



Town of Newmarket
395 Mulock Drive P.O. Box 328,
Newmarket, Ontario, L3Y 4X7

Email: info@newmarket.ca | Website: newmarket.ca | Phone: 905-895-5193

Community Open House Post-Event Information Report

Report Number: 2018-04

Department(s): Office of the CAO, Corporate Services Commission, Development and Infrastructure Commission, Community Services Commission

Author(s): Amanda Lee, Communications Coordinator, Corporate Communications

Date: March 21, 2018

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

Executive Summary

This information report summarizes the outcome of the Town's Community Open House Event. This event focused on informing, educating and collecting feedback on current and future Town of Newmarket project and initiatives. This event attracted close to 300 attendees.

This report compiles quantitative and qualitative data and highlights the partnership and collaboration between various business groups within the Town of Newmarket and other local government stakeholders.

Purpose

The purpose of this report is to capture the success of the Town of Newmarket's Community Open House Event that was held on February 27, 2018 from 4 to 8 p.m. at the Municipal Offices.

Background

On February 27, 2018 the Town of Newmarket held a Community Open House Event at the Municipal Offices from 4 to 8 p.m. The Community Open House Event served as an opportunity for the Town to inform and educate residents, and community stakeholders on the Town's current initiatives and projects. It also allowed staff to gather feedback and engage with the community.

Discussion

Internal Working Group

An internal working group consisting of the Director of Recreation and Culture, Director of Legislative Services and the Director of Corporate Communications was established to lead this event. Staff chosen from each area contributed to the planning, implementation and measurement of the event.

Premises of the event

All departments across the organization were represented at the Community Open House. Each department showcased upcoming projects and initiatives that would be of interest to the community. All questions and feedback were recorded and used to gauge the success of the event.

Other stakeholder groups such as the Newmarket Public Library, Central York Fire Services, Newmarket Hydro, vivaNext, Metrolinx and York Region Rapid Transit were invited to participate in the Community Open House event as well.

Determining Factor: success of the event

The success of the Community Open House would be determined by analyzing quantitative and qualitative data.

1. Number of attendees (quantitative)
2. Number of participants in the surveys (quantitative)
3. Positive or Negative Feedback received at the departmental booths (qualitative)
4. Positive or Negative feedback received in the surveys (qualitative)

Communications and Marketing

A Communications and Marketing plan was developed to encourage community members to attend. The campaign focused on the staff that work to make Newmarket *even* better everyday. This was represented with photos of staff in their day-to-day jobs and how they contribute to a *well* beyond the ordinary community.

Communications Tactics

Some communication/marketing tactics included:

- Social Media Campaign
 - Instagram
 - Twitter
 - Facebook – Event Page/Individual Posts
- Ad in the local Newmarket Era
- Ads in the Town of Newmarket's Town Page in the Newmarket Era

- Designated webpage at newmarket.ca/communityopenhouse
- Radio Ads – 10 second traffic tags and 30 second commercials
- Ad in Newmarket’s monthly e-newsletter Newmarket Now featuring Council Highlights
- Email invitation to community groups and Town of Newmarket Committees
- Email invitation to Newmarket’s Recreation and Culture email group

Details on the analytics and success of each communication tactic can be viewed in the attached Community Open House Post-Event Report.

Post-Event Results

Happy or Not survey stands

Survey stands were placed at the exit of the Community Open House with the question: Did you find this Community Open House event informative?

The results were:

- Very Positive: 74%
- Positive: 18%
- Negative: 3%
- Very Negative: 5%

114 people participated in the survey.

Post-Survey sent via Email

A post-survey was sent out to residents who had signed-in at the event and left an email address. The purpose was to gauge any additional feedback on the event and to provide the Town with information on the most effective communication tactics.

Through these emails collected, the Town was able to increase its email distribution list by 163 emails.

Question: How did you hear about the Community Open House?

- Newmarket Town Page in the Newmarket Era – 30.00%
- Email Invitation to Recreation and Culture subscribers – 22.50%
- Facebook – 18.75%
- Word of Mouth – 13.92%
- Letter – 12.50%
- Ad in the Newmarket Era – 12.50%
- Councillor Advertisement – 11.25%
- Website – 5.00%
- Other – 5%:
 - Cycle Newmarket

- NTAG
 - Google Central Park coming to Newmarket and read about this event
 - Star Newspaper – digital article about the Mulock Property
-
- Newmarket Now – e-newsletter – 3.75%
 - Twitter – 3.75%
 - Council Meeting – 1.25%
 - Radio – 0%
 - Instagram – 0%

Please note that users were able to vote for more than one communication tactic in the survey.

Question: Did you find this Community Open House Informative?

- Yes: 98.73%
- No: 1.27%

80 people participated in the post-event email survey.

Feedback from the Community

In addition to the post-event survey, staff at the event were asked to record questions, suggestions and feedback they received at their booth. All recorded items helped departments determine the types of information the public are interested in and served as an opportunity to engage the public for improved outcomes on Town projects and initiatives.

Feedback was also gathered through a post-event survey sent out to all community members that signed-in at the event.

Feedback and questions received from the community was generally positive. Many residents found the event very informative and wanted to know when the next Community Open House would take place.

Feedback collected:

- Thank you for doing this open house. Please continue to do them if possible.
- I didn't know that the Town did so much – what a great team.
- I was very impressed with the enthusiasm, pride, and professionalism of the staff I spoke to.
- I really liked the open house and chance to ask questions and see plans of improvements planned for the town. Thank you for holding this open house and hope to see more in the future.

- I was very disappointed on the information/board(s) on the recent purchase of the Mulock Estate. With this \$24 million purchase, I expected to see more than what I had already read about in the local paper. It seemed like The Mulock Estate was not showcased very well but tucked away in the corner. I felt the info boards on the park playground setups got more attention/visibility in the council chambers.
- Great to know that we have an award-winning municipality.
- I am very happy that the Town of Newmarket includes other organizations to be a part of the Community Open House (Central York Fire Services, Newmarket Hydro, vivaNext, Metrolinx, York Region Rapid Transit).
- Expected to be here for 20 minutes but there is so much more to see and take in- it is wonderful.
- Great event, lots of useful information and friendly staff to answer questions! The coffee and cookies were appreciated, too. The Town is doing a terrific job! Keep up the great work. I am happy to be living in Newmarket.
- I learned a lot about upcoming events/plans. I was really happy to attend. I feel like I am a better-informed tax paying resident of Newmarket. Thank you!

A full list of the comments, questions and feedback received during the event can be viewed in the attached Community Open House Post-Event Summary Report.

Conclusion

Overall, the Community Open House was a successful event that focused on informing, educating and engaging the public and for receiving feedback on current and future projects and initiatives. This event attracted close to 300 attendees.

This event represented a successful collaboration between all areas of the Town of Newmarket including its external government stakeholders and demonstrated the importance of community engagement.

This event also served as another opportunity for the Town to continue to align itself with communication best practices while engaging our changing resident demographics as noted in the [Town of Newmarket's Council Strategic Priority](#) of Community Engagement.

Business Plan and Strategic Plan Linkages

The Community Open House and all the components of the event aligns with the [Town of Newmarket's mission/core values](#) of:

Living Well

- Focusing on traffic and growth management strategy and plans
- Creating meaningful, engaging accessible recreation experiences

Well-Balanced

- Meeting the needs of all Newmarket Residents
- Providing green and open spaces, parks, trails, and sport fields

Well-equipped & managed

- Leading the way by creating an environment for extraordinary public service, focusing on fiscal responsibility and sustainability
- Providing municipal services that meet existing and future needs of residents
- Providing service excellence

Well-Planned & Connected

- Planning for a vibrant and sustainable community by connecting people through ideas, technology and neighbourhoods

Well-Respected

- Creating strategic partnerships with community organizations, neighbouring municipalities, private sector partners and other levels of government to support an environment of collaboration and co-operation
- Encouraging community engagement in local government
- Being valued for our judgement and insight

The Community Open House event also aligns with the [Town of Newmarket's Council Strategic Priority](#) of Community Engagement.

Consultation

N/A

Human Resource Considerations

N/A

Budget Impact

The Community Open House event was completed under the proposed budget of \$2,000.

Attachments

Community Open House Post-Event Summary Report – Prepared by Corporate Communications

Contact

For more information on the Community Open House, please contact Wanda Bennett, Director, Corporate Communications at 905-953-5300 ext. 2040 or email corporatecommunications@newmarket.ca

Approval



Wanda Bennett, Director,
Corporate Communications



Amanda Lee, Communications Coordinator,
Corporate Communications



Lisa Lyons, Director and Town Clerk,
Legislative Services



Colin Service, Director,
Recreation and Culture



Bob Shelton, Chief Administrative Officer,
Office of the CAO



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Community Open House Post Event Report

Background:

The Town of Newmarket held a Community Open House in conjunction with the Parks Public Information Centre that took place on Tuesday, February 27, 2018 at the Municipal Offices from 4 to 8 p.m.

The Community Open House event was held again to engage all residents to ensure an efficient and effective mechanism to respond to a number of requests for information from Town of Newmarket community groups. This event also served as an opportunity for the Town of Newmarket to engage in two-way communications and conversations to inform and educate our stakeholders on the Town's current initiatives and its processes. The Community Open House aligns with [Council's Strategic Priority of Community Engagement](#) where the Town continues to align itself with communication best practices while engage our changing demographic and the [Town's Vision, Mission and Values](#).

Goal

Promote and encourage Newmarket stakeholders to participate and engage with the Town of Newmarket at the Community Open House.

Post-Event Results

Total Attendees:

- 250 to 300
- 242 Signed in

Booths:

- Corporate Communications – e-newsletters, social media, Town Page
- Human Resources – Organization 2020 – Awards
- Finance – Taxes, Financing the Mulock Farm
- Legislative Services – DocuPet, Weddings, FOI requests, Municipal Election, Parking/By-Laws
- Legal Services
- Information Technology – Website Apps/GIS
- Procurement Services – How to do business with the Town
- Planning and Development / Building – Planning the Future of Newmarket
- Engineering Services – Traffic Mitigation, Stormwater Management
- Public Works Services – Parks PIC, Waste and Recycling
- Customer Service – What we do / Sign-in greeter table

- Economic Development – Marketing the corridors
- Recreation and Culture – Recreation Playbook
- Innovation – Garden Sphere and Innovation at the Town
- Strategic Initiatives – Grants Programs, Strategic Priorities and the Town’s Vision, Mission and goals
- Newmarket Public Library- Library Services
- VivaNext
- Metrolinx – Barrie Corridor
- York Region Rapid Transit
- Newmarket Hydro – Energy Conservation

Communications and Marketing

Social Media Analytics

Facebook: A Facebook Event page was created to promote the event alongside various Facebook posts that directed users back to the Facebook event page for more information.

Facebook Event Page



- Event Reach: 7,679
- Responses: 127
- Went to event: 31 responses
- Interested: 96 responses

- Individual posts on Facebook were also conducted to draw more attention to the event. The advertising campaign focused on using Newmarket staff as models to show the faces behind some of the projects and initiatives at the Town.

Planning Focused Facebook post



- Reach: 1,434
- Reactions, Comments and Shares: 82
- Post Clicks: 203

Parks and Playground PIC focused Facebook post



Town of Newmarket

Published by Amanda Lee [?] · February 25 at 11:00pm · 🌐

...

Interested in seeing what upcoming park and playground improvements will be made to your neighbourhood park? Come out to the Community Open House on Tuesday, February 27 from 4 to 8 p.m. at the Municipal Offices (395 Mulock Drive) to learn more!

Proposed improvements will be made to the following parks:

- Beswick Park (Towercrest Dr. & Hodgson Dr.)
- Environmental Park (Woodspring Ave. & Gilpin Dr.)... [See More](#)



- Reach: 1,623
- Reactions, Comments and Shares: 30
- Post Clicks: 177

Traffic Focused Facebook Post

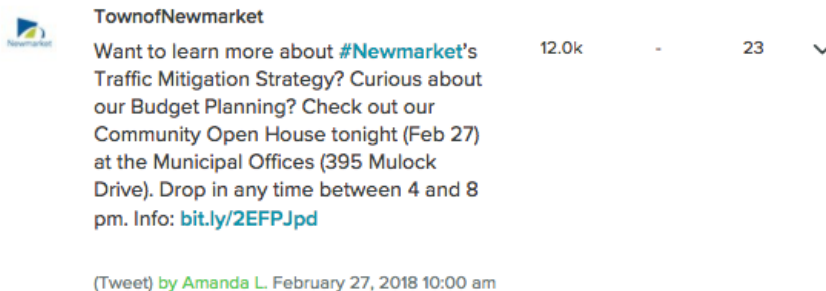


The image shows a Facebook post from the Town of Newmarket. At the top left is the Town of Newmarket logo. To its right, the text reads "Town of Newmarket" and "Published by Amanda Lee [?] · February 25 at 7:00pm ·". Below this is the main text of the post: "What is #Newmarket doing to improve road safety and enhance the quality of life in Newmarket for drivers, cyclist and pedestrians? Learn more about our Traffic Mitigation Strategy with Bill, Sr. Transportation Coordinator and our Safety Mascot, Safety Cone Sam at the upcoming Community Open House Event on Tuesday, February 27 from 4 to 8 p.m. at the Municipal Offices (395 Mulock Drive). Event Details: <https://www.facebook.com/events/400510667074108/>". Below the text is a photograph of a man in a grey shirt standing next to a smiling orange traffic cone character named "Safety Cone Sam". A banner in the background of the photo says "Educating, enforcing and engineering a safety driven NEWMARKET".

- Reach: 786
- Reactions, Comments and Shares: 14
- Post Clicks: 17

Twitter: Various tweets were sent out through Twitter, one week prior to the Community Open House Event.

- Tweets sent: 18 Tweets
- Average Reach: 12.0K to 16.5K



The image shows a tweet from the account "TownofNewmarket". The tweet text is: "Want to learn more about #Newmarket's Traffic Mitigation Strategy? Curious about our Budget Planning? Check out our Community Open House tonight (Feb 27) at the Municipal Offices (395 Mulock Drive). Drop in any time between 4 and 8 pm. Info: bit.ly/2EFPJpd". To the right of the text, the engagement statistics are shown: "12.0k" for retweets, a "-" for replies, and "23" for likes. Below the tweet, it says "(Tweet) by Amanda L. February 27, 2018 10:00 am".



TownofNewmarket

Come out to our Community Open House on February 27. You could also win a \$100 Rec & Culture credit that can be used towards any Town of #Newmarket Rec & Culture program. More info at: bit.ly/2EFPJpd

16.5k

3

23



(Tweet) by Amanda L. February 26, 2018 10:15 am



TownofNewmarket

Give us your feedback on the vision of a Central Park inspired green space for the Mulock Farm/Estate at todays Community Open House Event (Tues Feb 27) @ Municipal Offices (395 Mulock Dr) 4 to 8pm. newmarket.ca/communityopenh...

12.9k

3

-



(Tweet) by Amanda L. February 27, 2018 12:01 pm

Instagram: We leveraged the Instagram stories feature and focused on promoting the Community Open House as a chance to meet real people who work at the Town.



581 views



643 views



670 views

Advertisement in Newmarket Now (Newmarket's E-Newsletter)

- Distribution List: 3,131
- Opens: 1,191

Email Blast via Recreation and Culture Activity Guide Registrants

- Distribution List: 5,068
- Opens for email 1: 2,826
Opens for email 2: 2,165
- Website Clicks: 52%

Email/Letter to Newmarket Committee's and Community Groups

An email invitation was sent out to Town of Newmarket Committees and Community Groups. This was done through a distribution list obtained through Legislative Services and Recreation and Culture's Community user groups. In addition, Public Works Services sent a letter out to households near the parks and playgrounds that will be undergoing park and playground improvements this year. The letter had information about the park and playground improvements and advertised the Community Open House event.

Newspaper Article in the Newmarket Era

A half page ad was placed in the Newmarket Era for Thursday, February 22.



The graphic is a rectangular advertisement for a Community Open House. At the top center is the Newmarket logo, which consists of a stylized blue and green shape above the word "Newmarket". Below the logo, the text "YOU'RE INVITED TO OUR" is in white, and "COMMUNITY OPEN HOUSE" is in large, bold, yellow letters. Underneath, there is a paragraph of white text: "Learn more and give us your input about the Town's current programs and initiatives, as well as future projects for Newmarket – such as the Town's vision for the Mulock Farm/Estate, our Traffic Mitigation Strategy, Budget Planning and more." Below this paragraph, the event details are listed: "When: Tuesday, February 27. Drop-in from 4 to 8 p.m." and "Where: Municipal Offices (395 Mulock Drive)". At the bottom, there is a white bar containing the website "newmarket.ca/communityopenhouse" and the phone number "905-895-5193". The background of the graphic is a dark, blue-tinted image of a park or wooded area.

Radio Ads

Radios advertisements were placed on the Jewel 88.5 from Tuesday, February 20 to the 26th. The radio ads were a mixture of 10-second traffic tags and 30 second commercials.

Media Advisory

A media advisory was sent out to local media to notify the media of the Town is hosting a Community Open House Event.

Distribution List: 132

Opens: 34

Media pick-up by:

- Newmarket Era (YorkRegion.com)
- Snap'd Newmarket
- Hamilton Spectator
- Toronto.com
- CBC Radio Canada via Mulock Estate Article
- Toronto Star via Mulock Estate Article

Website

- Designated Webpage – newmarket.ca/communityopenhouse
 - Visits from February 18 to February 28: 463
- Advertisement in News and Notices section on the front of the website

Internal – Town Central

An article on Town Central was posted to encourage staff members to attend the Community Open House

Feedback From Residents

Happy or Not Survey Stands

Question Asked: Did you find this Community Open House Informative?

- Very Positive: 74%
- Positive: 18%
- Negative: 3%
- Very Negative: 5%

114 people participated in the survey

General Comments and Questions Collected from Booths relating to departments:

General Questions/Comments Received from

- The event looked very professional with the table clothes and the signage
- Residents were pleased that other external stakeholders were present to answer their inquiries (Metrolinx, vivaNext, York Region Rapid Transit, Newmarket Hydro)
- Will we have another Community Open House Event?
- Did not know that the Town has one Community Open House a year

Mulock Farm:

- Mulock Farm Park – general public support toward exploring grant related initiatives to pro funding assistance.
 - One concern identified was regarding an increase in noise and commute times for neighbouring residents resulting from increased traffic generated by the proposed use.
- The information on the Mulock property has been well put together – well done on purchasing that piece of property.
- The video of the Mulock property is great.
- I'm disappointed in the town's purchase of the Mulock Farm instead of investment in a new library.
- Confused about the way the Mulock Property will be financed.

Customer service

- Request for recreation guides and camp guides – **(from Customer Service)**.
- Request for waste and recycling calendar **(from Customer Service)**.
- Request for Animal Control Phone Number **(from Customer Service)**.
- A lot of positive comments about the Open House event.
- People were excited about all the information they received. They didn't realize how many resources were available to them.
- People learned a lot and had a good time.

Library:

- When are you getting a new library?
- Is the library part of purchasing consortia's for online resources?
- How do you get your e-books?
- Can you do anything to control the smell of some of the patrons?
- How many active cardholders do you have? Are their plans to increase it?

- Could you find a way to move your board books to where small children can reach them?
- Why do you not have an all ages drop-in story time program? The registered ones don't always suit our needs.
- If you had a separate satellite library, it could be one that specialized in a service such as service to children.
- There's not enough parking at the library.
- It is inconvenient to have to visit the library every year to renew your card.
- It is amazing how quickly the library is able to get new books available to borrow.
- I love the new forest wall and carpet in the preschool area of the library.
- Your computer classes are great.

Legislative Services:

- Where can I find information on Council agendas and streaming?

Recreation and Culture:

- Would like to meet with the Town about York Pride Promotions.

Public Works Services:

- Several residents expressed interest in wanting easily accessible recycling programs for batteries, e-waste, and light bulbs within the Town of Newmarket. Residents feel that travelling to the various depots in York Region is inconvenient and having drop-off bins at Town facilities would encourage more recycling due to ease of access.
- Where does recycling go?
- Why is paper shred not accepted in the blue bin?
- When will styrofoam be accepted in the blue bin
- Where can I exchange my broken blue bin or green bin?
- Are grass clippings going to be accepted in the yard waste program?
- Does the Town host compost give-away days?
- Wants more funding for baseball diamonds, outdoor hockey rinks, and fire park to educate children on fire safety, best practices from early childhood to adolescence.
- Interest in the Mulock Farms and Whipper Bill Watson Park.
- Happy about the park near Towercrest/William Roe was being revamped since the area is quite populated with children and it is very close to the school.

Corporate Communications:

- Is there a Newmarket E-newsletter with Council Highlights.

- Love's the idea of the Town Page.
- Several people commented and took copies of the Town Page and Newmarket Now featuring Council Highlights.

Central York Fire Services

- How many CO2 alarms should we have in the home?
- Do they still sell battery Operated Smoke Alarms
- Compliment – on the fire on wildwood neighbour.
- House Smoke Alarm, how long are they good for?
- What are the CO2 requirements?
- My alarms are hardwired - do they expire?
- What type of training is included in CYFS for firefighters?
- Do I need a CO2 alarm in my home?
- Do you guys get along with EMS?
- How do you use a fire extinguisher?
- Thank you for your home visit in the summer time. My daughter loved the home escape planning with the firefighters.
- How do you get a fire inspection done?
- Are fire blackout codes here in Ontario? What are they?
- How do I see a fire report? F.O.I. Town of Newmarket. What's in a fire incident report?

Strategic Initiatives:

- Wants more community partnerships for housing and vulnerable populations such as shelters and its availability for homeless people.
- Community Events – Pride 2020 – rainbow sidewalks, social media strategy, Newmarket Northern 6 leader.
- Excited about community partnership grants essential to building our community together.
- Great community vision!

Finance:

- Tax Complaints (Minor)
- Questions about the financing of the Mulock property
- Attachment of the Information Report on Long Term Debt for residents

Human Resources:

- Great to know that we have an award-winning municipality.
- Resident's didn't know that the Town of Newmarket did so much – what a great team! – It must be a great place to work.

- Expected to be here for 20 minutes but there is so much more to see and take in- it is wonderful.

Legislative Services

- On average, how many wedding ceremonies are performed in a month
 - 10
- How do new residents find out more information for information on property lines
- How many Freedom of Information requests does the Town Process
 - 2016: 51
 - 2017: 83
- Who are the Candidates for the 2018 Municipal Election?
- Will the Town be holding an all candidate debate?
- When is the 2018 Municipal Election?
- How can I vote in the 2018 Municipal Election?
- Can Newmarket residents/students who live in another municipality because they go to school there vote in Newmarket's 2018 Municipal Election **and** the municipality where they go to school?
- Will there be in person opportunities for voters who don't have access to the Internet or telephone at home, or if they need assistance with voting?
- Will the Town be hiring external members of the community to work during the 2018 Municipal Election?
- Offer wedding ceremonies at Mulock property
- Consider publishing historical information online; and agendas/minutes prior to November 2013

General Comments / Questions from external stakeholders: Newmarket Hydro:

Affordability Fund Program

Provincial Government run program delivered by local distribution companies (local hydro company) established to give access to energy efficiency upgrades for electricity customers who do not qualify for low-income conservation programs based on their Income – hydro bill ratio.

- Attendees were interested in knowing what the program had to offer and what the process was for applying for eligibility.

Free Retractable Clothesline Program (being launched late spring early summer)
NTPDL will be giving away free retractable clotheslines to eligible residential customers of Newmarket to curb electric dryer use.

- Attendees were surprised to hear that there are no bylaws in the Town of Newmarket against putting up clotheslines in your backyard.

This program was our most popular – attendees were very interested.

Pool Saver Program (being launched late spring early summer)

Most constant-speed swimming pool pumps run 24/7, often at a higher speed than necessary for the task. Variable speed pumps offer the opportunity to save up to 90% electricity by running at the most optimal and energy efficient speed. NTPDL will be offering Instant rebates to customers this summer to upgrade their constant-speed in ground pool pumps with variable speed pumps.

- Attendees were interested in how Variable Speed Pumps work and what the replacement cost and payback will be.
- Not many attendees had in-ground pools so this program was not as popular.

Deal Days Program

A provincial event centrally run by the Independent Electricity System Operator (IESO) and participating retail stores which discount the normal cost on LEDs, power bars, dimmer switches and more energy- efficient products during Save on Energy Deal Days (Typically a month long event held in spring and/or fall).

- Attendees were asking about where the Save On Energy coupons have gone (the old rebate program/event)

vivaNext:

- Why are there no bicycle markings on Davis Drive to show that they are shared multi-use lanes?
- Why are there no bicycle lanes directly linked to the GO station?
- What was being done to the Union hotel and why was it all boarded?
- Why are YRT buses not allowed to use the viva bus lanes?

York Region Rapid Transit:

- People loved the trail guides and cycling maps
- Received a lot of questions about transit routes, traffic signals timing for specific intersections, speed limits on Regional roads, future plans for Mulock Drive.

Post-Survey via Survey Monkey Results

A post-survey was sent out to all attendees that signed-in and left their email addresses with the Town. The results of the post-survey were noted below:

Question: How did you hear about the Community Open House?

- Newmarket Town Page in the Newmarket Era – 30.00%
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- Facebook – 18.75%

- Word of Mouth – 13.92%
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 - Google Central Park coming to Newmarket and read about this event
 - Star Newspaper – digital article about the Mulock Property
- Newmarket Now – e-newsletter – 3.75%
- Twitter – 3.75%
- Council Meeting – 1.25%
- Radio – 0%
- Instagram – 0%

Question: Did you find this Community Open House Informative?

- Yes: 98.72%
- No: 1.28%

Question: Do you have any additional feedback on the Community Open House that you'd like to share with us?

No

Thank you for doing this open house. Please continue to do them if possible.

I specifically attended to obtain information on the Mulock property and was pleased to have Rob Shelton and Kelly Broome available for comments. I strongly recommend that every possible attempt to preserve the magnificent trees be made. They are part of a nationally recognized arboretum established by Sir William M. I also recommend that security be considered on the home particularly. Now that the purchase plans have been announced, it may be assumed the property is open to the public. This is NOT the case and Mrs. Barbour has already had to deal with trespassers. I also suggest retaining the Mulock property gardener at least on a part time basis. He has cared for the property for many years and has valuable insight into the nature of plants, trees etc. and can offer timely advice.

Have this event once a year.

It would be great if the mayor and the council had a Q&A panel with participants.

I was very impressed with the enthusiasm, pride, and professionalism of the staff I spoke to. The only table I found unstaffed was the Economic Development group ... hopefully they do better when talking to industry.

When I reached and was in the room that was showing the new park I found that the staff there was not reaching out to people or I should say was only choosing selected people to reach out to. I was standing there for over 10 mins when one off the staff most likely saw me and came over.

The 3D video of the proposed Mulock Park was the most informative.

We were thrilled to see how many came out!

I really enjoyed the open house and thought that it was put together very well!

Some sitting area would be nice. I have back pain, standing or walking around for more than 15 minutes causes me pain.

Very informative, had all my questions answered, everyone took the time to answer and I did not feel that I was rushed

Great occasion to have all your questions answered

Great event, lots of useful information and friendly staff to answer questions! The coffee and cookies were appreciated, too. The Town is doing a terrific job! Keep up the great work. I am happy to be living in Newmarket.

We came at a very busy time in the evening. The one piece of info I was very excited to see was swarmed. Not really anyone's fault, but maybe next time keep traffic moving?

It is very hard to attend due to work/dinner time for small kids/bedtime for small kids. Is there anyway to have a virtual open house or put some info such as playground plans etc. online so that people can comment even if they can't attend?

I enjoyed meeting Town Staff and seeing what great things they do for us.

Very well done. The people I talked to were welcoming and the displays were really good.

I felt saddened that there was no concern for the homeless issue in our community. I am very concerned about this.

I was very disappointed on the information/board(s) on the recent purchase of the Mulock Estate. With this \$24 million purchase, I expected to see more than what I had already read about in the local paper. It seemed like The Mulock Estate was not showcased very well but tucked away in the corner. I felt the info boards on the park playground setups got more attention/visibility in the council chambers.

Good range of departments were there. Could have had a few more kid friendly options so I could have stayed longer.

Lots of good information and helpful staff-

All the staff were very engaged, welcoming, willing to explain their expertise, and welcomed questions about their department workings and programs.

Batting cages at the fairgrounds will be a great addition to Newmarket.

A few more staff that had more knowledge of some of the issues I had gone to find out about would have been helpful. I do understand that it was very well attended, at least at the time of my attendance, so that more help may be difficult. The room that had the information for the Mulock Farm project was far too small.

The staff were very helpful and answered all my questions especially Andrew and Tom. It's too bad that after about eight years the park is going under construction. If it had been done right the first time, as we had suggested, there wouldn't be a month of early morning noise coming. Feel free to call me at 905-836-1672, if you want more honest feedback. Thanks for the opportunity to reply.

I found all the staff hosting the Open House very friendly and ready to listen to suggestion that I had. As a senior living close to the Mulock Farm, I would be very happy seeing the beautiful property kept more as it is, more like a smaller version of Edwards Gardens. This would accommodate more of a mixture of residents to enjoy the natural beauty and would only require more paths and benches and maybe even picnic tables. A Bandstand would be nice on the front lawn and there could be a variety of music being played there.

More booths next year Newmarket is growing big

Great idea. Liked the video of the new park plans. Our cat likes the cat food. She says thank you. Meow.

Staff were great and were eager to share the information and let us know what each department was working on.

Yes. Town should give ID batches to all the operating people with all members of Board of Directors as well. So all visitors know who they are. It's very important to us.

I learned a lot about upcoming events/plans. I was really happy to attend. I feel like I am a better-informed tax paying resident of Newmarket. Thank you!

Great idea and well executed. Keep up the good work. Consider whether volunteer committees could have presence at future events.

Informative and lots of information. The information on the New Park and other planning info should have been in a larger room or council chambers as that is where most of the interest and people were.

I went near the beginning of the event and found it a bit crowded. A suggestion might be to have it start an hour or so earlier so some folks could attend earlier and avoid the after school, after work crowd. Overall I found it really informative and the staff I spoke with were all very helpful and informative. A good event!

The information given in the Era about Mulock Farm did not explain the true costs of the purchase. The impression it created was very misleading. The open house explained everything much better and in greater detail. It was good to have the open house, which gave taxpayers an opportunity to find out about what the Town is doing with our tax dollars. I would recommend having one at least once a year to give everyone a chance to ask questions and keep informed. It was great to be able to ask questions and receive answers to concerns.

it was great to see so many people there! Congrats

Next time I will stay longer. Very informative.

No thank you.

I was there for a project and would have liked a specific website address to take away and send comment to regarding the Mulock Estate Project The iPad was ok but not set up for major concerns ... Same with hand written comments on clipboards Would have liked a project linked website address to capture detailed comments that could be taken to counsel

I think it was great. All departments were represented along with all members of council and YRFS. I'd like to see this event take place every year. EVERYONE I talked to, staff, council, etc. was professional, attentive and open for discussion.

It was great. We learned about projects in our neighbourhood that we didn't know were being planned (i.e. a new playground in a park near our house)

I really liked the open house and chance to ask questions and see plans of improvements planned for the town. Thank you for holding this open house and hope to see more in the future.

Training/info session for staff on purpose of citizen engagement - saw a couple staff seemingly argumentative with people just expressing opinions.

Larger venue..such a great turnout. Very informative.

Very nicely put together impressed with all the different booths and stuff was very knowledgeable

Fabulous job! Staff friendly, approachable and knowledgeable!

I wish there was a place in which to discuss the costs of the Mulock Estate project. I am concerned it will be filled with homeless people, as I work across the street at the Seneca Employment Centre, and we see many homeless people on a daily basis. If there is not additional funding for REASONABLE accommodations here, in town, these people will be forced to 'camp out' in this park, along with many others. It seems expensive to make a park for that price, without dealing effectively with the homeless of the region. It will not reflect well on the Town of Newmarket's values! Maybe take 50% of this cost, and split it between the 2 causes? Thanks... Lisa Pace, R.S.S.W.

For Yonge/Mulock project, it would have been helpful to have an iPad where members of the public could have left name and email address to stay in the loop.

It was not what I was expecting and was very surprised by the amount of information and presentations. Very impressed with the information and interaction with staff; excellent presentations and interaction. Well done.

I want to thank everyone involved. The open house allowed attendees to meet and talk openly with staff and council. Well done and I sincerely hope this becomes an annual event.

Conclusion

Overall, the Community Open House event is considered a success based on three factors, attendance, and feedback during the event and feedback received through a post-event survey. While there is room to improve for the next Community Open House Event based on the feedback received, staff from all areas of the Town achieved its goal of informing the public about current and future initiatives while gathering feedback. Staff were also able to showcase all business areas of the Town including external stakeholders that we regularly work with – positioning Newmarket as a municipality that values public engagement.