WHITBY

Community Strategic Plan

From February 21 to March 12, **6,600+** people learned about or shared feedback to inform the Community Strategic Plan.

What We Heard:

Participation

Nearly **2,200+** survey completions

6,600+ visitors to the Connect Whitby project page

94% of survey participants live in Whitby (20% of those also work in Whitby)

Strategic Pillars

Percentage of participants who either **strongly agree** or **agree** that the following four pillars reflect the priorities of the community:

PILLAR 1:
Whitby's Neighbourhoods – Healthy and Inclusive
(80%)

PILLAR 2:
Whitby's Natural and Built Environment – Connected and Resilient
(76%)

PILLAR 3:
Whitby's Economy – Innovative and Competitive
(59%)

PILLAR 4:
Whitby's Government – Responsive and Responsible
(65%)

Community Vision

Attributes that make Whitby unique:

- Green spaces, parks, and trails
- Location
- Waterfront
- Sense of Community
- Sports Facilities and Fields

Whitby should **aspire** to be:

- Safe
- Green
- Affordable
- Healthy
- Thriving

Top 3 Action Items

PILLAR 1:
1. Secure property for a new hospital
2. Increase access to family physicians
3. Enhance crime prevention

PILLAR 2:
1. Maintain/enhance parks, trails, and green spaces
2. Enhance the Waterfront Trail
3. Plant and maintain trees

PILLAR 3:
1. Improve waterfront
2. Attract new businesses
3. Advance the Economic Development Strategy

PILLAR 4:
1. Transparent/timely reporting to the community
2. Long-term financial planning
3. Update Whitby Official Plan

connectwhitby.ca/CommunityPlan

Whitby