

COMMITTEE OF THE WHOLE- MARCH 3, 2015

2015 VAUGHAN 20-MINUTE MAKEOVER CAMPAIGN

Recommendation

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

1. That the 20-Minute Makeover event be held to celebrate Vaughan's participation in Pitch in Canada Week and commitment to environmental stewardship in honour of Earth Day (April 22, 2015).
2. That one media launch event is held at a specified school with the Mayor and Regional Councillors in attendance. The following school has been identified as the media launch host:
 - Ward 3: Fossil Hill Public School
3. That a smaller-scale launch event be held at a school in each City Ward with the appropriate Ward Councillor in attendance. The following schools have been identified as smaller scale launch hosts:
 - Ward 1: Mackenzie Glen Public School
 - Ward 2: St. Clements Catholic Elementary School
 - Ward 4: Nellie McClung Public School
 - Ward 5: Rosedale Heights Public School
4. That Corporate Communications provide support in promoting the launch events.

Contribution to Sustainability

Vaughan's participation in and promotion of the 20-Minute Makeover program supports *Green Directions Vaughan*, 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 with Vaughan businesses and the community.

Economic Impact

There are no additional economic impacts resulting from this report as this program has been budgeted within the 2015 Environmental Sustainability Office budget.

Communications Plan

The Corporate Communications Department will provide local marketing and communication support, including a media advisory, press release and updates on the City website and social media. A photo of the 20-Minute Makeover event will be provided to the media.

Purpose

The purpose of this report is to seek Committee approval for the support of Vaughan's participation in and promotion of the 20-Minute Makeover event.

This report also seeks Committee approval for Council attendance at launch events designed to celebrate Vaughan's participation in Pitch-In Canada campaign and facilitate 20-Minute Makeover events at designated schools.

Background - Analysis and Options

For the past ten years, Vaughan has participated in the 20-Minute Makeover program, which was originally a partnership between GTA municipalities to raise awareness of litter and waste management issues and to promote community stewardship. In 2014, over 17,000 people participated in the event including 45 schools, 9 businesses, and 10 departments from the City of Vaughan. A component of the Pitch-In Canada week-long program involves participation in a 20-Minute Makeover litter clean up event. Hosting a 20-Minute Makeover event on April 17th would celebrate Vaughan's participation in the Pitch-In Canada week campaign, Canada's largest litter clean-up campaign.

Pitch-In Canada is a national non-profit organization founded in 1967 by volunteers concerned about the proliferation of packaging and its effects on the land and marine environments. Pitch-In Canada's two week-long campaign runs April 19 – May 2. The annual Pitch-In Canada campaign results are incorporated in the world-wide *Clean-Up the World* statistics which is supported by the United Nations Environment Program.

The Environmental Sustainability Office staff will notify schools, community groups and businesses of the Pitch-In Canada week campaign as well as track campaign participation. Following registration, participants can pick up supplies from their local community centres for the campaign. Tim Hortons will provide prizes along with 10,000 pairs of gloves for the event and GLAD® will provide garbage bags for collecting litter.

In 2015, the 20-Minute Makeover will support the messaging that was developed for the Community mail box anti-littering communication plan particularly in areas identified with higher rates of littering at community mail boxes. Schools that register for the 20-Minute Makeover will be provided with the Community mail box anti-littering communication material.

The City of Vaughan Parks Operations will pick-up waste materials that are collected during the 20-Minute Makeover and Pitch-In Canada campaign, as they have in previous years, from participants who do not have another means of waste management and disposal. All City departments will be encouraged to participate in the 20-Minute Makeover, contingent upon their availability.

Media Launch Event

For 2015, Fossil Hill Public School will host the larger media launch event in which the Mayor will attend. Ward 3 was selected in 2015 to host this larger media event as the launch event has not been hosted there in the previous five years.

In 2014, the Council-attended media launch event took place at the York Region District School Board's Herbert H. Carnegie Public School in Ward 4. Ward 1 hosted the 2012 launch event at Kleinburg Public School; Ward 2 hosted the 2011 launch event at St. Catherine of Siena Catholic Elementary School; and Ward 5 has hosted the launch event in both 2010, at Bakersfield Public School, and in 2013 at Glen Shields Public School.

Ward-based Launch Events

In 2013, Council recommended that Ward-based launch events be considered hence this year's event will also feature several smaller Ward-based launch events. Several schools have been identified as Ward launch hosts, including: Mackenzie Glen Public School of Ward 1, St. Clements Catholic Elementary School of Ward 2, Nellie McClung Public School of Ward 4, and Rosedale Heights Public School of Ward 5.

In consultation with the Ward Councillors, these schools were identified as suitable candidates to host a launch event. Additionally, several of these schools have been active in the 20-Minute Makeover event in the past and have demonstrated tremendous support for the initiative.

Hosting the 2015 20-Minute Makeover launch events in each of the City Wards will raise City-wide awareness of the issue of waste management and will also serve to raise the overall profile of environmental stewardship and leadership within the City of Vaughan.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and supports the City's objective of leading and promoting environmental sustainability.

Regional Implications

N/A

Conclusion

The Pitch-In Canada week campaign and the associated 20-Minute Makeover program are initiatives that encourage 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 increased public education and environmental awareness.

Attachments

N/A

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Respectfully submitted,

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