

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 17, 2013

Item 22, Report No. 35, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 17, 2013.

22 CITY PARTICIPATION IN LOCAL GOVERNMENT WEEK 2013

The Committee of the Whole recommends:

- 1) That the recommendation contained in the following report of the Interim City Manager, dated September 3, 2013, be approved;**
- 2) That, as part of the activities, the school boards be advised that Members of Council can be invited to attend classrooms as guest speakers during Local Government Week;**
- 3) That the City's representative place Local Government Week on the agenda for the next meeting of the Vaughan Schools Roundtable; and**
- 4) That an invitation be extended to students to attend a City of Vaughan Council or Committee meeting.**

Recommendation

The Interim City Manager recommends:

- 1) That October 20 to 26, 2013 be proclaimed Local Government Week in the City of Vaughan.**

Contribution to Sustainability

Increasing awareness in the functions of the municipality, particularly among young people, will improve community engagement and an informed electorate.

Economic Impact

The cost to promote Local Government Week and its activities will be accommodated within existing departmental budgets.

Communications Plan

Promotion of the event will take place through media releases and direct communication with Vaughan's school boards and school principals. Local Government Week and selected activities will also be promoted on a dedicated Facebook page sponsored by the Ministry of Municipal Affairs and Housing, and through the City's social media initiatives.

Purpose

The purpose of this report is to outline Local Government Week programming at the City of Vaughan for the 2013 event, as well to proclaim October 20 to 26 as Local Government Week in the City of Vaughan.

Background - Analysis and Options

Local Government Week is an educational awareness campaign promoted by the Ministry of Municipal Affairs and Housing (MMAH), the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) and the Association of Municipalities of Ontario (AMO). The purpose of the program is to encourage collaboration between local municipalities and schools to raise civic awareness among Ontario's students in Grades 5 and 10.

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Local Government Week will run from October 20 to 26 in 2013. The City will be participating for the first time this year.

The program seeks to encourage students to increase their knowledge of their own local governments which in turn should foster a more civically aware generation. Programs may inspire young people to pursue careers in local government and/or become more civically engaged later on in life. Additionally, Local Government Week also provides the opportunity to educate residents of all ages on the breadth of responsibilities and the services provided by their local government.

The objective of this program is to engage students to become more aware of the role their local government plays in their community. Local Government Week projects will allow students to make connections on how their government impacts their everyday life. Projects that will take place in 2013 include:

- i. a poster contest for Grade 5 students to draw/paint/sketch: “My Image of Local Government”;
- ii. a photography/photo contest for Grade 10 students to capture “Local Government in Action”. The contest will also ask that students write a short 2-3 page, double spaced essay on how the action in their photo contributes to the overall function of the municipality;
- iii. a photo identification contest open to the general public; and
- iv. tours of City Hall for Grade 5 and 10 students.

Nominal prizes will be given to the top three projects submitted to each category. Additionally a display comprised of submissions will be made in the foyer of the Civic Centre to acknowledge the work of students and residents.

To advertise Local Government Week communications will be sent to Vaughan’s school boards in early September to advise teachers and school administrators of the events and the resources available to them (through the Ministry and AMCTO). The communication will include an outline of the objectives of Local Government Week and the program’s relevance to the curriculum, an outline of the objective of the project, submission deadlines and contact information. Schools will also be invited to schedule City Hall student tours during Local Government Week. Teachers will be encouraged to participate in the program to supplement their projects and civics curriculum through participation in Local Government Week.

Relationship to Vaughan Vision 2020/Strategic Plan

Local Government Week supports the City’s Strategic Plan in a number of ways. In particular, the program demonstrates effective leadership in the community by providing education and awareness to individuals of the role their local government plays and the services it provides in their everyday life.

Regional Implications

Not Applicable.

Conclusion

Local Government Week is a well-established program that allows municipalities to develop unique programming catered to its students and community members. Local Government Week

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events and activities will assist students and the general public to become more aware of the responsibilities and services of the City of Vaughan. Offering projects to students may encourage young people to become civically engaged and enhance their understanding of the importance of local government.

Engagement in the initiatives offered will be monitored as a basis for future Local Government Week programming.

Attachments

None

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(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)