

ENVIRONMENT COMMITTEE – FEBRUARY 3, 2009

FINALIZATION OF THE ENVIRONMENTAL MASTER PLAN TIMELINE LEADING TO COUNCIL APPROVAL AND PROGRAM LAUNCH

Recommendation

The City Manager, in consultation with the Deputy City Manager and Commissioner of Finance and Corporate Services, the Manager of Corporate Policy and the Manager of Corporate Communications, recommends that:

1. That the formal public launch of the renamed/rebranded Community Sustainability and Environmental Master Plan take place on Earth Day – April 22, 2009; and that
2. The draft Communications Plan forming Attachment No. 1 be received for the purpose of obtaining comment and be finalized accordingly.

Economic Impact

Direction to proceed with the Environmental Master Plan has been obtained and was included in the 2007 Capital Budget. Actions identified in the plan have either been obtained or will require budget approval as the program proceeds.

It is estimated that the upset cost of the rebranding exercise and program launch will not exceed \$10,000.00. This will include the resources required to complete a renaming and branding exercise for the Master Plan, the production of public information and promotional materials for the event and logistics.

Communications Plan

A communications plan has been developed and will be implemented subsequent to Council's approval in principle of the Community Sustainability and Environmental Master Plan. The draft communications plan forms Attachment No. 1 to this report.

Purpose

The purpose of this report is to:

- Advise the Committee regarding the timetable for the renaming and rebranding of the Environmental Master Plan, Council's approval in principle and the public launch of the program; and
- Receive input on the draft communication plan prior to finalization.

Background – Analysis and Options

a) Recent Council Action

On December 8, 2008 Council adopted the following recommendation (in part) of the Environment Committee:

- 1) That the presentation by DPRA and presentation material submitted, be received;
- 2) That the draft Community Sustainability and Environmental Master Plan be approved in principle and that the plan, incorporating Members of Council's comments of today, be presented to the Committee of the Whole (Working Session) meeting of February 2, 2009;

- 3) That the plan proceed to a future Council meeting for ratification of approval in principle;
- 4) That the plan be subject to on-going staff review and the incorporation of changes resulting from this report and consultant's presentation, comments from the Environment Committee and the Committee of the Whole (Working Session) of February 2, 2009;
- 5) That the consultant bring forward further suggestions on an appropriate name for the plan;

In accordance with 2) above, the draft plan was presented to the Committee of the Whole (Working Session) on February 2, 2009.

In the December 8, 2008 report to the Environment Committee staff recommended that the name of the "Environmental Master Plan" be changed to the "Community Sustainability and Environmental Master Plan". This change emerged from a Council – Staff Workshop held on October 27, 2008. The consensus was that the plan through the evolution of its defining elements and actions had also taken on the characteristics of a sustainability strategy. Therefore the new title would better reflect the breadth of the plan.

However, this title is not ideal as a program brand. Clause 5) was adopted to request that the consultant bring forward further suggestions on an appropriate name for the plan. In this report staff are recommending a plan and timeline to rename/brand the Environmental Master Plan. It is envisioned that the name/brand would function in the same role that *Vaughan Tomorrow* plays for the Vaughan Consolidated Growth Management Strategy - 2031.

This report will respond to these issues recommending a timeline and process leading to:

- The finalization of a communications plan;
- The renaming and branding of the EMP;
- A public launch event

b) Next Steps

Based on the current state of the draft Community Sustainability and Environmental Master Plan, the final version can be prepared for approval in principle following the incorporation of the comments coming out of the February 2, 2009 Committee of the Whole Working Session. Approval in principle should be coordinated with the approval of the final name/brand. If not, it could result in public confusion and the need to take remedial measures to rectify any public uncertainty.

One of the key elements of the draft communications plan (Attachment No. 1) is a public launch of the Community Sustainability and Environmental Master Plan on Earth Day, which is being held on Wednesday, April 22, 2009. The objective is to take the plan that incorporates the final comments to the April 14, 2009 meeting of Council. By this time the final name, branding and communication plan will have been approved. This would then be followed by the public launch event on Earth Day - April 22, 2009. The following timeline would apply:

- **February 24, 2009:** Environment Committee discusses naming and branding alternatives and confirms the communication plan;
- **March 23, 2009:** Environment Committee approves the new name/branding; begin planning and publicizing the Earth Day Event on April 22, 2009;
- **April 14, 2009:** Approval in Principle at Council with the new name/branding in place, advise public of approval in principle, reinforce publicity surrounding the Earth Day event;

- **April 22, 2009:** Earth Day Launch.

While this approach delays approval in principle somewhat it allows the launch to coincide more closely with a day that celebrates the environment – Earth Day. This will provide an opportunity for the City to take advantage of Earth Day to reinforce its commitments in this sphere, with special emphasis on the rebranded Community Sustainability and Environmental Master Plan as a critical element of the *Vaughan Tomorrow* growth management strategy.

c) Overview of the Process Leading to the Renaming/Branding of the Plan

Branding Strategy

The purpose of the branding process is to give a name and visual identity to the Community Sustainability and Environmental Master Plan. The project brand will be used for all communications and reports prepared as part of the Plan. It will provide a visual identity and create program/brand recognition with key stakeholders.

This branding approach will include a slogan or name to identify the plan that can be used by media and others referring to the project. A custom-designed logo can be used on all communications materials both externally and internally.

Brand Development

The branding process will include the development of “key concepts” that support the Plan. Examples include: pro-environment, maturing as a city, sustainable future, a green city, forward looking, new growth, healthy community, modern urban centre.

These key concepts are then developed into slogans or taglines that clearly identify the Plan. In the Consolidated Growth Management Strategy, the Community Sustainability and Environmental Master Plan is currently promoted as “Vaughan Tomorrow: Our City. Our Environment.”

The design of a logo, if required, will be produced by a professional designer. The logo concept (use of design elements such as “trees,” etc. and preferred colours) will be provided to the designer. The final logo design will be selected from three concepts submitted by the designer.

d) Projected Cost – Branding and Program Launch

It is estimated that the upset cost of doing both the rebranding and the program launch will not exceed \$10,000.00. The final cost will depend on a number of variables including the extent of involvement of external resources (e.g. the professional designer) in the branding process and the nature of the program launch (e.g. venue, activities, printing and notification). Funding will be addressed through the finalization of the 2009 Budget.

Relationship to Vaughan Vision 2020

This report is consistent with the Vaughan Vision 2020 objective to “Lead and Promote Environmental Sustainability” by developing and implementing an Environmental Master Plan as part of the Growth Management Strategy 2031.

Regional Impact

Not Applicable.

Conclusion

From a policy perspective the Community Sustainability and Environmental Master Plan is substantially complete and could be submitted to Council for approval in principle once the comments from Working Session are incorporated. However, the proposed renaming/branding of the plan will take somewhat longer to resolve. Given the importance of this exercise, it is recommended that the Community Sustainability and Environmental Master Plan not proceed to approval in principle until the new name is approved, which could take a couple of months. By waiting, it will eliminate the potential for public confusion if the plan was approved under one name and then the new name was announced shortly thereafter.

Ensuring public knowledge and understanding of the plan is a priority. Therefore, there will need to be a public launch of the plan to maximize citizen awareness. Coordinating the launch with Earth Day, Wednesday, April 22, 2009, would provide an excellent opportunity to showcase not only the rebranded Community Sustainability and Environmental Master Plan, but *Vaughan Vision 2020*, the entire suite of *Vaughan Tomorrow* projects and other City achievements that support sustainability and good environmental practice.

Therefore it is recommended that the City move ahead with the proposed timetable, as set out above, to provide for: The renaming/branding exercise to take place; approval in principle of the plan by Council on April 14, 2009; and the launch event on Earth Day, April 22, 2009.

Attachments

1. Draft Communications Strategy 2009

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Respectfully submitted,

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City Manager

ATTACHMENT NO. 1
COMMUNITY SUSTAINABILITY AND ENVIRONMENTAL MASTER PLAN
DRAFT COMMUNICATIONS STRATEGY 2009

OBJECTIVES

1. Educate and inform external audiences about the purpose of the plan and actions being undertaken.
2. Clarify relationship to Vaughan Vision 2020, the Official Plan Review and other major plans.
3. Brand with a plan name.
4. Communicate internally to gain staff understanding and support.
5. Communicate progress that is specific and measurable.

TARGET AUDIENCES

External –

Residents
Business Community
Media
Community Groups
Schools
Public Sector Agencies
Other levels of government

Internal –

City staff

KEY MESSAGES

1. The City demonstrates leadership through sustainable practices and actions.
2. To achieve a “complete community,” the City balances its environmental, economic, social and cultural priorities.

OVERVIEW

1. Communications should clarify the vision of a “complete community” as the balance between environmental, economic, social and cultural needs.
2. Distinguish this plan from all others by presenting it as the sustainability compass for other plans that support municipal government and city planning.
3. Meet public expectations by translating policy into effective action.
4. Regular feedback from citizens is to be encouraged through as many channels as possible, including print and the internet.
5. Communications must be ongoing to demonstrate long-term commitment.

ACTION STEPS

ACTIVITY	DESCRIPTION	DATES
Final draft	<ul style="list-style-type: none"> • Briefing notes, key messages, backgrounders, next steps (for Council, Environment Committee, and Vaughan Tomorrow project leaders) • Update website 	Feb. 2009
Branding	<ul style="list-style-type: none"> • Create "identifier" brand for "Community Sustainability and Environmental Master Plan" • Tagline and logo design • Outsource brand creation requirements • Branding strategy to explain brand through key messaging 	Feb. 24 – Mar. 23
Internal	<ul style="list-style-type: none"> • Support any recommendations to communicate program to staff • Program information posted to VIBE intranet • Email message to staff re: Council approval and official launch 	Apr. 14 start
Program launch – event planning	<ul style="list-style-type: none"> • Launch event – in coordination with Earth Day activities, April 22 • Council notification • Site selection and SIK requirements • Advertise on City Page newspaper ad and website • Appropriate signage, displays, etc. • Prepare event presentation, if required (Powerpoint slideshow) • Invite key stakeholders (individual invitations as appropriate, City Page ads, website, etc.) • Prepare agenda and speaking notes • Update key messages for Council • Select expert spokesperson, if required 	March 23 – Apr. 22
Program launch – media	<ul style="list-style-type: none"> • Issue Media Advisory announcing event • Prepare media kits • Facilitate interviews • Issue News Release after event 	Apr. 22

ACTIVITY	DESCRIPTION	DATES
Publicize Plan	<ul style="list-style-type: none"> • Update website (possibly to include successes to date, Feedback section, etc.) • Incorporate key messages in Council speeches, newsletters, etc., where appropriate • Identify any milestones for future News Releases • Sustain media interest by promoting articles on sustainability (print and broadcast) 	Apr. 22 start
Other Opportunities	<ul style="list-style-type: none"> • Provide printed copies of final report, as appropriate • Feature in the Annual Success Report • Reference in presentations, grant applications, etc. relating to sustainability. • Outreach to community groups and schools 	TBD
Budget Considerations	<ul style="list-style-type: none"> • Outsource brand creation requirements -- \$5,000 • Roll-up banner stands – 4 banners for \$2,000 • 6-panel brochure (8.5 x 11 in. folded), design, print and distribute to 70,000 households -- \$15,000 • Mobile signs (to publicize launch event) – 10 signs for \$1,350 • Launch event could include signage, catering etc. – cost to be determined 	

PERFORMANCE MEASUREMENTS

- Monitor media coverage
- Track website visits
- Track telephone inquiries