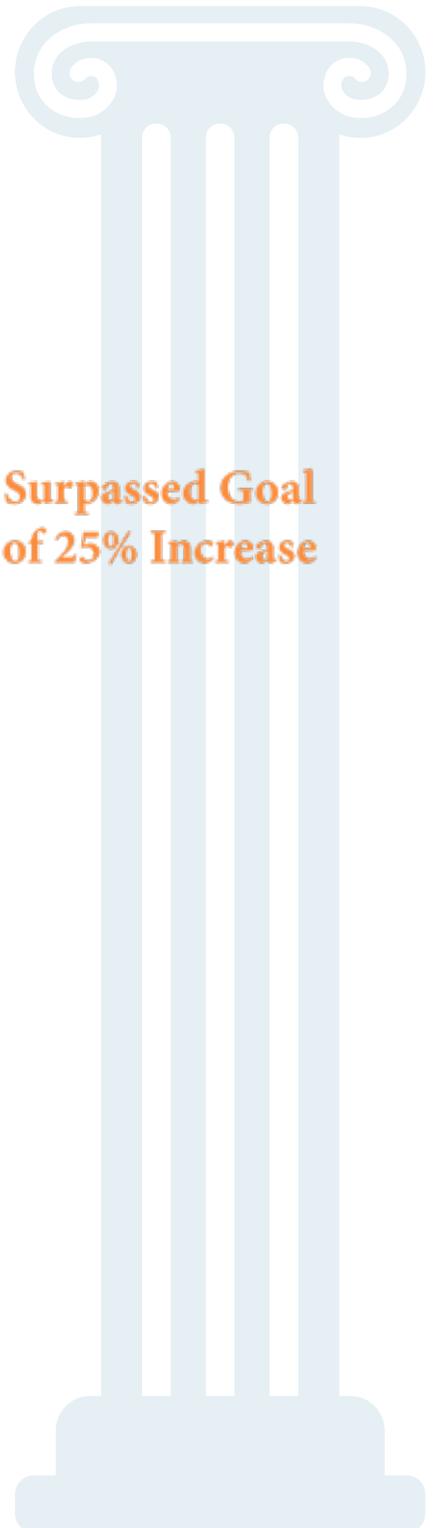
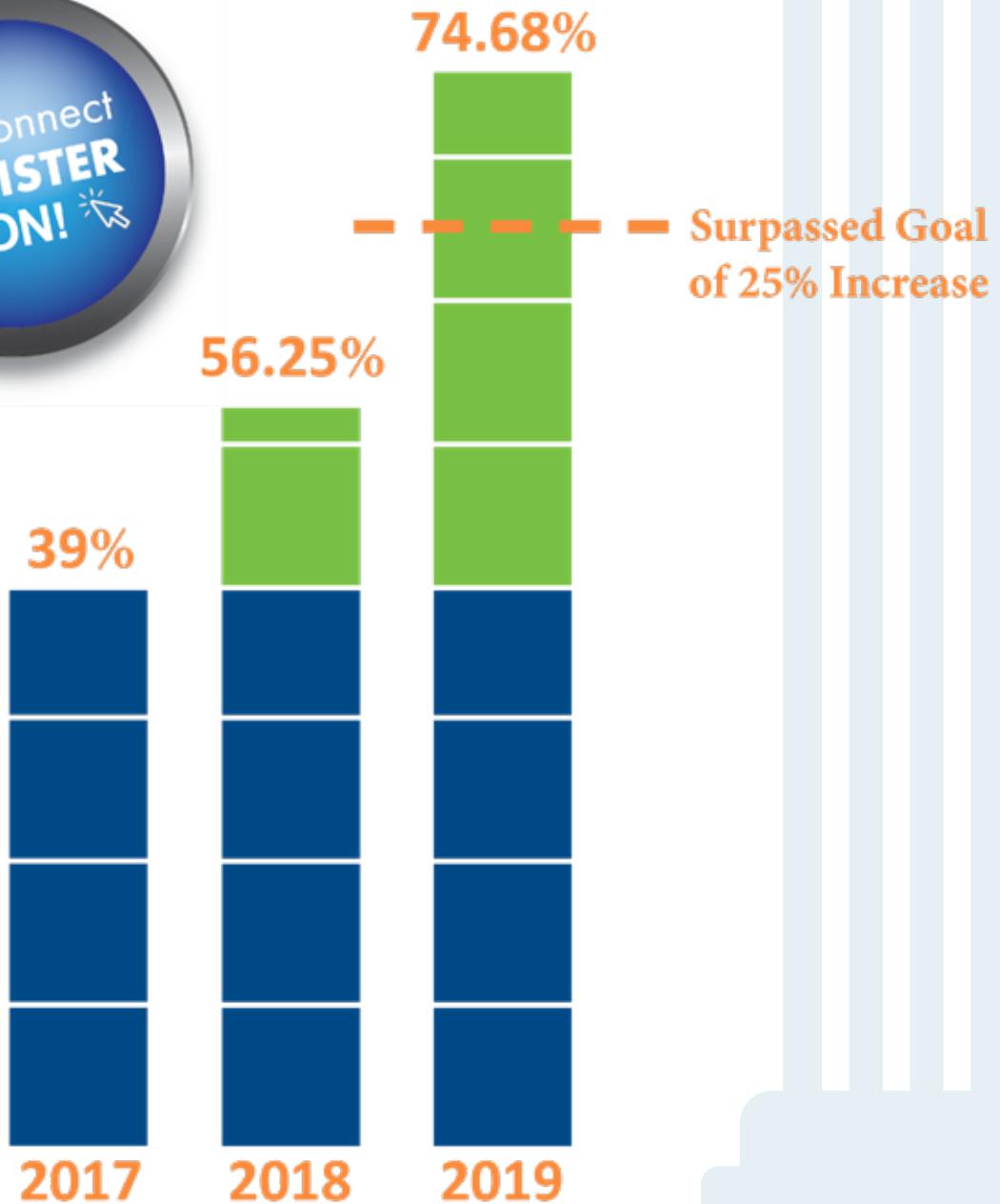
As opposed to staff having to manually record pass users, the software allows pass holders to scan their cards which are loaded with purchased classes. Approximately 1,300 passes are sold annually.

Online registration has grown steadily since the introduction of the new registration system. The fall of 2018 saw online registrations increase to 56.25%, over 39.9% the previous year. That number jumped to 74.68% in the fall of 2019. Overall, online registration increased by 35.68% from 2017 to 2019, surpassing the goal of a 25% increase.



Online Registration With RecConnect

## Online Registrations Increase

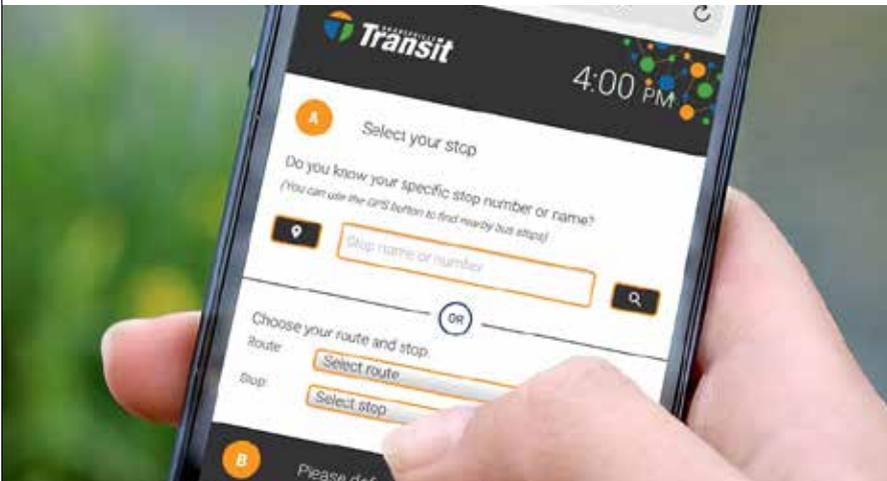




Cameras were installed in Council Chambers in 2018 enabling the Town to live-stream Council meetings via a new YouTube channel, which averaged 503 views per meeting in November and December of 2019. In 2019, Rogers TV set up a schedule to air the Council meetings.

Data Orangeville, a source of key municipal information, was officially launched in 2019. Data Orangeville is a Town website with a gallery of data-driven maps and apps, demo videos for those tools, and access to open data. To date, the Town has launched more than 30 applications for public use on its Data Orangeville/Geographic Information System (GIS). These tools have improved internal processes and increased access to Town data for everyone. Data Orangeville allows people to easily navigate government information and to find answers and share ideas.

## Track your bus with Orangeville Transit through its new mobile app!



Visit [transit.orangeville.ca](https://transit.orangeville.ca) and find your ride!



**21,000**  
Website  
views weekly

**10,000 +**  
Corporate  
and guest  
devices live  
at any time



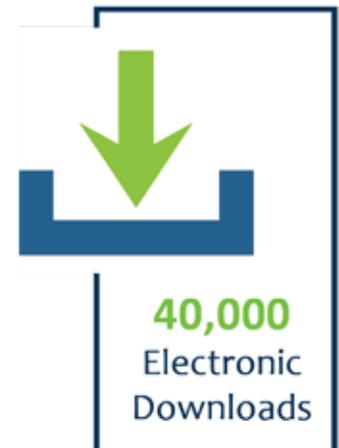
**240 TB**  
Network  
traffic  
weekly



# Municipal Services

The Library moved away from a stand-alone locally housed computer software system to a cloud-based solution as part of a consortium. The new integrated library system provides greater functionality with a more cost-effective licensing model.

In 2019, the library launched a mobile app providing user-friendly access to patron accounts and library services.

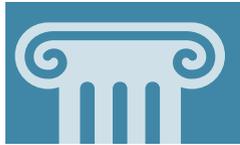




Facilities & Parks working in collaboration with the Communications Division completed a Wayfinding Interior Signage Standards manual for municipal buildings. This project was completed in 2019, with application set for the Town Hall and Alder Recreation Centre in 2020. It provides guidelines for a professional and consistent approach to signage by the Town, as well as specifications for sign companies.

The Digital First project was initiated in 2019 and will involve using Infrastructure Technology to enable access to more online services. This multi-year project will make the Town easier to do business with, enhance engagement and communications, and provide new tools for staff. Results will be seen in 2020 and beyond.





# Municipal Services

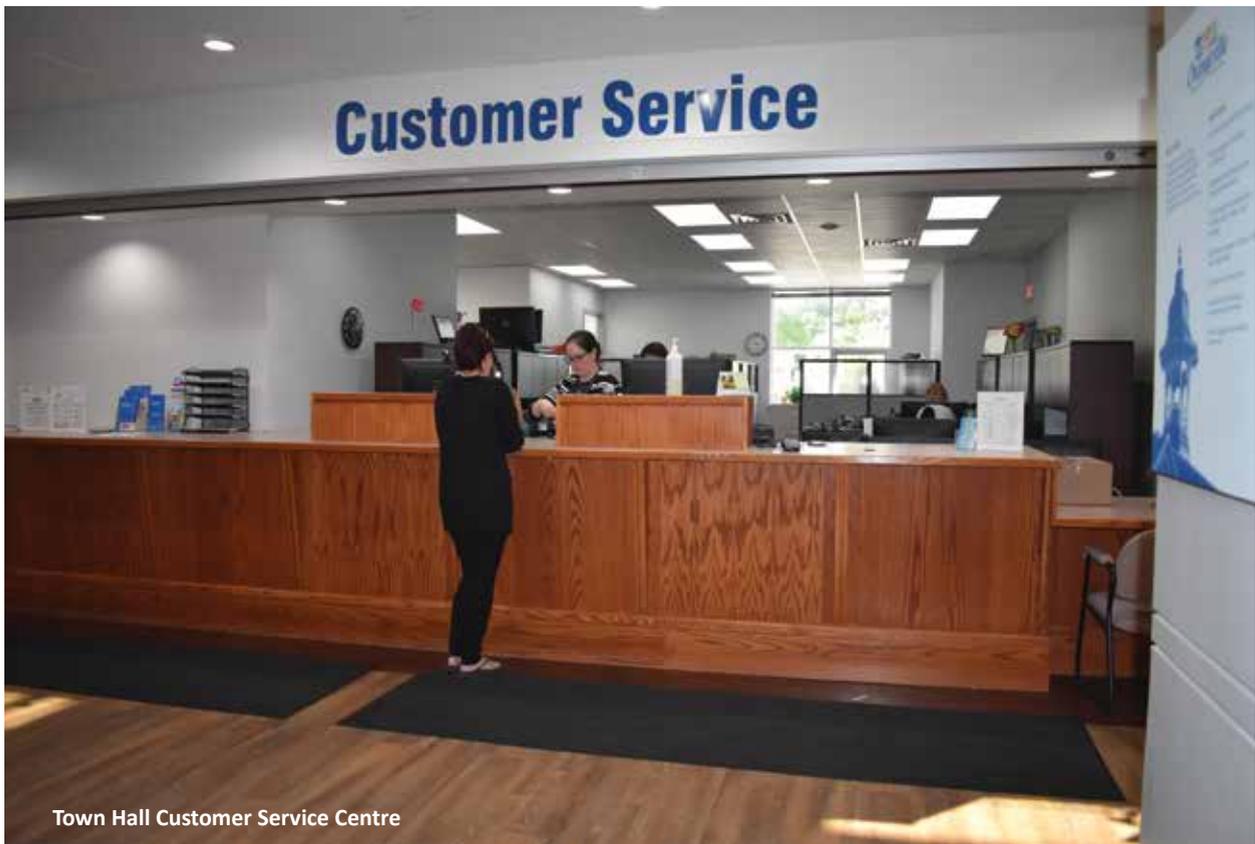
## Centralized customer service introduced

The Town moved to a Centralized Customer Service structure in 2018 to provide convenient and consistent channels to access services and information. The transition included the formation of a committee and the development of a customer service strategy.

The implementation of a centralized customer service at Town Hall had two goals:

- Achieve internal and external customer service excellence
- Seek initiatives to strengthen corporate culture

Centralized customer service sets a higher standard of service delivery with staff better able to assist the public on a wide range of inquiries. The customer support team in Town Hall now works closely for improved communication and shared responsibilities.



Town Hall Customer Service Centre



## Corporate

Mental health training and employee development and engagement exercises were undertaken to strengthen corporate culture

## Health & Safety

Health & Safety audit completed by Sturm Consulting in 2018.

Town striving for Ministry of Labour certification, recognizing Health and Safety corporate management programs that meet set criteria

## Municipal By-laws

Work plan developed to review and update all municipal by-laws



**26,000**

Customer  
Service  
Calls in  
2019



Health  
& Safety  
Audit  
Complete



## Strong Governance

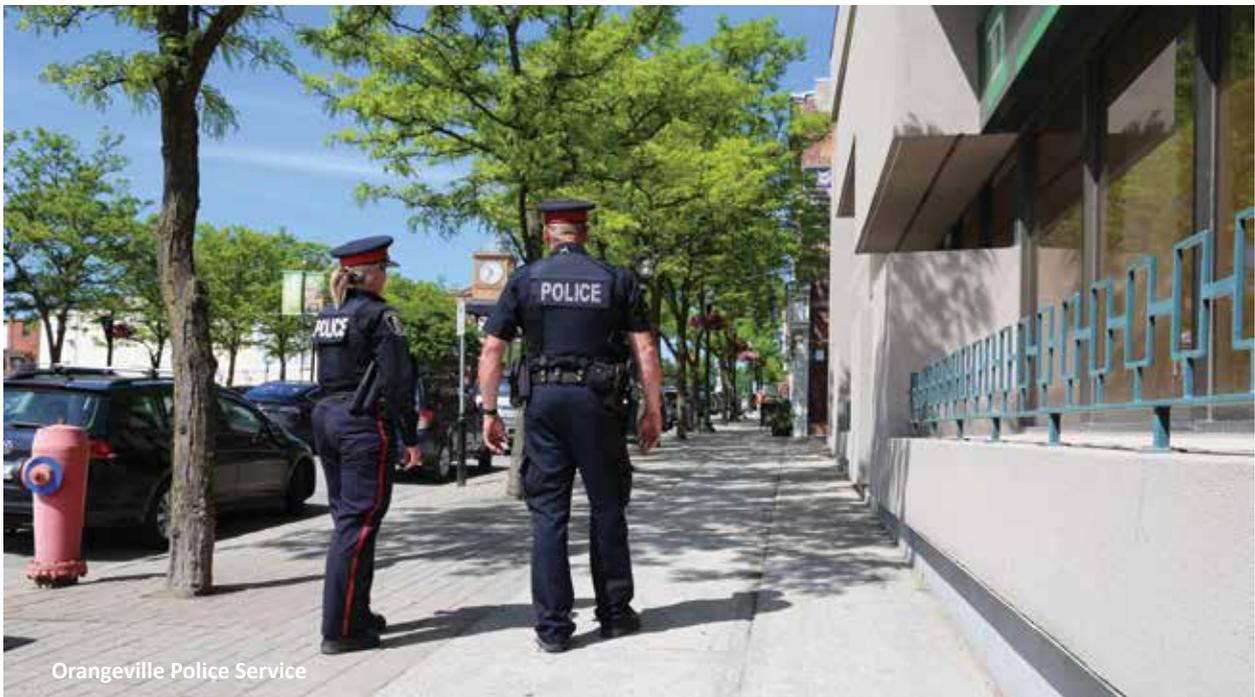
### Transition to OPP: complex decision to achieve significant savings

Policing makes up a significant portion of the municipal tax levy (37 percent in 2020). Orangeville Council took on the challenge of a service and cost review, voting to request an Ontario Provincial Police (OPP) costing.

A policing proposal was presented by the OPP in June of 2019. The Town retained an independent consultant to assess policing services and costs. A full detailed review of the budget impact was presented in November of 2019. According to the consultant, Orangeville would pay \$7.2 million more for policing in the first year with a switch to the OPP but taxpayers would pay about \$58 million more by 2036 if a decision were made to keep Orangeville Police Service (OPS).

The average household in Orangeville pays about \$864 in taxes per year for OPS. About 87 per cent of OPP-policed municipalities pay less than \$416.

Following months of public meetings, Orangeville Council voted, six to one, to transition to the OPP and disband the Orangeville Police Service. Work has continued since that December 2019 decision with the tentative transition date being October 1, 2020.



Orangeville Police Service

## Average yearly cost per household

Orangeville  
Police Service  
Cost

**\$864**  
in taxes per year



per

Orangeville  
Household

Ontario  
Provincial  
Police Cost

**\$416\***  
in taxes per year



per

Orangeville  
Household



\*About 87 per cent of OPP-policed municipalities pay less than \$416 in taxes per year for OPP services.





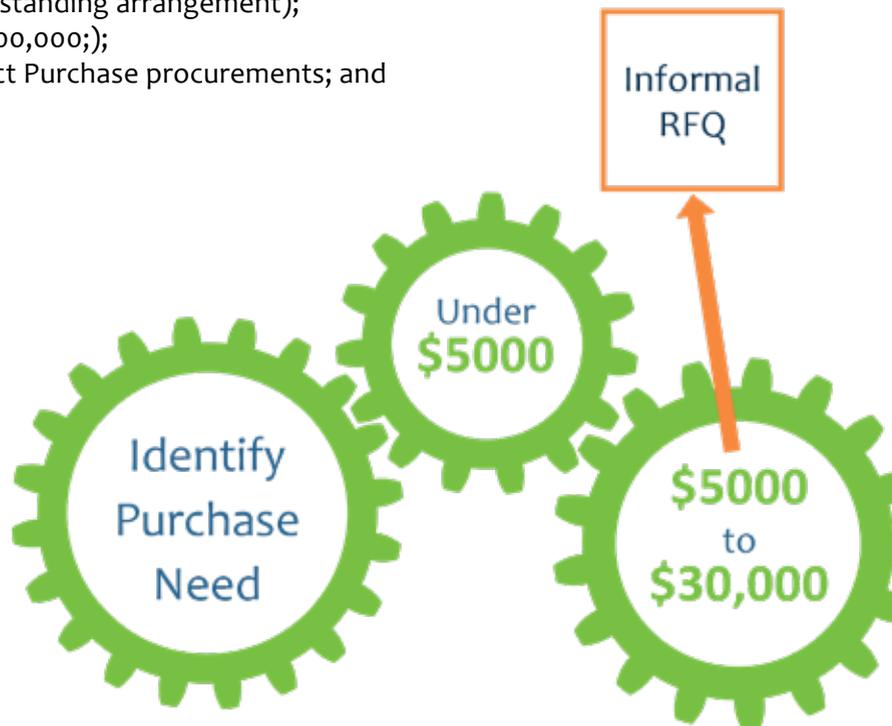
## Strong Governance

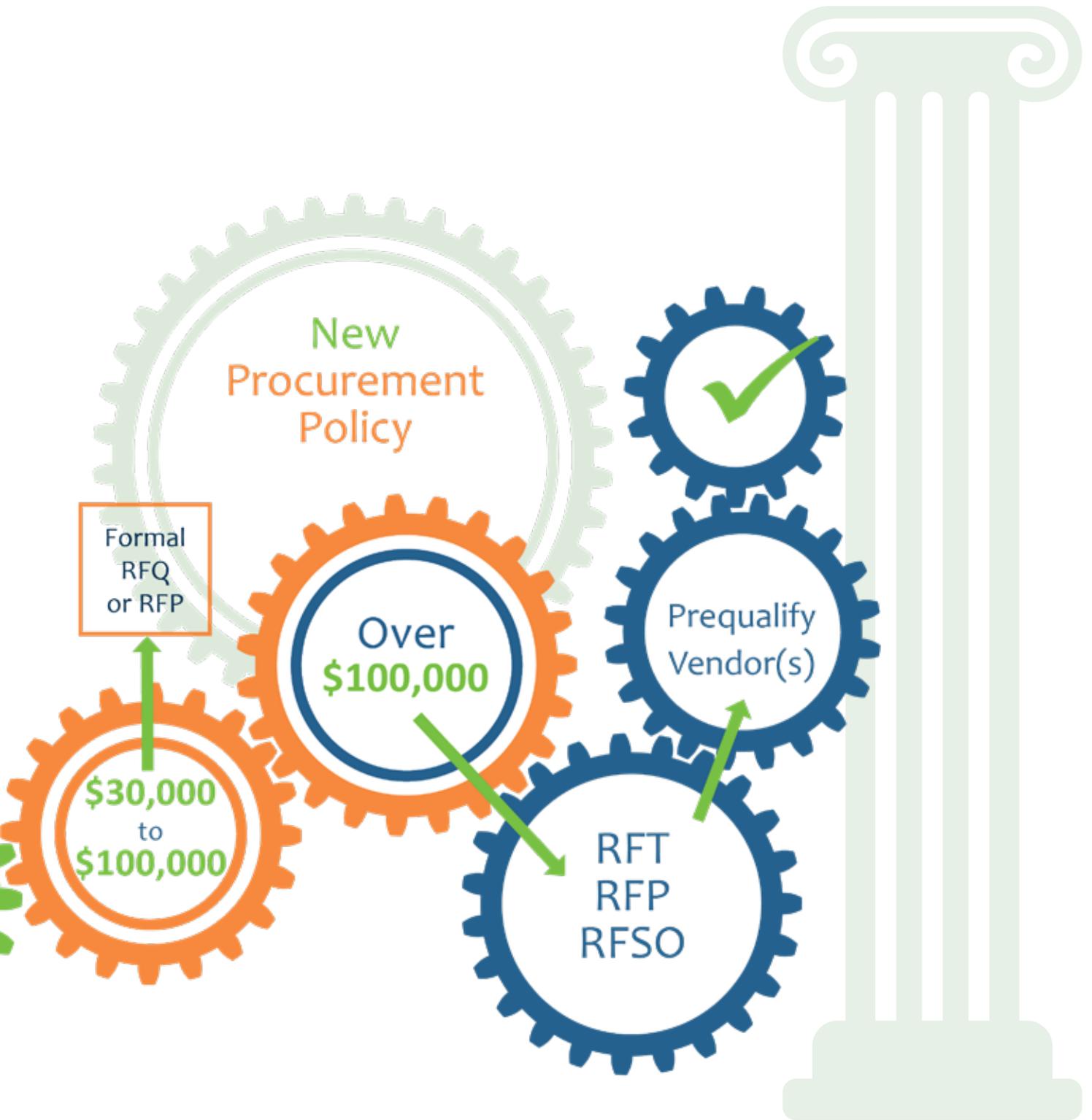
### New and comprehensive procurement policy adopted

The Town approved a new and comprehensive procurement policy in 2018. The policy governs the way that the Town buys goods and services in an efficient and cost-effective manner. At the same time, the policy strives to ensuring openness, fairness and transparency when such purchases are made, while meeting the Town’s operational requirements. The Town is committed to ensure compliance with trade agreements and applicable laws. The policy raises awareness that all information distributed and collected in the process is subject to the Municipal Freedom of Information and Protection of Privacy Act. A formal procurement policy supports integrity and consistency when it comes to purchasing activities

The policy sets out various procurement methods:

- Low Dollar Value Procurements (under \$5,000);
- Informal Request for Quotations (RFQ), (\$5,000 to \$30,000);
- Formal Request for Quotations (RFQ), (\$30,000 to \$100,000);
- Request for Tenders (RFT), Request for Proposals (RFP), Request for Standing Offer (RFSO) (standing arrangement);
- Prequalification of Vendors (over \$100,000);
- Sole Source procurements and Direct Purchase procurements; and
- Co-operative procurement.







## Strong Governance

### Town partners with Community Living Dufferin for concession operations

The Town entered into a multi-year agreement with Community Living Dufferin (CLD) to have the agency provide concession service delivery at the recreation centres. This social enterprise model with the Town provides CLD clients with transferable work skills to enhance long-term employment and enables an expanded snack bar service at the recreation centres. “B Social Café” has proven to be a successful social enterprise model, in a partnership valued by all participants. The agreement runs until December 30, 2022.



## Council Staff Relations Policy

Council Staff Relations Policy approved, establishing guidelines to promote strong governance where Council and staff share a common understanding of roles and responsibilities

## Asset Management

Strategic Asset Management Policy implemented in 2019

## Capital Budget

Switched to 10-year capital budget planning to better manage growth through long-term planning

## Forging Partnerships

Town maintains and forges partnerships with organizations and municipalities. Signed agreements with adjacent municipalities for library and fire services, and partnership with Community Living Dufferin to operate food concessions at recreation centres. Upper Grand Public School Board Partnership – provide fibre to 11 schools providing 5,500 children, along with another 450 faculty with Internet connectivity, by interconnecting the school board to the local POP (Point of Presence), this arrangement provides the Town revenue for a resource that already serves municipal locations.





# Strong Governance

## Grants: show us the money

From all levels of governments and other organizations, the Town actively seeks out and applies for grants that will reduce burden to taxpayers.

Grants from Tree Canada, Dufferin County, Celebrate Canada and the Enabling Accessibility Fund have provided funding for tree planting, the Art Legacy Wall, Canada Day Celebrations and Maywood Park play equipment in 2017-2019.

**Orangeville Community Tree Planting!**

**Saturday, October 26**  
**9 a.m. to 12 p.m.**

Come out to the annual fall community tree planting event with Credit Valley Conservation (CVC) and Sustainable Orangeville. Event runs rain or shine, participants should dress for the weather, and wear long pants and closed-toed shoes or boots. To register, call 905-670-1615 Ext. 445.

Location: Monora Creek trail between Blind Line and Amelia



## 17% of Capital Budget

Over the past three years, an average of 17% of the Town's capital budget has been financed through grants i.e. Federal Gas Tax, Ontario Community Infrastructure Fund (OCIF), Clean Water and Wastewater Fund (CWWF), etc.

## Cost of Digitization

\$30,000 from the Ontario BIA Association covered 100% of the costs of implementing the Downtown Digitalization project. This project also provided the opportunity for participating businesses to receive grants. Results of the program anticipated in Spring 2020.

## SBEC Office

The cost of delivery of the Orangeville & Area Small Business Economic Centre program is primarily funded through the province, Dufferin County and sponsorships from the municipal partners.

## 80% of Salary & Benefits for Climate Change Co-ordinator

The Town was successful in its application under the Federation of Canadian Municipalities (FCM) Climate Change Staff Grant and hired a Climate Change Co-ordinator to develop the Town's Climate Adaptation Policy and Corporate Climate Adaptation Plan. This funding will pay up to 80% of the salary and benefits for the Climate Change Co-ordinator. This position has also facilitated the Town's membership in FCM's Partners for Climate Protection Program and the Global Covenant of Mayors for Climate and Energy.

## 100% Cost of SNAP

The Town received \$46,400 from the FCM Green Municipal Fund. This funding paid for 100% of the cost of the creation of the Sustainable Neighbourhood Action Plan.



## Economic Vitality

### Economic Development Strategy updated in 2018

The Town's Economic Development Strategy was updated and adopted by Council in March of 2018. The strategy recommended actions across six focus areas that included framework issues, business retention and expansion, innovation and entrepreneurship, attracting new investment, talent and workforce development, and tourism and cultural development. Key sectors identified for the community included the Creative Industries, Professional Services, Tourism, and Manufacturing. The strategy, together with the Town's Strategic Plan helps guide annual operational work plans.

### Town sells last parcel of industrial land

In 2017, the Town sold its last remaining parcel of industrial land to Florentina Foods Ltd. The Florentina development is expected to be completed in 2020 and will result in a 50,000-square-foot facility that will initially employ approximately 60 people. The company specializes in processing frozen entrees and other food products for several large-scale retail and food service clients throughout North America. In addition to manufacturing product under its own brand, numerous well-known private label companies comprise Florentina's customer base.



### Review of Official Plan

In early 2019, the Town reopened a review of the Official Plan. This work continues from the completion of a Land Needs Assessment and Commercial Market Analysis and Economic Recommendation studies, as well as various consultation and engagement exercises with the public, agencies and key stakeholders. There were also recent changes to the provincial Growth Plan and other planning legislation. Plus, the County of Dufferin is updating its Official Plan. In 2019, Planning Division staff undertook a background analysis of the various changes to provincial planning policy and legislation, as the first phase of the OP review which focuses on non-growth management-related aspects of the Plan. The second phase will focus on growth management and land use allocation.

## Development

Development has been strong. Total construction value in Orangeville grew by 129% for the two year reporting period (\$29, 701,081 in 2018 to \$68,004,700 in 2019) (ICI and residential combined)

Development Charges study completed in 2019



**\$68,004,700** Construction Value  
2019 ICI and Residential



**2,642\***  
Businesses  
operating  
(2018)



**12,436**  
Jobs



Downtown Orangeville

\*Total number of businesses operating and total jobs in community N/A for 2019 – data will not become available until April/May



## Economic Vitality

### Who wouldn't want to grow their business or family here?

The Town received a total of 19 new planning applications in 2019, totaling 205 residential units with another 2,369 under review.

Those new planning applications consisted of six Official Plan amendment/Zoning By-law amendment applications, two Zoning By-law amendment applications, nine site plan approval applications, one part lot control exemption application and one residential property demolition permit application.

During 2019, there were 21 application approvals granted. Those approvals consisted of three Zoning By-law amendments, one Official Plan amendment/Zoning By-law amendment application, two plan of condominium applications, two part lot control exemption applications, two residential property demolition permit applications, and 11 site plan approval applications.

Significant developments approved in 2019 included:

- 1. 15-19 Centre Street -- 2500149 Ontario Inc.**  
Site Plan approval to facilitate a 3.5-storey, 24-unit stacked townhouse development.
- 2. 310 Broadway -- Residences on Broadway Ltd.**  
Site Plan approval to facilitate a four-storey apartment building containing 43 units and two ground-level commercial units with total floor area of 135m<sup>2</sup>
- 3. 155 Riddell Road -- Chartwell Retirement Residences**  
Site Plan approval to facilitate a phase two expansion comprised of a four-storey, 122-suite addition to the existing seniors' residence.
- 4. 15 Brenda Boulevard -- AGS Properties Inc.**  
Site Plan approval to construct an addition comprised of increased commercial floor area and 16 dwelling units on upper floors on an existing multi-tenant commercial plaza.
- 5. 165 Centennial Road -- Florentina Foods**  
Site Plan approval to facilitate a new 5,446.90m<sup>2</sup> food production facility.
- 6. 2 & 10 Stewart Court -- Vaultra Self Storage**  
Site Plan approval to facilitate a single-storey, 2,439.0 m<sup>2</sup> self-storage building as an expansion to an existing facility.
- 7. 150 First Street -- Orangeville Mall**  
Site Plan approval to facilitate exterior alterations to existing entrances and parking areas as part of a reconfiguration of the existing mall.

Five significant applications proposing new developments were received in 2019 and remain under review. Council will be considering the merits of each application and their conformance to Town, County and provincial planning documents prior to deciding whether or not to grant approval.

**1. 62A-68 First Street -- Trolleybus Urban Development**

Official Plan and Zoning By-law amendments to permit 41 townhouse dwellings.

**2. Block 94 & 98, North of Hansen Boulevard, east of Veteran’s Way -- Cachet Developments (Orangeville) Inc.**

Official Plan and Zoning By-law amendments to permit a mixed-use development consisting of four, six-storey apartment buildings containing 383 apartment units and 2,215.0 m2 of ground-floor commercial floor space.

**3. Southwest corner of C Line and Alder Street -- Alder Square Developments Inc.**

Site Plan approval to facilitate three retail/office condo buildings with a total floor area of 3,845m2.

**4. 670 & 690 Broadway -- 2040771 Ontario Inc. and Habitat for Humanity**

Official Plan and Zoning By-law amendments to permit 40 townhouse dwelling units on a private condominium roadway.

**5. Blocks 63, 64, 65, South of Hansen Boulevard, east of Veteran’s Way -- Sarah Properties Ltd. Phase 5**

Official Plan and Zoning By-law amendments to permit a mixed-use development comprised of 104 low-density bungalow townhouses, 270 apartment dwelling units and approximately 3,14m2 of commercial floor area.

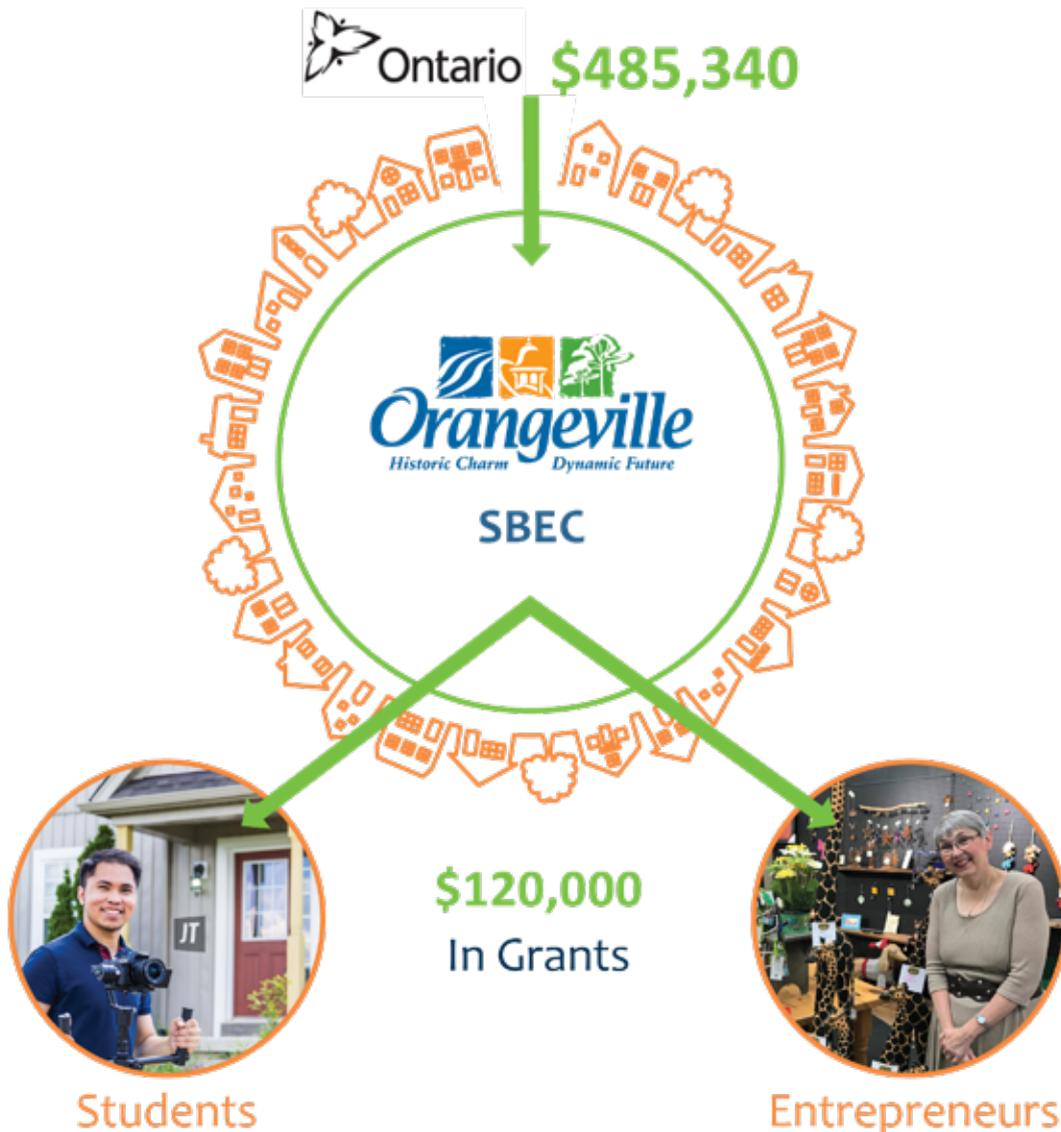




# Economic Vitality

## Fostering entrepreneurship

An agreement with the Province of Ontario was completed for the continued delivery of the Orangeville & Area SBEC Agreement for 2019-2022. The agreement will result in a total contribution of \$485,340 from the Province to help offset the costs associated with the delivery of small businesses programming locally. The agreement will also enable the Town to provide \$120,000 in grants to students, and emerging and expanding entrepreneurs in the area.



## Business Consultations

Over the course of 2018 and 2019, the Economic Development/SBEC office completed 1,352 business consultations and fielded 10,458 inquiries, with interactions remaining fairly consistent from 2018 to 2019. During the two-year period, the office also delivered 66 events to an audience of 1,956

Actress, entrepreneur and producer Mag Rufmann (2018) and popular CBC host/marketing guru Terry O'Reilly (2019) delivered sold-out speaking engagements to local entrepreneurs, specifically in the cultural industries



Speaker - Terry O'Reilly

## Cannabis Sales

In December 2018, the Town decided that it would be open to recreational cannabis retail sales. This decision was made at a time when the province allowed municipalities to decide whether they wish to opt-out of allowing cannabis retail stores within their jurisdiction. Orangeville's decision would allow cannabis retail sales, subject to the development of Town-specific criteria to guide future locations of retail stores in the Town. This criteria was established and implemented in April 2019 to reflect the Town's interests while maintaining consistency with provincial regulations. This decision aligns with Orangeville's role in a regional setting as a focal point for growth, accommodating a broad range of uses and functioning as a primary centre for commercial, institutional and other urban activities. It also supports economic development and investment opportunities within the Town in a potentially emerging recreational cannabis business environment.



## Economic Vitality



6,860

Visitor  
Info Centre  
Inquiries

### Stimulating tourism and cultural development

Both Visitor Information Centre services and the Town's way-finding system received highly positive feedback in a November 2019 community assessment completed by Roger Brooks International.

The Visitor Information Centre addressed 6,860 inquiries in 2019, a four percent increase over 2018. Way-finding installations on major corridors throughout Orangeville were completed in 2018. The initiative resulted in 33 sign installations, providing 24/7 promotion of the Town's assets. A Town investment of \$85,000 in the project leveraged partnership contributions of another \$77,250 for total project cost of \$162,250.



## Municipal Cultural Plan

### 90% Progress

A progress report on the Town's 2014 Municipal Cultural Plan was completed in 2018 and demonstrated that progress had been made on 90% of the plan's recommendations.



## Public Art

As of 2019, the Town's outdoor public art had increased to 16 utility boxes and 54 tree sculptures





## Economic Vitality

### Furthering workforce development

A Professional Services Business Retention and Expansion Project undertaken in 2019 indicated that 98% of businesses surveyed rated Orangeville as a good to excellent place to do business. Forty-seven percent of the businesses interviewed plan to expand their operations in the next 18 months and 62% anticipated increased sales in the upcoming year. However, shortages of skilled labour, parking and difficulties finding available space were identified as challenges to their growth plans. Numerous actions were identified to help alleviate these challenges and will be implemented over the upcoming two years.



Downtown Orangeville



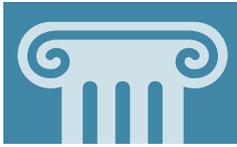
## Workforce development

As part of the Town's ongoing efforts to reduce local workforce shortages, two job fairs were held over the course of 2018-19, with both events selling out booth space to 36 participating employers and obtaining a combined attendance of 1,100 job seekers and commuters interested in exploring local opportunities. The events are popular with business leaders.



**36**  
Employers

**1,100**  
Job  
Seekers and  
Commuters



# Community Stewardship

## Sustainable Neighbourhood Action Plan endorsed

The Town's first Sustainability Plan – The Sustainable Neighbourhood Action Plan (SNAP), was adopted by Council in June of 2019 and outlines a vision for the municipality as a thriving, green, healthy, and connected community. The plan was completed with a grant of \$46,400 from the Federation of Canadian Municipalities' Green Municipal Fund.

Seven key sustainability themes were identified in SNAP along with more than 120 actions to be completed in order for the Town to become a leader in sustainability and maximize quality of life for its residents. All Town departments and divisions will participate in its fulfillment and implementation is being tracked for a progress report to Council in mid-2021.





EV Charging Station

## EV chargers introduced downtown

The Town's first Electric Vehicle Charger was installed downtown in 2018. The Level 2 Dual port charger is located at 82 Broadway and demonstrates the Town's commitment to encouraging visitations to the community while also caring for our environment.

On average, the chargers are used approximately two hours per day, seven days per week with increased utilization anticipated.

In 2019, the Town also supported federal grant applications by third-parties for a Level 2 charger at Alder Rec Centre and a Level 3 Charger at 200 Lakeview Court. Funding outcomes of these projects expected in Q1 2020.

## Town partners with Commute Ontario

In January of 2019, the Town partnered with Commute Ontario to help workplaces and campuses alleviate commuting challenges. The provincially-funded initiative offers free programs to encourage employees and students to choose active and sustainable modes of travel.



## Community Stewardship

### Saputo Health & Lifestyle Centre offers new programs

Through community partnerships with Saputo and Humber College, the Saputo Health & Lifestyle Centre opened in 2019. The 5,000-square-foot multi-purpose space inside the Alder Recreation Centre offers a court for pickleball, badminton, floor hockey, and three-on-three basketball.

Saputo contributed \$50,000 towards the project under the company's Community Legacy program. Saputo is committed to encouraging healthy lifestyle habits and building a lasting community legacy. Under its long-standing lease agreement with Humber College, the Town received a capital commitment toward the expansion of multi-purpose space at Alder Recreation Centre.

Programs offered in the Saputo Centre range from drop-in fitness, such as POUND®, to registered programs such as children's dance and multi-sport programs, parent & tot Strollercise and Family Yoga. All these programs are new to Alder Recreation Centre. Other programs either moved over from Tony Rose or were changed to registered programs.

The centre has been well-utilized since its opening, with program offerings always expanding. Programmable hours available weekly for the Saputo Centre are 82.5 hours per week including weekends. Of this programmable time, 87% is programmed as of January 2020, with additional programs planned for the spring of 2020.





**82.5** hours per week of Saputo Centre programs

Saputo Fitness Art Wall





## Community Stewardship

### Orangeville Public Library awarded Angus Mowat Award of Excellence

The Orangeville Public Library was awarded the 2019 Angus Mowat Award of Excellence from the Ministry of Heritage, Sport, Tourism and Cultural Industries. The award was given in recognition of the library’s work with community groups to create a culture of inclusion where persons of all ages and all abilities come together to participate in library programs or volunteer. The library’s community partners include Community Living Dufferin, Kerry’s Place, ALAS Dufferin, Branching Out Support Services and the Upper Grand District School Board.

### Significant park and playground improvements

Every year, one or more of Orangeville’s parks, and in particular, the play structures at those parks, are slated for updating. Play structures are all on regular schedules for replacement.

In 2017, the play structure at Maywood Park required upgrading along with the area around the structure, which was prone to washout due to flooding. This playground received \$47,000 funding as part of a Canada 150 grant. Playground improvements included a new play structure, a poured-in-place rubberized surface, new benches, and a stone retaining wall.

In 2018, the Fendley Park play structure, originally installed in 2002, was due for an upgrade. With the addition of the Rotary Splash Pad in 2015, the play structure was experiencing increased use. The Rotary Club of Orangeville donated \$250,000 towards the splash pad project. The play structure at the park now has a poured-in-place rubber surface, an upgrade from the original wood fibre play surface.





Fendley Park Play Structure



Maywood Park Playground



# Community Stewardship

## Harvey Curry Park - EVERYkids Park

The largest park upgrade project to date is the playground and splash pad at Harvey Curry Park, in the section called EVERYkids Park. This playground was the first inclusive accessible playground in Canada, and was a community partnership project. A fundraising committee of Orangeville residents was instrumental in the initial park development. The splash pad, the play structure and surrounding surfaces will be replaced and all new features will meet the latest safety and accessibility standards. The project, which began in September of 2019, is expected to be completed by July 1, 2020.

Playground and splash pad concept images





**Total investment \$926,939**



## Community Stewardship



Elizabeth Dowdeswell, Lieutenant Governor of Ontario, attends Remembrance Day Parade

### Bravery Park: an innovative, community-based project

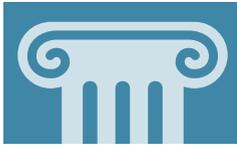
One of the best examples of volunteerism and Town-community collaboration, Bravery Park is in the final stages of completion. The project was proposed in 2010 by resident Valerie McGrady (mother of deceased Canadian Forces Corporal Matthew McCully). After considering location options, a site in the Alder Street Parklands was selected in 2018.

A volunteer committee garnered sponsorships and donations from organizations, service clubs and businesses, as well as a monument grant from Veterans Affairs Canada. To date, the committee has raised approximately \$160,000 or the \$180,000 goal.

To date, a play structure, donated by the Amaranth Lions Club, a medicine wheel garden, designed and funded by the Dufferin County Cultural Resource Circle, and some of the trails are completed. Once a base has been constructed, the statue, depicting a Canadian soldier kneeling in front of two children and offering them a butterfly to symbolize peace, change and trust, will be installed and the remaining trails completed by the Town. A memorial stone and storyboards are in process and landscaping will follow the installation of the statue and memorial stone.

The project is expected to be completed in 2020.





## Community Stewardship

### Cycling and Trails Master Plan guides trail planning

The Cycling and Trails Master Plan has been completed. The plan builds upon and updates the 2008 Orangeville Trails Master Plan and the 2010 County of Dufferin Active Transportation Plan. The plan, which identifies future trail development, provides guidance for the creation of a connected and sustainable cycling and trails network. The goal is to improve active living and recreation opportunities for residents and visitors, and to grow the cycling and active transportation culture within Orangeville.

The Cycling and Trails Master Plan identified the need for a main trunk, to allow for active transportation methods to traverse the Town. The plan identified the need for better connections as well as additional trails.

The first cycling route was completed in 2016, and in 2019 the third on-road route was completed and signed.

The trunk trail will join the northwest to southeast areas of the Town. The first section, from Veterans Way to Blind Line, is expected to be completed in 2020. The remaining sections will be completed over the next three to four years.





## Urban Harvest Program

The results for 2019 are very satisfying. The goal was to harvest 1500 pounds, and a total of 1679 pounds were picked (2018 goal was 1000 pounds).

**14** Harvest Sites

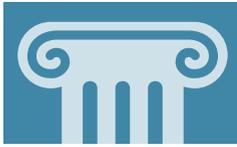
**16** Volunteers

**1129 lbs** to Food Bank

**300 litres** Apple Juice

**97 lbs** to volunteers





## Community Stewardship

### Communities in Bloom: A Success Story for Orangeville

We are bloomin' beautiful. We have won awards at the provincial and national levels through the Communities in Bloom (CiB) program.

Following the achievement of a five-bloom rating in 2016 and 2017, the Town achieved a five-bloom silver rating in the national competition (in 10,001-30,000 population category) in 2018. The Town also received a special mention in the national CiB judging for the Friendship Gardens at the Headwaters Health Care Centre. In the national "Circle of Excellence" evaluation in 2019, the Town achieved a five-bloom bronze rating, a special mention for the Utility Box Art Program, and an Outstanding Achievement Award for environmental action.

We want to keep bloomin' beautiful. The CiB sub-group of Sustainable Orangeville will plan the next initiative. Next challenge: further preparation for an international competition.







## Community Stewardship

### Fire service improves response times

The Town hired eight new full-time firefighters in July 2018 to improve the fire service’s response times. The need for additional fire suppression staff was noted in the 2015 Fire Master Plan undertaken by T.L. Powell & Associates Ltd. and Cyril Hare & Associates Inc. Orangeville Fire, covering the Town of Orangeville and parts of Mono, Amaranth, and East Garafraxa, had been operating with full-time firefighters from 6 a.m. to 6 p.m. 7 days a week prior to this transition.

The National Fire Protection Association standard requires a minimum of four firefighters to arrive on scene with a pumper within five minutes of a 911 call for a fire in an urban setting.

Prior to July of 2018, during the day, the response time was generally four minutes for a fire call in Orangeville but overnight the response was closer to 13 minutes. Now the response in Orangeville is generally four minutes around the clock and in the contracted municipalities the response time is seven minutes, on average.

The hiring of the additional eight firefighters allows the fire service to operate with four platoons covering 24 hours a day with full-time firefighters.

Each platoon has a captain and four full-time firefighters. An on-call squad of volunteers is available, when required.



## Certifications National Fire Prevention Association

100% of the Orangeville Fire Service is fully certified to NFPA 1001 Firefighter I & II

100% Fire Suppression Officers Certified to NFPA 1021 Fire Officer I

60% of Officers Certified to NFPA 1021 Fire Officer II

Fire Prevention Staff

NFPA Certified Inspector I & II

NFPA Certified Fire & Life Safety Officer

NFPA Certified Public Information Officer

NFPA Certified Fire Investigator



### Response Times

**4 Minutes**

In Town

**1761**

Responses  
in 2019



Fire  
Education

**207**

Programs  
reaching

**9,201**  
individuals  
in 2019



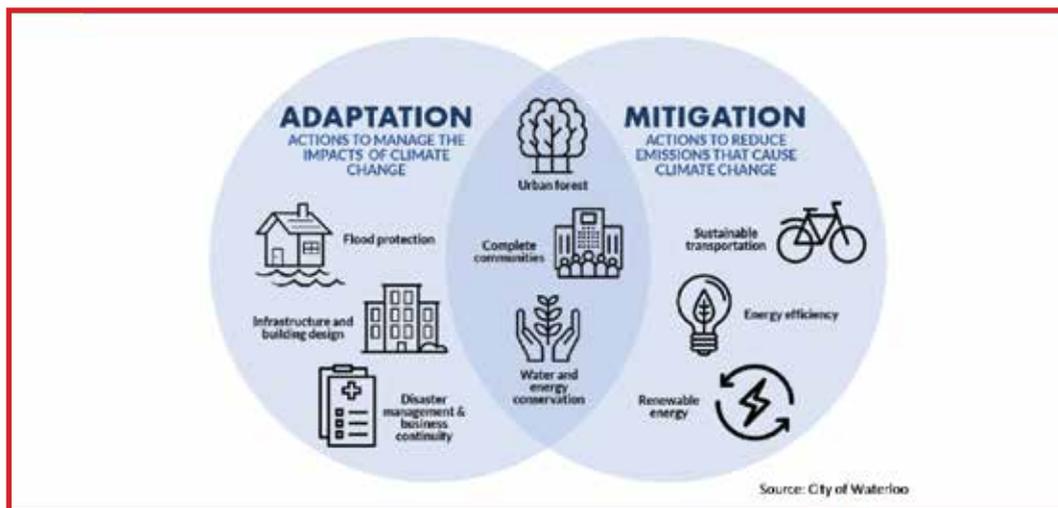
# Sustainable Infrastructure

## Climate Change Adaptation Policy is all about resiliency

A Climate Change Adaptation Policy was unanimously adopted by Council in September 2019. This policy reflects a commitment by the Town to implement measures necessary to minimize the likelihood that Town services are adversely impacted by the changing climate.

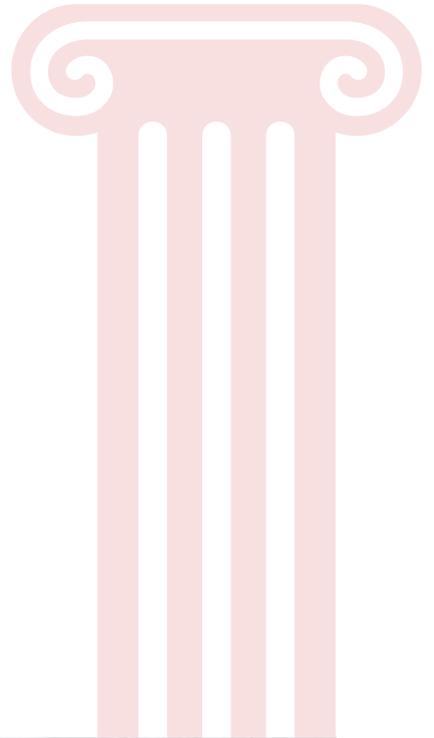
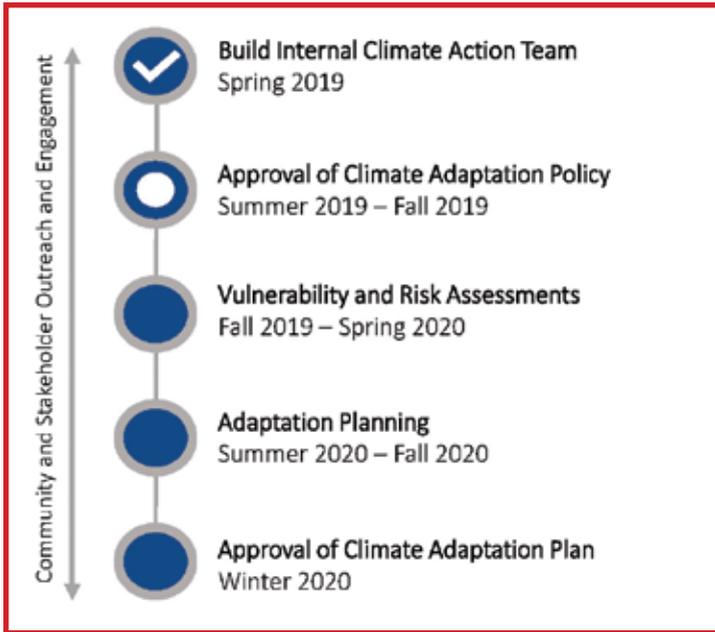
This policy directs staff to focus on increasing the resilience of Town assets, operations and service areas, and managing, minimizing or eliminating local risks and impacts associated with climate change.

Going forward, climate change adaptation measures will be incorporated into existing and future Town plans, procedures and operations where possible, and a Climate Adaptation Plan will be prepared that identifies priority actions to achieve these adaptation objectives.



Mitigation is defined as an anthropogenic intervention to reduce the sources or enhance the sinks of greenhouse gases (IPCC, 2001)

Adaptation is defined as adjustments in human and natural systems, in response to actual or expected climate stimuli or their effects, that moderate harm or exploit beneficial opportunities (IPCC, 2001)





# Sustainable Infrastructure

## Infrastructure needs start and end with good roads

The reconstruction of Maple Crescent occurred in 2018, with the final coat of asphalt applied in 2019. The road project was a major one, with the reconstruction of the sanitary, storm and watermains, the street, concrete curbs and sidewalks.

The first phase of the Second Avenue project, from Second Street to Third Street, was undertaken in the fall of 2018. Phase two, from First Street to Second Street, was undertaken in 2019. The road project includes the reconstruction of the sanitary, storm and watermains as well as the road, including concrete curbs, sidewalks and a retaining wall. The road section from First Street to Second Street includes a parking layby and a low impact development (LID) drainage feature to assist in controlling stormwater runoff.

The reconstruction of Gifford Street was completed in 2019, but Faulkner Street and Little York Street will be completed in 2020. The projects include the reconstruction of sanitary, storm and watermains as well as the road, concrete curbs and sidewalks.

In 2017, the Town opened its first pedestrian crossover (PXO) on Alder Street, in front of Westside Secondary School. A PXO is a type of crosswalk that provides a controlled street crossing in which pedestrians have the right of way.



PXO Pedestrian Crossover - Alder Street





## Sustainable Infrastructure

### Energy Conservation

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Lighting in Town facilities has been upgraded over the past few years to LED. Lighting at Town Hall, Tony Rose Memorial Sports Centre arenas, and the Saputo Centre, fitness area and Twisters Gymnastics at Alder Recreation Centre has been converted.

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The capital cost of the upgrades will take approximately 3½ years to recover.

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Annual reporting to the Province on energy usage and greenhouse gas emissions is contracted out to Blue Sky Energy Engineers Inc. Due to a lag time of two years, data from 2018 will be uploaded in 2020, capturing the savings data realized from the upgrades.

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## Transit Fleet

Capital investment in transit fleet and AVL equipment. Four new full-size low-floor buses delivered between 2017 and 2019. Establishment of Transit Task Force to determine future transfer station and route system.

## Risk Management Plans

Established 28 Risk Management Plans, in compliance with the requirements of the Source Protection Plan

## Traffic Signal Upgrades

Traffic signal upgrades including APS at Broadway & Second Street, Broadway & Dawson Road

## Noise Fence

Multi-year noise fence replacement program completed in 2019

## Maintaining Water Quality

Maintaining good water quality: In 17,355 microbiological and chemical tests, only six adverse water quality incidents. MECP inspection ratings: Orangeville Drinking Water System, 100%; Cardinal Woods Drinking Water System, 100%; and Island Lake Drinking Water System, 98.48%.

## Carpooling

Commute Ontario partnership approved to promote carpooling



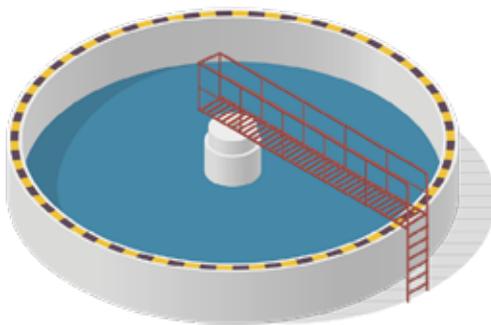
## Sustainable Infrastructure

### Water Pollution Control Plant expansion allows for future growth

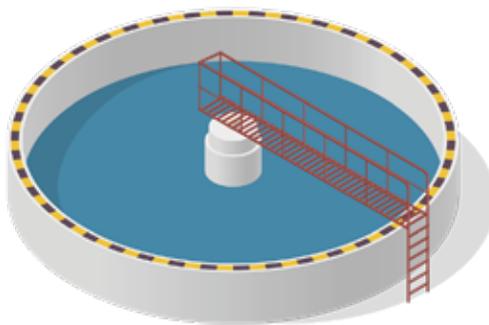
The Water Pollution Control Plant (WPCP) expansion and upgrades are complete. This significant undertaking commenced over 10 years ago with the Municipal Class Environmental Assessment to determine the level of treatment that is necessary to prevent a negative impact on the Credit River while treating sewage from the entire Town once it is built out to our current municipal boundary.

The expansion increased the average daily sewage treatment capacity to 17,500 m<sup>3</sup> from 14,400 m<sup>3</sup>, and more stringent treated effluent quality criteria is now in effect. Additional work was also completed at the site to protect the treatment processes from localized flooding impacts that are often experienced at the site. It is expected that the WPCP now has sufficient treatment capacity to service planned growth in Orangeville to build-out in 2036.

Expansion increased  
average daily treatment capacity  
to **17,500 m<sup>3</sup>**



**14,400 m<sup>3</sup>**



**17,500 m<sup>3</sup>**





## Sustainable Infrastructure

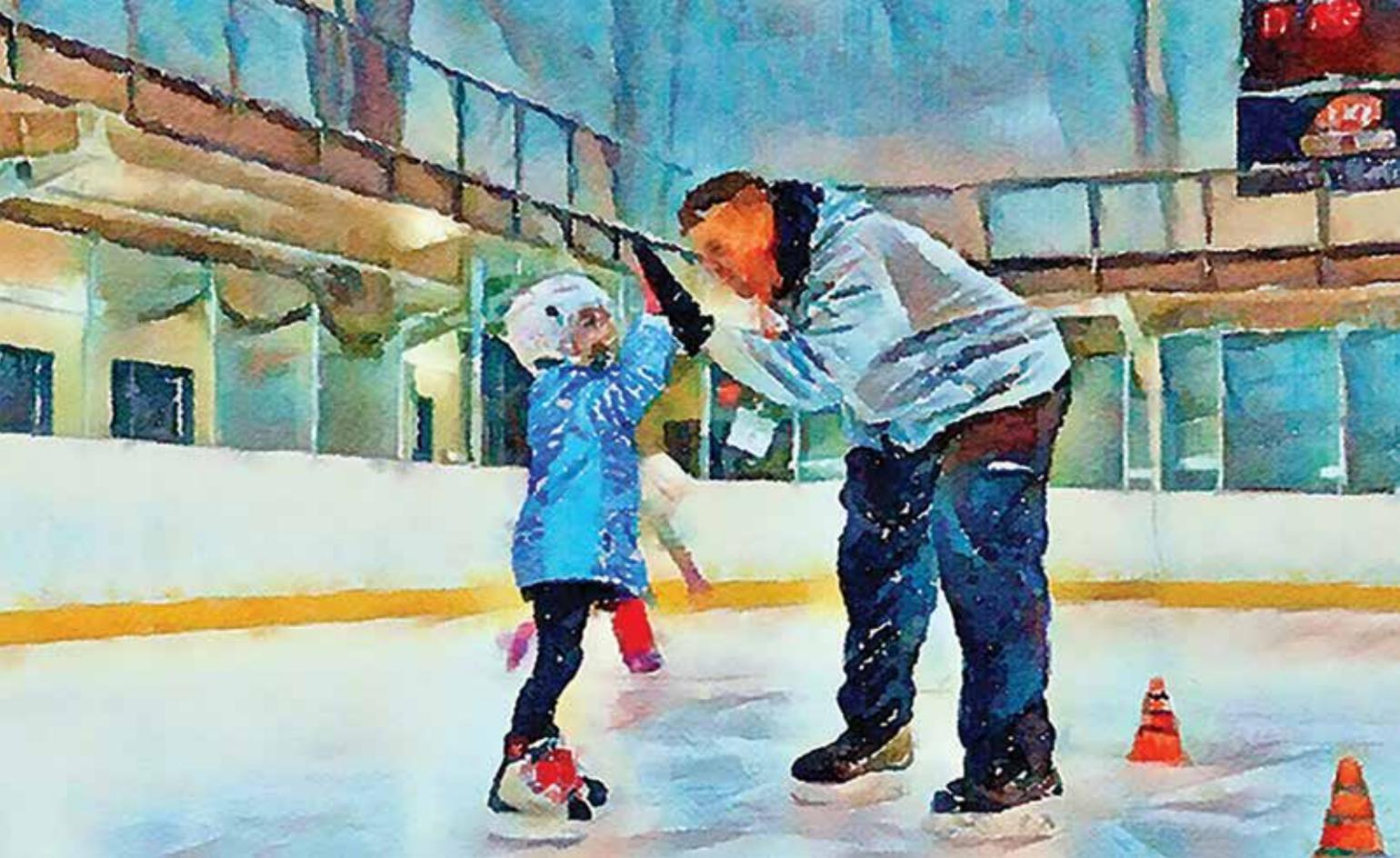
### Environmental Assessment work begins on additional water supply

The Town currently relies on 12 groundwater wells to provide drinking water to its customers. As current demands and growth forecasts suggest the current available supply capacity is insufficient to meet future needs, the Town commenced a Municipal Class Environmental Assessment in July 2019 to determine a preferred solution to identifying another source of supply.

This study is focusing on an existing well site located on the west side of County Road 16 (Veterans Way), between Hansen Boulevard and Five Sideroad. A pumping test was completed at this location in the summer of 2019 and it is anticipated that the Municipal Class Environmental Assessment phase of bringing a new drinking water supply source online will be completed in 2020.







# Successfully moving towards our Vision

Municipal strategic plans are important. They set a vision for the community. They define goals and aspirations. They shape and direct long-term strategic decisions. They help the corporation continue to deliver services well. They show results.

The challenge with strategic planning is a municipality's ability to move from a future vision to action. Orangeville's Council identified five strategic pillars, with associated goals, which are addressed on an ongoing basis through Council reports, departmental updates, divisional work plans, and budgets. Annually, the Town will report on the progress of Orangeville Forward, the departmental plans, along with tangible projects, and relevant indicators of success. Initiatives will be brought forward for review during the annual budget process.

Monitoring performance is an important stage in the strategic planning process as it demonstrates that the plan has moved beyond development to implementation. A progress report communicates the progress of priority actions to Council and supports the budgeting process.

The Strategic Plan Progress Report shows how Orangeville is successfully moving towards our vision, while remaining on track. It tells the story of success that has positively impacted the community, and keeps the community informed of our progress.

# OUR VISION

Orangeville is an inclusive community that respects its heritage, natural environment and small town appeal while embracing the future with a progressive and innovative spirit.





*Historic Charm  
Dynamic Future*

[www.orangeville.ca](http://www.orangeville.ca)

