

Sustainable Neighbourhood

JUNE 2019

Action Plan




Orangeville
Historic Charm Dynamic Future

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Sustainable Neighbourhood Action Plan

Participants in Sustainability Engagement Sessions¹

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BookLore	Optimist Club of Orangeville
Cachet Developments	Orangeville Accessibility and Seniors Advisory Committee
Climate Change Action Dufferin – Caledon	Orangeville Home Hardware Building Centre
Clorox Company of Canada	Orangeville Hydro Limited
Community Living Dufferin	Orangeville Police
County of Dufferin	Orangeville Seniors Centre
Credit Valley Conservation Authority	Sustainable Orangeville Advisory Committee
Criterion-Jansen Engineers	Organic Waste Processing Facility, City of Guelph
Dare Foods	Proforma miComm
Downtown Orangeville	R.J. Burnside and Associates Limited
Dufferin Board of Trade	Royal Bank of Canada
Dufferin Child and Family Services	Reader's Choice
Dufferin County Cultural Resource Circle	Recycling Council of Ontario
Enbridge Gas Inc.	Rotary Club of Orangeville Highlands
Fromage Orangeville	The Art of Storytelling Inc.
Georgian College	Theatre Orangeville
Habitat for Humanity Wellington-Dufferin-Guelph	Trispire Management
Heritage Orangeville	Upper Grand District School Board
Humber College Institute of Technology and Advanced Learning	Wellington-Dufferin-Guelph Public Health
Kitchen to the Table	Westminster United Church Orangeville
Martina Rowley and Company Virtual Support	

LURA Consulting Team Members

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¹Individuals from organizations listed here participated in one or more stakeholder engagement sessions. Inclusion of their organization does not assume endorsement of this Plan.

Executive Summary

The Town of Orangeville has a strong focus on sustainability. This Sustainable Neighbourhood Action Plan builds on the prior efforts of Town staff, Sustainable Orangeville (formerly Orangeville Sustainability Advisory Committee), community organizations and residents to achieve Orangeville’s vision for a sustainable community: Orangeville is a thriving, green, healthy, and connected community.

As a Town, Orangeville recognizes that the collective actions taken today must protect, restore and enhance the natural environment and promote a high quality of life for children, grandchildren and future generations. This plan has adopted a broad view of sustainability – which recognizes the many interconnected factors that impact the overall health of our environment, community and economy. This plan also recognizes the importance of a healthy environment in supporting overall health and well-being.

Over a one-year period, a Town Steering Committee led the plan development with input from Council Champion, Grant Peters. Stakeholders, community members and other Town staff contributed throughout the planning process, providing input to the vision, goals, strategies, and actions through community pop-ups, online surveys and interactive workshops. Overall, the plan was shaped through conversations with over 580 people and 40 organizations, institutions and community groups.

Orangeville’s aspirations for sustainability are presented within seven themes: Energy and Climate Change; Corporate and Fiscal; Economic Development and Culture; Land Use and Planning; Environment and Natural Resources; Social Well-being; and, Transportation System. This Plan introduces each theme area, outlines the Town’s goals and strategies for improving sustainability in that area, and provides metrics and benchmark data to measure success. A list of the plan’s goals is provided below. Further details on the goals, strategies and associated actions – including timelines, responsibilities, and relative costing – are provided in the Appendix.

Theme	Goal
Energy and Climate Change	Reduce emissions and prepare for a changing climate.
Corporate and Fiscal	Demonstrate municipal leadership by considering the environmental, social, and economic impacts of all Town decisions.
Economic Development and Culture	Preserve Orangeville’s small-town appeal, while bolstering robust businesses and tourism opportunities that support a healthy economy.
Land Use and Planning	Manage and direct land use that creates healthy, livable and safe communities.
Natural Resources and Environment	Protect and enhance the natural environment.
Social Well-being	Promote Orangeville as an engaged, inclusive community for all.
Transportation System	Encourage a reduction in the dependence of motor vehicles locally and promote all other forms of transportation.

Sustainable Neighbourhood Action Plan

The implementation of the Sustainable Neighbourhood Action Plan will be led by the Town of Orangeville, through the Sustainability Steering Committee. A key role of the Sustainability Steering Committee will be to set annual priorities within this plan. This involves selecting a handful of actions per year, which will be formally integrated into staff workplans and budgets. There is an opportunity for the Town to further integrate the sustainability initiatives outlined in this plan into its existing processes, plans, and policies – building upon the good work that has already been done.

The Town will be responsible for reporting on the metrics outlined in this plan. It is recommended that the Town continue to maximize available funding opportunities to advance the implementation of the strategies and actions outlined in this plan.

Communication, education and outreach are key components of creating a sustainable community. It is recommended that the Town, with support from Sustainable Orangeville, engage all members of the community in conversations about the importance of this plan and its focus on social, economic and environmental sustainability.

There are many individuals, organizations and potential partners already implementing sustainability initiatives within the Town. The Town recognizes the importance and impact of the work being done within the community, and wishes to collaborate further - partnering with community organizations, local Indigenous groups, the conservation authority, colleges, the County, and adjacent municipalities, where appropriate, to advance the actions outlined within this plan.



Forwards



A message from Mayor Sandy Brown

As Mayor of the Town of Orangeville and on behalf of Council, it gives me great pleasure to present the municipality's first sustainability plan – the Orangeville Sustainable Neighbourhood Action Plan.

This plan is a result of sincere and enthusiastic input from dedicated residents, stakeholders, community ambassadors, and Town staff. Centred around seven key themes that provide a common vision for Orangeville's future, the plan demonstrates the holistic impact of sustainability within the community. It provides goals, strategies and actions that will guide the Town towards a sustainable future, integrating the environmental, economic, social, and cultural pillars of sustainability.

The plan focuses on protecting our natural resources and the environment and strengthening our corporate and economic and social programs, while also planning for land use, transportation and climate change. It

establishes short, medium, and long-term goals and creates accountability measures to help us monitor our success.

Implementation of the plan across the organization will occur. Just as importantly, we need the Town's businesses, residents and community leaders to support implementation of the plan as well. Together, we can fulfill Orangeville's vision as a thriving, green, healthy, and connected community.

We are grateful for the contributions made by all our stakeholders in the creation of this plan and hope for your continued support as we move forward with action.



Sustainable Neighbourhood Action Plan

A message from The Chair of Sustainable Orangeville Grant Peters

As Chair of Sustainable Orangeville and a member of Town Council, I am extremely pleased to see this document come to fruition. Municipalities are in a unique position to lead by example, and by implementing this plan I am confident that Orangeville can become an excellent case study in sustainable practices, community involvement, and social equity.

This plan will guide Council's decision-making, and support the ongoing efforts of Sustainable Orangeville, Town staff, local services clubs, and community members. Creating a sustainability plan for our community has been a priority for Sustainable Orangeville for many years. As a committee of Council, Sustainable Orangeville can support the implementation and promotion of both the plan and its approaches to reduce the Town's environmental impact. This will help to improve the quality of life of its residents, now and in the future. Now that the plan is complete, I can't wait to get started on implementation.



A message from CAO Ed Brennan

In 2017, the Town launched Orangeville Forward – A Strategic Action Plan for the Town of Orangeville. The plan established five key areas to be pursued in order to maintain and grow Orangeville as a safe, prosperous, and healthy community. Caring for and creating a sustainable environment through community stewardship was one key objective established. The completion of a sustainability plan with an environmental focus was identified as a high priority action.

As we complete that goal and present the Orangeville Sustainable Neighbourhood Action Plan, we also acknowledge the considerable work ahead as collectively, the Town of Orangeville begins to implement this plan. We must ensure that our future decisions are viewed with a sustainability lens as we work towards a balanced and sustainable future. We will be challenged to ensure that all key elements of the plan are integrated into organizational planning. Our departmental workplans, reporting and annual budgeting processes will reflect action on the recommendations of the plan.

And we will look to the whole community to help carry out this plan. We know that our community's support and involvement, a hard-working Town team and strong leadership from our Council will be a winning recipe for local success.



Our Town

Our Town

Orangeville is a community of approximately 29,000 people and is located at the northwest edge of the Greater Toronto Area, in the heart of southwestern Ontario. Orangeville is rich in heritage and surrounded by outstanding natural amenities. This Sustainable Neighbourhood Action Plan builds on prior efforts to achieve Orangeville's vision for a sustainable Town.

Our Roots

The Town of Orangeville has a strong focus on sustainability. Orangeville's Official Plan (2018) indicates that the community will strive to conserve, protect and enhance the natural environment by promoting best practices in sustainable development, including the development of green development standards, energy efficient systems and by living within the carrying capacity of the Town's supporting ecosystems.

In 2017, Orangeville Forward – a Strategic Action Plan for the Town of Orangeville, was created. Eight key value statements and five significant priorities emerged from the process to drive the municipality forward over the next several years. One of the objectives established was to care for and create a sustainable environment through community stewardship. The completion of a Sustainable Neighbourhood Action Plan (the "plan") with an environmental focus was established as a priority action. This plan also reinforces the Town's attractiveness to residents, business owners and cultural organizations.

In addition to Town efforts, Sustainable Orangeville has been responsible for many sustainability initiatives within the community relating to the urban forest, urban harvest, food security, active transportation, advocacy and community education. Together the Town, Sustainable Orangeville and partner agencies have created a solid foundation for this plan.

The Town has recognized the need to establish a single, all-encompassing document to further guide the integration of sustainability across all operations and delivery of services. The plan will serve to guide municipal decision-making and lead the community toward a sustainable future in a cohesive and responsible manner.

Our Definition of Sustainability

The Town has adopted the commonly used definition of sustainability - "meeting the needs of the present generation without compromising the ability of future generations to meet their needs"². As a Town, Orangeville recognizes that the collective actions taken today must protect, restore and enhance the natural environment and promote a high quality of life for children, grandchildren and future generations.

This plan has adopted a broad view of sustainability – which recognizes the many interconnected factors that impact the overall health of our environment, community and economy. For the purpose of this plan, seven sustainability themes (listed below) have been identified, recognizing that in order to become a leader in sustainability and maximize quality of life, each of these areas must be addressed. The Town also recognizes the interconnections between theme areas; actions taken in one area may also lead to positive outcomes in another.

Energy and Climate Change

Corporate and Fiscal

Economic Development and Culture

Land Use and Planning

Natural Resources and Environment

Social Well-being

Transportation System

² Brundtland, G. (1987). Report of the World Commission on Environment and Development: Our Common Future. United Nations General Assembly document A/42/427.

Sustainable Neighbourhood Action Plan

Sustainable Healthy Communities

This plan also recognizes the importance of a healthy environment in supporting the overall health and well-being of our community. The structure of the broader built environment in which we live – including housing, community design, land use, and transportation – has a major influence on overall community health. For example, the availability of trail systems encourages active transportation, which in turn promotes physical health. The natural environment also provides us with many valuable services including clean air and water, access to local food, and access to greenspace.

A healthy community is defined as “places where all individuals have access to healthy built, social, economic, and natural environments that give them the opportunity to live their fullest potential regardless of their race, ethnicity, gender, income, age, abilities, or other socially defined circumstance”³. The importance of a healthy community is highlighted throughout this document - in our vision, and within each of the theme areas outlined in this plan. Each of the goals, strategies and actions recommended in this plan can be viewed through a health lens – further speaking to the role that a healthy environment and healthy community has on overall sustainability and quality of life.

Creating Our Plan

Orangeville’s Sustainable Neighbourhood Action Plan was spearheaded by former Town Councillor Sylvia Bradley, who led Sustainable Orangeville for over ten years. Over a one-year period, a Town Steering Committee led the plan development with input from Council Champion, Grant Peters. The Steering Committee was comprised of five Town staff members who represented various divisions at the Town, including Economic Development and Culture, Planning, Environmental Services, Transportation and Development, Finance, and Parks and Recreation/Community Services. The role of the Steering Committee was to provide expertise and advice on the plan’s content – leveraging best practices and building on the feedback received from community members.

Stakeholders, community members and other Town staff contributed throughout the planning process, providing input to the vision, goals, strategies, and actions through community pop-ups, online surveys and interactive workshops. Overall, the plan was shaped through conversations with over 580 people and 40 organizations, institutions and community groups.

Development of the plan was supported with funding from the Federation of Canadian Municipalities’ Green Municipal Fund. The Green Municipal Fund supports initiatives that advance innovative solutions to environmental challenges. Federal funding was matched through cash and in-kind contributions by the municipality.



³ American Planning Association. (2017). Healthy Communities Policy Guide

Our Town

How to Read this Plan

The plan is organized using seven themes (outlined above). Together, these themes aim to achieve a central vision for Orangeville's future. For each theme area, the following information is provided:

- ▶ A short description of “where we are now” with respect to the theme;
- ▶ A short description of the importance of the theme to overall community sustainability;
- ▶ The Town's goal for the specified theme;
- ▶ A list of strategies and actions to be pursued in order to achieve the goal; and,
- ▶ A list of proposed metrics that will be used to help measure implementation progress over time, titled ‘measuring success’. Baseline data⁴, where applicable and available, has been added to provide benchmarks for success. Some metrics do not have baseline data at this time, and will require data collection as an initial step in implementation, these are noted as ‘potential future metrics’.

Further details on the goals, strategies and associated actions – including timelines, responsibilities, and relative costing – are provided in the Appendix. The final section of the plan outlines a framework for implementation including governance, funding opportunities, communications and reporting, and plan renewal.

Our Vision

Orangeville is a thriving, green, healthy, and connected community.

Where:

- ▶ “Thriving” refers to a community that is engaged, economically vibrant, and affordable;
- ▶ “Green” refers to the natural environment, water, natural heritage, and the urban forest;
- ▶ “Healthy” refers to a community that is active, mentally healthy, socially aware, supports local food; and a community that values education;
- ▶ “Connected” refers to a community that is accessible, livable, walkable, inclusive, and complete; and,
- ▶ “Community” encompasses businesses and residents.

⁴ Unless otherwise noted, 2016 has been used as the benchmark year for the metrics provided. The last Census of Canada was conducted in 2016, providing a common point of reference for monitoring progress across the organization.

Sustainable Neighbourhood Action Plan

THRIVING Where “Thriving” refers to a community that is engaged, economically vibrant, and affordable.

GREEN Where “Green” refers to the natural environment, water, natural heritage, and the urban forest.

HEALTHY Where “Healthy” refers to a community that is active, mentally healthy, socially aware; and a community that values education, supporting local food.

CONNECTED Where “Connected” refers to a community that is accessible, livable, walkable, inclusive, and complete.

COMMUNITY Where “Community” encompasses businesses and residents.

Goals and Strategies





Energy and Climate Change

► Goal: Reduce emissions and prepare for a changing climate

Where are we now?

In 2018, the Town of Orangeville joined the Partners for Climate Protection Program (PCP) offered through the Federation of Canadian Municipalities (FCM). The PCP recognizes the significant role of municipalities in addressing climate change mitigation – as municipal governments influence or control half of the sources of greenhouse gas (GHG) emissions in Canada. The PCP provides guidance on reducing GHGs both within Town-owned operations as well as across the local community⁵. Typical sources of GHGs produced by municipal operations include heating, cooling and lighting Town buildings, Town-owned vehicles, waste, and water and wastewater treatment. The Town currently has a Corporate Energy Conservation and Demand Management Plan (2014-2019), which outlines corporate energy management efforts. Between 2009 and 2014, over 55 energy conservation measures were completed on Town buildings – including lighting retrofits, increasing insulation and increasing the efficiency of heating and cooling systems⁶.

At the community level, GHG emissions are emitted from homes, businesses, institutions, industries, vehicles, and waste. The Town of Orangeville has its own electricity provider – Orangeville Hydro, which will be a key partner in community energy conservation efforts. Promoting a culture of emissions reduction and behaviour change across the community will not only reduce GHG emissions, it will also save money for residents and the Town. A community-wide plan for measuring and managing GHG emissions does not yet exist. As such, the Town wishes to reduce its GHG emissions (reducing consumption of electricity and natural gas) through conservation, efficiency and renewable energy retrofits.

The Town also recognizes that our climate is changing, leading to projected increased temperatures, precipitation and more frequent extreme weather. While mitigation aims to reduce the amount of GHGs produced, climate adaptation aims to prepare the municipality for climate-related impacts. In 2019, the Town received funding from the FCM to support the development of a Climate Adaptation Plan and Policy, which will include a risk assessment of climate change on Town-owned infrastructure. Planning for resilient infrastructure (i.e. roads, buildings) that can withstand these climate impacts will ensure that the Town can continue to provide services and protect the health of the community.

Strategies to reduce emissions and prepare for a changing climate

- Encourage emission reductions through energy efficiency, conservation and renewable energy generation
- Plan for resilient infrastructure in a changing climate

Measuring Success

- Between 2008 and 2014, the Town completed 58 corporate energy conservation measures⁷
- In 2016, Town facilities used 7,166,000 kilowatt-hours of electricity, and 923,000 cubic metres of natural gas⁸

Potential Future Metrics

- Total energy consumption by sector for natural gas and electricity
- Energy savings as a result of retrofits
- Percentage of low, medium and, high risk assets or services
- Number of municipally owned vehicles that are electric or zero emission

⁵ Federation of Canadian Municipalities. (2019). Partners for Climate Protection. Retrieved from: <https://fcm.ca/en/programs/partners-climate-protection>.

⁶ Corporate Energy Conservation and Demand Management Plan. (2014-2019). Town of Orangeville.

⁷ Corporate Energy Conservation and Demand Management Plan. (2014-2019). Town of Orangeville.

⁸ Electricity and Natural Gas Consumption. (2016). Town of Orangeville.



Corporate and Fiscal

► **Goal: Demonstrate municipal leadership by considering the environmental, social, and economic impacts of all Town decisions**

Where are we now?

As a corporation, the Town of Orangeville has taken steps towards increasing the sustainability of its operations. Town operations are governed by the Corporate Asset Management Plan (2016) and the Town's Strategic Plan - Orangeville Forward (2017).

Since May 2017, the Town has been a David Suzuki Blue Dot community, which acknowledges that all members of the community have a right to a healthy environment. To date, Sustainable Orangeville has been responsible for many sustainability initiatives within the Town. Such initiatives include launching the Orangeville Seed Library and Power Meter Lending Program (both in partnership with the Orangeville Public Library); and overseeing community working groups such as Communities in Bloom. Each year, the Town hosts the Environmental Sustainability Awards, which recognizes the role that community groups, businesses, landowners, and individuals play in enhancing environmental health and quality of life.

The Town of Orangeville recognizes the importance and impact of the work being done within the community, and wishes to collaborate further. As such, the Town is taking steps to further integrate sustainability principles into its facilities, processes and fiscal decision-making. Ensuring the elements from this plan are formally integrated into the Town's daily operations will promote the social, economic and environmental health of the community as a whole.

Strategies to demonstrate sustainability leadership

- Encourage and support inter-departmental collaboration and communication to facilitate the adoption of sustainable practices in the municipality
- Encourage and support collaboration to implement sustainability initiatives between municipal and community organizations, local Indigenous groups, conservation authority, colleges, and adjacent municipalities and the County
- Create and integrate sustainability principles into Town policies, processes and practices

Potential Future Metrics

- Number of staff and/or Council members receiving sustainability training
- Number of collective and collaborative sustainability projects, initiatives, and engagement efforts implemented
- Number of collaborative partnerships formed and/or activities undertaken
- Waste diversion rates at Town buildings
- Number of policies, processes and practices supportive of sustainability



Economic Development and Culture

Goal: Preserve Orangeville's small-town appeal, while bolstering robust businesses and tourism opportunities that support a healthy economy

Where are we now?

The Town of Orangeville is a major gateway and business hub for Dufferin County. Between 2011 and 2016, Orangeville saw a near 8% job growth rate, which was both higher than Ontario's job growth and double the Town's population increase⁹. The Town's economy is represented by multiple sectors including information and cultural industries, manufacturing, finance and insurance, health care, professional, scientific and technical services, and the service industry. Tourism has grown in importance as Orangeville's festival, arts and culture, recreational, and culinary scenes grow and reach a critical mass that gains wider notice within the Greater Toronto Area. Key roles for Orangeville include visitor servicing, advertising and promotion, building local tourism assets, and attracting tourism-related investment.

In 2012, a total of 398 FTEs (full time equivalents) of employment were generated by the cultural sector in the Orangeville/Dufferin County economy, along with \$11 million in labour income and \$13.8 million in gross domestic product¹⁰. Orangeville is committed to developing cultural policies, programs, partnerships and initiatives to contribute to a vibrant and creative community¹¹. The Town actively delivers a number of public art programs, including an art walk of tree sculptures; a utility box art display program; and an annual Arts and Culture Awards event.

As outlined in Orangeville's Economic Development Strategy (updated 2018) and Cultural Plan (2014), ensuring a sustainable economy that recognizes the Town's heritage and culture is vital to the continued growth and development of Orangeville. Economic sustainability largely relies on the adaptability of the Town's labour force and attracting a diverse range of employment opportunities to the Town. The availability of affordable, reliable, high-speed fibre optic broadband would improve business and employment options locally and support the growth of green ventures and employment opportunities. A sustained economy will contribute to the continued vibrancy and vitality of Orangeville for future generations.

Strategies to support a healthy local economy

- ▶ Further establish Orangeville's identity through the preservation and expansion of tourism, culture, and heritage
- ▶ Enhance economic resiliency through attraction, expansion and retention of diverse business industries that in turn, provide varied local employment opportunities
- ▶ Connect tourists to the Town as an urban hub within the County

Measuring Success

- In 2016, the Town had 16,127 jobs total¹², representing 2,692 businesses¹³
Of these, 1,984 were jobs in Accommodation and Food Information and Culture industries, representing 107 businesses¹⁴
58% of residents worked outside of Orangeville¹⁵
- The Town had 24 individual heritage properties, with an additional 57 in Downtown Heritage District¹⁶
- In 2016, \$41,300 was invested in the Façade Improvement Program, of this the Town contributed \$17,350
- The Visitor Information Centre received approximately 7,700 inquiries in 2016

⁹ Economic Development Strategy Update. (2018). Town of Orangeville.

¹⁰ Cultural Plan. (2014). Town of Orangeville.

¹¹ Community Profile. (2019). Town of Orangeville

¹² Statistics Canada. (2017). Orangeville [Population centre], Ontario and Alberta [Province] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.

¹³ OMAFRA Analyst Data. (2016). EMSI.

¹⁴ OMAFRA Analyst Data. (2016). EMSI.

¹⁵ Statistics Canada. (2017). 2016 Census.

¹⁶ Municipal Register of Cultural Heritage Properties. (2019) Town of Orangeville.



Natural Resources and Environment

► Goal: Protect and enhance the natural environment

Where are we now?

Within its current Official Plan, the Town of Orangeville cited its commitment to sustainability by acknowledging its responsibility for environmental stewardship and climate change mitigation in co-ordination with business, communities and individual residents. The Official Plan notes that Council will work to conserve, protect and enhance the natural environment through sustainable development, green development standards and energy efficient systems. Currently, the Town of Orangeville owns and manages 33 parks, 19.5 km of trails and 116 hectares of conservation land¹⁷.

The Town relies on groundwater for its drinking water supply. As the Town becomes more developed (and paved), smaller amounts of rain and melting snow can soak into the ground and recharge this system. As such, the Town recognizes the need for development that incorporates natural elements and encourages natural flows of water through the system. A Water Conservation Plan will be launched in 2019, which provides a series of tools to protect this important resource. The Town also works to protect its water resources from road salt, fertilizers and other chemicals to ensure the health of residents and natural systems within the Credit River watershed. The Town completes ongoing water quality monitoring on the Credit Valley River and on municipal wastewater – key metrics are presented below.

Prioritizing the conservation, protection and enhancement of the Town's natural resources and environment will ensure that its residents are able to continue enjoying access to a healthy environment – supporting the physical and mental health of the community. An ongoing emphasis on environmental sustainability will also ensure that groundwater systems are maintained and continue to supply the Town with clean drinking water. Orangeville's natural systems also present an economic opportunity for environmental tourism associated with Island Lake Conservation Area and other natural amenities.

Strategies to protect and enhance the natural environment

- Protect, improve or restore the quality and quantity of water resources
- Continue to provide access to safe drinking water that meets the needs of the community
- Enhance the culture of water conservation and efficiency
- Protect and enhance natural heritage and the urban forest



¹⁷Parks Master Plan. (2015). Town of Orangeville.



Measuring Success

- Fish habitat in Lower Monora and Mill Creeks are being impacted by urbanization
- Two of the Town's five groundwater wells exceeded the aesthetic objective for chloride
- Two tertiary treatment bypasses due to heavy precipitation events; no raw sewage bypasses
- 2017 Credit River Monitoring Report:
Total Ammonia Nitrogen (TAN), Total Suspended Solids (TSS), Total Nitrogen, Carbonaceous Biochemical Oxygen Demand were within acceptable range
Total Phosphorus, Chloride concentrations increasing downstream of water pollution control Plant and were above Provincial Water Quality Objective/Canadian Water Quality Guidelines criteria
- Environmental Compliance Approvals (wastewater):
May 2016 – elevated TAN, Total Nitrogen, Total Phosphorous;
June 2016 – elevated Ammonia;
July 2016 – elevated TSS
2016 effluent limit exceedances resulted from a process disruption during construction at the water pollution control Plant
- 61% of available water supply was used to meet average day demand; 85% of available water supply was used to meet maximum day demand
- One non-compliance with O. Reg. 170/03 sampling requirements; full compliance with permits and approvals
- In 2016, the Town used 2.45 million cubic metres of water; this equals 329 litres per person per day
Residential users consumed the largest proportion of water at 1.6 million cubic metres
- The Town sold 105 rain barrels and provided 117 rebates for low-flush toilets in 2016
- Within Orangeville's core, 17% of the total area is greenspace; greenspace makes up 40% of the land in areas outside the core¹⁸
- The Town had 65 street trees per kilometre of road in 2016¹⁹
- Water consumption by sector in 2017:
Industrial: 277,516 cubic metres
Commercial: 275,142 cubic metres
Industrial: 149,900 cubic metres
Multi-Residential: 162,810 cubic metres
Residential: 1,614,513 cubic metres

Potential Future Metrics

- Total percentage of tree canopy, Town-wide
- Number of water bottle refill stations

¹⁸ Wellington-Dufferin-Guelph Public Health. (2019). Baseline Indicators and Neighbourhood Design Survey – Orangeville.

¹⁹ WDGPH. (2019). Baseline Indicators and Neighbourhood Design Survey – Orangeville.



Land Use and Planning

► **Goal: Manage and direct land use that creates healthy, livable and safe communities**

Where are we now?

In 2018, the Town updated its Official Plan which outlines how land should be used and provides a framework for planning decisions, in line with the County of Dufferin's Official Plan and the Provincial Policy Statement. The Official Plan identifies key areas of importance, including maintaining Orangeville's quality of life, protecting heritage, cultural and natural environments, and maintaining natural and historic character. As the largest urban centre in Dufferin County, Orangeville's population continues to grow at a rate of 3.3% (2011 to 2016). The majority of recent population growth has been accommodated through low density suburbs (traditional single-family homes), while future growth is expected to be accommodated through a variety of housing types and development within existing built-up areas.

Land use planning looks to create positive environmental, social and economic development outcomes. From an environmental lens, land use planning has a role in protecting greenspace, reducing emissions and managing water flows. From a social perspective, communities can be designed to promote physical activity, community connections, housing affordability, and accessibility. The way we design our Town also influences the costs of building and maintaining infrastructure. The way in which land is managed and developed in the Town has a significant impact on overall sustainability and community health and has a lasting influence on the community for hundreds of years. Therefore, the Town has developed a number of strategies to promote health, liveability, and safety within the community.

Strategies to create healthy, livable and safe communities

- Encourage mixed use development
- Co-ordinate land use and infrastructure planning to promote healthy, liveable and safe communities
- Plan land use and transportation networks that support/create a well-connected community

Measuring Success

- In 2016, the Town had 10,565 private dwellings, of which 60% were single-detached homes²¹
Overall dwelling density was 6.8 dwellings/ha²²
Over 40% of Orangeville's land was residential²³
- In 2016, the percentage of dwellings within 800m (10-minute walk) of
A school²⁴, 59% of dwellings
A park, 93% of dwellings
- A supermarket, 30% of dwellings
- 65% of the Town's urban area in 2016 was within 400m of a transit route
- In 2016, residential-type land use represented over 40% of all zoning area in Orangeville, followed by open space (21%), industrial (13.5%), development (10%), and commercial (9%)

²⁰ Statistics Canada. (2017). 2016 Census.

²¹ Statistics Canada. (2017). 2016 Census.

²² Statistics Canada. (2017). 2016 Census.

²³ WDGPH. (2019). Baseline Indicators and Neighbourhood Design Survey – Orangeville.

²⁴ WDGPH. (2019). Baseline Indicators and Neighbourhood Design Survey – Orangeville.





Social Well-being

► **Goal: Promote Orangeville as an engaged, inclusive community for all**

Where are we now?

Orangeville's population is growing annually and is approaching 30,000 residents; the Town's average age is 38.7 years, younger than both Dufferin County and the Province. At the same time, the population is aging. In 2013, Orangeville Council passed a resolution demonstrating the Town's interest in becoming an age-friendly community and has since developed an Age-Friendly Community Action Plan (2016-2019). Housing affordability is recognized as a key issue, leading to the development of the Orangeville Housing Needs Analysis in 2010.

In terms of social programming, the Town offers library services at two public library branches, as well as a wide range of recreational programming at Alder Recreation Centre, Tony Rose Memorial Sports Centre, and outdoor sports fields across the municipality. Orangeville has demonstrated a commitment to continued investment in community services through the development of its Parks and Recreation Strategic Plan (2010-2020). The Town is surrounded by protected countryside as part of Ontario's Greenbelt, and supports the Orangeville BIA's facilitation of the Orangeville Farmers' Market, featuring local produce and locally prepared foods year-round.

The enhanced health and well-being of Orangeville's residents is the primary goal related to the promotion of social sustainability in the Town. Addressing affordability, liveability, social equity, and social services will ensure that Orangeville remains a place where all residents have the opportunity to live to their full potential. Sustainability of a healthy community can be achieved through strong social networks, an engaged community, and access to adequate housing and healthy food options.

Strategies to promote engagement and inclusivity

- Ensure residents have access to affordable housing and community services; contribute to County initiatives that address poverty and homelessness at the source
- Provide accessible social and community program options that support health, wellness and learning
- Increase equitable access to and affordability of healthy food options (local when possible)
- Build social networks that encourage well-being and celebrate the community

Measuring Success

- In 2016, Orangeville had 10,565 dwellings; 8,160 were owned and 2,410 were rented²⁶
2,665 residents spent 30% or more of income on shelter costs; average monthly shelter cost was \$1,126²⁷
18.7% of tenant households were in subsidized housing²⁸
Average dwelling value was \$417,641²⁹
- In 2016, library circulation for physical items was 172,100 and 23,303 for electronic items
420 adults and 4,798 children participated in library programs
10,930 residents participated in indoor recreation programs
- Over 60% of residents felt they could actively travel (bike, walk, roll) to a grocery store³⁰
- Voter turnout in the 2018 municipal election was 38.87%
- 66,000 visitors to the Farmer's Market in 2016

Potential Future Metrics

- Reported general life satisfaction (out of 10)³¹

²⁵ Economic Development Strategy Update. (2018). Town of Orangeville.

²⁶ Statistics Canada. (2017). 2016 Census.

²⁷ Statistics Canada. (2017). 2016 Census.

²⁸ Statistics Canada. (2017). 2016 Census.

²⁹ Statistics Canada. (2017). 2016 Census.

³⁰ WDGPH. (2019). Baseline Indicators and Neighbourhood Design Survey – Orangeville.

³¹ Resident survey will be completed as part of Parks and Recreation Master Plan being undertaken 2019/20.



Transportation System

- ▶ **Goal: Encourage a reduction in the dependence of motor vehicles locally, and promote all other forms of transportation**

Where are we now?

The transportation options available to Orangeville residents include driving or carpooling, walking, rolling, biking, taking transit, or other ride-share services. Many residents of Orangeville commute to their jobs outside of Town, relying on their cars to get them there. The Town has a number of bike routes featuring signs and on-road bike arrows (“sharrows”), and multi-purpose trails for biking, walking and rolling. Orangeville’s downtown core is fairly walkable, however, there is room for improvement in areas outside the core. Orangeville Transit has serviced the Town since 1991 and currently operates three transit routes, and a Transit Optimization Study was conducted in 2016. The Town is also serviced by GO Transit buses on weekdays. In 2018, the Town installed a dual port charger for electric vehicles in the municipal lot at 86 Broadway.

There is an opportunity for the Town to move towards more sustainable forms of transportation, which have several benefits for overall quality of life. For example, sustainable transportation produces less air pollution and has a smaller carbon footprint. In addition to supporting a healthier environment, active transportation (biking, walking, scootering, etc.) supports the physical and mental health of users. A town with a sustainable transportation network is attractive for employers and tourists. In order to support sustainable transportation, the Town wishes to promote a reduction in the dependence of single occupancy motor vehicles locally. Sustainable forms of transportation include transit, carpooling, driving electric vehicles, biking, and walking. A sustainable transportation network also addresses first and last mile challenges, ensuring that residents can move efficiently and conveniently when using different forms of transportation.

Strategies for sustainable transportation

- ▶ Promote a shift to more sustainable and efficient transportation options to move people and goods
- ▶ Improve access to transit options, reducing single occupancy vehicle use
- ▶ Promote walking and biking by increasing the connectivity and safety of active transportation infrastructure

Measuring Success

- The Town has 110 km of road, 143 km of sidewalk, and 19.5 km of trails
- Of trips taken within Orangeville: 74% were made by single vehicle drivers; 15% were made by passengers in vehicles; 7% of trips were made by walking or cycling; and, 1% were made up of local transit trips³²
- Select areas are 7.5 times more walkable than similar sized towns³³
- Total annual ridership of Orangeville Transit was 105,688 in 2016; there are 102 transit stops
- Installed an electric vehicle charging station in July 2018, supplying power to two parking spaces
56 charging sessions had occurred as of April 2019

³² Malatest. (2018). Transportation Tomorrow Survey 2016 – Travel Summaries for the TTS Area.

³³ WDGPH. (2019). Baseline Indicators and Neighbourhood Design Survey – Orangeville.



Implementing Our Plan



Overseeing Our Plan

The implementation of the Sustainable Neighbourhood Action Plan will be led by the Town of Orangeville, through the Sustainable Orangeville Steering Committee. Going forward, the Steering Committee will meet throughout the year to discuss internal budgeting for action implementation and to align the plan's actions within departmental work plans. It is recommended that the new Climate Change Co-ordinator be a part of the Steering Committee.

A key recommendation of this plan is for the Town to assign responsibility to oversee the implementation of the plan to a Sustainability Co-ordinator. The Co-ordinator would convene, facilitate and lead Steering Committee meetings and act as a liaison between the Committee and partner organizations. The Co-ordinator would also prepare funding applications and facilitate education and outreach activities related to the plan. In the interim, co-ordination for implementation will continue to be led by the Manager of Economic Development and Culture.

Setting Our Priorities

A key role of the Sustainability Steering Committee will be to set annual priorities. This involves selecting a number of actions per year which will be formally integrated into staff workplans and budgets. It is recommended that this prioritization be approached with input from Sustainable Orangeville and/or the wider community, as well as potential implementation partners. The Steering Committee has identified the actions they believe could occur in the short-term in the Appendix, recognizing further discussion and alignment with potential partners is still needed. Actions are currently identified as short, medium or long-term; it will be the Sustainability Steering Committee's responsibility to determine the priorities for each year within these timelines.

A Partnership Approach

Research demonstrates that engaging partners in the implementation of sustainability plans is beneficial for all those involved, leading to improved networks, knowledge exchange, reputation, progress, financial savings and community cohesion³⁴. The Town aims to work with community organizations, local Indigenous groups, conservation authority, colleges, the County, and adjacent municipalities where appropriate to advance the actions outlined within this plan.

One of the Corporate and Fiscal strategies focuses on the importance of partnerships and collaboration. As previously acknowledged, there are many individuals, organizations and potential partners already planning for and/or implementing sustainability initiatives in Orangeville. The Appendix also notes potential partners; approaching potential partners will be a key piece of implementation and will be the role of the Steering Committee as they set annual priorities.

Reporting on Our Success

The Town will be responsible for reporting on the metrics outlined in this plan. While most performance metrics have baseline data, some are new and will begin to be tracked through the implementation of the Plan. The first progress report will be presented in 2021 and continue every two years thereafter. The plan will be reviewed every five years (at a minimum) and will be renewed in ten years.

³⁴ Clark, A. and MacDonald, A. (2012). Partner Engagement for Community Sustainability: Supporting Sustainable Development Initiatives by Reducing Friction in the Local Economy

Sustainable Neighbourhood Action Plan

Demonstrating Sustainability Leadership

The Town has already made significant strides towards social, economic and environmental sustainability. There is an opportunity for the Town to further integrate the sustainability initiatives outlined in this plan into its existing processes, plans, and policies – leveraging the good work that has already been done. A number of these opportunities have been listed as actions in the Appendix. Highlighted opportunities include:

- ▶ Continuing to implement existing plans which relate to sustainability (e.g. Orangeville's Age-Friendly Community Action Plan);
- ▶ Integrating sustainability initiatives into new plans, or at the time of plan renewal (e.g. planned update of the Town's Cultural Plan);
- ▶ Providing training for senior staff and Council on how to integrate sustainability into decision-making;
- ▶ Reviewing and updating existing policies and by-laws from a sustainability lens.

Funding Our Plan

It is recommended that the Town continue to maximize available funding opportunities to advance the implementation of the strategies and actions outlined in this plan. Funding opportunities are regularly available through Federal and Provincial governments, local utilities (i.e. Orangeville Hydro and Enbridge Gas), as well as charities and not-for-profit organizations. Due to the dynamic landscape of funding opportunities, it is recommended that Sustainable Orangeville and the Sustainability Steering Committee keep abreast of relevant opportunities and prioritize actions accordingly.

Communicating Our Success

Communication, education and outreach are key components of creating a sustainable Orangeville – creating a shared understanding of a thriving, green, healthy, and connected community. It is recommended that Town, with support from Sustainable Orangeville, engage all members of the community in conversations about the importance of this plan and its focus on social, economic and environmental sustainability. It is proposed that the Town host an annual sustainability summit as one method of communicating success and collecting community feedback with respect to this plan. Working with local stakeholders, the Town is encouraged to continue offering educational events, volunteer opportunities, and the annual Environmental Sustainability Awards to support the long-term success of this plan.



Appendix



Energy and Climate Change



Goal

Reduce emissions and prepare for a changing climate.



Strategy 1

Encourage emission reductions through energy efficiency, conservation and renewable energy generation.

Action	Municipal Lead
Create corporate and community greenhouse gas emissions inventories and forecasts.	Facilities and Parks Division
Work with the County to develop and implement a Community Energy and Climate Change Action Plan.	Environment Division
Communicate progress through the Community Milestones within the Federation of Canadian Municipalities' Partners for Climate Protection Program (PCP).	Communications Division
Conduct energy-efficiency audits and benchmarking to identify retrofit opportunities for Town buildings.	Facilities and Parks Division
Develop a corporate Green Building Policy that includes minimum energy performance levels for new Town buildings.	Facilities and Parks Division
Adopt an established energy performance labelling program for new and existing Town buildings.	Facilities and Parks Division
Undertake feasibility study for renewable energy generation for municipally owned buildings.	Facilities and Parks Division
Support energy-efficiency retrofits of homes and community buildings (such as LED lighting, solar PV, or EV charging) through incentive programs.	Building Division and Facilities and Parks Division
Leverage existing partnerships to provide community education on personal conservation practices (e.g. reducing energy, food waste, etc.).	Communications Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Orangeville Hydro Enbridge Gas Treasury Division	Environment Division Dufferin County	Short-Term			Low		
Orangeville Hydro Enbridge Gas Treasury Division	Transportation and Development Division Planning Division Dufferin County		Medium-Term			Medium	
Environment Division		Short-Term			Low		
Orangeville Hydro	Enbridge Gas		Medium-Term		Low		
Building Division	Environment Division			Long-Term	Low		
Natural Resources Canada				Long-Term		Medium	
Building Division Orangeville Hydro	Enbridge Gas	On-going				Medium	High
Orangeville Hydro Enbridge Gas		On-going			Low		
Orangeville Hydro Enbridge Gas	Headwaters Food and Farming Alliance	On-going			Low		

Energy and Climate Change



Goal

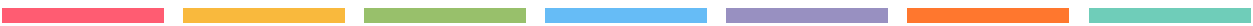
Reduce emissions and prepare for a changing climate.



Strategy 2

Plan for resilient infrastructure in a changing climate.

Develop a climate adaptation strategy to improve the Town's resilience to the impacts of climate change (e.g. infrastructure damage).	Environment Division
Hire contractual Climate Change Co-ordinator to develop and implement the Town's climate adaptation strategy and related actions.	Environment Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Public Works Division Transportation and Development Division Planning Division Facilities and Parks Division	Dufferin County Emergency Services Credit Valley Conservation	Short-Term				Medium	
Environment Division	Human Resources Division	Short-Term			Low		



Corporate and Fiscal



Goal

Demonstrate municipal leadership by considering the environmental, social, and economic impacts of all Town decisions.



Strategy 1

Encourage and support inter-departmental collaboration and communication to facilitate the adoption of sustainable practices in the municipality.

Action	Municipal Lead
Hire/Assign a Sustainability Co-ordinator to oversee implementation of the Sustainability Plan.	Environmental Division and Corporate Services
Provide training for senior staff and Council on how to integrate sustainability in decision-making.	Human Resources Division
Integrate sustainability objectives into new staff orientation.	Human Resources Division
Partner with Sustainable Orangeville to advance this Plan.	All Departments and Council



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Human Resources Division		Medium-Term		Low		
All Town Departments	Short-Term			Low		
All Town Departments	Short-Term			Low		
Sustainable Orangeville	On-going			Low		

Corporate and Fiscal



Goal

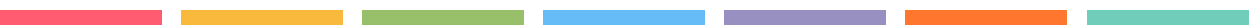
Demonstrate municipal leadership by considering the environmental, social, and economic impacts of all Town decisions.



Strategy 2

Encourage and support collaboration to implement sustainability initiatives between municipal and community organizations, local Indigenous groups, conservation authority, colleges, and adjacent municipalities.

Action	Municipal Lead
Continue to promote and host the annual Environmental Sustainability Awards.	Community Services Division
Facilitate regular meetings to maintain open, two-way communication with the community, schools, local stakeholders neighbouring municipalities and County about sustainability-related initiatives, programs, and services.	Sustainability Co-ordinator and Environmental Division
Increase awareness and education of resource consumption to reduce waste in collaboration with other agencies.	Parks and Facilities Division and Communications Division
Implement actions in alignment with Blue Dot community status (e.g. plastic water bottle ban).	Sustainability Co-ordinator
Encourage and showcase environmentally responsible business practices.	Economic Development and Culture Division
Provide education to local businesses on sustainable practices/ certifications available.	Economic Development and Culture Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Sustainable Orangeville	On-going			Low		
Sustainable Orangeville		Medium-Term		Low		
Dufferin County Sustainable Orangeville	On-going			Low		
Sustainable Orangeville Communications Division Parks and Facilities Division Environment Division	On-going			Low 0 – 100K		
Business and Economic Development Committee	On-going			Low		
Business and Economic Development Committee Environment Division Communication Division		Medium-Term		Low		

Corporate and Fiscal



Goal

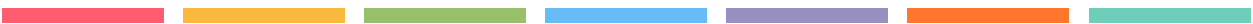
Demonstrate municipal leadership by considering the environmental, social, and economic impacts of all Town decisions.



Strategy 3

Create and integrate sustainability principles into Town policies, processes and practices.

Action	Municipal Lead
Continue to consider the financial impacts for all sustainability actions taken at the Town level.	General Manager and CAO
Implement green practices in municipally-owned buildings.	Parks and Facilities Division
Set goals and increase targets for corporate recycling and waste management programs.	Public Works Division and Facilities Division
Establish a paper reduction target (corporation-wide and departmental level) and implement a comprehensive and consistent program across the organization.	Procurement Co-ordinator
Fine-tune the asset management process to better consider the full lifecycle of investments and initiatives.	Treasury Division
Pursue eco-friendly, ethical and socially responsible procurement practices.	Procurement Co-ordinator
Adopt best practices to service contracts across all departments.	Corporate Services Division
Create a green events guide and/or policy for Town-sponsored events and meetings.	Communications Division
Formalize the Town's vehicle purchasing policy to assess vehicle needs and ensure high-efficiency vehicles are selected for purchase.	Transportation and Development Division
Review and update existing policies and by-laws from a sustainability lens.	All Divisions



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
All Town Divisions	On-going			Low		
All Town Divisions	On-going			Low	Med	
All Town Divisions	Short-Term			Low		
All Town Divisions	Short-Term			Low	Med	
Public Works	Short-Term			Low		
		Medium-Term		Low	Medium	
All Town Divisions		Medium-Term		Low		
Community Services Division Sustainable Orangeville	Short-Term			Low		
Procurement Co-ordinator Facilities and Parks Division		Medium-Term		Low		
	Short-Term	Medium-Term		Low		

Economic Development and Culture

▶ **Goal**
 Preserve Orangeville’s small-town appeal, while bolstering robust businesses and tourism opportunities that support a healthy economy.

▶ **Strategy 1**
 Further establish Orangeville’s identity through the preservation and expansion of tourism, culture, and heritage.

Action	Municipal Lead
Expand and promote arts, culture and heritage offerings that contribute to Orangeville’s identity, tourism economy and which are primarily showcased through public art, vibrant outdoor spaces and thriving performing arts and festivals.	Economic Development and Culture Division
Complete an Indoor Facility needs assessment that would incorporate the future need for a cultural facility in the community.	Community Services Division
Consider increases to/expansion of the façade improvement program.	Planning Division
Continue to implement initiatives that further Orangeville’s identity as a cultural hub in the region.	Economic Development and Culture Division
Develop and adopt a Public Art Policy and practices that preserve and celebrate local art and artists.	Economic Development and Culture Division



⁸ *does not include Retail Sales * does not include Arts, entertainment and recreation.



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Business Improvement Area Business and Economic Development Committee Heritage Orangeville Culture Plan Task Force	On-going			Low	Medium	
Economic Development and Culture Division		Medium-Term	Long-Term	Low		
Heritage Orangeville Economic Development and Culture Division	Short-Term			Low		
Culture Plan Task Force Business and Economic Development Committee	On-going			Low	Medium	
Heritage Orangeville Culture Plan Task Force		Medium-Term		Low		



Economic Development and Culture

▶ **Goal**
 Preserve Orangeville’s small-town appeal, while bolstering robust businesses and tourism opportunities that support a healthy economy.

▶ **Strategy 2**
 Enhance economic resiliency through attraction, expansion and retention of diverse business industries that in turn, provide varied local employment opportunities.

Action	Municipal Lead
Create a welcoming business environment by supporting ‘buy local’ practices, improving access to information and simplifying processes where possible.	Economic Development and Culture Division
Explore the feasibility of partnering to establish an innovation hub or business incubator to promote local entrepreneurship, and support programs that attract creative industries, green businesses and suitable work-from-home sector businesses.	Economic Development and Culture Division
Support the workforce/talent attraction efforts of local businesses through the implementation of partnerships and leading initiatives.	Economic Development and Culture Division
Support the workforce/talent attraction efforts of local businesses through the implementation of partnerships and leading initiatives.	Information Technology Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Business and Economic Development Committee Dufferin Board of Trade	On-going			Low	Medium	
Dufferin County Provincial/Federal Partnerships		Medium-Term	Long-Term	Low		
Business and Economic Development Committee Dufferin County Regional Workforce Planning Committee						
Economic Development and Culture Division Dufferin County SWIFT	Short-Term			Low		



Economic Development and Culture

▶ **Goal**
 Preserve Orangeville’s small-town appeal, while bolstering robust businesses and tourism opportunities that support a healthy economy.

▶ **Strategy 3**
 Connect tourists to the Town as an urban hub within the County.

Action	Municipal Lead
Seek opportunities to create events, initiatives and attractions that leverage the community’s heritage and natural environment, building on existing marketing efforts.	Economic Development and Culture Division
Create a new tourism strategy in 2020 and in conjunction with an update to the Municipal Cultural Plan.	Economic Development and Culture Division
Expand tourism infrastructure to increase and lengthen visits to the community and to diversify revenue streams.	Economic Development and Culture Division
Advocate for expanded accommodation options and promote recreational/sport tourism opportunities in Orangeville.	Economic Development and Culture Division and Recreation and Events Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Business Improvement Area Business and Economic Development Committee Recreation and Events Division Headwaters Tourism	On-going			Low	Medium	
RTO – Central Counties Tourism County of Dufferin Cultural Plan Task Force	Short-Term			Low	Medium	
RTO – Central Counties Tourism Headwaters Tourism Business Improvement Area County of Dufferin	On-going			Low		
	Short-Term	Medium-Term		Low		



Natural Resources and Environment

▶ **Goal**
Protect and enhance the natural environment.

▶ **Strategy 1**
Protect, improve or restore the quality and quantity of water resources.

Action	Municipal Lead
Require new developments to maintain the ability of water to recharge groundwater at the same level it was pre-development.	Planning Division
Consider providing incentives for green infrastructure retrofits (e.g. rain gardens).	Environment Division
Incorporate Low Impact Development features into all future Town projects and retrofits, where possible.	Planning Division
Protect wetlands and other natural areas which promote natural groundwater recharge.	Planning Division
Continue to manage the risk of flooding and erosion.	Transportation and Development Division
Develop and implement an inflow and infiltration reduction strategy to manage rainwater and groundwater inflow into the sanitary network.	Environment Division
Continue to invest in wastewater treatment infrastructure optimization, upgrades and maintenance.	Environment Division
Continue to manage stormwater to ensure the water returning to the environment meets or exceeds Provincial standards.	Public Works Division
Require that contractors maintaining Town-owned facilities and parking lots manage salt appropriately.	Environment Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Environment Division Credit Valley Conservation	Transportation and Development Division	Short- Term			Low		
Planning Division Parks and Recreation Division	Communications Division		Medium- Term		Low		
Environment Division Facilities and Parks Division	Transportation and Development	On-going				Medium	
Environment Division Facilities and Parks Division	Credit Valley Conservation	On-going			Low		
Planning Division Public Works Division	Environment Division Credit Valley Conservation	On-going					High
Public Works Division	Transportation and Development Division	On-going					High
Public Works Division		On-going					High
Transportation and Development Division		On-going					High
Public Works Division Transportation and Development Division	Facilities and Parks Division	On-going			Low		

Natural Resources and Environment

▶ **Goal**
Protect and enhance the natural environment.

▶ **Strategy 2**
Continue to provide access to safe drinking water that meets the needs of the community.

Action	Municipal Lead
Continue to provide clean drinking water which meets or exceeds Ontario Drinking Water standards.	Environment Division
Provide and promote the use of water filling stations in Town facilities.	Facilities and Parks Division
Complete a water supply environmental assessment to increase available water supply.	Environment Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Public Works Division	On-going					High
Sustainable Orangeville Environment Division Communications Division	Short- Term			Low		
Credit Valley Conservation	Short- Term				Medium	



Natural Resources and Environment

▶ **Goal**
Protect and enhance the natural environment.

▶ **Strategy 3**
Enhance the culture of water conservation and efficiency.

Action	Municipal Lead
Complete a Water Meter Study to assess the feasibility of using smart water meters to encourage conservation.	Environment Division
Prepare and implement a Water Conservation Plan which assesses opportunities to use water more efficiently.	Environment Division
Promote rainwater harvesting at Town community garden sites.	Facilities and Parks Division
Track and reduce water consumption at Town facilities.	Environment Division in partnership with Facilities and Parks Division
Continue to provide rain barrels to residents at wholesale costs.	Environment Division
Maintain toilet rebate program.	Environment Division
Leverage existing partnerships to provide community education on water conservation opportunities (e.g. home retrofits).	Environment Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Orangeville Hydro	Short-Term			Low		
Parks and Facilities Division Communications Division	Building Division Sustainable Orangeville	Short-Term Plan Long-Term Implementation		Low		
Sustainable Orangeville Communications Division	Short-Term			Low		
All Town departments	On-going			Low		
Sustainable Orangeville Public Works Division	Communications Division	On-going		Low		
Transportation and Development Division	Communications Division	On-going		Low		
Sustainable Orangeville Public Works Division	Credit Valley Conservation	On-going		Low		

Natural Resources and Environment

▶ **Goal**
Protect and enhance the natural environment.

▶ **Strategy 4**
Protect and enhance natural heritage and the urban forest.

Action	Municipal Lead
Maintain and update an inventory of tree species, urban forest quality and health on public property.	Transportation and Development Division
Development of a Tree Preservation Plan and/or by-law.	Planning Division
Provide financial and/or in-kind support to community tree planting initiatives and programs that protect forested areas.	Facilities and Parks Division
Maintain or increase natural buffers to protect and connect wetlands, water courses, water bodies, forests, and woodlands.	Planning Division
Maintain existing open space, park and street trees.	Facilities and Parks Division
Pursue recognition as a Bee City to protect pollinator species.	Facilities and Parks Division
Work with agencies and residents to implement fishery and aquatic restoration projects.	Transportation and Development Division
Conduct an economic evaluation of the Town's ecological goods and services; integrate into the asset management plan.	Treasury Division
Include native edible plants and fruit trees in Town landscaping.	Facilities and Parks Division
Promote the planting of native plants and trees which can adapt to a changing climate.	Planning Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Facilities and Parks Division		On-going			Low		
Transportation and Development Division Clerks Division	Community Services Department		Medium-Term		Low		
Sustainable Orangeville	Credit Valley Conservation	On-going			Low		
Facilities and Parks Division	Credit Valley Conservation	On-going			Low		
Transportation and Development Division		On-going				Medium	
Credit Valley Conservation Sustainable Orangeville	Communications Division	On-going			Low		
Sustainable Orangeville	Credit Valley Conservation	On-going			Low		
Credit Valley Conservation	All Town Departments		Medium-Term		Low	Medium	
Sustainable Orangeville		Short-Term			Low		
Facilities and Parks Division Transportation and Development Division	Sustainable Orangeville Credit Valley Conservation Communications Division	Short-Term			Low		

Land Use and Planning

▶ **Goal**
 Manage and direct land use that creates healthy, livable and safe communities.

▶ **Strategy 1**
 Encourage mixed use development.

Action	Municipal Lead
Strengthen policy that encourages compact, mixed use, pedestrian-oriented development.	Planning Division
Direct the majority of growth and development to vacant and underutilized lands within the built boundary through intensification and infill development.	Planning Division
Develop a Community Brownfield Action Plan to revitalize under-used properties where past development has occurred.	Planning Division
Continue to implement recommendations from the Orangeville Parks Master Plan, providing quality and financially viable open spaces and parkland.	Facilities and Parks Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Transportation and Development Division Public Works Division	Wellington-Dufferin-Guelph Public Health Facilities and Parks Division	Short-Term			Low		
Dufferin County Ministry of Municipal Affairs		On-going Long-Term			Low		
Transportation and Development Division Economic Development and Culture Division	Ministry of Environment, Conservation and Parks			Long-Term		Medium	
Headwaters Communities in Action Upper Grand District School Board Credit Valley Conservation	Dufferin Peel Catholic District School Board Planning Division	On-going Long-Term			Low	Medium	

Land Use and Planning

▶ **Goal**
 Manage and direct land use that creates healthy, livable and safe communities.

▶ **Strategy 2**
 Co-ordinate land use and infrastructure planning to promote healthy, liveable and safe communities.

Action	Municipal Lead
Establish green building standards for new homes and buildings.	Building Division
Explore stormwater management charges based on type of use and extent of impermeable surfaces.	Transportation and Development Division
Plan for and protect corridors and rights-of-way for infrastructure, including transportation, transit and telecommunications, to meet current and projected needs.	Planning Division and Transportation and Development Division
Work with relevant agencies to integrate healthy community design into the Town's planning documents.	Planning Division
Maintain strong Heritage Conservation District through recognition, preservation policies, enforcement, compatible land use, and planning for heritage buildings.	Planning Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Planning Division		Medium-Term		Low		
Treasury Division			Long-Term	Low		
Environment Division Ministry of Transportation Orangeville Hydro	Enbridge Gas Information Technology Division	On-going		Low	Medium	
Wellington-Dufferin-Guelph Public Health		Short-Term		Low		
Planning Division		On-going		Low		

Land Use and Planning



Goal

Manage and direct land use that creates healthy, livable and safe communities.



Strategy 3

Plan land use and transportation networks that support/create a well-connected community.

Action	Municipal Lead
Develop and implement a comprehensive Complete Streets policy which promotes the creation of well-connected streets, with cycling and pedestrian infrastructure.	Planning Division
Investigate and promote existing incentive opportunities for new developments and retrofits incorporating green infrastructure.	Planning Division
Optimize parking infrastructure and the road network to support the efficient movement of goods and people.	Facilities and Parks Division



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Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Transportation and Development Division	Facilities and Parks Division		Medium-Term		Low	Medium	
Transportation and Development Division Orangeville Hydro Enbridge Gas	Facilities and Parks Division Communications Division		Medium-Term		Low		
Transportation and Development Division Planning Division	Business Improvement Area	Short-Term			Low	Medium	

Social Well-being

▶ **Goal**
Promote Orangeville as an engaged, inclusive community for all.

▶ **Strategy 1**
Ensure residents have access to affordable housing and community services; contribute to County initiatives that address poverty and homelessness at the source.

Action	Municipal Lead
Support creative housing concepts (e.g. laneway housing, secondary suites) to enhance access to a broader range and diversity of housing forms.	Planning Division
Maintain and increase the stock of purpose-built rental housing, supporting mixed income communities.	Planning Division
Continue to work with Dufferin County to provide an adequate supply of affordable housing options.	Planning Division
Continue to work with local and regional emergency services to maintain and enhance public safety, fire, security, and emergency services.	Fire Services
Provide information related to tenants' rights and resources on the Town's website.	Planning Division
Require that a certain proportion of new housing development is inclusionary housing.	Planning Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Dufferin County Wellington-Dufferin-Guelph Public Health	Habitat for Humanity Wellington-Dufferin-Guelph Community Living Dufferin	Short-Term	Medium-Term			Medium	
Habitat for Humanity Wellington-Dufferin-Guelph	Community Living Dufferin County of Dufferin		Medium-Term			Medium	
Habitat for Humanity Wellington-Dufferin-Guelph	Community Living Dufferin	On-going			Low		
Orangeville Police Community Services Department	Dufferin County	On-going			Low		
Information Technology Division Communications Division		Short-Term			Low		
County of Dufferin		Short-Term			Low		

Social Well-being



Goal

Promote Orangeville as an engaged, inclusive community for all.



Strategy 2

Provide accessible social and community program options that support health, wellness and learning.

Action	Municipal Lead
Continue to promote and ensure access to the Orangeville Public Library as a vital community hub.	Orangeville Public Library
Provide open data through the Town's website (e.g. Data Orangeville, GIS mapping, recreation, library outreach programs, etc.).	
Review the need for additional recreation, health and wellness programming at the neighbourhood level, leveraging neighbourhood facilities, parks and partnership opportunities.	Information Technology Division
Assess potential for additional active and passive outdoor recreation facilities.	Recreation and Events Division
Work with community agencies to explore sponsorship of affordable and accessible recreation program models that could provide subsidization as needed.	Facilities and Parks Division
Offer social and recreational programming in expanded number of community locations (e.g. pop-up library where people and special events are).	Community Services Division and Library Division
Improve access to information and education through Town website; make it user friendly and effective for residents.	Information Technology Division
Adopt a policy that ensures that recreation and culture facilities are considered through a multi-use lens that provides space for diverse activities and which are energy efficient.	Community Services Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
	On-going			Low		
Communications Division Community Services Department	On-going			Low		
Facilities and Parks Division Wellington-Dufferin-Guelph Public Health			Long- Term	Low		
Recreation and Events Division			Long- Term	Low		
Community Stakeholders Dufferin County		Medium- Term		Low		
Recreation and Events Division	On-going			Low		
Communications Division Library Division	On-going			Low	Medium	
Planning Division Facilities and Parks Division		Medium- Term		Low		

Social Well-being

▶ **Goal**
Promote Orangeville as an engaged, inclusive community for all.

▶ **Strategy 3**
Increase equitable access to and affordability of healthy food options (local when possible).

Action	Municipal Lead
Implement relevant actions outlined in the Headwaters Food Charter and Action Plan, including the expansion of urban agriculture.	Economic Development and Culture Division and Sustainable Orangeville
Continue to support access to local, affordable produce through the Orangeville Farmers' Market.	Economic Development and Culture Division
Explore permanent, year-round location options for the Orangeville Farmers' Market.	Community Services Department Economic Development and Culture Division
Explore the possibility of recovering excess food from market, grocery stores, farms for use at food bank to minimize food waste.	Sustainable Orangeville
Pursue partnerships for the continued development and ongoing maintenance of community gardens.	Sustainable Orangeville



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Headwaters Food and Farming Alliance Orangeville Farmers' Market (BIA)	Wellington-Dufferin-Guelph Public Health	On-going			Low		
Community Services Department Orangeville Food Bank	Orangeville Farmers' Market (BIA)	On-going			Low		
Orangeville Farmers' Market (BIA)		Short-Term				Medium	
Orangeville Farmers' Market (BIA) Orangeville Food Bank	Economic Development and Culture Division		Medium-Term		Low		
Planning Division Economic Development and Culture Division		On-going			Low		

Social Well-being



Goal

Promote Orangeville as an engaged, inclusive community for all.



Strategy 4

Build social networks that encourage well-being and celebrate the community.

Action	Municipal Lead
Prepare and adopt a community safety and well-being plan.	Community Services Division
Develop and implement a Diversity and Inclusion Plan for the Town.	Community Services Division
Continue to implement strategies from Orangeville's Age-Friendly Community Action Plan for all age groups.	Community Services division
Investigate and implement methods to continuously improve voter turnout for municipal elections.	Clerks Division
Implement a centralized online platform for all the Town's community engagement and events.	Corporate Services Division and Communications Division



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Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Orangeville Police Department	Short-Term			Low		
Access and Seniors Committee County of Dufferin		Medium-Term			Medium	
Alzheimer Society Business Improvement Area Dufferin County Dufferin Board of Trade Georgian College				Low	Medium	
Humber College Orangeville Food Bank Orangeville Police Services Wellington-Dufferin-Guelph Public Health			On-going			
Communications Division		Medium-Term		Low	Medium	
All Town Departments		Medium-Term		Low	Medium	

Transportation System



Goal

Encourage a reduction in the dependence of motor vehicles locally and promote all other forms of transportation.



Strategy 1

Promote a shift to more sustainable and efficient transportation options to move people and goods.

Action	Municipal Lead
Provide information on low-carbon vehicle options, incentives and opportunities to increase fuel-efficiency.	Transportation and Development Division
Continue to build awareness of alternative transportation options for commuters, including carpooling, carsharing and ridesharing.	Transportation and Development Division
Develop a Transportation Demand Management Plan to address mobility in the Town.	Transportation and Development Division
Increase the number of electric-vehicle parking spaces and charging stations, incrementally as demand grows.	Facilities and Parks Division
Monitor the need for truck routes/policies that will promote the efficient movement of goods to reduce emissions and improve local traffic.	Transportation and Development Division



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Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Sustainable Orangeville Communications Division Transport Canada	Ministry of Transportation Ministry of Environment, Conservation and Parks	Short- Term			Low		
Sustainable Orangeville Communications Division Orangeville Transit Ministry of Environment, Conservation and Parks	Metrolinx Commute Ontario Ministry of Transportation	On-going			Low		
Planning Division Public Works Division Recreation and Events Division	Access and Seniors Orangeville Sustainable Orangeville Division		Medium- Term			Medium	
Planning Division Building Division Economic Development and Culture Division Orangeville Hydro	Ministry of Environment, Conservation and Parks Ministry of Transportation Business Improvement Area		Medium- Term		Low		
Planning Division				Long- Term	Low		

Transportation System

▶ Goal

Encourage a reduction in the dependence of motor vehicles locally and promote all other forms of transportation.

▶ Strategy 2

Improve access to transit options, reducing single occupancy vehicle use.

Action	Municipal Lead
Install bike racks on transit buses to promote intermodal transportation.	Transportation and Development Division
Explore renewable energy options for transit buses, at the time of replacement and/or purchasing.	Transportation and Development Division
Continue to implement recommendations from the Orangeville Transit Optimization Study, building on the current system.	Transportation and Development Division
Regularly review public transit fares to ensure access for all.	Transportation and Development Division



Appendix: Orangeville Sustainable Neighbourhood Action Plan

Potential Partners	Timeline			Financial Consideration		
	0 – 2 Years	3 – 5 Years	5+ Years	0 – 100K	100 – 500K	500+ High
Service Provider	Short-Term			Low		
Service Provider Metrolinx			Long-Term			High
Service Provider County	On-going				Medium	
Service Provider	On-going			Low		

Transportation System



Goal

Encourage a reduction in the dependence of motor vehicles locally and promote all other forms of transportation.



Strategy 3

Promote walking and biking by increasing the connectivity and safety of active transportation infrastructure.

Action	Municipal Lead
Develop an Active Transportation Plan to assess the community's needs and support future decision-making.	Facilities and Parks Division
Expand the current trails system which is safe, connected and fun for all ages, as outlined in the Cycling and Trails Master Plan.	Facilities and Parks Division
Promote cycling through a complete bicycle network, bike racks, and free bike parking.	Facilities and Parks Division
Promote cycling through an awareness and safety campaign, including bike safety workshops.	Sustainable Orangeville
Make active transportation route information available through multiple applications.	Facilities and Parks Division
Continue to promote safe roadways by implementing principles of Vision Zero in road design.	Transportation and Development Division



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Potential Partners		Timeline			Financial Consideration		
		0 – 2 Years Short	3 – 5 Years Medium	5+ Years Long	0 – 100K Low	100 – 500K Med	500+ High
Sustainable Orangeville Wellington-Dufferin-Guelph Public Health	Planning Division Transportation and Development Division		Medium- Term		Low		
Credit Valley Conservation Dufferin County Bordering municipalities	Planning Division Transportation and Development Division	On-going				Medium	
Sustainable Orangeville Planning Division	Recreation and Events Division	On-going			Low		
Facilities and Parks Division Wellington-Dufferin-Guelph Public Health Planning Division	Recreation and Events Division Local School Boards	On-going			Low		
Sustainable Orangeville Wellington-Dufferin-Guelph Public Health	Communications Division Local School Boards	Short- Term			Low		
Planning Division Dufferin County Ministry of Transportation	Orangeville Police Local School Boards Sustainable Orangeville	On-going				Medium	





Orangeville is a thriving, green, healthy, and connected community.

