

FROM THE COMMUNITY. FOR THE COMMUNITY.

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WARD 2
VOTE 

Phiona
DURRANT

for **AURORA TOWN
COUNCILLOR**

CAMPAIGN PLATFORM

In Detail

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From theCommunity.ForthCommunity.

A Note From Me

I am a resident of Ward 2, and Aurora has been my home for 20 years. These priorities are personal to me, and they come from the concerns, hopes, and stories I have heard from residents as I continue knocking on doors across our ward.

This platform is a starting point, not the finish line. As I keep knocking on doors, I know there will be so much more to hear: people's hearts, their concerns, their joys, and their gratitude. All of it matters. I want you to know where I stand today, and I want to keep hearing from you as this conversation continues.

Download this document, share it, and connect with me about it. Your voice belongs at the council table.

Thank you to the councillors who have served Aurora, to the residents already doing their part, to the businesses that keep contributing, and to the volunteers who give their time again and again. Ward 2 is already full of good. My hope is simply to build on it, together.

Platform At a Glance

Community Standards & Pride

Quarterly proactive property checks • Beautification along Yonge & Wellington • Grants to uplift local storefronts • Destination Aurora

A Safer & More Accountable Aurora

Better lighting & safer sidewalks • Enforceable e-bike rules & an e-bike park • Collaborative property management • Proaction, not reaction

Respect & Transparency for Taxpayers

Quarterly progress reports • Bi-monthly town halls • Ward Ambassadors • Senior Accessibility & Dignity • Community Life & Everyday Wellbeing • An accessible councillor office

What I Bring to Council

Social Service Worker	People • Resources • Wellbeing
Certified Mediator	Conflict Resolution • Collaboration • Solutions
Banking Expertise	Financial Literacy • Risk Management • Fiscal Accountability
Entrepreneur / Business Owner	Leadership • Operations • Trained at the Schulich School of Business, York University
Leadership Recognition	Local • Provincial • Federal, including the King Charles III Coronation Medal

This Is Just the Beginning

This platform reflects what I have heard so far, with gratitude for everyone already giving their heart to Ward 2. As I keep knocking on doors across our community, I will keep listening, and this conversation will keep growing. If something matters to you and you don't see it here yet, tell me. That is exactly how this is supposed to work.



From the Community. For the Community.

Community Standards & Pride

Aurora has produced Prime Ministers, Olympians, and NBA and NHL talent. We are home to thriving local businesses, rich community resources, and a twin town relationship with Leksand, Sweden. That is who we are. Every street, home, business, and public space should reflect it.

Proactive Property Standards

Every resident and every block deserves the same loving care and attention. I will advocate for quarterly proactive checks across all of Ward 2, so no one has to wait for a complaint before their street gets the attention it deserves. When every neighbourhood is held to the same standard, every resident feels equally valued.

Beautification

Every business along the full stretch of Yonge Street, from Orchard Heights through downtown, and along Wellington Street, deserves the same care. I will push for a full evaluation of businesses across these corridors to ensure summer flowers and Christmas lights reach every storefront, extending along the same route we already use for the Canada Day parade, and beyond, so every part of our town gets to feel the celebration together. I will also work to connect business owners and entrepreneurs, especially those without easy access to resources, with grants and supports to uplift their storefronts, promote their businesses, and help them thrive for years to come.

Destination Aurora

We already have what makes a destination: history, talent, heritage, and beauty. I will champion Aurora's story so it draws visitors and investment to every corner of town.

Why It Matters: Health & Safety • Property Values • Community Pride

Whether we rent, own, run a business or visit Aurora, we all deserve a community that is clean, safe and well cared for.

A Safer & More Accountable Aurora

Safety is something we build together, and the best way to keep our community safe is to get ahead of problems before they happen.

Better Lighting, Safer Sidewalks

Improved lighting and sidewalk conditions in the areas residents flag most, including overgrown trees that block streetlights and leave sidewalks dark. Broken sidewalks and barriers shouldn't stop seniors, people with disabilities, or families with strollers from moving confidently through town.

Safe and Responsible E-Bike Usage

I'm grateful for the Town's first step, an awareness campaign to help residents understand today's rules. I want to build on that momentum with clear, enforceable rules that keep riders, families, and pedestrians safe, and I will champion the province's promised regulations so they translate into real support on the ground here in Aurora. Alongside that, I want to bring some

joy into the solution: exploring an e-bike park, built through community and business partnerships, the same way we built our skate park, giving riders a place of their own to enjoy safely.

Responsive Property Management

Landlords and property managers play a vital role in our community, and I want to build strong, collaborative relationships with them. When we work together as a team, standards get met faster, problems get solved sooner, and residents and tenants feel cared for.

Proaction, Not Reaction

Solutions before crisis. Getting ahead of problems together saves us all time, money, and worry, and builds trust that lasts.

Why It Matters: Prevention • Accountability • Peace of Mind

Our seniors, children, families, businesses and vulnerable residents deserve to feel safe where they live, work and play.

Respect & Transparency for Taxpayers

Respecting taxpayers means keeping them informed before decisions are made, and celebrating residents as the critical partners they are.

Quarterly Progress Reports

A public Ward 2 progress report each quarter: what I heard, what's done, what's outstanding.

Bi-Monthly Town Halls

Held every two months, with at least six sessions before every November budget so residents have real chances to weigh in and celebrate our shared progress.

Ward Ambassadors

No resident should be overlooked. For residents who want to be more involved in their community, becoming a Ward Ambassador is your chance to help make that happen, more ears, more connection, and a direct line between neighbours and their councillor.

Senior Accessibility & Dignity

Seniors deserve barrier-free, practical access to the services they need without having to navigate complicated websites, travel to Town Hall to pay a fee, or manage services that were not designed with them in mind.

How we treat and serve our seniors is personal to me. I was raised by my grandparents from just two weeks old. Much of who I am today is because of them. Our Elders will always hold a special place of honour in my heart, and that includes how they are treated by the community they helped build.

Community Life & Everyday Wellbeing

Seniors deserve meaningful opportunities to stay active, connected and supported. Dogs are part of many Ward 2 families. I will champion practical community initiatives: from a trial dog meet-up event to senior movement, social connection and neighbour-to-neighbour companionship.

These small things make a real difference in everyday life. Good leadership means noticing what matters to people, and doing something about it.

Councillor Office & Staff

If elected, I will ensure this is covered from my own pay, while advocating for the Town to provide this for all councillors. What's good for one ward is good for all of Aurora. Taxpayers should always know how to reach their councillor, in person.

Why It Matters: Transparency • Access • Respect

Whether you've lived here for decades or just moved in, you deserve a councillor who keeps you informed, keeps their door open, and treats your voice as part of every decision.

What I've Learned From My Culture, My Heritage

I learned to be myself, at all costs, to know who I am, to love what I do, and to find joy in doing it well.

I learned that your word is your bond. Say what you mean, mean what you say, and let your actions give your words credibility.

I learned that no one is an island. We need one another. Community is built when we show up for each other, share what we have, and understand that our success is connected to the success of those around us.

And perhaps most importantly, I learned that talk is not the measure of leadership, action is. It is not what you promise to do; it is what you actually do that creates change.

Those lessons shape how I lead: authentically, collaboratively, with joy, with integrity, and with a commitment to turn words into action.



HOW YOU CAN SUPPORT

Stay Connected

Sign up for our newsletter to stay informed about campaign updates, events and opportunities to get involved.

Share Your Skills

Help us spread the word. Whether you're great at marketing, organizing, photography, design, outreach or something else, tell us what you do best.

Fundraise With Us

Stay tuned for fun community fundraisers, including cooking, baking and pedicure events.

Every Contribution Matters

Whether it's \$1 or \$5,000, your support helps us reach more residents and build a stronger campaign.

Official Donations

Please send **e-transfer** donations only to yourvoice@phiona.ca or phionaward2@gmail.com. **Cheque** made payable to: Phiona Durrant or Campaign for Phiona Durrant

PLEASE BE SCAM AWARE

For your protection, we will never ask you for campaign funds at your door, accept cash or tap donations at the door, or ask you to send money through an unofficial channel.

If someone comes to your door on behalf of the campaign, they will be wearing official campaign identification and a campaign T-shirt. When in doubt, contact us directly before making any contribution.

Thank you for helping us build this campaign together.