WHITBY

Community Strategic Plan

Phase 2 Engagement Results

From April 27 to May 19, an additional **1,900+** people learned about or shared feedback to inform the Community Strategic Plan.

What We Heard:

Participation

Nearly **850** survey completions

1,900+ visitors to the Connect Whitby project page

75+ virtual and in-person engagement session participants

9 one-on-one Council interviews



Demographics

91% **live in Whitby** (20% live and work in Whitby)

64% have **lived** in Whitby for **10+ years**



Community Vision

86%

Strongly or **somewhat agree** that the Community Vision reflects what Whitby should **aspire** to.

Naturally beautiful green spaces, a vibrant waterfront, thriving downtowns, and a safe community – the heart of Durham Region, a destination to explore.



Strategic Objectives

The average percentage of participants who either **strongly** or **somewhat agree** that the objectives under each of the following pillars reflect the priorities of the community:

PILLAR 1:
Whitby's Neighbourhoods – Healthy and Inclusive

(82%)

PILLAR 2:
Whitby's Natural and Built Environment – Connected and Resilient

(86%)

PILLAR 3:
Whitby's Economy – Innovative and Competitive

(87%)

PILLAR 4:
Whitby's Government – Responsive and Responsible

(88%)

connectwhitby.ca/CommunityPlan

Whitby