

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 22, 2016

Item 1, Report No. 12, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on March 22, 2016.

1

2016 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 & Growth Management, the Director of Policy Planning & Environmental Sustainability and the Manager of Environmental Sustainability, dated March 1, 2016:

Recommendation

The Deputy City Manager, Planning & Growth Management, the Director of Policy Planning & 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 22, 2016).
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 2: St. Andrews Catholic Elementary 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 1: St. David Catholic Elementary School
 - Ward 3: St. Emily Catholic Elementary School.
 - Ward 4: St. Cecilia Catholic Elementary School
 - Ward 5: Westminster Public School
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 2016 Environmental Sustainability Office 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.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 22, 2016

Item 1, CW Report No. 12 – Page 2

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 Pitch-In Canada campaign and facilitate 20-Minute Makeover events at designated schools.

Background - Analysis and Options

For the past eleven 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 2015, over 14,000 people participated in the event including 41 schools, 10 businesses, and 13 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 on April 22nd 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 17 – April 23. 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.

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 and Tim Hortons will donate gloves for the supply kits.

In 2016, the 20-Minute Makeover will support the communications measures developed for the Community mail box anti-littering communication plan particularly in areas identified with higher rates of littering at community mail boxes. Schools that register for the 20-Minute Makeover will be provided with the Community mail box anti-littering communication material.

Parks Operations will pick-up waste materials that are collected during the 20-Minute Makeover, 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

For 2016, St. Andrews Catholic Elementary School will host the larger media launch event in which the Mayor, Regional Councillors and Ward Councillor will attend. Ward 2 was selected in 2016 to host this larger media event as it has not hosted the launch event since 2011.

In 2015, the Council-attended media launch event took place at Fossil Hill Public School in Ward 3. 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.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MARCH 22, 2016

Item 1, CW Report No. 12 – Page 3

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. David Catholic Elementary School, St. Cecilia Catholic Elementary School, St. Emily Catholic Elementary School and Westminster 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 2016 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 2015 20-Minute Makeover initiative where over 14,000 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.

Attachments

N/A

Report prepared by:

Kailyn Smith, Sustainability Coordinator, ext. 8941

2016 VAUGHAN 20-MINUTE MAKEOVER CAMPAIGN

Recommendation

The Deputy City Manager, Planning & Growth Management, the Director of Policy Planning & 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 22, 2016).
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 2: St. Andrews Catholic Elementary 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 1: St. David Catholic Elementary School
 - Ward 3: St. Emily Catholic Elementary School.
 - Ward 4: St. Cecilia Catholic Elementary School
 - Ward 5: Westminster Public School
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 2016 Environmental Sustainability Office 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.

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 Pitch-In Canada campaign and facilitate 20-Minute Makeover events at designated schools.

Background - Analysis and Options

For the past eleven 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 2015, over 14,000 people participated in the event including 41 schools, 10 businesses, and 13 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 on April 22nd 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 17 – April 23. 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.

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 and Tim Hortons will donate gloves for the supply kits.

In 2016, the 20-Minute Makeover will support the communications measures developed for the Community mail box anti-littering communication plan particularly in areas identified with higher rates of littering at community mail boxes. Schools that register for the 20-Minute Makeover will be provided with the Community mail box anti-littering communication material.

Parks Operations will pick-up waste materials that are collected during the 20-Minute Makeover, 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

For 2016, St. Andrews Catholic Elementary School will host the larger media launch event in which the Mayor, Regional Councillors and Ward Councillor will attend. Ward 2 was selected in 2016 to host this larger media event as it has not hosted the launch event since 2011.

In 2015, the Council-attended media launch event took place at Fossil Hill Public School in Ward 3. 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. David Catholic Elementary School, St Cecilia Catholic Elementary School, St. Emily Catholic Elementary School and Westminster 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 2016 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 2015 20-Minute Makeover initiative where over 14,000 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.

Attachments

N/A

Report prepared by:

Kailyn Smith, Sustainability Coordinator, ext. 8941

Respectfully submitted,

JOHN MACKENZIE
Deputy City Manager,
Planning & Growth Management

ROY MCQUILLIN
Director of Policy Planning &
Environmental Sustainability

TONY IACOBELLI
Manager of Environmental Sustainability

/LM