

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JANUARY 24, 2017

Item 18, Report No. 2, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on January 24, 2017.

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EARTH HOUR 2017

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 Manager of Environmental Sustainability, dated January 17, 2017:

Recommendation

The Deputy City Manager, Planning and Growth Management, the Director of Policy Planning and Environmental Sustainability and Manager of Environmental Sustainability in consultation with the Manager of Facility Maintenance Services recommend:

1. That the City of Vaughan continue to support and participate in the Earth Hour 2017 initiative on the night of March 25, 2017 by partnering with the Earth Hour Vaughan Committee, to host a community celebration at City Hall; and
2. That City staff, including but not limited to, Corporate Communications, Economic Development & Culture Services, Recreation Services, Policy Planning & Environmental Sustainability, Facility Maintenance Services, and By-law and Compliance Services be directed to provide in-kind support as needed to Earth Hour Vaughan in executing the event.

Contribution to Sustainability

Leadership and action are core principles that guide the City's actions on sustainability. This report is consistent with the priorities previously set by Council in the *Green Directions Vaughan*, Community Sustainability Environmental Master Plan:

- Goal 5, Objective 5.2: To continue the City's role in advocacy and information sharing on environmental issues; and
- Goal 1, Objective 1.1: to reduce greenhouse gas emissions and move towards carbon neutrality for the City of Vaughan's facilities and infrastructure.

Economic Impact

The Earth Hour Vaughan Committee coordinates all aspects of the event in consultation with City of Vaughan representatives. As in past years, the City will provide access to the Atrium, Multi-purpose room, Cafeteria and adjacent outdoor space along with tables for the exhibit portion of the event, outdoor stage and related sound equipment, as well as indoor stage. Any other activities will be supported through existing budget allocations.

The Earth Hour Vaughan Committee will be tasked with securing the necessary financial support from other community partners to execute the event.

Communications Plan

The Earth Hour Vaughan Committee is committed to securing strong participation from Vaughan area high schools and building awareness among students about the event. City staff in Policy Planning & Environmental Sustainability will work with Corporate Communications to develop a communications plan to promote the initiative to the community throughout the City which will complement the efforts by the Earth Hour Vaughan Committee.

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Purpose

The purpose of this report is to provide background on the Earth Hour initiative and recommend the City of Vaughan partner to provide in-kind services by hosting the community celebration of this event at City Hall on March 25, 2017.

Background - Analysis and Options

On March 31, 2007 residents, businesses and local governments in Sydney Australia turned off their lights for one hour to bring attention to the issue of energy conservation and climate change. More than 2 million residents participated causing energy usage to drop by 10.2 per cent across the business district. The drop represented a reduction of 25 tonnes of carbon dioxide (equivalent to taking 48,613 cars off the road for one hour). Only a year later on March 29, 2008, Earth Hour had become a global sustainability movement with more than 50 million people across 35 countries participating. World Wildlife Fund (WWF), a global environmental non-profit organization, assists with coordinating the Earth Hour program.

Highlights from WWF's Earth Hour 2016:

- 178 countries and territories across all seven continents participated globally with over 1.2 million individual actions taken to reduce climate change; and
- Over 6,600 events were held globally with over 2.5 billion Twitter impressions of official campaign hashtags leading up to and on Earth Hour and over 18.7 million Facebook posts related to Earth Hour 2016.

PowerStream reported that the Vaughan community reduced its energy consumption by 3.7 per cent in 2016 for the Earth Hour event which was slightly below the 4.2 per cent reduction achieved by the entire PowerStream service area. By turning off the lights between 8:30 p.m. and 9:30 p.m., City residents and businesses reduced energy use by 12.04 megawatts.

In 2016, the 9th annual Earth Hour Vaughan event at City Hall attracted an estimated 500 people. A lantern walk and separate bike ride, environmental trade show, youth engagement activity, citizen awards, hot refreshments, children's activities and live entertainment were part of the 2016 program. Early planning for the 2017 Earth Hour has identified a residential energy exhibit, lantern making, a high school environmental knowledge challenge activity, social media engagement strategies, and local performers as potential components of this event.

Earth Hour is a component of the *Green Directions Vaughan* citizen engagement/education strategy as it has strong links to energy efficiency and reductions in greenhouse gas emissions.

By participating in Earth Hour, the City continues to demonstrate environmental leadership and responsibility, by encouraging behavioural change in the business and residential communities, thereby reducing greenhouse gas emissions.

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 Earth Hour initiative where Vaughan reduced its energy use by 12.04 megawatts.

Regional Implications

N/A

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Conclusion

Participating in the Earth Hour initiative on March 25, 2017 will demonstrate the City of Vaughan's ongoing commitment to promoting and practicing environmentally responsible behaviour. Vaughan will be joining a growing number of Canadian municipalities and international cities that have expressed their interest in participating in this global awareness event.

Working with the Earth Hour Vaughan Committee will provide both administrative and promotional support. PowerStream will be able to monitor the impact on electrical demand, which will provide the public with an indication of the potential benefits of a minor behavioural change on their energy usage. Hosting the Earth Hour 2017 celebration at City Hall will enable more people from across all the communities in Vaughan to participate.

Attachments

N/A

Report prepared by:

Kailyn Smith, Sustainability Coordinator, ext 8941

(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.)

EARTH HOUR 2017

Recommendation

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Attachments

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Report prepared by:

Kailyn Smith, Sustainability Coordinator, ext 8941

Respectfully submitted,

JOHN MACKENZIE
Deputy City Manager,
Planning and Growth Management

per:
ROY MCQUILLIN
Director of Policy Planning and
Environmental Sustainability

TONY IACOBELLI
Manager of Environmental
Sustainability

/lm