

## **COMMITTEE OF THE WHOLE– MARCH 25, 2014**

### **2014 VAUGHAN 20-MINUTE MAKEOVER & PITCH-IN CANADA WEEK CAMPAIGN**

#### **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 celebrate Vaughan's participation in the Pitch-In Canada week campaign during the week of Earth Day;
2. That one 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 4: Herbert H. Carnegie Public School (*willing to host*)
3. That smaller-scale launch events be held at a school in each City Ward with the appropriate Ward Councillor in attendance. The following schools have been identified as potential launch hosts:
  - Ward 1: Michael Cranny Elementary School (*willing to host*)
  - Ward 2: St. Andrew Catholic Elementary School (*tentative - to be confirmed*)
  - Ward 3: St. Michael the Archangel Catholic Elementary School (*willing to host*)
  - Ward 4: Herbert H. Carnegie Public School (*willing to host*)
  - Ward 5: Wilshire Elementary School (*willing to host*)
4. That the Ward Councillor Executive Assistants provide support in coordinating the Ward launch events.
5. That Corporate Communications provide support in promoting the launch events.

#### **Contribution to Sustainability**

Vaughan's participation in and promotion of the Pitch-In Canada campaign including the 20-Minute Makeover program supports *Green Directions Vaughan*, 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 2014 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. 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 seek Committee approval for the support of Vaughan's participation in and promotion of the Pitch-In Canada week campaign and 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 week-long campaign, April 20-26, 2014.

## **Background - Analysis and Options**

For the past nine 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 2013, over 9,700 people participated in the event, including 27 schools, 15 businesses and 11 departments at 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 25<sup>th</sup> 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 provides educational materials, bags, and promotional materials as part of the 2014 week-long campaign which runs April 20-26. 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 businesses of the Pitch-In Canada week campaign as well as track campaign participation. Following registration, Pitch-In Canada will provide and deliver supplies for the campaign. The City of Vaughan Parks Operations department 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**

In 2013, the Council-attended media launch event took place at the York Region District School Board's Glen Shields Public School in Thornhill.

For 2014, Herbert H. Carnegie Public School in Ward 4 has been identified as a potential host of the larger media launch event for this year's 20-Minute Makeover. Ward 4 was selected to host this larger media event as it has not hosted such a launch in previous years. 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 3 will be hosting a Scotiabank-sponsored tree planting event this year in honour of Earth Day three days prior to the 20-Minute Makeover and as such, it was determined that Ward 4 would be the most appropriate Ward to host the larger media launch of the 20-Minute Makeover for 2014.

## **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: Michael Cranny Elementary School (Ward 1); St.

Andrew Catholic Elementary School (Ward 2); St. Michael the Archangel Catholic Elementary School (Ward 3); Herbert H. Carnegie Public School (Ward 4); Wilshire Elementary School (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 2014 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

### **Report prepared by:**

Chris Wolnik, Manager of Environmental Sustainability ext. 8633  
Tracy Wright, Sustainability Coordinator, ext. 8426

Respectfully submitted,

Joseph Pittari  
Commissioner Strategic and Corporate Services