



2020 | Selwyn Township
**Annual
Report Card**

COVID-19 Response

- ✓ Promoted Selwyn's businesses & community organizations through a Multimedia Marketing Campaign.
- ✓ Doubled the 2020 Municipal Grant amounts and provided financial support to Food Banks & Community Care offices.
- ✓ Interest and penalty relief on property tax payments for Selwyn Township residents, valued at \$150,000.
- ✓ Assisted local organizations through no charge rental cancellations, reduced rent for Farmers' Markets and free rent to Township Not-For-Profit lessees.

**\$561,700
Committed
to Recovery
in 2020**



**\$3.2 Million
Construction
Value**

Waived Building Permit Fees

From June 1st to October 31st, building permit fees were waived for projects valued under \$75,000.

This helped to support 'do-it-yourselfers', small contractors and homeowners with renovation projects, while supporting local businesses!

Building Permit Fees Waived - \$55,282.43

Selwyn Business Re-opening Program

Selwyn Township, in partnership with Community Futures Peterborough, developed the Business Re-opening Program to assist Selwyn businesses with immediate recovery costs, **valued at \$250,000.**

Businesses received up to \$2,500 to go towards COVID-19 related adaptation expenses such as: PPE, screens, signage, floor markings, etc.

**112
Businesses
Received
Support**

Governance



Virtual Council Meetings



In response to the COVID-19 pandemic, Selwyn Township conducted 25 of its 2020 Council meetings virtually through Zoom. These meetings are also livestreamed through the Township's YouTube channel and recordings are made available for the community to watch from home. **In fact, these Council meeting videos have been viewed 1,337 times!**



Mayoral Weekly Video Updates

Since March 27, 2020, at the onset of the COVID-19 pandemic, Mayor Andy Mitchell has recorded 42 weekly videos that provided the community with valuable updates and key messages on behalf of Selwyn Township! **These videos were viewed 2,037 times!**

Virtual Citizen Engagement



In the ever-changing environment that the COVID-19 pandemic has created, many community members turned to the Selwyn Township website to get the most up-to-date information.

In 2020, there were 33,501 searches on our website, with the most popular being: fire ban, building permits, recycling and zoning.

Communications



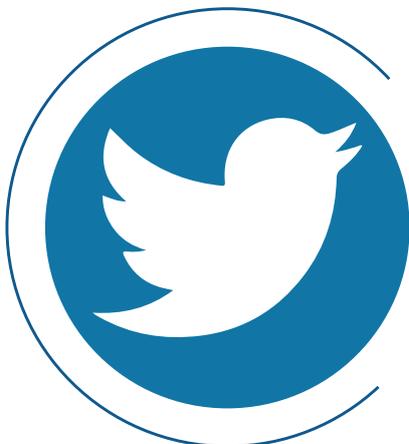
eNewsletters

- 1,327 new subscribers
- 15,762 opens (58% open rate)
30% greater than sector average
- 2,318 clicks (15% click rate)
12% greater than sector average



Facebook @SelwynTownship

- 843 new page followers
- 136,192 engaged users
- 1,629,943 total reach
(number of people who viewed Selwyn Township content)



Twitter @SelwynTownship

- 346 new followers
- 1,591 total tweets
- 839,600 tweet impressions



YouTube @SelwynTownship

- 68 subscribers
- 5,353 videos views
- 452.5 hours of watch time

Selwyn Municipal App

Launched on December 7, 2020, the Selwyn Township Municipal App is intended to make the information on the Selwyn Township website more functional for a smartphone/tablet user. Key messaging and push notifications can also be added to the App depending on the time of year or for specific events e.g. election time; spring flooding messaging; holiday waste collections, etc.

Download the App today!

Recreation

Although the Parks & Recreation Department has been highly affected during the pandemic, a number of positives came out of 2020.

Outdoor and indoor fitness classes offered by community partners, when permitted, were at maximum capacity throughout summer and fall.

Local Minor Hockey Associations saw an increase in player registrations and as a result, more hours were booked at the Selwyn Township arenas between October and December, over any year in the last decade!



Increase in Participation

From January to March 2020, the number of participants increased by 25-30% for general public skating and 50% for senior public skating.

From April to December 2020, trail use in Selwyn Township increased by more than 50%, as residents looked to outdoor options for exercise.



Lakefield Marina

The Lakefield Marina was at full capacity for seasonal rentals during the 2020 boating season.

There was also an increase in transient rentals by local boaters.

Finance



Property Tax Payment Types

- Pre-Authorized Plan (PAP): **29.07%**
- Online/Telephone Banking: **45.09%**
- Mortgage Company Payments: **9.39%**
- Counter/Mail Payment: **12.01%**
- Post-Dated Cheques: **4.44%**

Virtual Town Hall is an online payment portal and account manager and is one of the many ways Selwyn Township is improving efficiencies.



Virtual Town Hall

Launched on December 7, 2020, Virtual Town (VTH) allows users to view and pay property taxes, general receivables (facility rentals, etc.) and dog tag renewal invoices.

VTH allows you to change your mailing address, customize your paperless notification settings, and start, stop or change a property tax Pre-Authorized Payment Plan (PAP) right from home!

Be sure to sign up for your VTH account today!

Economic Development

Community Improvement Plan

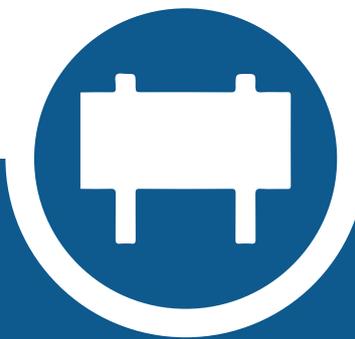
Since the inception of the Community Improvement Plan (CIP) in 2013, Selwyn Township has provided approximately \$381,370.67 in grant funds with an approximate project value of \$1,109,709.51 (as of December 2020).

For every Township \$1, businesses are investing over \$3!



Facade Improvement Grant

- Three (3) grants approved totalling \$41,141.46.
- Three (3) grants were paid out totalling \$49,832.62.



Ground Signage Improvement Grant

- Three (3) grants approved totalling \$4,828.19.



Landscaping Improvement Grant

- Three (3) grants approved totalling \$11,144.93.
- Four (4) grants were paid out totalling \$14,394.93.

Total Approved CIP Grants in 2020 - \$121,342.13

Business eNewsletter



Selwyn Township introduced a monthly Business eNewsletter in February 2020 and it quickly became an integral method of communicating with local businesses, especially during the COVID-19 pandemic.

As of December 2020, the monthly Business eNewsletter has a total of 404 subscribers!

- 12 Business eNewsletters sent in 2020, including two editions in April and December as a direct result of the pandemic and changing regulations for businesses
- 1,984 opens (33% open rate)
- 293 clicks (11% click rate)

Did You Know...

- **The Lakefield Water System saw a 10% increase in flows in 2020 over 2019!**

This is most likely related to the stay-at-home orders and an increase in people working from home due to COVID-19.

- During warm/dry summer months, the Lakefield Lagoon can lose on average 540 m³/day to evaporation. **That's 540,000 litres of water, or the equivalent water usage of approximately 280 households!**



The Public Works Department resurfaced **approximately 25 kilometres** of Selwyn Township roads in 2020.

Winter Snow Plowing Facts

- There are 10 snow plow routes that each take 7 hours to complete.
- A snow plow uses 125 litres of fuel per route.
- Each truck is loaded with a little over \$300 worth of treated sand.



\$785

Cost of a snow plow completing one pass of its plowing route.

Sustainability

There are many green initiatives that are on-going in Selwyn Township that benefit the environment and our community; and align with Selwyn's Climate Change Action Plan. For more information on these initiatives, visit selwintownship.ca/greeninitiatives.

Building Renovation Projects

Several renovations focused on extending the useful life of our buildings and targeted energy conservation. We will monitor the performance of these buildings to see what impact we have on energy consumption and operating costs.

Bridgenorth Fire Hall

- New septic system was installed to replace the holding tank, eliminating the need for frequent pump outs and associated ongoing operational costs
 - This one-time capital investment requires routine pump outs only once every 3 to 5 years

Ennismore Seniors Centre

- New insulated roof membrane was installed to replace the flat roof
 - Improved insulation will reduce heat loss and associated heating costs

Lakefield Marina

- Boardwalk light fixtures have been upgraded to energy efficient LED heads
 - LED lighting reduces electrical consumption, operational costs and GHG emissions

Green Fleet Strategy

In the summer of 2020, the Township received federal funding through FCM's Green Municipal Fund to lease a plug-in hybrid electric vehicle (PHEV) for the Building & Planning Department and install a Level 2, 240-volt charging station at the Municipal Office.

This charging station is available for public use at no cost from 8:30AM to 4:00PM, Monday to Friday.

The PHEV will help reduce the Township's reliance on fossil-fuels and lower operating and maintenance costs associated with the municipal fleet.



Digester & ReLeaf Program

Through funding from Frank Cowan Company, the Township provided 52 maple trees and 30 backyard digesters at no cost to residents!

- The trees will divert 3 tonnes of GHG emissions from the atmosphere!
- The digesters will divert approx. 9 tonnes of food waste from the landfill in one year.

Waste Audits

In December 2020, Township staff conducted waste audits of the Arenas, Fire Halls and Municipal Office to identify areas for improvement.

In 2021, the Township will continue waste audits of other facilities and implement a number of improvements related to recycling, public education and promotion of diversion programs.

Closing the Loop on Food and Organic Waste

“Closing the Loop on Food and Organic Waste at Lakefield District Public School” funded by TD Friends of the Environment Fund is on-going!

Despite having experienced challenges through 2020, teachers, students and project partners, Nourish Lakefield and the Peterborough Master Gardens, remain engaged! In 2020, students conducted waste audits and sustainably diverted food waste through traditional composting and vermicomposting (worms!). The compost was then used to plant vegetable gardens at the School.

In early 2021, virtual programming on food waste reduction and diversion will be provided school-wide and more vegetable gardens will be planted in the spring.

Tree Plantings

Selwyn Township partnered with the Otonabee Region Conservation Authority (ORCA) to plant more than 1,800 trees to restore the Ennismore and Preston Pits!

- 680 mixed native, coniferous trees were supplied by ORCA, with 300 planted in the Preston Pit and 380 planted along Preson Road to replace the roadside trees that were removed.
- 1,200 trees were planted in the Ennismore Pit by ORCA and Township Staff, as well as staff and students from the Youth Leadership in Sustainability Program,



Selwyn Public Library

Virtual Resources

- Mango Languages
- Ancestry Library (Genealogy)
- Hoopla (eMovies, eMusic, eBooks, eAudiobooks)
- CloudLibrary (eBooks & eAudiobooks)

Virtual Programs

- **659 programs offered in 2020 (60% were offered virtually)**
- Genealogy programs, Online Book Clubs, Scavenger Hunts, Online Story Times, Trivia Nights, Photo Contests, Virtual LEGO Builds, Take & Make Bags, BINGO

CloudLibrary Stats

- eBook circulation: 33,235
- eAudiobook circulation: 8,355
- New CloudLibrary patrons: 999

School Outreach

When the Selwyn Public Library was unable to offer in-person programming for schools, they pivoted and offered remote opportunities like Classroom Book Bags and School Story Walks!

Since June 1st, the Selwyn Public Library branches have offered curbside pick-up to its patrons.

From June 1st to August 15th, there were 5,781 checkouts done through curbside pick-up.



Fire Department



2020 Statistics

- **92 Volunteer Firefighters**
- **1,244 response calls**
 - 842 medical calls
 - 103 fire calls
 - 62 motor vehicle accidents
 - 48 false alarms
 - 29 CO alarms
 - 160 miscellaneous calls

Fire Prevention

Although all in-person events were cancelled in 2020, the Selwyn Fire Department established new ways to get the message out to the community.

Selwyn Fire partnered with Community Safety Net to provide educational safety books to the public at no cost.

Selwyn Fire's "Serve up Fire Safety in the Kitchen" YouTube video included important safety tips, and a tour of their apparatus and Personal Protective Equipment.

Over the holidays, Selwyn Fire teamed up with Peterborough Fire Services for the annual 12 Days of Holiday Safety radio messages; and 550 Holiday Safety brochures were distributed throughout the Township.



1310 Centre Line
Selwyn ON

705-292-9507
1-877-213-7419

www.selwyntownship.ca
info@selwyntownship.ca