# COMMITTEE OF THE WHOLE (WORKING SESSION) - SEPTEMBER 25, 2007

# **COUNCIL CORPORATE ADVERTISING PROGRAM**

# Recommendation

The Director of Corporate Communications, in consultation with the City Manager, recommends:

- 1. That Council receive this report for information purposes; and
- 2. That the Council Corporate Advertising program to be implemented in 2008 be considered for additional funding, if required, in the 2008 budget;
- 3. That upon receipt of the 2006 census data scheduled to be released in the spring of 2008, staff review the data and report back; and
- 4. That staff update the Corporate Advertising Policy to include any revisions, as outlined in this report.

# **Economic Impact**

The 2007 placement costs of Council Corporate Advertising are administered by the Clerks Department. Of the three options presented in the report for the 2008 Council Corporate Advertising program, options 1 and 2 will require additional funding.

# **Communications Plan**

Not applicable.

# <u>Purpose</u>

The purpose of this report is to facilitate a discussion on Vaughan Council's recognition of religious holidays and other significant dates. Currently, this is accomplished through the Council Corporate Advertising program.

# **Background - Analysis and Options**

This report addresses Item No. 2, Report No. 4 of the Budget Committee, April 23, 2007 that "staff be directed to provide a rationalized approach with respect to inserting greetings in the various media in Vaughan including, if appropriate, relevant recognition of the broader multicultural community" and "that Canada Day greetings be considered in this regard."

The 2007 Council Corporate Advertising schedule is attached.

Council Corporate Advertising is a Council budget item, administered by the Clerks Department. Ad production and placement is coordinated by the Corporate Communications Department. Each year, a series of "holiday greeting ads" are placed in local papers on behalf of the City of Vaughan and Vaughan Council. The 2007 Council Corporate Advertising schedule is based on the placement frequency and selection of local newspapers used in 2006.

Currently, the 2007 advertising placement schedule (attached) recognizes five significant events (Passover, Easter, Jewish New Year, Chanukah, Season's Greetings). Advertisements are placed in eight newspapers (Vaughan Citizen/Liberal; Vaughan Weekly; Canadian Jewish News; Jewish Magazine; Jewish Tribune, Corriere Canadese; Tandem/Vaughan Today; and Lo Specchio). The total cost of the Holiday Greeting ads in 2007 is \$12,524.73. An additional \$5,078.98 was charged to this account in March 2007 for advertising the Public Meetings on the

City's Budget. The total expenditures of \$17,603.71 in 2007 exceed the budgeted amount of \$7,840. If the 2007 Holiday Greetings schedule is followed in 2008, an additional \$4,685 is needed to cover actual costs.

# **Proposed Options**

The following options are provided for discussion purposes.

# OPTION #1

Expand the number of significant events recognized (10 events proposed) and, where appropriate, publish greetings in the same eight newspapers used in 2007.

- List of significant events would be expanded to include faith days important to Islam, Sikhism, Hinduism, Buddhism and other religious groups with a Vaughan presence.
- Advertising placement budget would need to be increased to \$25,000 for 2008.

### OPTION #2

Expand the number of significant events recognized (10 events proposed) and, where appropriate, publish greetings in a larger selection of newspapers.

- List of significant events would be expanded to include faith days important to Islam, Sikhism, Hinduism, Buddhism and other religious groups with a Vaughan presence.
- Advertising placement budget would need to be increased to \$25,000 for 2008.
- Any publications added to the placement schedule would be qualified by providing vendor information to the Purchasing department, as per the procedure for "City Page" advertising (Newspaper Advertising Application, 2007) to evaluate key criteria such as circulation numbers and placement costs.

# OPTION #3

Use the "City Page" to publish Council greetings (discontinue separate placements) and expand the number of significant events recognized (10+ events).

- The City Page in 2007 is published in the Vaughan Citizen/Liberal, Vaughan Weekly, Vaughan Today, and Lo Specchio. These publications have been qualified by the Purchasing department and provide the widest circulation to key stakeholders.
- List of significant events would be expanded to include faith days important to Islam, Sikhism, Hinduism, Buddhism and other religious groups with a Vaughan presence.
- Advertising placement budget would no longer be required for Council greetings, as the costs would be covered by the City Page advertising budget.
- Consideration should be made for space limitations on the "City Page" in terms of budget flexibility approximately twice a year the City Page is expanded onto a second page, at an additional cost, to accommodate all statutory ads.
- In addition, the Mayor, on behalf of Council, could extend greetings on significant faith days at the beginning of a Council meeting. Councillors could also provide information about community events relating to the day being recognized.

# Discussion of Options

All options presented above can be supported by postings to the City's website.

Options 3, which uses the existing City Page, does provide the most flexibility in terms of expanding the number of significant events recognized without incurring additional costs.

Extending Council greetings at Council and/or Committee meetings, as noted in Option 3, could result in increased media coverage. In addition, there is no cost associated with this approach. It could be adopted in conjunction with all options presented above.

It is important to note that the City statistics relating to religion, ethnic origin and mother tongue (see attachments) are based on the latest information available, that is, the 2001 census. The 2006 census information relating to these categories will not be released until the spring of 2008, as is the practice of Statistics Canada. Certain groups have probably increased their presence in Vaughan over the five-year period between 2001 and 2006. Consideration should be given to these new statistics when they are released next year.

# Revisions to the Corporate Advertising Policy

The following two articles in the Corporate Advertising Policy, approved by Council June 15, 2005, relate to Council Corporate Advertising.

Article 7.3 has not been implemented, being superseded at the direction of the Mayor's Office during the 2003-2006 term of Council.

7.3 Vaughan Council recognition for religious holidays of major faiths in the City will be limited to one general newspaper message per year per faith, when and where deemed appropriate by the Office of the Mayor.

In addition, article 7.4 should be updated:

7.4 To ensure that City information is made available to all its residents, and in recognition that the ethnic diversity of our community is a source of social, cultural and economic enrichment and strength, City advertising can be placed in ethno-specific community newspapers that publish in languages other than English. Corporate Communications arranges for the translation of advertising, where required. The office of the Commissioner of Economic/Technology Development and Communications is responsible for advertising placements in ethno-specific community newspapers upon determining that mainstream publishers do not reach the target audience for a specific message.

Article 7.3 and 7.4 in the Corporate Advertising Policy could be replaced with the following statement:

"As a multicultural community with a diverse ethnic and religious heritage, the City of Vaughan and City Council recognize major faith days and other dates significant to the Vaughan community through the Council Corporate Advertising program. The placement of City advertising in support of this program is approved as part of the City's annual operating budget."

# Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have not been allocated and approved.

# **Regional Implications**

Not applicable.

# **Conclusion**

By recognizing major faith days and other significant dates, the Council Corporate Advertising program will celebrate Vaughan as a multicultural community with a diverse ethnic and religious heritage.

# **Attachments**

- 1. Advertising Placement Schedule & Costs for Council Corporate Advertising (2007)
- 2. Sample advertisement
- 3. Vaughan Statistics Mother Tongue by community

- Vaughan Statistics Ethnic Origin by community
   Vaughan Statistics Ethnic Origin by community
   Vaughan Statistics Religion
   York Region guidelines for significant faith dates
   List of local newspapers and ethnic newspapers distributed in the Greater Toronto Area
- 8. City Page sample

# Report prepared by:

Madeline Zito, Director of Corporate Communications Ted Hallas, Manager of Corporate Communications

Respectfully submitted,

# **Madeline Zito**

**Director of Corporate Communications** 

	ATTACHMENT ONE	E: CORPORATE C	OUNCIL ADV	ERTISING 2007	
YEAR	SEASON	ISSUE DATE	DEADLINE	SIZE	COST
2007	INAUGURAL PHOTOGRAPHY	10001 57112		0.22	
	Ashley & Crippin	5-Jan-2007			\$ 2,650.50
		Jan 24, Mar 19			\$ 513.00
TOTAL					\$ 3,163.50
	2007 DRAFT BUDGET PROCESS				
	Citizen/Liberal	Feb 28 - Apr 5		City Page	\$ -
	Weekly	Feb 28 and Mar 7			\$ 508.80
	Lo Specchio	Mar 2, 9, 23			\$ 830.62
	Corriere Canadese	Mar 1 and Mar 8			\$ 1,060.00
	Tandem	Mar 2 and Mar 9			\$ 1,272.00
	Canadian Jewish News	Mar 1 and Mar 8			\$ 940.10
	Jewish Tribune	Mar 8 and Mar 15			\$ 467.46
TOTAL					\$ 5,078.98
	PASSOVER				
	Canadian Jewish News	29-Mar-2007		5 x 7	\$ 763.01
	Jewish Tribune	29-Mar-2007		5 x 7	\$ 731.40
	Jewish Magazine	29-Mar-2007		1/2 page colour	\$ 682.86
TOTAL					\$ 2,177.27
	EASTER/PASSOVER				
	Citizen/Liberal	29-Mar-2007		1/2 page	\$ 925.56
	Weekly	28-Mar-2007		1/4 page	\$ 392.20
	Lo Specchio	30-Mar-2007		1/4 page	\$ 454.74
	Corriere Canadese	31-Mar-2007		5.5 x 7.75	\$ 524.70
	Tandem	30-Mar-2007		5.5 x 7.75	\$ 524.70
TOTAL					\$ 2,821.90
	ROSH HASHANAH (New Year)				
	Canadian Jewish News	12-Sep-2007	24-Aug-2007	5 x 7	\$ 763.01
	Jewish Tribune	7-Sep-2007		5 x 7	\$ 731.40
	Jewish Magazine	1-Sep-2007		1/2 page	\$ 682.86
TOTAL					\$ 1,504.14
	CHANUKAH				
	Canadian Jewish News	6-Dec-2007	23-Nov-2007	5 x 7	\$ 763.01
	Jewish Tribune	6-Dec-2007		5 x 7	\$ 731.40
	Jewish Magazine	1-Dec-2007		1/2 page	\$ 614.46
TOTAL					\$ 2,108.87
	SEASON'S GREETINGS				
	Corriere			1/2 page	\$ 530.00
	Tandem			1/2 page	\$ 530.00
	Citizen/Liberal			1/2 page	\$ 1,146.59
	Weekly			1/2 page	\$ 450.00
	Lo Specchio			1/2 page colour	\$ 1,285.78
TOTAL					\$ 3,942.37
				GRAND TOTAL	\$ 15,849.33



The City <u>Above</u> Toronto

www.vaughan.ca

# Mayor Linda Jackson and Members of Vaughan Council extend their best wishes for a healthy and happy New Year.



Front (from L): Regional Councillor Gino Rosati, Regional Councillor Joyce Frustaglio, Mayor Linda D. Jackson, and Regional Councillor Mario Ferri

Back (from L): Ward 5 Councillor Alan Shefman, Ward 4 Councillor Sandra Yeung Racco, Ward 3 Councillor Bernie DiVona, Ward 2 Councillor Tony Carella, and Ward 1 Councillor Peter Meffe

# **Mother Tongue by Community - 2001**

	Thornhill	Woodbridge	Maple	Kleinburg & Rural
Chinese	4,215	630	355	65
English	37,905	29,885	17,770	3,090
French	930	195	300	50
German	185	245	135	120
Greek	640	330	250	10
Gujarati	1,010	190	105	25
Hebrew	2,705	10	10	0
Italian	3,890	26,835	9,355	950
Korean	1,020	200	30	0
Persian	685	380	225	0
Polish	630	280	385	10
Portuguese	845	930	750	0
Punjabi	770	1,935	565	0
Russian	6,585	255	350	0
Spanish	1,205	1,235	880	0
Tagalog (Pilipino)	1,270	150	290	0
Urdu	260	65	1,135	0
Yiddish	1,135	0	0	0
Other Single	4,045	3,450	2,180	145
Multiple Language	1,285	2,100	1,160	40
Total	71,215	69,300	36,230	4,505

Source: Statistics Canada, 2001 Census

# **Ethnic Origin by Community - 2001**

Origin	Thornhill	Woodbridge	Maple	Kleinburg & Rural
English	990	640	470	255
Italian	6,415	44,615	17,335	1,725
Canadian	2,690	2,365	1,505	305
Chinese	5,010	785	470	50
East Indian	3,750	2,255	1,165	130
Jewish	20,480	40	185	10
German	220	285	195	160
Irish	145	260	170	35
Portuguese	910	1,140	1,010	15
Pakistani	85	30	935	0
Other Single	12,365	8,370	5,740	405
Multiple Origins	18,190	8,470	7,100	1,415
Total	71,250	69,255	36,280	4,505

Source: Statistics Canada, 2001 Census

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Religions in Canada Highlight Tables Cansus Subdivisions

Selected Religions by Immigrant Status and Period of Immigration, 2001 Counts, for Census Subdivisions (Municipalities) With 5,000-plus Population - 20% Sample Data

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Total population	181,600	104,220	76,020	59,130	16,890
Roman Catholic	100,905			35,155	3,470
No religion	10,595		5,505	2,920	2,585
United Church	2,840	2,255	560	435	130
Anglican	3,175	2,300		785	80
Christian not included elsewhere (1)	2,600	1,055	1,435	815	620
Baptist	1,025	465		340	
Lutheran	575			340	
Muslim	4,415	1,210	3,135	1,355	
Protestant not included elsewhere (2)	1,180			275	
Presbyterian	1,365			365	225
Pentecostal	880			305	
Jewish	33,090			8,455	
Buddhist	2,920			1,685	
Hindu	4,495			2,195	
Sikh	3,110			1,230	
Greek Orthodox	2,645			860	<del></del>
Mennonite	0			0	
Orthodox not included elsewhere (3)	1,690			395	
Jehovah's Witnesses	655			250	
Ukrainian Catholic	350	235	110	25	85
Church of Jesus Christ of Latter-day Saints (Mormons)	60	40	15	15	C
Salvation Army	50	40	10	10	
Christian Reformed Church	135	85	50	50	
Evangelical Missionary Church	180	95	85	70	
Christian and Missionary Alliance	100			10	
Adventist	550			230	
Non-denominational (4)	50			0	
Ukrainian Orthodox	40			10	
Aboriginal spirituality	30			10	10
Hutterite	0			0	
Methodist (5)	120				
Pagan (6)	10	<b> </b> 0	0	0	

Brethren in Christ	75	70	0	0	
Serbian Orthodox	70	40	35		

Page 1

Religions selected for this table represent counts of 20,000 or more for Canada.

- <sup>a</sup> Includes non-permanent residents (not shown as a separate column in this table), as well as the sum of the counts for the Canadian-born and foreign-born population.
- <sup>b</sup> Includes persons born in Canada as well as a small number of persons born outside Canada who are Canadian citizens by birth.
- <sup>c</sup> This population is also referred to as the "immigrant population", which is defined as persons who are, or have ever been, landed immigrants in Canada.
- <sup>d</sup> Includes data up to Census Day, May 15, 2001.
- (1) Includes persons who report "Christian", as well as those who report "Apostolic", "Born-again Christian" and "Evangelical".
- (2) Includes persons who report only "Protestant".
- (3) Includes persons who report "Orthodox". Also includes Armenian Apostolic, Bulgarian Orthodox, Ethiopian Orthodox and Macedonian Orthodox.
- (4) Includes persons who report only "non-denominational".
- (5) Includes persons who report "Methodist". Excludes Free Methodist and Evangelical Missionary Church.
- (6) Includes persons who report "Wicca".
- (\*) Census subdivisions (CSDs) are classified into 46 types according to official designations adopted by provincial or federal authorities. Two exceptions are Subdivision of Unorganized in Newfoundland and Labrador and Subdivision of County Municipality in Nova Scotia, which are geographic areas created as equivalents for municipalities by Statistics Canada in cooperation with these provinces for the purpose of disseminating statistical data. Click to view all census subdivision types by abbreviation and type.

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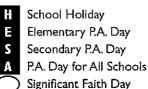
Important Notices

# YORK REGION DISTRICT SCHOOL BOARD 2007-2008 LEARNING CALENDAR

Learning - like life - requires planning. This calendar has been created to help you plan your family holidays, medical and dental appointments around your child's learning. The most important days - the ones unmarked (excluding weekends) - are the ones we expect students to attend school. For your information, we have also listed professional activity days, holidays and significant faith days.

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# YORK REGION DISTRICT SCHOOL BOARD 2007-2008 SCHOOL YEAR CALENDAR

FIRST DAY OF CLASSES: Tuesday, September 4, 2007

LAST DAY OF CLASSES: Secondary: Wednesday, June 25, 2008 Elementary: Thursday, June 26, 2008

# SCHOOL HOLIDAYS

Labour Day Monday, September 3, 2007 Thanksgiving Day Monday, October 8, 2007 Christmas/Winter Break Monday, December 24, 2007 to Friday, January 4, 2008 inclusive Mid-Winter Break Friday, March 7 to Friday, March 14, 2008 inclusive Good Friday Friday, March 21, 2008 Easter Monday Monday, March 24, 2008 Victoria Day Monday, May 19, 2008

# PROFESSIONAL ACTIVITY & TRAINING DAYS - NO SCHOOL

Elementary: September 21, October 19, November 12 & 30, February 1, May 2, June 27

Secondary: September 21, October 19, November 12 & 30, February 1, June 26 & 27

# SIGNIFICANT FAITH DAYS 2007 -2008

The dates below are some faith holidays of particular significance to members of the major faith communities in our Board. We value the faith diversity in our schools. Therefore, events such as conferences, meetings, workshops, other professional events, co-curricular activities, and exams/tests will not be scheduled on these dates:

September 13-14, 2007	Rosh Hashanah**
September 22, 2007	Yom Kippur**
October 12, 2007	Eid-ul-Fitr*
November 9, 2007	Diwali
December 20, 2007	Eid-ul-Adha*
December 25, 2007	Christmas (Western)
January 7, 2008	Christmas (Eastern)
February 7, 2008	Lunar New Year
March 21, 2008	Good Friday (Western)
April 13, 2008	Baisakhi
April 20, 2008	Passover/Pesah
April 21, 2008	Ridvan
April 25, 2008	Holy Friday (Eastern)

- \* Tentative dates subject to the sighting of the moon each month.
- \*\* All Jewish Days commence on the preceding evening at sunset.

Ultimately, parents are responsible for deciding whether to send their child to school. Should bad weather result in the cancellation of buses, the following radio stations will be notified:

AM640	640 AM	CJCL	590 AM	CHAY	93.1 FM
NEWS	680 AM	CHIN	1540 AM	CJEZ	97.3 FM
CJBC	860 AM	CHUM	104.5 FM	CHFI	98.1 FM
CFRB	1010 AM	CKDX	88.5 FM	CBC	99.1 FM
CHUM	1050 AM	JACK	92.5 FM	CKFM	99.9 FM

York Region District School Board 60 Wellington Street West, Box 40, Aurora L4G 3H2 (905) 727-3141, 895-7216, 722-3201, (416) 969-8131 Automated: (905) 727-0022, 895-7227, 722-6255, (416) 969-7170 Facsimile: (905) 727-1931 Website: www.yrdsb.edu.on.ca

Bill Hogarth Director of Education



Bill Crothers Chair of the Board

# Vaughan – City Page and Council greeting placements

Vaughan Citizen/Liberal Vaughan Weekly Lo Specchio **Corriere Canadese Tandem Weekly/ Vaughan Today** 

# **Council Greeting Placements**

The Jewish Tribune - Jewish Canadian Jewish News - Jewish The Jewish Magazine - Jewish

# **Vaughan Community Newspapers**

**SNAP Newspaper Panorama** Perspective (To begin publication shortly)

# **Ethnic Newspapers – Greater Toronto Area**

Ming Pao Newspaper - Chinese Sing Tao Daily - Chinese World Journal Daily News - Chinese **Herald Monthly** - Chinese Canadian Jewish News - Jewish Kabbalah Today - Jewish The World of Lubavitch - Jewish **Lemétropolitain** - French L'Express - French

Muslim Free Press - Muslim Bizim Anadolu - Turkish

**Bulgarian Horizons** - Bulgarian

The New Homeland - Czechoslovakian

Indo-Caribbean World - Indo Caribbean

**Share -** Afro Canadian

Estonian Life - Estonia Vapaa Sana - Finnish

Deutsche Presse - German

Alliance of the Danube-Swabians of Canada - German

Canadian Chronicles - Greek Canada Hungarians - Hungarian

**Hungarian Life** - Hungarian

Magyar Jelen - Hungarian

Magyar Naplo - Hungarian

Menora Egyeni Oség - Hungarian

The Nikka Times - Japanese

Nikkei Voice - Japanese

The Korea Times - Korean

Latvija Amerik - Latvian

The Lights of the Homeland - Latvian

L Ahbar - Maltese Iranians - Persian Gazeta - Polish Polish Voice Weekly - Polish Portuguese Sun - Portuguese Gazeta Plus - Russian Nasha Canada - Russian Russian Canadian Info - Russian Voice of Canadian Serbs - Serbian The Canadian Srbobran - Serbian Slovenska Drzava - Serbian Bratstvo Srpsko - Serbian Glas Kanadskih Srba - Serbian **Ukrainian Echo** - Ukrainian **Ukrainian New Herald** - Ukrainian Thoi Báo - Vietnamese

# geCityPage

# **COUNCIL**

Mayor Linda Jackson and Members of Council wish the residents of Vaughan a safe and enjoyable summer!



Front (from L): Regional Councillor Gino Rosati, Regional Councillor Joyce Frustaglio, Mayor Linda D. Jackson, Ward 2 Councillor Bernie DiVona, and Ward 1 Councillor Peter Meffe

Back (from L): Regional Councillor Mario F. Ferri, Ward 2 Councillor Tony Carella, Ward 4 Councillor Sandra Yeung Racco, and Ward 5 Councillor Alan Shefman

# MEETINGS OF COUNCIL

Council will reconvene from summer recess on the following dates:

Committee of the Whole

Tuesday, September 4, 1:00 p.m.

Committee of the Whole (PH)

Tuesday, September 4, 7:00 p.m.

Council Monday, September 10, 1:00 p.m.

For additional information, contact the Clerk's Department at 905-832-8504 or call the Meeting Information Hotline at 905-832-8600

# **NOTICES**

# NOTICE OF COMMUNITY MEETING

**REGENCY VIEW PARKETTE** Regency View Heights and Bottero Drive

The City's Parks Development Division invites you to attend a community information meeting for Regency View Parkette on:

MONDAY, JULY 23, 2007 at 7:00 P.M. Maple Community Centre, Activity Room #1 10190 Keele Street, Maple

The purpose of the meeting is to present the Concept Plan for the proposed parkette development and seek public input prior to finalizing the parkette design.

For further information, please call Paul Gardner, Director, Parks Development, 905-303-2069 ext. 3209

MARLON KALLIDEEN. Commissioner of Community Services

# 2007 FINAL RESIDENTIAL PROPERTY TAX BILLS

The final property tax bills for residential, farmland, managed forest and pipeline properties were mailed on June 26, 2007.

**DUE DATES** 

1st Installment 2nd Installment 3rd Installment

Wednesday, July 18, 2007

Thursday, August 16, 2007 Monday, September 17, 2007

#### financial institutions, computer or telephone banking, Interac payments, mail, and at the Civic Centre.

**DID NOT RECEIVE A BILL?** Non receipt of a tax bill does not waive your obligation to pay and you may incur a penalty. If you did not receive a bill, call the Tax Department as soon as possible at 905-832-8502.

Payments may be made by pre-authorized payment, post-dated cheques, through

**NEW HOMEOWNER ALERT!** If you have been paying taxes on land only, you may be subject to a Supplementary Tax Bill in the fall for your house. For further information visit www.vaughan.ca.

ASSESSMENT INFORMATION If you have any questions related to the assessment value placed on your property, call the Municipal Property Assessment Corporation at 1-866-296-6722 or fax 1-866-297-6703.

# **INQUIRIES REGARDING TAX RATES**

City of Vaughan 905-832-8502

York Region District School Board 905-764-6830

Region of York 1-877-464-9675

York Catholic District School Board 416-221-5050

# **NOTICES**

# RFP07-153 **CONSULTING SERVICES FOR THE** PREPARATION OF THE CITY OF VAUGHAN YONGE STREET AREA STUDY

Be advised that as of Friday, July 13, 2007, subject Bid Documents may be obtained from the Purchasing Services Department, located at the address below, between 08:30 and 16:30 hours (8:30 a.m. to 4:30 p.m.), local time Monday to Friday, or contact Purchasing Services at 905-832-8555 or fax 905-832-8522.

SEALED PROPOSALS, in the envelope provided, clearly marked as to contents, will be received by the Purchasing Services Department, 70 Tigi Court, Unit #2, (Rutherford & Creditstone), L4K 5E4, no later than 15:00:00 hours (3:00:00 p.m.) local time, FRIDAY, AUGUST 10, 2007.

The City of Vaughan is soliciting proposals from a multi-disciplinary consulting team to prepare a land use and urban design study for the Yonge Street Area Study which will address the Study's objectives as set out in the request for proposal document.

All Proposals are subject to the terms and conditions of the Request for Proposal, and all other Contract provisions or data that is incorporated.

The Corporation of the City of Vaughan reserves the right to accept or reject all or part of any Proposal, and to accept the Proposal that is in the best interest to the City.

A Proponents Meeting is scheduled for <u>THURSDAY, JULY 26, 2007, at 2:00 P.M.</u> local time, in the Public Hearing Room (2nd Floor), Vaughan Civic Centre, 2141 Major Mackenzie

**DIANA BIRCHALL, Director of Policy Planning** GEORGE A. WILSON, C.P.P., C.P.M, CMM **Director of Purchasing Services** 

# BID NO. T07-074 **HYDRANT MAINTENANCE SERVICES**

SEALED BIDS, in the envelope provided, clearly marked, as to contents, will be received by the Purchasing Services Department, 70 Tigi Court, Unit 2 (Rutherford & Creditstone), Vaughan, Ontario, L4K 5E4, no later than:

# 15:00:00 Hours (3:00:00 p.m.) Local Time FRIDAY, JULY 27, 2007

The scope of work includes provision of all labour, materials, equipment, travel expenses and all related fees for the services required for hydrant maintenance, including testing hydrant operation, nozzle ports greased, checking and reporting deficiencies and maintenance work for the City of Vaughan.

Bid Documents may be obtained from the Purchasing Services Department, located at the above address, between 08:30 and 16:30 hours (8:30 a.m. to 4:30 p.m.), local time Monday to Friday for a non-refundable fee of \$20.00 (G.S.T. included) per bid document or contact Purchasing Services at 905-832-8555.

The Corporation of the City of Vaughan reserves the right to accept or reject all or any part of any Bid, and also reserves the right to accept other than the lowest Bid, and to cancel this call for Bids at any time.

For further Technical information regarding this Bid, please contact Robert Meek, Manager, Environmental & Technical Services, Public Works Department, at 905-832-8562 ext. 6100.

BRIAN ANTHONY, CRS-S. C.Tech., **Director of Public Works** GEORGE WILSON, C.P.P., C.P.M, CMM Director of Purchasing Services

# BID NO. T07-029 MAINTENANCE OF TRAFFIC CONTROL SIGNALS AND RELATED ELECTRICAL DEVICES

SEALED BIDS, in the envelope provided, clearly marked, as to contents, will be received by the Purchasing Services Department, 70 Tigi Court, Unit 2 (Rutherford & Creditstone), Vaughan, Ontario, L4K 5E4, no later than:

# 15:00:00 HOURS (3:00:00 P.M.) LOCAL TIME FRIDAY, JULY 27, 2007

The scope of work includes provision of all labour, materials equipment, travel expenses and all related fees for the services required for the maintenance of all traffic control signals and related electrical devices under the jurisdiction or control of the

Bid Documents may be obtained from the Purchasing Services Department, located at the above address, between 08:30 and 16:30 hours (8:30 a.m. to 4:30 p.m.), local time Monday to Friday for a non-refundable fee of \$20.00 (G.S.T. included) per bid document or contact Purchasing Services at 905-832-

The Corporation of the City of Vaughan reserves the right to accept or reject all or any part of any Bid, and also reserves the right to accept other than the lowest Bid, and to cancel this call for Bids at any time.

For further Technical information regarding this Bid, please contact Leslie Winfrow, Senior Traffic Technologist, Engineering Department, at 905-832-8585 ext. 3131.

GARY P. CARROLL, P. Eng., Director of Engineering Services GEORGE WILSON, C.P.P., C.P.M, CMM Director of Purchasing Services

# **OUTDOOR WATER RESTRICTIONS** IN EFFECT

**NOTICES** 

The Regional Municipality of York would like to request that all residents continue to conserve water during the current voluntary Stage 1 Water Advisory that is in place for all nine local municipalities in the Region. York Region thanks residents for their support and conservation efforts. These efforts have had a tremendous impact on the water reservoir levels across the Region, restoring them to safe levels near 70 per cent. Regional officials will be cautiously monitoring reservoir levels during the forecasted hot and humid weather and will advise residents accordingly of any water-use

During the current voluntary Stage 1 Water Advisory, residents are asked to voluntarily limit their use of municipal water from a hose, pipe, sprinkler or permanent irrigation system for the purposes of watering lawns or gardens, washing vehicles, sidewalks or driveways and filling or topping up swimming pools. During a voluntary Stage 1 Advisory, Vaughan residents are also required to follow their municipality's outdoor water-use by-laws is specific. municipality's outdoor water-use by-laws i.e. specific watering days and times apply, as follows.

From May 15 to September 30 each year, the outdoor use of water is restricted to ensure there is an adequate supply of water for fire protection and personal consumption.

During this time period, lawn watering, filling of pools, washing of cars, etc. is restricted as follows:

- ODD HOUSE NUMBERS can only use outdoor water on odd calendar days between 6 a.m. and 9 a.m.; and, 6 p.m. and 9 p.m.
- **EVEN HOUSE NUMBERS** can only use outdoor water on even calendar days between 6 a.m. and 9 a.m.; and, 6 p.m. and 9 p.m.
- Industrial/Commercial/Institutional properties are restricted to watering for a maximum period of 3 hours, between 12:00 a.m. and 7 a.m.

Should a "Water Advisory" be issued, all residents will be asked to voluntarily refrain from any outdoor water use.

In all cases, freshly laid sod and newly planted shrubs and trees are exempt from such restrictions for a 4-week period.

For further information, please contact the Public Works Department at 905-832-8562, or visit the "environment" section at www.vaughan.ca

# **2007 WATER AND WASTEWATER RATE CHANGES**

The City of Vaughan has approved the 2007 Water and Wastewater rates. Council approved an increase in rates effective June 2007. The water rate will increase from 81.7¢ to 88.5¢ per cubic meter and wastewater will increase from 75.6¢ to 84.0¢ per cubic metre. This represents an average monthly increase in water and wastewater services of \$4.30 or 9.6% based on an annual residential use of 340 cubic meters of water.

The increase in consumption rates is primarily attributable to increased Region of York water and wastewater costs, increased Hegion of York water and wastewater costs, increases in the cost of providing water and wastewater operations, maintaining service levels, meeting the requirements of the new provincial legislation regarding safe drinking water, and providing funding for the renewal of the City's water and wastewater infrastructure.

Water is a precious natural resource and the City continues to encourage conservation. Being water smart, including eliminating household leaks, using water wisely, and using low flow appliances will not only reduce your cost but also save water for tomorrow!

For more information, please call 905-417-6900.

# **BULLETINS**

VAUGHAN CELEBRATES CONCERTS IN THE PARKS Presented by TD Canada Trust Music

Eniov our final summer 2007 series of FREE concerts brought to you by Tim Hortons

TUESDAY, JULY 24, 7:30 p.m. Mackenzie Glen District Park 220 Cranston Park Avenue, Maple



Featuring

Tina Turner and Donna Summer Tributes

For more information, please visit www.vaughan.ca or call at 905-832-8585 ext. 8200.



# **Harry Potter Mania** Get in on the fun stuff as VPL

celebrates the release of the final book in the Harry Potter

series, Harry Potter and the Deathly Hallows, with the Divination Challenge and Harry Potter programs!

STARTING JULY 10, VPL challenges you to guess what will happen in the new book. Visit the information desk to place your predictions and pick up your Harry Potter activity sheets and Harry read-a-like lists, plus much, much more!

For complete details, visit www.vaughanpl.info or call 905-653-READ (7323).