

2021 Annual Report Card

Selwyn Township



selwyntownship.ca

Township of 
Selwyn
Naturally Great.

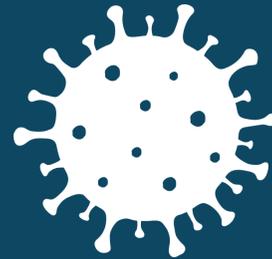
COVID-19 Response

Selwyn

Connected Contest

Invested \$57,800 to promote Selwyn's businesses through a Multimedia Marketing Campaign and Contest. To enter, individuals had to visit one of 60 participating local businesses and text-to-win with the secret code in-store, encouraging shopping in Selwyn.

Over 1,000 entries, reaching over 1 million people on social media.



\$135,000
committed to
COVID-19 Recovery
in 2021



14,893
searches on the
Selwyn Township
website

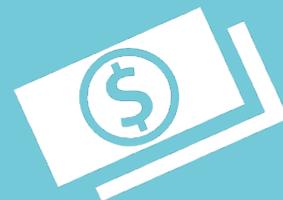
Community members continue to rely heavily on gathering information online and visit the Selwyn Township website to get the most up-to-date information.

- **34 Council Meetings were held:**
 - 11 hybrid; and
 - 23 virtual
- **Mayor Andy Mitchell recorded 48 weekly update videos that were viewed a total of 1,065 times**

COVID-19 Pilot Grant Program

Through the Township's Community Improvement Plan (CIP), this Program promotes physical alterations and improvements of existing commercial buildings to prevent and reduce the transmission of the COVID-19 virus.

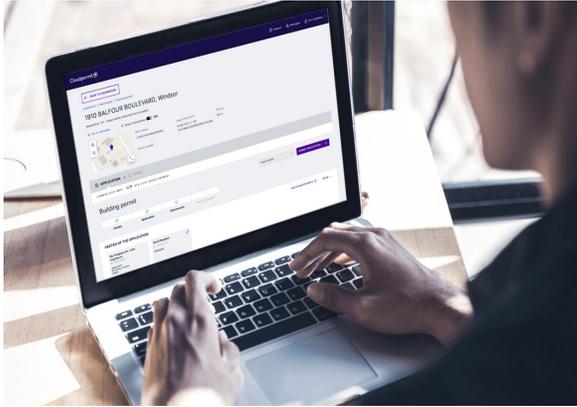
The Program expires December 31, 2022
For details, visit selwyntownship.ca/CIP



Four (4) COVID-19 Pilot Grants were completed with a total project value of \$42,266.38

Virtual Platforms

Cloudpermit



The Cloudpermit e-permitting system was officially launched February 2021, allowing residents and builders to complete the entire building permit process online - apply and pay for permits, submit drawings, book inspections and track your permits online.

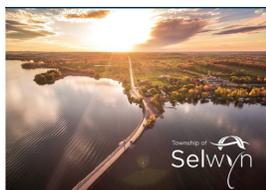
574 permits submitted through Cloudpermit since the system was implemented in 2020

Virtual Town Hall (VTH)

VTH was launched December 2020, allowing users to view and pay property taxes, general receivables (facility rentals, etc.) and dog tag renewal invoices online!

It allows users to change their mailing address, choose to receive paperless notifications, and start, stop or change a property tax Pre-Authorized Payment Plan from home!

726 Virtual Town Hall accounts created in 2021



Selwyn Municipal App

Launched on December 7, 2020, the Selwyn Township Municipal App makes the Selwyn Township website more functional for a smartphone/tablet user. Key messaging and push notifications are also sent through the App for events such as holiday waste collection reminders, road closures, etc.

804 users downloaded the Selwyn App in 2021

Communications



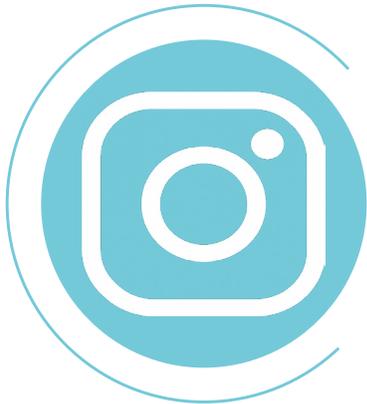
Facebook

- 552 new followers
- 13,033 page visits
- 203,279 total reach



Twitter

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



Instagram

- 318 new followers
- 52 posts
- 1,100 post likes



YouTube

- 100 new subscribers
- 7,100 videos views
- 1,500 hours of watch time



Township eNewsletter

- 2,179 subscribers
- 16,784 opens (58% open rate)
22% greater than the sector average



Township Website

- 14,893 searches on website
- Top 5 searches: zoning, pre-authorized payments plans, fire dept, tax dept, video of council meetings

Parks & Recreation

The Parks & Recreation Department continued to offer healthy and active opportunities inside and out during 2021 despite the many challenges that the pandemic brought.



Throughout 2021, trail and biking route use soared with residents and visitors enjoying the many outdoor opportunities available in Selwyn Township.

At the arenas, rentals reached an all time high in large part due to new weekday adult leagues and local Minor Hockey Associations saw a slight increase in their registration numbers.

At the baseball diamonds, many local softball leagues started up again and enjoyed registration numbers similar to those seen prior to the pandemic.

Heritage

29 properties
added to the
Municipal Heritage
Register
(Non-Designated)

1 property
added to the
Municipal Heritage
Register (Designated)



Finance



Property Tax Payment Types

- Pre-Authorized Plan (PAP): **29.49%**
- Online/Telephone Banking: **47.03%**
- Mortgage Company Payments: **9.35%**
- Counter/Mail Payments: **8.52%**
- Post-Dated Cheques: **3.80%**
- Virtual Town Hall (VTH) Payments: **0.08%**
- Electronic Fund Transfer (EFT) Payments: **1.73%**
- Electronic Payments: **87.68%**

9.92% increase in funds received electronically

Building & Planning



\$38.6 Million
Construction Value

421
Building Permits Issued

1,792
Passed Inspections Issued

Public Works

Clear Garbage Bag Policy

In September 2021, Selwyn Township implemented the Clear Garbage Bag Program to help divert recyclables away from the Smith Landfill. Facebook Live events provided residents with a tour of the Landfill and a Q&A regarding the new program.

**3,098 tonnes of garbage and
1,527 tonnes of recyclables
were collected curbside**

The amount of garbage should decrease and recyclables increase year after year, now that the Clear Bag Garbage Program is in full swing!



320

kilometres of road maintained
by the Public Works
Department

Waste Diversion

- 34,100 vehicles visited the Smith Landfill

Collection Statistics

- 880 tonnes of Construction & Demolition debris
- 92 tonnes of Fibre (paper and cardboard products)
- 23 tonnes of Containers
- 55 tonnes of Scrap Metal
- 1,557 Used Tires



Economic Development

Community Improvement Plan (CIP)

Since the inception of the Community Improvement Plan in 2013, Selwyn Township has provided approximately \$470,518.03 in grant funds with an approximate project value of \$1,491,894.12 (as of December 2021).

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

2021 Grant Projects



Facade Improvement Grant

- Thirteen (13) grant projects were completed with a total value of \$75,577.04



Ground Signage Improvement Grant

- Four (4) grant projects were completed with a total value of \$7,168.19



Urban Design Study Grant

- Two (2) grant projects were completed with a total value of \$3,445.00



Landscaping Improvement Grant

- Four (4) grant projects were completed with a total value of \$10,420.03

Total Approved CIP Grants in 2021 - \$167,058.10
including COVID-19 Pilot Grant Program (page 2)

Sustainability

There are many green initiatives that are ongoing 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 selwyntownship.ca/greeninitiatives.

Rain Ready Action Program



In partnership with Peterborough GreenUP, the Rain Ready Action Program offered Selwyn residents help to manage flood and drought risks on their properties. The program included a subsidy for rain barrels and water-wise garden kits for residents to purchase through GreenUP. It also included 2 webinars on flood and drought preparedness to bring awareness of mitigation strategies homeowners can implement to reduce the impacts of climate change.

103 rain barrels & 12 garden kits
were purchased by Selwyn residents
with the support of the subsidy

The Link Rural Transportation System Launched!

The Link rural community transportation pilot program launched in May 2021.

Ridership was free until September 1st for residents to get familiar with the new service. Selwyn Township has since partnered with the Trent Central Student Association so that students and staff can use The Link service with their school bus pass as of September 1st, 2021. This partnership increased ridership for both routes.

In 2021, the total number of riders were:

- Route #31 Curve Lake-Lakefield: **2,722**
- Route #32: Ennismore-Bridgenorth: **1,534**



Selwyn Public Library

Some Selwyn Public Library programming is made possible by the ongoing efforts of volunteers at our New-to-You stores. However, due to the pandemic, we had to find new, creative ways to raise the funds that support many of our enhanced programs and services.

**DONATE NOW
THROUGH**



\$2,635.95 and counting...

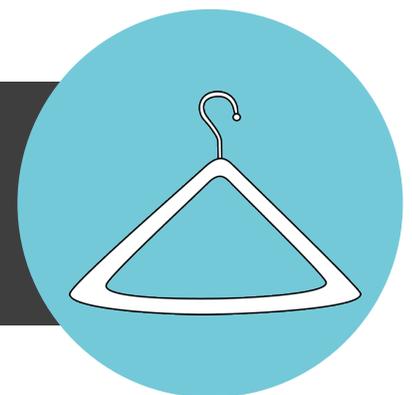
**Online Auction
\$5,802.92**



**Chemung Lake District Lions Club
Donation
\$3,000.00**



**New-to-You Stores
\$8,927.53**



**Book Sales
\$3,365.95**



Fire Department

2021 Statistics

- **90 Volunteer Firefighters**
- **1,287 response calls**
 - 852 medical calls
 - 67 fire calls
 - 87 motor vehicle accidents
 - 58 false alarms
 - 23 CO alarms
 - 204 miscellaneous calls

Fire Prevention

All in-person Selwyn Fire Department events were once again cancelled in 2021.

Educational virtual tours and social media videos were utilized to reach as many people as possible.

For Fire Prevention Week (October 3-9, 2021), three videos were uploaded to YouTube for residents in the community to watch. These videos focused on the theme “Learn the Sounds of Fire Safety” and knowing the sounds involved with fire safety. A video was also created to show how volunteer firefighters respond, and what the green light is for.

These videos remain the most popular videos on the Selwyn Township YouTube channel!





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