

INFORMATION REPORT TOWN OF NEWMARKET 395 Mulock Drive

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November 11, 2015

REPORT – JOINT FINANCIAL SERVICES AND CORPORATE COMMUNICATIONS INFORMATION REPORT # 2015 - 01

TO: Mayor and Members of Council

SUBJECT: 2016 Budget – Community Engagement

ORIGIN: Financial Services and Corporate Communications

COMMENTS

The purpose of this report is to provide an update on the community engagement for the 2016 budget process.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

This is consistent with the Town's commitment to being **well respected** by promoting engagement in civic affairs. Community engagement has also been identified as one of the strategic priorities of Council.

CONSULTATION

Beginning in September, the Town of Newmarket once again launched an interactive budget survey to engage residents in the 2016 budget process. The online budget survey provides residents the opportunity to maintain, increase or decrease services in eight identified service areas.

This year, to further encourage resident participation a \$200 incentive is being offered to be utilized towards Town Services including tax bills, water bills or recreation programs. A variety of communications tools and tactics have been used to promote the survey including attendance at the Farmers' Market, print and radio advertisements, social media posts (Facebook and Twitter), Council communications tool kits, the Newmarket Now e-newsletter and the Town website.

To date, 127 responses have been garnered as well as hundreds of open-ended comments (see Appendix A for a comprehensive overview of the comments received). Of the 127 participants, 69% are between the ages of 25 - 54, 29% per cent are over the age of 55 and 2% are under the age of 18.

Sixty per cent of respondents are female and 40 per cent male. Based on the responses to date, the majority of respondents would like to see service levels maintained or increased in all areas. The budget survey will remain open until November 30, 2015.

Overview of responses received (as of November 11, 2015):

Town Services	Decrease (between 5 – 20 %)	Maintain	Increase (between 5 – 20%)
Bylaw and Licensing	19 (15%)	81 (64%)	27 (21%)
services			
Community	27 (21%)	66 (52%)	34 (27%)
programs and events			
Facilities, parks and	24 (19%)	59 (46%)	44(35%)
trails			
Fire Services	26 (20%)	83 (66%)	18 (14%)
Planning and	29 (23%)	72 (57%)	26 (20%)
Development			
Services			
Public Library	39 (30%)	63 (50%)	25 (20%)
Services			
Roads, bridges and	9 (7%)	81 (64%)	37 (29%)
sidewalks			
Solid waste	8 (6%)	100 (79%)	19 (15%)
management			

CONTACT

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pher Chard (on behalf of words Bennett)

Wanda Bennett, Director, Corporate Communications

Mike Mayes, Director, Financial Services

Need more bylaw enforcement officers not just working days. Most parking offences are overnight parking. We have a parking issue overnight especially in winter. Ploughs cannot clear street. We often have 3 and 4 vehicles parked on the corner bend. Have seen many near collisions due to cars parked on road for days at a time

Hire two more bylaw enforcement officers to enforce parking, noise and animal complaints thereby generating more municipal income and demonstrating to the public that complaints are taken seriously and not ignored.

They do a great job, perhaps look at an increase for staff as the population grows.

Please add snow removal driveway edge clearing. When the trucks come by they put more snow on my driveway then there was on the road. I can never get out. Newmarket is the only GTA city that doesn't do it.

Scrap sign bylaw. Reduce bylaws that are unnecessary. Reduce bylaw staff.

Leave as currently stands.

This might be a tad high.

Not enough is being done to enforce property standards. Parking remains a huge problem. We need more man power to do this in our ever increasing population!!!

I think dealing with unlicensed apartments and ensuring that dwellings are safe and up-to-code is important. I don't see any reason to decrease bylaw enforcement, and more ticketing/reminders for people to clear their driveways (and generally obey bylaws) is a good thing.

Fairly happy with the services that I receive in this area. Proliferation of small advertising signs needs to be addressed.

a real need to enforce bylaws and keep the bar high to motivate home owners/landlords etc to keep Newmarket desirable.

Find efficiency to deliver same level of service. Move services online if not already there. Use primary funding for enforcement activities of Town's bylaw. Dept needs more teeth.

by law & licenses should pay for themselves

Too much enforcement in place currently. Many minor issues are blown out of proportion to be enforced.

I would like to see stricter enforcement of fireworks bylaws. Perhaps extra staff could be on hand during evenings of some holiday weekends.

by law & licenses should pay for themselves

Too much enforcement in place currently. Many minor issues are blown out of proportion to be enforced.

Don't know they changed the trailer, boat in the driveway bylaw. They never enforce it.

I know these services are available and they should be available 24/7. Had one occasion to use them through our condo assn. and were very quick acting. Keep it up.

I believe this departure is very important not only to ensure that everyone follows the rules and regulations. By enforcing these rules we can be assure that this Town don't becomes dirty, unpleasant looks, unsafe etc. Some people are parking their cars, boat etc on lawn and this makes neighbourhood degrade rapidly. WE CAN'T HAVE THAT !!!

Increase at rate of growth

no change

In general the Town has been doing great in this regards. One comment I have is any by-law (or perhaps new by-law) regarding to business hiring temporary workers to hold advertising signs out on the road side. Not only it is a great distraction for drivers and unsafe for those people, it also gives an overall bad image to the Town by allowing this to happen everywhere. Bristol and

London Roads has become major alternative routes between the Main Street and Davis corridors. Temporary and illegally parked cars (especially large vehicles, trucks, etc.) pose a danger on these roads since there are stretches along these two streets that have poor sightlines.

Increase at rate of growth

Community Programs & Events comments:

I would like to see an additional increase in cultural events

Very important to the community as a whole. Money well spent.

I liked the new town recreation guide. Good job! I liked the addition of the therapeutic recreation section.

Complete waste of money. Most of the time attendance is extremely poor

I wish seniors could afford Rec programs!

Increase community festivals such as Fall Fair, Newmarket Day or an adult New Years celebration. Reduce sunshine list and staff expenses that provide no value to taxpayers.

I think that swimming lessons and youth leadership activities should be paid for by the residents who use them. While I have no problem with providing subsidies for residents who have financial needs, I do not think that taxpayers should be supporting these programs universally.

The more activities the more opportunities for community engagement.

Newmarket does have a lot of great programs and events. And we are spending a lot of money for them...can we look at some form of user pay toward some of these to reign in the expenses. You can't keep raising taxes on people with fixed incomes.

Make recreation affordable to those who need it.

Newmarket has some of the best programming around. Always cutting edge. Proud to be a resident. Keep it up!

Swimming lessons should be subsidized further as it is a life skill. Reallocate funding from other user fees (eg., soccer pitches, pad rentals etc..) to provide this necessary service to all Newmarket children and youth

I think the Town has done an amazing job on community programs and events. The list of activities available and events to get the community together has been growing and it is great to see

These programs are a big reason why I love to live in Newmarket...however, I am sure the town could find more sponsorship revenue and cost reduction opportunities in this department. The extra money should be kept in this department too...more, better programs. I love the idea.

Keep it the same

We regularly use these programs and enjoy most. Please ensure instructors are always high quality.

Users should pay more

This is what a community is all about

I would support a little more emphasis on cultural and arts programs

Amazing program. We ahve used them and I really think our town excels in this area. All that can be done in this area for minors should be done. They need it!

I am a senior citizen Newmarket resident. I do not think the council is being fair to seniors when they allow the extra surcharge for new facilities to be added to senior exercise and wellness programs at the senior center. Most of us won't be around to utilize new facilities. But the children will. In addition the children's parents are allowed to deduct the fees for fitness and sports on their income taxes. I have paid my fair share of house taxes for several decades. I don't think it is right to add the surcharge on seniors exercise programs.

Gradually expand the events budget to prepare for growing seniors population no change

We love the events that are held at the commons area. The Town invested a lot of money around building that area and it is very encourage to see it being used. Now that Davis Drive BRT is done, more events can be held along that corridor to take best use of the new facilities.

I think we have a wonderful offering at the moment. Let's keep it like this for now.

if this is in part subsidized by taxes, recreational program fees should be less. Fess are too high for families to participate. or there should be some kind of rebate, the more you use the more you save. Register for more than two items save 5% etc. Early bird registration, save 10%.

Facilities, Parks & Trails comments:

Why are parks, trails and streets named after municipal politicians and not after our fallen Canadian armed forces members?

Projects need to be done on time! Late fees and other revenues that are applied for not being on time should fund active transportation. Fairy Lake construction on the west side was scheduled to be completed by the middle of August. It's the beginning of October and it's still not finished! All the money collected for being late should pay for an underpass or overpass of Water Street connecting Riverwalk Commons and Fairy Lake. Newmarket needs to work other partners including York Region, The Lake Simcoe Region Conservative Area, Metrolinx and CN Rail. The Lake to Lake Cycling and Pedestrian Route was supposed to be a five year project and because of a lack of funding is estimated to be a ten year project. The Lake to Lake Route will go from Lake Simcoe in Georgina to Lake Ontario in Toronto and Newmarket will be a part of it. Fairy Lake has been selected as part of this bigger project. An underpass or overpass linking Fairy Lake and Riverwalk Commons would be beneficial. The Town of Newmarket has special events at Fairy Lake and RWC and York Regional Police are paid to safely manage traffic at Water Street and Doug Duncan Drive. The cost of paying YRP at each event can be saved by an underpass or overpass. York Region has 1.1 million people and Toronto has more than 2.5 million people. That's at least 3.6 million people. If each resident from babies to seniors voluntarily donated \$1 that would be \$3.6 million. That money could pay for the underpass or overpass. Residents could also choose to make a donation of their choice. Residents who appreciate it more can donate more such as \$20. Davis Drive construction is taking 5 years and over \$200 million that Onatrio is paying for. RWC was funded by the Federal Government. That was the time to construct a bridge going over or under.

Very satisfied with the towns work on parks and facilities.

I am very pleased with the development and use of the Riverwalk Commons. Our young children (daughter 3 years, son 1 year), as well as my husband and myself have participated in many community events in all four seasons. I taught my daughter to skate on the outdoor rink last year, enjoyed the Tim Hortons train ride. We have enjoyed reading books and eating ice cream at the book- pod that was set up this summer. When we are in town in the spring, summer, and fall, we never miss a farmer's market, and enjoy dancing to live music, looking at art, buying local produce, playing in the water feature, going on a horse and carriage ride, and meeting up with other friends and families at this wonderful community space. Keep up the good work- it is valued by the families in the area.

One area of improvement would be to improve and increase playground accessibility for children with disabilities.

Maintain trails. We need an outdoor rink and turf field. User fees should be reduced so that they are affordable for all. Scrap grants to Main Street businesses. Cut the Mayor's salary 40%.

Rinks (etc.) should be funded through user-based revenues; parklands, trails and walkways as well as the Riverwalk Commons should continue to be supported through the general tax

revenue as all can enjoy. Very important work, but emergency service costs are unsustainable. Focus efforts more on public education to spur decreases in fire occurrence rates.

A lot of money is spent on mowing/maintaining the soccer fields that are only used MAYBE 2% of the entire year. The new dog park on Bayview is inadequate and filthy. Not sure why it was even built in the first place since there is already so much better space, so much more space, and SAFER space around the sports fields, away from roads. The bylaw could have been amended to allow owners to play ball in those areas during the off-season (such as winter).

Maintenance generally good but needs to improve some parks. Playgrounds are boring, lasting various age groups. Lions park/ gorham pool area needs help. Drainage system, playground, walkways, lighting, etc.

I love what's been done at the Riverwalk Commons and I think further investment in the town is a great idea.

Newmarket has great trails and I would certainly like to see more east-west connections made in the future. Repurpose the Seniors meeting place on Davis Drive and create a community hub (e.g library & community centre in one). This will also help stimulate residential activity along the Davis Drive corridor.

Enhancements to parks should come from private/public partnerships or development charges.

Again, i think that there is room for efficiency here

Keep it the same

I'd like to see more trees in green spaces. There is plenty more room in some parks, such as Proctor Park.

This is what makes a community.

I love our parks and spaces. The work that has been done downtown and put life back into our Main Street. It's a happenin' place which we love to walk to.

Fantastic. We use the trails 4 times a day for long dog walks. We are seniors and it certainly keeps us mobile. Keep the good work up....they are well maintained.

I love our parks and spaces. The work that has been done downtown and put life back into our Main Street. It's a happenin' place which we love to walk to.

Important that we maintain places for our children to play

Maintain, maintain, maintain is key!! I have seen one particular park where grass was planted and was not watered and after 2 years the Town had to re-plant grass all over again. That is a waste of TAX PAYERS MONEY!!!

I don't think it is a necessary expense to plow every pathway through parks around town. A nature walk through a park in winter should require walking through snow.

I enjoy the trails and they have become busy. More investment is required to expand.

no change

The common area and Davis Drive corridor are very positive and progressive improvements to the Town. As well as the new dog park etc. It demonstrates Newmarket as a progressive town with all positive changes over the last 5-10 years compared to other towns up in the northern GTA while maintaining the rural aspect of it. It is one of the main reasons I am proud to be a Newmarket resident.

Sometimes I wonder why things are being done that don't seem to be needed. New developments and their green space should be paid for by the developers, not tax payers.

plow trails during winter. even enough to walk instead of the whole thing. if not all, have one route that is plowed and maintained but is last on the plow list.

Fire Services comments:

Why isn't there one fire dept for the Region of York like many other services such as police,

EMS, etc? One fire dept would reduce costs which are duplicated in the several fire depts within York Region.

Fire services should focus more on prevention rather than responding to medical emergencies.

We spend enough on fire. Should move towards a regional fire department

Maintain current funding levels.

We have a wonderful fire service.

Fire Services are 27% of the budget?? Way too high. Do we need to spend this much - not to mention the ongoing fiscal commitment for pensions and benefits.

Safety for the increasing population should be paramount!

Merge CYFS with other Regional fire services for efficiencies in administrative costs

What was this 10 years ago? There were way fewer households paying for this then most of the times the fire dept is dispatched at the same time as EMS. No need to double up. Major efficiency can be had.

Try to control costs here. I know it is difficult to do due to labour contracts, but lobby the province for reform.

Keeps us safe

No further comment herealways appreciate.

Most of this is spent on salaries which is already high, not like firefighter is going to leave their jobs anytime and go and work for Home Depot. Sorry but my example is extreme. They are paid well so a small cut back (not on equipment but on salaries and benefits) should not hurt the service.

Keep same, look for efficiencies

no change

This is important. As the density of the population and work places in Newmarket increase, this is being more and more important to maintain.

Planning and Development Services comments:

Newmarket has not done a very good job in preserving its greenspace. Residential development has taken precedence. The last phase of the Marianville development in the Glenway should be stopped by the Town making an offer to purchase the remaining land. If that means increasing the Planning budget, I am in agreement.

The Town is almost fully built out so this component of work should reduce to reflect a change in focus to what is already built and infill.

Is our planning and development done in cohesion with the bordering municipalities so that we have seamless services and planned communities?

Not sure how well this has worked over the past few years with Davis Dr. and S lessor Square. I would like to see more gardens and green space incorporated into urban planning- especially

I would like to see more gardens and green space incorporated into urban planning- especially around commercial areas such as Yonge Street between Davis Drive and Green Lane. The large parking lots are an eyesore, unfriendly looking, and are not easily navigated by foot. I would like to see the Town implement laws that enforce the planning and development of walkways and green space that is inviting and encourages walking between commercial plazas within our community. I would also like to see the continued development of green space and pedestrian/biking trails throughout new residential developments.

Staff and legal fees bloated. Results simply not there. We are not seeing good planning. Salaries and perks unsustainable for most taxpayers.

Maintain current funding levels.

We need a dedicated arts community.

I keep hearing that Town boundaries are at their max. We should be able to focus on other areas

of concern at this point

More planning please. I don't see anything but uncontrolled development happening in the town. More subdivisions everywhere with no shopping and inadequate transit is a bad way to create a liveable community. More retail incorporated into new developments and possibly some low-rise office so people could shop/work in their neighborhoods would be great.

It is hard to assess this area, as it is an internal service. I think Newmarket needs to continue it's secondary planning work to leverage the VIVA investment on Davis Drive and spur development in the area. An emphasis should be placed on trying to diversify the housing stock, as affordability is a key issue for young professionals and families. Keep up the good work on affordable housing.

Enforce time limits on development approvals so that properties can be built sooner than later. I believe that good planning is CRUCIAL to our future. But can we see if we can spend a little less on studies and just make a decision? Also, spend some money on lobbying to reform the OMB. Charge the developers a lobby for OMB reform fund!

Need to focus on residential traffic solutions. Ensure traffic does not cut through residential areas to bypass traffic on major routes.

We need creative thinking. I loved the idea of downtown condos and hope that can still happen, at the old post office or elsewhere.

Didn't work as far as Glenway is concerned.

Keep up the good work in this area.....planning is a major area in the running of a town. Too bad about Davis Dr....shop owners going out of business because of development. I know it is regional but it does not seem worth the mess. Hope Yonge St is better.

more condo units and more senior apartments buildings

Newmarket is a developing town and should progress that way. A lot of effort, time, and money were invested into the Davis corridor vitalization and BRT, focus should be development in that area encouraging good (progressive) businesses (please no more ugly brown dental office buildings!) The access to and traffic movements within plazas are often not well thought out, in some areas dangerous (Shoppers Drug Mart plaza at Davis and Yonge is a great example). That needs to be addressed and improved when the Town reviews development and site plans.

more public meetings or consultations, open house, charettes. more ways for residents to get involvoed in the planning process

let the developers pay for this

Public Library Services comments:

How is there 3 times the population of the Town as users? Either reduce service or introduce user pay to offset the difference

Most people use e books, internet today.

With e-books and internet communications, do we really need a physical public library. Why can't our public library be an on line site only?

With the age of technology I never use the library anymore.

Open on Monday. Eliminate Deputy CEO.

Newmarket Public Library has opened its collections to over 100,000 potential users in growing neighbouring communities. This has eliminated non-resident user fees (one of the few revenue streams available under the Public Libraries Act) plus created longer wait time for materials - especially bestsellers and eMaterials. I do not see the benefit for Newmarket residents in being able to borrow materials from smaller and outlying municipalities and I think that it's unfair that we are supporting municipalities that do not necessarily support their own libraries. Libraries are primarily funded through municipal revenue and I think that the extension of privileges to people

who do not live, work or go to school in Newmarket is a disservice to the taxpayer.

The library is a good use of tax dollar, IMHO

New facility is needed with parking

NPL hosts some great programs and has engaged in productive partnerships to support technological advancements in the community. The services provided by the library don't always live up to this standard. We need forward thinking, engaged staff and a modern facility.

Paid 2\$ for my original library card. I think a nominal fee for card renewal each year would bring in an estimated 400,000\$ if there are 200,000 users. Just a thought.

kindle anyone?

Keep it same. Need more public speaking opportunities to continue increase traffic in the library.

Quickly becoming out dated.

I would support an expansion of library services

This is an important community service

Maintain same budget.

no change

I don't really use this service. Although I appreciate libraries were important to a kids development, there may better alternatives to invest in given the technology and better accessibility to information nowadays.

Newmarket library has great staff and a good collection but the building facility is outdated and insufficient for the community. All the communities around us (Aurora, Bradford, Richomond Hill) have invested in their library structures to bring them up to modern standards and to make them welcoming spaces for the community.

We are way behind in this!

Roads, Bridges and Sidewalks comments:

Infrastructure improvements are important in a growing town.

How can we gauge whether this is realistic or not? We need more information to help judge this.

Why are sidewalks built in subdivisions where they are not wanted, such as on Meadowbank and Woodpark Ave? And other subdivisions.

This is a must to maintain good infrastructure.

395 Mulock Drive

Fix Davis Drive now!!!!!! Enough money has been invested in this road.

Would like to see the addition of sidewalk clearing in Newmarket, similar to the Town of Aurora

Maintain current levels.

Once Davis Drive construction is complete (if we ever get there) this budget should be reduced. Residents should then either get a tax break or the money diverted to other areas - such as creating a dedicated arts community.

Maintenance is important of course.

Rom for improvement in services

The Town does a great job of investing in our infrastructure. The Town should continue to work with EG, Aurora and the Region to make sure that future development along the boundaries provides vital road/pedestrian connections and traffic flow.

Improved roads mean more efficient commutes. have you ever driven on Yonge on a Saturday...spend some money to save me time getting me around town

Need to focus on older infrastructure such as ward 5. Roads and sidewalks need better care in the old areas.

I would like to se a separate budget line item for the creation and main. of off road bike lanes.

This would provide steady funding for planning future cycling infrastructure in Nmkt.

Maintenance is a major expenditure, hopefully more help is on the way from the Federal Gov't.

This is needed. Leave as is.

Increase at rate of growth

Better bicycle lane markings

With development and growth comes the need for road and pedestrian/cyclist facility improvements. With the GO train track severing the town, Newmarket relies heavily on only a few main corridors to move traffic within and across the town. The Town needs to consult with the Region on improving these Regional roads so local roads are not being used as detours, and connect some of the dead ends like connecting Bayview Avenue up the Green Lane, and an alternative route to go over the train track connecting the east and west of the town between Davis and Green Lane. Traffic within the town was somewhat crippled when Green Lane, Davis Drive, Mulock were all in construction last year. I know the Region is taking on the improvement of the stretch on Yonge between Davis and Green Lane - the Town should get involved in ensuring the right streetscape, bike lanes, and full pedestrian facilities are provided. Generally happy with the plowing of sidewalks and winter maintenance. More attention should be put on access to and from major traffic nodes (i.e traffic from the the beer store plaza on Yonge street onto Kingston Road; traffic generated from plazas onto side streets)

Please, do the Town a favour and redo Park Avenue in front of the library. The road is terrible and not a good representation of the Town, especially at the heart of Town.

add windrow clearing similar to vaughan for all homes. mapping system online to tell where plow is or at least a classification of roads, which road gets plowed first. on the city's website should be a 'report a problem' button where residents can report lights out, fallen trees or large potholes etc. also on the city's website should be a winter maintenance section, with a list of priority roads and the time frame it will be plowed.

Solid Waste Management comments:

Maintain the three bag garbage limit but replace open recycling blue boxes with lids or clear plastic bags, to prevent the recyclables being blow about the street making the town look like Calcutta or a South American slum on recycling days. Out of town visitors have commented on this to me which is embarrassing. No excuse for this.

No issues noted.

Negotiate quality control standards in the next contract. Plow sidewalks during the winter.

Maintain current levels.

People are still throwing out way too much garbage. Town should consider a marketing campaign to encourage people to eliminate household / business waste more.

I am happy with solid waste management in Newmarket.

About 3 bucks a month to pick up the garbage/recycling? I'd call that a pretty good eal.

Happy with my service. Love the green bin.

Pilot garbage collection on one side of the street to make process more efficient. Garbage collection could be reduced to once a month to further facilitate waste diversion, recycling etc... Increase quantity of garbage to 4-5 bags if collecting once/month. Additional garbage needs can be met by residents taking waste to community environmental centres.

I would love the Town to invest into the large garbage and recycle bins that most other towns have adopted. They are easy to roll to the curb, hold a lot more material which in turn promotes more recycling per family. I have 5 people in my household and we have 5 recycle bins. They are heavy and difficult to carry and we don't have the room to house them all. Let's get into the modern world and be like other towns! Besides, this company that is doing the pick up just throw

the bins and leave part of the green bin waste still in the container. They are terrible!

i am satisfied with current levels

Current structure is too restrictive. Need more lax rules. Garbage cannot be picked up every two weeks, especially in the summer. The smell of garbage in the summer is unbearable. Learn from cities such as Waterloo.

Good service....keep it up.

I believe the Town can negotiate a better cost. I am use to this at work, I negotiate most contracts and I can tell you that there are always another company willing to take over another company's job.

Bigger recycling bin would help. Bi weekly yard pick up is too frequent.

no change

Generally happy with the waste pick up contractor. Sometimes they are late in picking up garbage (but sometimes garbage they don't get picked up at all during the winter time...) More garbage bins should be available in parks.

At the beginning of the year assign 78 garbage bag tags to each residence. Let the residents decide how many bags of garbage they need to dispose of each week. some weeks they may use less than three tags and some weeks they may use more than three tags. if they don't use their quota of three for the week they should be allowed to use them later in the year.