



OFFICE OF THE CAO/STRATEGIC INITIATIVES
TOWN OF NEWMARKET
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May 9, 2017

OFFICE OF THE CAO/STRATEGIC INITIATIVES
INFORMATION REPORT 2017- 04

TO: Mayor Van Bynen and Members of Council

SUBJECT: Annual – Q1 2017 Municipal Administration and Management Report

ORIGIN: Office of the CAO/Strategic Initiatives

In accordance with the Town's Procedural bylaw, any Member of Council may make a request to the Town Clerk that this Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

COMMENTS

This report serves as the CAO's first quarter report to Council on municipal management and operations as well as updates on matters affecting Council's Strategic Priorities as linked in the chart below.

Council Strategic Priority	Report / Memorandum	Report #
Community Engagement	2017 First Quarter Report - Customer Services	2017-05
	Corporate Communications Quarterly Report: First Quarter 2017	---
Efficiency / Financial Management	Q1 Operating, Capital, Water and Wastewater and Investment Summary	2017-27
	Capital Projects Status Report – Q1 2017	---

BUSINESS PLAN AND STRATEGIC LINKAGES

This report supports the Strategic Plan direction Well-Equipped and Managed.

CONSULTATION

This report has been prepared in consultation with members of the Operational Leadership Team.

HUMAN RESOURCE CONSIDERATIONS

The recommendations contained in this report have no immediate impact on staffing levels.

BUDGET IMPACT - Operating and Capital Budgets (Current and Future)

This report has no direct impact on the Town's operating or capital budgets.

CONTACT

For more information on this report, contact Bob Shelton, CAO at 905-953-5300 Ext. 2031 or bshelton@newmarket.ca .



Bob Shelton, Chief Administrative Officer
RNS/cw

e-copies: Strategic Leadership Team
Operational Leadership Team
Clerk's Office (inforeports@newmarket.ca)



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May 14, 2017

**COMMUNITY SERVICES – CUSTOMER SERVICES DEPARTMENT
INFORMATION REPORT # 2017 - 05**

TO: Mayor Van Bynen and Members of Council

SUBJECT: 2017 First Quarter Report - Customer Services

ORIGIN: Supervisor, Customer Service - Kiosks
Supervisor, Customer Service Centre

In accordance with the Procedure By-law, any Member of Council may make a request to the Town Clerk that this Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

COMMENTS

The purpose of this report is to provide Members of Council with the 2017 - first quarter trends and results by ward and town wide. The attached charts represent service requests as captured in our CRM system by either Customer Services staff or by staff in the Mayor and Councillors' offices.

Some of the highlights in the Customer Services department are as follows:

- Service requests, as a percentage of total calls, are consistent with Q1 – 2016 rates;
- Total call volumes are trending downward while counter, email and social media contacts are increasing;
- Request for Parking Enforcement is the highest type of service request across the whole Town of Newmarket for the first quarter, followed by Property Standards complaint and Bylaw Infractions respectively;
- Wards 3, 4 and 5 have higher volumes of requests for Parking Enforcement than the other wards;
- Enhanced Services transactions at the Magna and RTRC CS Kiosks continue to increase. During the 1st quarter of 2017, there was a 36% increase in the number of transactions compared to the first quarter of 2016. The vast majority of these transactions are tax payments.
- Customer Service Kiosks have seen an increase of 14,900 “counter” interactions from Q1 2016. This increase can be mostly attributed to increased traffic at the Magna Centre since the Fitness Centre opened in January. The largest driver of this increase is “membership swipes” resulting from Fitness Centre members taking advantage of the other amenities included in their membership (pool access, fitness classes etc.)

- We are currently working with the Region of York to introduce Presto services at the Magna Centre CS Kiosk. We expect that that we will be able to start offering this service by the end of Q2.
- The Customer Service Department is working closely with the Innovation Team to implement a pilot “Live Chat” project. Live Chat will provide residents and customers with another online channel to connect with us. We expect to have this project implemented by the end of Q3.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Tracking and reporting on trends and customer feedback supports the Town’s strategic directions of being Well-Equipped and Managed by demonstrating Service Excellence.

CONSULTATION

Not applicable to this report.

HUMAN RESOURCE CONSIDERATIONS

Not applicable to this report.

BUDGET IMPACT

None

CONTACT

For more information on this report contact: Jamie Boyle (jboyle@newmarket.ca or extension 2254) or Hayley Fryer (hfrayer@newmarket.ca or extension 2706) or Bonnie Munslow (bmunslow@newmarket.ca or extension 2251).



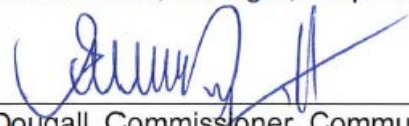
Hayley Fryer, Supervisor, Customer Service Kiosks



Jamie Boyle, Supervisor, Customer Service Centre



Bonnie G. Munslow, Manager, Corporate Customer Service



Ian McDougall, Commissioner, Community Services

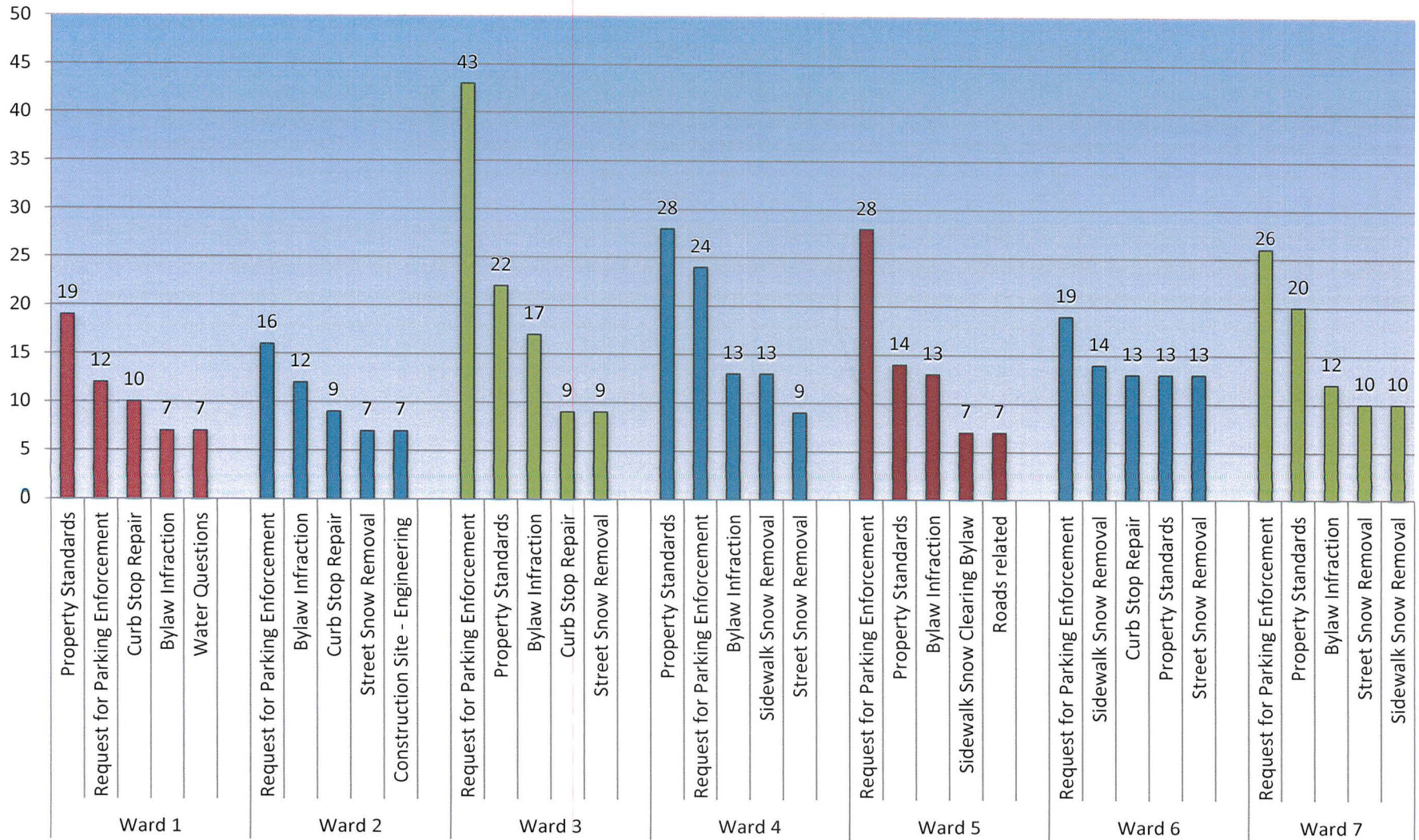
JRB

Attachments:

Q3 - Top 5 Service Requests by Ward

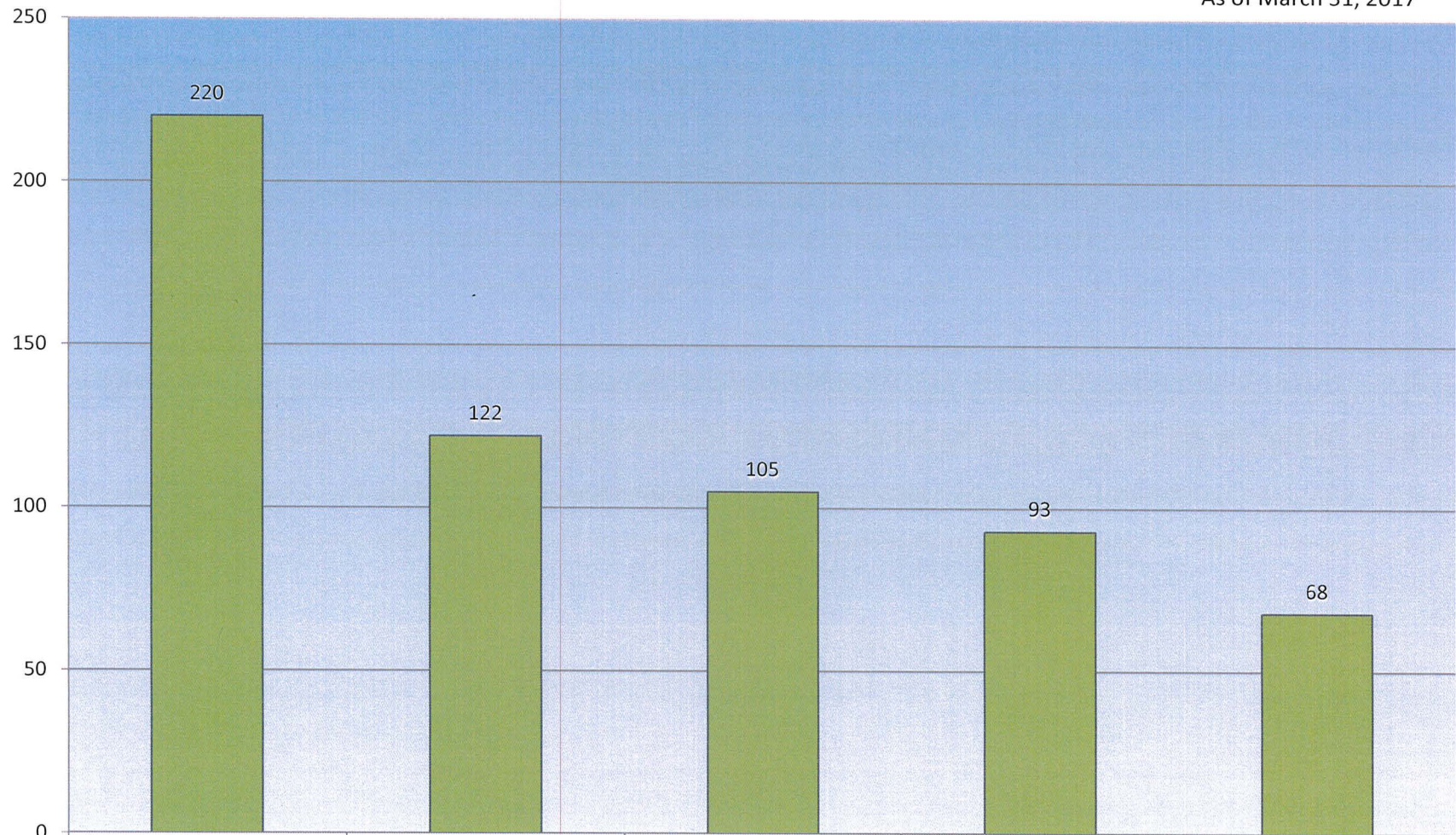
Q3 - Top 5 Service Requests Town Wide

Top 5 Service Issues By Ward Jan 2017 - Mar 2017



Town Wide Top 5 Service Issues Jan 2017 - Mar 2017*

* As of March 31, 2017



■ Series1	Request for Parking Enforcement	Property Standards	Bylaw Infraction	Sidewalk Snow Removal	Street Snow Removal
	220	122	105	93	68



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May 5, 2017

OFFICE OF THE CAO/CORPORATE COMMUNICATIONS
PERFORMANCE REPORT: 2017 – Q1

TO: Mayor Van Bynen and Members of Council

COPY: Bob Shelton, CAO and members of SLT

SUBJECT: Corporate Communications Quarterly Report: First Quarter 2017

ORIGIN: Office of the CAO/Corporate Communications

In accordance with the Town's Procedural bylaw, any Member of Council may make a request to the Town Clerk that this Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

COMMENTS

Corporate Communications produces quarterly reports to keep Council and senior management informed on how the department is performing and supporting the communications needs of each client group within the Town. This report will provide an overview of the Corporate Communications department's performance from January 1, 2017 to March 31, 2017.

BACKGROUND

The role of Corporate Communications

The Corporate Communications department is a full-service support and strategic management department providing public relations, media relations, marketing, social media and communications services to all departments and divisions within the Town.

The Communications department is responsible for working with client groups to create and execute strategic communications plans, programs and deliverables intended for both internal and external audiences. Crisis communications, issues management, public education and engagement, brand management, reputation management are managed by the department. Corporate Communications also oversees the Town's website.

Supporting Council's Strategic Priorities

The Corporate Communications department assists individuals and departments across the organization in responding to and delivering on Council's Strategic Priorities. More specifically, Corporate Communications supports Council's identified commitment to community engagement and communications best practices.

EXTERNAL COMMUNICATIONS:

External Publications and Advertising

2015-2016 Community Report

In January 2017, the Town released the 2015-2016 Community Report and video “Connect with Newmarket.” The Communications department created both the print report and the video, providing content, copy and visuals for both. The department was also able to expand the reach of the Community Report by posting the video on various social media channels to deliver to a wider audience. The “Connect with Newmarket” video won a platinum award from Hermes Creative awards, while the print version won a gold award from Hermes.

In addition to the Annual Report, Communications produced the following external communications pieces:

External Publications and Advertising: January 1 to March 31, 2017	
Town Page	
Frequency	13
Reach	28,000
Potential impressions	84,000
Newmarket Now E-newsletter	
Frequency	4
Reach	2,964
Potential impressions	8,892

Community Engagement

The Corporate Communications department assisted in the creation of materials, communication and execution of the following Community Engagement events from January 1 to March 31, 2017:

- **Economic Development Congress** – Communications worked closely with the Economic Development Office to host the Town’s first Economic Development Congress event in March. The Event brought together local business, stakeholders, community organizations and developers to discuss opportunities for local investors.
- **Earth Hour** – Communications worked on a social media campaign to encourage residents to ‘power down’ for Earth Hour. Residents engaged in Earth Hour activities by submitting energy saving tips and sharing how they are environmentally active.

Key Projects

The Corporate Communications department was involved in supporting a number of high profile projects during the first quarter of 2017. Communications worked in collaboration with other departments within the Town, as well as organizations and community partners throughout the Region and beyond to promote several key initiatives. The Communications department also fielded and coordinated media calls, key messages and interviews for the projects listed below.

- **Gumi City, South Korea Story Pod Agreement** – Communications organized a media event, prepared materials for, and promoted the Official Friendship Signing ceremony between delegates from Gumi, South Korea and representatives from the Town. The event marked an agreement to replicate the Town’s Story Pod in Gumi as part of the city’s ‘one book, one city’ community reading program.

- **Mars expansion** – Communications prepared a media release and interactive “Malteasers” social media posts to announce the expansion of the \$70 million, 60,000 square foot expansion of the Mars Canada plant in Newmarket.
- **Electric Buses** – Communications worked with Newmarket-Tay Power Distribution, York Region and the Canadian Urban Transit Research and Innovation Consortium to communicate the roll-out of six electric buses and one electric charging station in Newmarket.
- **Ontario 150 infrastructure projects** – Communications worked with MPP Chris Ballard’s office to coordinate a media event and announcement of a \$500,000 infrastructure grant over 11 months to make renovations and upgrades to the Ray Twinney Complex.
- **Newmarket named ‘Romantic Community’ by Amazon** – The Town of Newmarket was named one of the ten most romantic communities in Canada by Amazon. The communications department capitalized on the opportunity to promote Newmarket by creating a media release and social media posts on the 10 reasons why Newmarket is a romantic community.

Media Relations: January 1 to March 31, 2017	
Media Releases	
Total number of media releases	17
Media pick-up	80%
Total news stories generated as a result of media releases	30

Media Relations and Issues Management:

From January 1 to March 31, 2017 Corporate Communications has helped manage a number of issues. Successful management may include: a satisfied end user, a positive story from a negative event, a new and/or improved relationship or an issue that had the potential to generate significant stakeholder interest but was identified and addressed quickly. At a high level, these issues include – but are not limited to the following, which are in no particular order:

- Hollingsworth Arena Development Proposal
- Ward 5 By-election Campaign Finances

Digital Communications:

Website

Corporate Communications views the Town’s website as a critical external communications channel.

Digital Communications – Website: January 1 to March 31, 2017	
Website – newmarket.ca	
Number of sessions (user actively engaged with website)	183,103
Page views	467,415
Media Releases Section	
Posted news items	17
Page views	220

Social Media

The Communications department continued to expand its social media presence in Q1. The following are statistics on our social media channels:

Digital Communications – Social Media: January 1 to March 31, 2017	
Facebook	
Total fans	4,111 (6.1 % increase from previous quarter)
Total posts	20
Total impressions	538,158
Twitter	
Total followers	10, 971 (3.2% increase from previous quarter)
Total impressions	490, 530
Tweets sent	408
Re-tweets	737
Instagram	
Total followers	2,203 (9.8% increase from previous quarter)
Total engagements	Instagram isn't based on engagements
Total posts	296

INTERNAL COMMUNICATIONS:

The Corporate Communications department continues to support ongoing internal communications initiatives, including:

- **Coffee with the CAO**– event organization and promotion
- **Town Central** – continual updates, content creation/posting and ongoing training
- **NewsMarket** internal newsletter – 1 edition printed for Winter 2017
- **HR initiatives** – Working with the Human Resources department on communications planning regarding the Talent Management Strategy, Employee Engagement Survey results, Diversity and Inclusivity programs, mental health awareness initiatives and employee recruitment and retention video.

CONTACT

For more information on this report, contact Wanda Bennett, Director of Corporate Communications at 905-953-5300 Ext. 2041 or email wbennett@newmarket.ca



Peter Noehammer, Commissioner of Development & Infrastructure Services
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TO: Mayor
Members of Council

FROM: Peter Noehammer, Commissioner, Development & Infrastructure Services

DATE: May 3, 2017

RE: Capital Projects Status Report – Q1 2017

Attached to this memorandum is a brief summary of Development & Infrastructure Services Capital Projects and their status for the first quarter of 2017. Note that this is not a full list of all capital projects but a list that contains projects which are of particular interest to members of Council.

Should you have any question please feel free to call me.

Regards,

A handwritten signature in blue ink, appearing to read "Peter Noehammer".

P. Noehammer,
Commissioner, Development & Infrastructure Services

PN002M:wm

Copy: R.N. Shelton, CAO
I. McDougall, Commissioner, Community Services
E. Armchuk, Commissioner, Corporate Services
C. Kalimootoo, Director, Public Works Services
R. Prudhomme, Director, Engineering Services
R. Nethery, Director, Planning & Building Services



Development Infrastructure Services
2016 Q4 Capital Projects Report

Project Name	Area Responsible	Budget	Start Date	End Date	Council Update
Land Use & Building Tracking System	Building	\$ 1,000,000	Q2 2017	Q4 2018	Software selected. Project plan currently being developed.
Mobility Hub Study	Planning	\$ 300,000	Q1 2017	Q4 2017	Currently underway. PIC anticipated in Q2.
Zoning By-law Update	Planning	\$ 244,829	Q1 2017	Q4 2017	Parking Standards completed Q1. Further report pending for June and PIC anticipated for Q3.
Bridge and Culvert Inspection, Repair and Replacement	Engineering	\$ 2,230,449	Q32017	Q4,2017	Queen Street Culvert Replacement, RFP for Bridge & Culvert OSIM Inspections to be awarded Q2, 2017.
Community Splash Pad	Engineering	\$ 1,500,000	Q42017	Q2,2018	Frank Stronach Splash Pad (Armstrong to follow).
Basketball & Tennis Courts	Engineering	\$ 150,250	Q32017	Q4,2017	Ken Sturgeon Basketball Court.
Artificial Turf	Engineering	\$ 1,200,000	Q3 2017	Q4 2017	Tenders received and currently being reviewed with School Board.
Design & Construction for Lions Park Drainage	Engineering	\$ 615,000	Q12017	Q2,2017	Stormwater Improvements.
Mosaik Park Development	Engineering	\$ 700,000	Q2 2017	Q4 2017	Project includes Playgrounds, Trail and other park amenities.
Water/Wastewater Master Servicing Study Implementation	Engineering	\$ 1,366,000	Q32017	Q4,2017	Queen Street and Wilstead Watermain Up-sizing.
Wilstead Sanitary Sewer	Engineering	\$ 200,000	Q32017	Q4,2017	Sanitary replacement and Watermain replacement with Road reconstruction.
Lundy's Lane Reconstruction	Engineering	\$ 549,021	Q22017	Q4,2017	Project Scope includes: Road reconstruction L.I.D., SW Repair, Cathodic protection, Hydrant replacement.

Development Infrastructure Services
2016 Q4 Capital Projects Report

Project Name	Area Responsible	Budget	Start Date	End Date	Council Update
Implementation of Bike Lanes in Existing Roads Network	Traffic	\$ 832,384	Q22017	Q4,2017	Information Report ES 2017-15 provided April 20th.
Road Resurfacing	PWS - Roads	\$ 1,300,000	Q22017	Q4,2017	Project Schedule has been provided .
Ray Twinney Complex - Facility Improvements	PWS - Facilities	\$ 2,865,000	Q1 2017	Q1 2018	This project includes: Roof Replacement; Update to Lounge; Area Dehumidification and A/C; Replacement of Seating; Floor Covers for Rink 1; Replacing floor tiles to rubber flooring ; Lobby Washrooms; Sound System; Replace Eves Trough; Roof Rakes/Domer Roof; Filter Room Renovation; Replace Roll Up Door; Safety Netting; Shelving in MPR3.
Magna Center - Western Entrance	PWS - Facilities	\$ 120,000	Q3 2017	Q4 2017	To limit program interruption at Magna this project will commence late in the year.
George Richardson Park North - Soccer Field Realignment	PWS - Parks	\$ 200,000	Q3 2017	Q4 2017	To limit program interruptions this project will commence late in the year.

Development Infrastructure Services
2016 Q4 Capital Projects Report

Projects Deferred to Future Years			
Water Meter Replacement Program	PWS - Water	\$ 9,889,213	RFP has been issued. The applications will be reviewed this summer and awarded by the fall. However, actual work is not likely to start until 2018.
Millard Reconstruction	Engineering	\$ 2,400,000	Project to be tendered for 2019 construction.
Roywood Area Watermain Rehab.	Engineering	\$ 1,500,000	Project to be tendered for 2019 construction.
National Homes Parks - Development	Development Engineering	\$ 1,040,000	Project pending development.
Haskett Park Breathing Space & Trail	Engineering	\$ 550,000	Project to be constructed 2018.
Fairy Lake Parking Lot	PWS - Parks	\$ 96,523	Project pending YDSS completion.
Glenway Parks - Development	Development Engineering	\$ 970,000	Project pending development.

Projects Cancelled			
Netting for Ball Diamonds	PWS- Parks	\$ 160,000	Grant Not Received
Additional Playground Improvements	PWS- Parks	\$ 605,000	Grant Not Received
Magna Centre - Facility Improvements	PWS - Facilities	\$ 265,500	Grant Not Received

Committee Budgets - 2017			
Community Centre Lands	Committee	\$ 593,275	
Downtown Parking Task Force Studies	Committee	\$ 35,470	
Parking Task Force - Studies	Committee	\$ 16,904	
Community Centre Land Parking Study	Committee	\$ 150,000	
Intelligent Downtown Parking Solution	Committee	\$ 200,000	
Parking Sub Committee Studies - CCL	Committee	\$ 150,000	
Asset Management Program	Committee	\$ 130,000	