



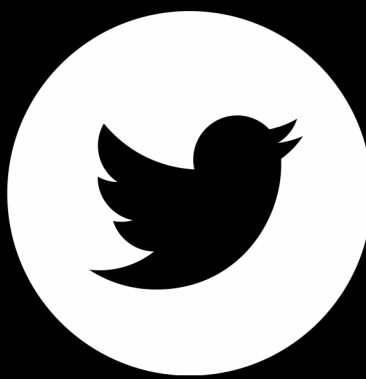
Township of 
Selwyn

2023 Report Card

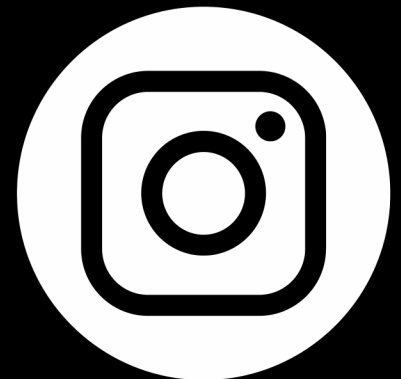
Communications



681 new page likes
62,464 page visits
(109.2% increase over 2022)
305,555 reach
(users who saw our posts/page)



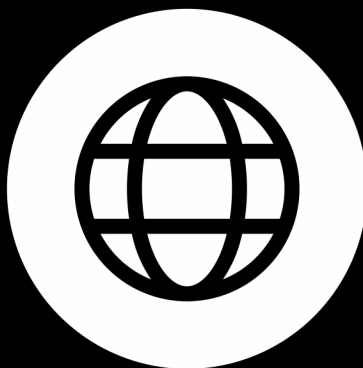
81 new followers
216,500 post impressions
(number of times users saw our tweet on Twitter)



208 new followers
2,123 profile visit
(110.2% increase over 2022)
3,299 reach
(number of users who saw our profile)



21 new subscribers
3,154 video views
516 hours watched
(10% increase over 2022)

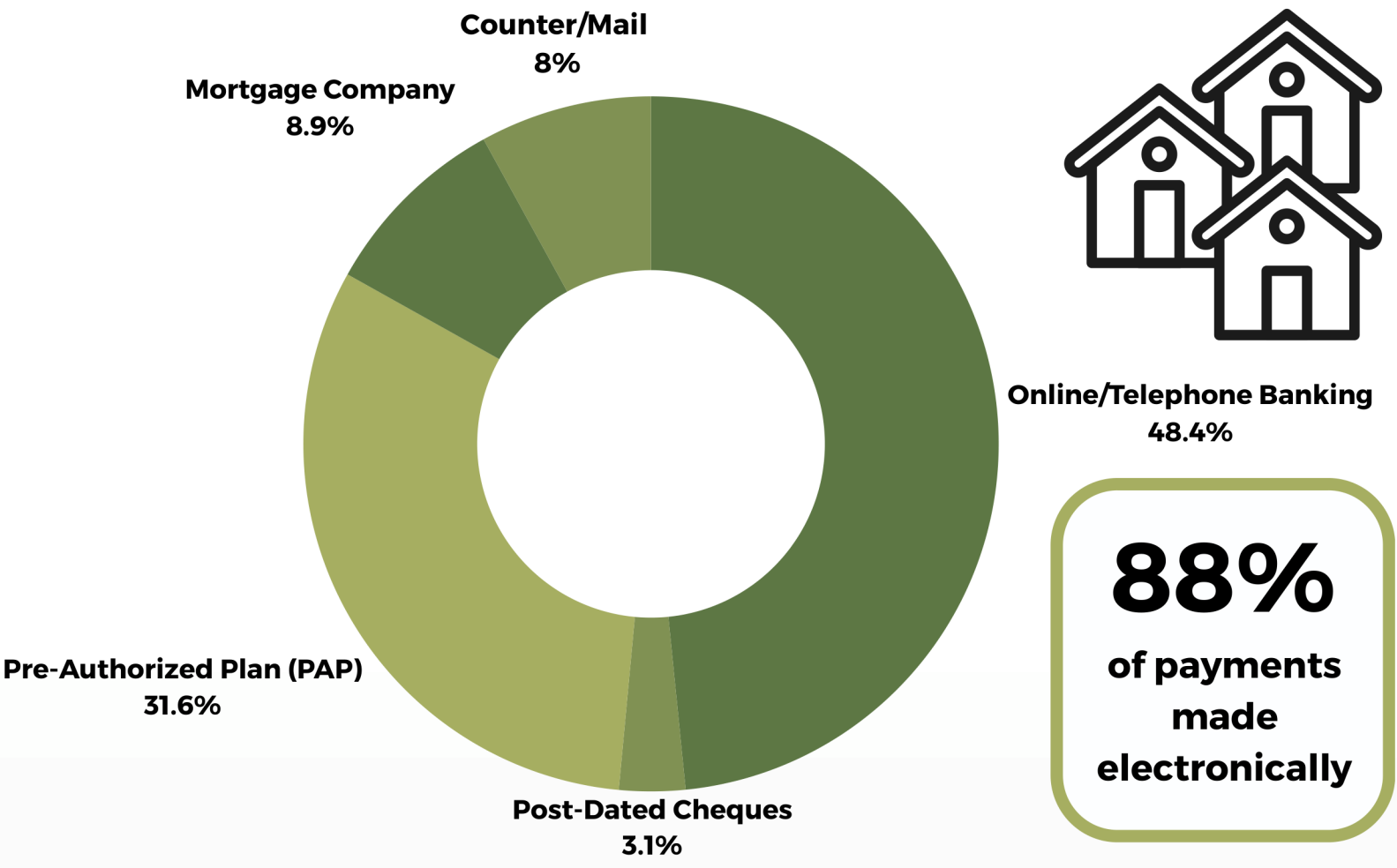


9,890 searches on website
Top 5 searches:
fire ban, zoning map, food cyler, burn ban, tax certificate



30 new subscribers
20,052 opens
66% open rate
(23% greater open rate than the industry average)

Property Tax Payments



Building & Planning

- \$39 Million** Construction Value
- 333** Permits Issued
- 735** Passed Inspections Completed
- 364** Applications Submitted through CloudPermit

Waste Diversion

42,000+ vehicles accessed the Smith Landfill

Collection Statistics

- **3,859 pounds** of household batteries
- **700 tonnes** of Construction & Demolition debris
- **3.3 tonnes** of textiles through the Diabetes Bin
- **2,637** Used Tires

2,000lbs
more
household
batteries
collected than
in 2022

Sustainability



FoodCycler Pilot Program

In partnership with FoodCycle Science, subsidies were offered to residents for the purchase of a kitchen composter.

250 households
participated in the
Foodcycler Pilot Program

**The program has the
potential to divert 500
tonnes of food waste over 7
years!**



Electric Vehicle Chargers

6 New Level 2 electric vehicle chargers were installed at 4 locations in Selwyn Township, including the Municipal Office, Ennismore Community Centre, Bridgenorth Library, and The River Den Lakefield.

ReLeaf Program

Funded through Earth Day Canada's Tree Planting Relay, the ReLeaf Program helped replace trees that were damaged in the May 2022 derecho storm. Over 200 trees were purchased and planted by residents.



The Link Rural Transportation System

The Link is a public transportation pilot project in Selwyn Township and Curve Lake First Nation, which connects to the City of Peterborough's Transit system at Trent University.

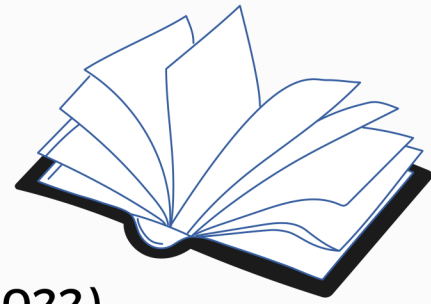
Ridership doubled from 2022 to 2023



18,115 trips were made on The Link in 2023:

- **8,710 trips on Route #31**
Curve Lake – Lakefield
- **9,405 trips on Route #32**
Ennismore – Bridgenorth

Selwyn Public Library



- **305 Programs Offered**
- **9,948 Program Attendees**
- **89,621 Items Borrowed** (3% increase over 2022)
- **38,805 Electronic Circulations** (4% increase over 2022)
- **Top Circulating Adult Book:** A World of Curiosities by Louise Penny
- **Special Collections:** board games, puzzles, pickleball kits, disc golf kits, wifi hotspots, Ontario Parks passes, and CO2 monitors

SPL Makerspace's First Year in Operation!



- **1,137** Visitors
- **51** Programs Offered
- **390** Program Attendees

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- **622** Equipment Users
 - **Equipment offered:** laser cutter, Cricut (vinyl printer), 3D printer, embroidery machine, sewing machine, serger, digitization equipment

Fire Prevention

During Fire Prevention Week (Oct. 8-14, 2023), the Selwyn Fire Department presented at local schools on fire safety, with a focus on the importance of cooking safety.

58 Smoke & CO Alarms purchased

1,008 students attended the presentations and received gift bags containing fire safety messages

251 Burn Permits issued



115 students participated in Swim to Survive

This program teaches Grade 3 students about water safety, and includes 3 in-class and 3 in-pool lessons.



198 Smoke/CO alarms handed out to residents

through the Project Zero Grant, in partnership with Enbridge Gas and the Fire Marshall's Safety Council.

2023 Fire Call Statistics

1,470 response calls

- 950 medical calls
- 101 fire calls
- 88 motor vehicle accidents
- 70 false alarms
- 32 Carbon Monoxide (CO) alarms
- 229 miscellaneous calls



Economic Development

In 2023, the Township's Fundraising and Revenue Generation Strategy & Tool Kit was completed.

Through the development process, input was gathered from:

Township Staff

One-on-One Interviews

Businesses & Non-Profits

Community Stakeholders



A number of community groups and organizations have accessed the Fundraising Tool Kit available on the Township website.

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Google My Business

20

Businesses participated in the Step-by-Step: Creating a Google Business Profile workshops.

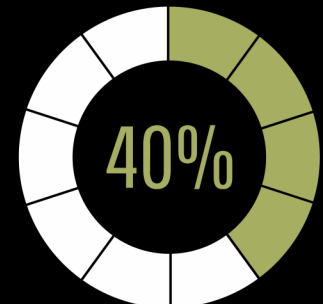
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Digitization Project

The Township received funding from the Provincial government to support the modernization of operations by digitizing a number of municipal property records.

3,400

Property files and building permit records have been digitized.



Project is 40% complete!

Facilities & Recreation

Township Festivals



The Township hosted 3 successful festivals this year!

These local festivals brought huge crowds and were a great boost to community spirits and tourism. Thank you to all the local businesses and organizations who contributed to making these festivals such a great success!

Lakefield Jazz, Art & Craft



PolarFest



Ennismore Shamrock



Multi-sport Courts

The Ennismore and Lakefield multi-sport courts were both refurbished in 2023. There was a 200% increase in the usage of these facilities by residents and visitors of all ages.



Arena Operations

- Over 97% of all prime-time ice slots were rented throughout the 2022-23 season
- Rentals of Township-owned halls and meeting spaces increased by greater than 50% over 2022





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