

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 21, 2017

Item 12, 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, 2017.

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2017 VAUGHAN 20-MINUTE MAKEOVER CAMPAIGN

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Deputy City Manager, Planning and Growth Management, the Director of Policy Planning and Environmental Sustainability and the Manager of Environmental Sustainability, dated February 7, 2017:

Recommendation

The Deputy City Manager, Planning and Growth Management, the Director of Policy Planning and Environmental Sustainability 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 the City's commitment to environmental stewardship in honour of Earth Day (April 28, 2017);
2. That the media launch events 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 1: Discovery Public School;
3. That a series of smaller-scale launch 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 2: St. Padre Pio Catholic Elementary School
 - Ward 3: St. Gabriel the Archangel Catholic Elementary School (TBC)
 - Ward 4: Carville Mills Public School (TBC)
 - Ward 5: Thornhill Public School (TBC); and
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 2017 Policy Planning and Environmental Sustainability department operating 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.

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Purpose

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

This report also seeks Committee approval for Council attendance at launch events designed to celebrate Vaughan's participation in the Pitch-In Canada campaign (<http://pitch-in.ca/>) and facilitate 20-Minute Makeover events at designated schools.

Background - Analysis and Options

For the past twelve years, Vaughan has participated in the 20-Minute Makeover program, originally a partnership between GTA municipalities, to raise awareness of litter and waste management issues and to promote community stewardship. In 2016, over 16,800 people participated in the event including 52 schools, 15 businesses, and 15 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 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 week-long campaign runs April 22 – 29, 2017. 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.

Vaughan's 20 Minute Makeover event is planned for April 28, 2017, which falls one week after Earth Day. Parks Operations staff have collected the waste materials from previous 20-Minute Makeover events where facilities are unable to process the litter bags generated from the clean-up. It is likely that some community groups will undertake their own litter clean-up events during Earth Week. City staff should plan to collect litter bags for 20-Minute Makeover events and community clean ups that are registered through the 20-Minute Makeover program and request City pick up. The 20-Minute Makeover registration form will be available on the City of Vaughan's Environmental Sustainability website in the weeks leading up to the event and all registrations will be coordinated through the City's Sustainability Coordinator. Registration forms will include directions for late registrants indicating that all waste generated after the event will be responsibility of the residents.

The Policy Planning and Environmental Sustainability 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. GLAD ® will provide garbage bags for collecting litter. City staff are working to secure sponsorship to provide gloves for litter pick up. The City is currently preparing a sponsorship request from Miller Waste Inc. to support the event. If no sponsorship is obtained, the Policy Planning and Environmental Sustainability department will allocate budget for the provision of gloves.

All City departments will be encouraged to participate in the 20-Minute Makeover, contingent upon their availability.

Media Launch Event

For 2017, Discovery Public School will host the larger media launch event in which the Mayor, Regional Councillors and Ward Councillor will attend. Ward 1 was selected to host this larger

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media event as it has not hosted the launch event since 2012 and follows the descending Ward rotation schedule as noted below.

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

- 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 5 has hosted the 2010 launch event at Bakersfield Public School.

Ward-based Launch Events

In 2013, Council recommended that Ward-based launch events be considered. This year's launch will also feature several smaller Ward-based events. Several schools have been identified as Ward launch hosts, including: St. Padre Pio Catholic Elementary School, St. Gabriel the Archangel Catholic Elementary School, Carville Mills Public School and Thornhill Public School.

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 in the past and have demonstrated tremendous support for the initiative.

Hosting the 2017 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 Term of Council Service Excellence Strategy Map (2014 – 2018)

This report is consistent with the Term of Council priority of continuing to cultivate an environmentally sustainable city as demonstrated by the 2016 20-Minute Makeover initiative where over 16,800 people from schools, businesses, and communities in Vaughan participated in the litter cleanup campaign to celebrate Earth Day.

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.

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Attachments

N/A

Report prepared by:

Kailyn Smith, Sustainability Coordinator, ext. 8941