

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 21, 2018

Item 10, Report No. 6, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on February 21, 2018.

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2018 20-MINUTE MAKEOVER EVENT

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Deputy City Manager, Planning and Growth Management, dated February 6, 2018, subject to amending the fourth bullet of recommendation 3 to read as follows:

- Ward 4: Roméo Dallaire Public School.

Purpose

The 20-Minute Makeover is an environmental awareness and litter clean-up event as part of celebrating Earth Day. In 2017, over 17,000 people from Vaughan schools, businesses, and community groups participated in the 20-Minute Makeover. The report seeks approval for the event to be held on April 13, 2018; and Council attendance at each of the identified Ward events hosted by a designated school.

Recommendations

1. That the 20-Minute Makeover event be held on April 13, 2018 to celebrate Vaughan's participation in "Pitch in Canada Week" and the City's commitment to environmental stewardship in honour of Earth Day.
2. That the media launch event be 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 5 – Thornhill Public School - to be confirmed
3. That a series of smaller-scale events be held at a school in each City Ward with the Ward Councillor in attendance. The following schools have been identified as the Ward level launch hosts:
 - Ward 1: Pope Francis Catholic Elementary School – to be confirmed;
 - Ward 2: St. Angela Merici Catholic Elementary School – to be confirmed;
 - Ward 3: St. Mary of Angels;
 - Ward 4: Anne Frank Public School.
4. That Corporate Communications provide support in promoting the 20-Minute Makeover event.

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Report Highlights

- The 2018 20-Minute Makeover, part of celebrating Earth Day and participating in the national “Pitch in Canada Week”, will take place on April 13, 2018.
- Mayor and Regional Councillors will attend a media event at a host school in Ward 5 to celebrate 20-Minute Makeover, with smaller events hosting Ward Councillors at designated schools.
- In 2017, over 17,400 people participated in the 20-Minute Makeover event.

Background

For the past thirteen years, Vaughan has participated in the 20-Minute Makeover program, originally a partnership between GTA municipalities, to raise awareness of litter issues and promote community stewardship. In 2017, over 17,400 people participated in the City of Vaughan’s 20-Minute Makeover, a 28 per cent increase in participation since 2011. In 2017, 20-Minute Makeover participants included 45 schools, 15 businesses, nine community groups, and 14 City of Vaughan departments.

The premise of the City of Vaughan’s 20-Minute Makeover event is to encourage citizens to take 20 minutes out of their day to pick up litter in their local neighbourhood. This annual event encourages participants to enjoy active time outdoors, promote civic pride, and encourage community stewardship.

Previous Reports/Authority

[2017 VAUGHAN 20-MINUTE MAKEOVER CAMPAIGN](#)

[2016 VAUGHAN 20-MINUTE MAKEOVER CAMPAIGN](#)

[2015 VAUGHAN 20-MINUTE MAKEOVER CAMPAIGN](#)

Analysis and Options

Vaughan’s 20-Minute Makeover event is planned for April 13, 2018, which falls one week before Earth Day, and supports *Green Directions Vaughan*, Goal 5: “To be leaders in advocacy and education on sustainability issues”. The Policy Planning and Environmental Sustainability staff will notify schools, community groups, and businesses of the 20-Minute Makeover event and track campaign participation through registration forms. The 20-Minute Makeover registration form will be available on the City of Vaughan website in the weeks leading up to the event and all registrations will be coordinated through the City’s Sustainability Coordinator.

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In keeping with previous 20-Minute Makeover events, the Transportation Services, Parks and Forestry Operations Department has agreed to collect litter bags from facilities that are unable to process the litter bags generated from the clean-up event. The 20-Minute Makeover registration form will allow participants to select this service option, if required. The registration form will also include directions for late registrants, indicating that all waste generated after the event will be the responsibility of the resident, school, business, or community group. Following registration, participants can pick up a supply kit from their local community centre in advance of the April 13 event date. Staff will also work with Solid Waste Management Division to publicize priority areas that have been identified as having on-going litter issues, focusing on Canada Post super mailbox locations.

All City departments will be encouraged to participate in the 20-Minute Makeover event, contingent upon their availability. City participation demonstrates the ability to “lead by example” in support of *Green Directions Vaughan*.

For the 2018 20-Minute Makeover, Ward 5 will host the larger media event in which Mayor, Regional Councillors, and the Ward Councillor will attend. Ward 5 was selected to host the event as it has not hosted since 2013 and it follows the Ward rotation schedule as noted below.

Previous year’s Media Launch Events took place as follows:

- Ward 1 hosted the 2017 event at Discovery Public School;
- Ward 2 hosted the 2016 event at St. Andrews Catholic Elementary School;
- Ward 3 hosted the 2015 event at Fossil Hill Public School;
- Ward 4 hosted the 2014 event at Herbert H. Carnegie Public School;
- Ward 5 hosted the 2013 event at Glen Shields Public School;
- 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 4 hosted the 2010 launch event at Bakersfield Public School.

In consultation with the Ward Councillors, the following schools have been identified as suitable candidates to host the Ward-based events:

- Ward 1: Pope Francis Catholic Elementary School – to be confirmed;
- Ward 2: St. Angela Merici Catholic Elementary School – to be confirmed;
- Ward 3: St Mary of Angels;
- Ward 4: Anne Frank Public School; and
- Ward 5: Thornhill Public School – to be confirmed.

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Hosting the 2018 20-Minute Makeover events in each of the City Wards will increase awareness on littering issues and help to raise the overall profile of environmental stewardship and leadership across the City of Vaughan.

Financial Impact

GLAD ® will provide garbage bags for collecting litter. In 2017, the City was successful in receiving sponsorship from Miller Waste Inc. and a portion of the funds will contribute to the provision of gloves in the supply kits. The Policy Planning and Environmental Sustainability budget will allocate the necessary funds for communication, promotions, and incentives for participation.

Broader Regional Impacts/Considerations

Participating in the 20-Minute Makeover is Vaughan's contribution to larger campaigns at a federal and global level to raise environmental awareness, including Pitch-In Canada and the Earth Day Network. The City of Vaughan has also been invited to track 20-Minute Makeover metrics, such as number of participants, in a coalition of other Canadian municipalities in an effort to measure our collective impact on litter issues in communities across the nation.

Conclusion

The 2018 annual 20-Minute Makeover will take place on April 13, 2018. The larger media event will take place in Ward 5 with Mayor and Regional Councillors in attendance, while smaller Ward-based events will take place across the city with respective Ward Councillors in attendance.

The 20-Minute Makeover program, administered by the Policy Planning and Environmental Sustainability Department in partnership with Transportation Services Parks & Forestry Operations, Solid Waste Management, and Corporate Communications, encourages citizens to take stewardship action in their community. The City of Vaughan's ongoing participation demonstrates environmental leadership and provides an effective way to increase public education and environmental awareness.

For more information, please contact: Tony Iacobelli, Manager of Environmental Sustainability, ext. 8630

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Attachments

N/A

Prepared by

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