

COMMITTEE OF THE WHOLE– MARCH 22, 2011

2011 20-MINUTE VAUGHAN MAKEOVER

Recommendation

The City Manager and the Manager of Environmental Sustainability recommend that:

1. This report be received; and
2. St. Catherine of Siena as the location for the 2011 20-Minute Makeover launch event.

Contribution to Sustainability

The Vaughan 20–Minute Makeover supports Green Directions, Goal 5: To be leaders in advocacy and education on sustainability issues. The 20–Minute Makeover is part of the City's ongoing environmental outreach program with Vaughan businesses and the community.

Economic Impact

There are no additional economic impacts resulting from this report as this event has been budgeted within the 2011 Environmental Sustainability business unit budget. The City of Toronto has invited municipalities across the GTA to partner in this event. The City of Vaughan will be providing bags for the clean-up.

Communications Plan

The Corporate Communications Department will provide local marketing support: City Page ads, media advisory, press releases and website postings. Vaughan's participants will also be highlighted in a broader marketing and communications strategy that will be coordinated by the City of Toronto.

Purpose

The purpose of this report is to get Committee approval on the location of the event associated with the 2011 20-Minute Vaughan Makeover.

Background - Analysis and Options

The 20-Minute Makeover is a GTA-wide event that takes place in conjunction with Earth Day each year; this year's Makeover will be held on April 14, 2011. This is the seventh year the City of Vaughan has participated and each year has seen significant increases in participation and interest from local schools, businesses and citizens. In 2010, over 15,000 people registered from almost 50 schools, more than 20 businesses, community organizations, community centres and libraries. While it is recognized that the 20-Minute Makeover is a small part of a comprehensive anti-litter strategy, it is a program that is gaining recognition and participation each year.

In addition to working with local schools, staff will be encouraging local businesses to join the effort, either as participants or as sponsors. Pizza Pizza, who has supplied prizes to participating schools in past years, will do so again in 2011.

Environmental Sustainability Department staff will provide clean up supplies (large bags and gloves) to schools, the public and businesses. These supplies are included in the 2011 budget. In addition, supplies will be available at participating Pizza Pizza locations. Parks and Public Works will provide equipment and staff to support the event as they have in previous years.

The 20-Minute Makeover initiative has a broad marketing strategy that encompasses the entire GTA, including highway signage, posters, billboards, website, etc. coordinated through the City of Toronto and undertaken by participating municipalities. The City's Corporate Communications Department will provide local marketing and communication support, including ads on the City Page, media advisory, press release and updates on the City website.

In 2010, the Council-attended event took place at Bakersfield Public School, Thornhill within the York Region District School Board.

This year's event will be held at St. Catherine of Siena, Woodbridge which is part of the York Region Catholic School Board. The principal from St. Catherine of Siena had previously expressed an interest in working with the City. In addition, St. Catherine of Siena has positioned itself as a leader amongst Vaughan area schools in environmental stewardship.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

N/A

Conclusion

The 20-Minute Vaughan Makeover is an initiative that encourages residents, students and businesses to take action against litter in their community. The City's ongoing participation demonstrates environmental leadership and provides an effective vehicle for public education.

Attachments

N/A

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Respectfully submitted,

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