Customer Service Survey Results

- 248 individuals responded to the 2019 Customer Service Survey
- 93% of respondents felt the Township’s communication efforts are effective
- **Most Popular Way to Contact Township:** In person, Telephone, Email, Website
- **Most Popular Way to Get Information:** Website, Facebook, eNewsletter, Tax Insert

Customer Service Ratings

- 91% of respondents rated the Township’s customer service as good or excellent
- 9% of respondents rated the Township’s customer service as fair or poor

Deputations

In 2019, Council made 5 presentations to various Provincial Ministries to advocate for issues concerning the Township, such as the need for additional long-term care beds and the downloading of Provincial responsibilities to municipalities.

Selwyn Township Council after their deputation with the Minister of Health and Long-Term Care.
Photo: (L-R): Ennismore Ward Councillor Donna Ballantyne; Deputy Mayor Sherry Senis; the Honourable Christine Elliot, Minister of Health and Long Term Care; Mayor Andy Mitchell; Lakefield Ward Councillor Anita Locke; Smith Ward Councillor Gerry Herron; and Effie J. Triantafilopoulos, Parliamentary Assistant to the Honourable Christine Elliot.
2019 Statistics

878 subscribers to the monthly Selwyn eNewsletter
61% average open rate (40% higher than the industry average)

649 More ‘Likes’ on Facebook

304 More Followers on Twitter

27 Subscribers on our YouTube channel

Selwyn Township eNewsletter

Selwyn Township is constantly looking for ways to improve our communication with our residents, while making sure that everyone can receive the information through a variety of different platforms. This includes print, social media, direct mail and e-mail.

Our monthly Township eNewsletter saw the number of subscribers increase by 24% in 2019 alone. It has been so successful that we have introduced a regular Business eNewsletter in 2020, which provides our local businesses with information on funding and marketing opportunities, certification, workshops and training; and upcoming projects of interest to the business community. We also look forward to sharing business success stories and highlighting new and established businesses!
2019 Solar Installation Statistics
• Selwyn Township owns 6 solar installations
  • Generating a total of 413,040 kWh and $155,210 in revenue in 2019
  • Reducing GHG emissions by 7.14 tonnes

Small Business Lighting Program
• In 2019, through this program, the Township converted 12 buildings to LED lighting
  • Estimated to save 89,793 kWh per year
  • Equating to a reduction of 1.55 tonnes of GHG emissions annually
  • Generating approximately $10,744 in savings for the Township

LED Streetlights
In late 2015, Selwyn Township converted all traditional cobra head style street lights to LED. Overall, the conversion to LED street lights has seen an approx. 60% reduction in electricity consumption, saving 961,694 kWh and 41.09 tonnes of GHG emissions.

Over the past 4 years, the Township has saved $175,081 due to lower electrical consumption, and an additional $62,891 in savings through reduced maintenance costs.
In 2019, Selwyn Township made significant efforts to foster a culture of climate change awareness across the community through a range of initiatives:

**The Link Rural Bus Service:** Selwyn Township was awarded $1.48 million dollars for a 3-year pilot transportation service through the Province’s Community Transportation Program. This service will provide access within Selwyn Township; reducing the number of passenger vehicles on the road and the pollutants they emit.

**Waste Reduction and Diversion:** Selwyn Township is leading several initiatives aimed at increasing diversion of recyclable materials, reducing garbage tonnage at the landfill and educating residents on sustainable waste management. These include the new Clear Bag Program, and a Food Waste Project with Lakefield District Public School.

**Green Event Policy:** Selwyn Township developed a Green Event Policy to support event organizers to make sustainable choices so that events produce as little waste and GHG emissions as possible. The policy will be piloted through several community events in 2021.

**ReLeaf Program:** Selwyn Township received funding to provide free maple trees to residents across the Township to help improve canopies and capture carbon from the atmosphere. Keep an eye out for this program in 2020.

**Public Education and Engagement:** throughout Summer and Fall, Township staff had a presence at several community events providing education and resources related to climate change and provided educational tours of the Smith Landfill and Lakefield Water Treatment Plant to local schools.
2019 Statistics

- $40,822,000 in approx. total building construction value
- 475 building permits issued by the Building Department
- 1,878 inspections conducted by the Building Department
- 16 CIP financial incentive grants provided to local businesses
  - 7 Facade Improvement Grants
  - 5 Landscape Improvement Grants
  - 4 Ground Sign Improvement Grants
  - 1 Urban Design Study Grant

Community Improvement Plan (CIP)

Since the inception of the Community Improvement Plan (CIP) in 2013, Selwyn Township has provided approx. $356,250 in grant funds with an approx. project value of $902,522!

*For every Township $1, businesses are spending over $3!*
Selwyn Public Library
and our Volunteers

2019 Statistics

• 173 Volunteers at the Library branches and New-to-You stores
  • 13,707 volunteer hours contributed at the Library branches
  • 4,305 volunteer hours contributed at the New-to-You stores
  • At minimum wage, the total volunteer hours contributed equates to $250,000
  • Years of service for our volunteers range from 1 month to 36 years!
• 133,695 materials (print, multimedia, eBooks and Audiobooks) in circulation
• 859 new patrons to the Selwyn Public Library in 2019, increasing the total number of active members to 5,088!

Volunteers

The Selwyn Public Library relies heavily upon volunteerism to deliver services to the community. This unique organizational structure was studied by the Trent Centre for Aging and Society, in order to examine how volunteerism contributes to rural community sustainability.

The study found that the volunteer model benefits not only the Library, but that these benefits also extend out of the confines of the Library and into the local community, where volunteers contribute to the success and sustainability of the places they call home.
Selwyn Fire Department
and Fire Prevention

2019 Statistics

- **92 Volunteer Firefighters**
- **1,305** response calls
  - **878** medical calls
  - **74** fire calls
  - **353** motor vehicle accidents, false alarms, CO alarms & misc. calls
- **950** students participated in the ‘Swim to Survive’ program
- **821** community members attended the annual Fire Dept. Pancake Breakfast

Fire Prevention Week 2019

The Selwyn Fire Department held a prize draw to promote the importance of smoke/CO alarms. **43** residents either had Selwyn Firefighters install alarms for them, or made a video of themselves testing and inspecting their alarms, and were entered in the draw for prizes that had been donated by local businesses.

Selwyn Firefighters taught **1,011** students from Kindergarten to Grade 3 about fire safety through visiting local schools and providing Fire Hall tours.
2019 Diversion Statistics

- 39,000 visits to the Selwyn Landfill, including 3 school groups!
- 930.5 tonnes of Construction & Demolition Debris
- 84.5 tonnes of Fibres
- 60.5 tonnes of Scrap Metal & Appliances
- 34.4 tonnes of Hazardous Waste
- 19.5 tonnes of Containers
- 1.7 tonnes of Household Batteries
- 1,436 Used Tires

Recreation in Selwyn Township

In 2019, skaters used our public skating programs 7,700 times, with participation increasing 20% from last year!

Community members used the Ennismore Fitness Trail, located at the Robert E. Young Recreation Complex more than 7,200 times. This free outdoor recreation opportunity is provided by Selwyn Township, in partnership with the Federal Government’s Canada 150 Community Infrastructure Program and local businesses.