

## **CITY OF VAUGHAN**

### **EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 19, 2013**

Item 1, Report No. 9, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on March 19, 2013.

#### **1      2013- VAUGHAN 20-MINUTE MAKEOVER & PITCH-IN CANADA WEEK CAMPAIGN**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Commissioner of Strategic and Corporate Services, dated February 26, 2013:

##### **Recommendation**

The Commissioner of Strategic and Corporate Services in consultation with the Manager of Environmental Sustainability recommend:

1. That the 20-Minute Makeover event be held to signal the initiation of Vaughan's participation in the Pitch In Canada week campaign;
2. That Glen Shields Public School be confirmed as the location of the launch event; and
3. That Corporate Communications provide support in promoting the launch event.

##### **Contribution to Sustainability**

Vaughan's participation in and promotion of the Pitch-In Canada campaign including the 20-Minute Makeover program supports Green Directions, Goal 5: To be leaders in advocacy and education on sustainability issues. The Pitch-In Canada campaign 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 program has been budgeted within the 2013 Environmental Sustainability Office budget.

##### **Communications Plan**

The Corporate Communications Department will provide local marketing and communication support, including media advisory, press release and updates on the City website. A picture of the 20 Minute Makeover event will be provided to the media. Vaughan's participation will also be highlighted in a broader marketing and communications strategy that will be coordinated by Pitch-In Canada.

##### **Purpose**

The purpose of this report is to get Committee approval for the support of Vaughan's participation in and promotion of the Pitch-In Canada week campaign and 20-Minute Makeover.

This report also seeks Committee approval for a Council attended event to signal the initiation of Vaughan's participation in Pitch-In Canada week long campaign, April 21-27, 2013.

##### **Background - Analysis and Options**

For the past eight years, Vaughan has participated in the 20-Minute Makeover program, which originally was a partnership between GTA municipalities to raise awareness of litter and promote community stewardship. In 2012, nearly 7,000 people participated in the event, including 20 schools, 10 businesses and 10 departments at the City of Vaughan. A component of the Pitch-In Canada week long program involves participation in a 20-Minute Makeover event. Hosting a 20-

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Minute makeover event on April 19<sup>th</sup> would signal the initiation of 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 several volunteers concerned about the proliferation of packaging and its effects on the land and marine environments. Pitch-In Canada provides educational materials, bags, and promotional materials as part of the 2013 week long campaign which runs April 21-27. The annual Pitch-In Canada Week 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 business of the Pitch-In Canada weekly campaign as well as track campaign participation. Following registration, Pitch-In Canada will provide and deliver supplies directly to participants. Parks Operations will collect waste materials that are collected from 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. All City departments will be encouraged to participate in the 20 Minute Makeover depending on their availability.

In 2012, the Council-attended event took place at Kleinburg Public School within the York Region District School Board.

This year's event will be held at Glen Shields Public School which is part of the York Region District School Board. Glen Shields Park, which is adjacent to the school, is part of the Don River system and has been subject to a significant number of litter complaints. In addition, the launch event has not been hosted in Ward 5 since 2008. Hosting the 2013, 20 Minute Makeover launch event at this local area park will raise the profile of environmental stewardship within this area 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 its 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 public education.

#### **Attachments**

N/A

#### **Report prepared by:**

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