

## **ENVIRONMENT COMMITTEE – JUNE 30<sup>TH</sup>, 2009**

### **CITY OF VAUGHAN IDLING POSTER CONTEST**

#### **Recommendation**

The Manager of Economic Development, in consultation with the City Manager, recommends:

1. That the Environment Committee select a winning poster from the artwork submitted in conjunction with the City of Vaughan Idling Poster contest.
2. All of the artwork submitted be displayed in the Civic Centre over the summer.

#### **Contribution to Sustainability**

The City of Vaughan Idling poster contest is part of the Community Idling Strategy adopted by the Environment Committee on March 23<sup>rd</sup>, 2009. The Idling Poster contest supports Green Directions, Goal 5: To be leaders in advocacy and education on sustainability issues.

#### **Economic Impact**

There is no additional economic impact resulting for the receipt of this report. Resources have been allocated in the 2009 budget.

#### **Communications Plan**

The City of Vaughan shall issue a press release announcing the winning entry as per Corporate Communications policies. Economic Development, with assistance from Corporate Communications will communicate with schools via the City website, the Vaughan Public Libraries and the Vaughan Business Enterprise Centre to highlight the program and resulting anti-idling materials.

#### **Purpose**

The purpose of this report is to seek direction to proceed with selecting a winning poster for the City of Vaughan Idling Poster Contest.

#### **Background - Analysis and Options**

At the Environment Committee meeting of March 23, 2009 staff brought a report outlining a community idling education plan, including a poster contest for school age children in Vaughan. Information about the contest was forwarded by mail to each school in Vaughan as well as posted on the City's website and distributed at public events.

The contest was open to students enrolled in a Vaughan public, private or separate school. The submission deadline for artwork was June 1<sup>st</sup>, 2009. The winning poster will be an integral part of the school education campaign. The poster, if possible, will be used to create banners, bookmarks, and posters which will be printed and made available to Vaughan schools, as well as displayed in the Civic Centre. The new artwork will be launched in September 2009, when the new school year commences and will be distributed to libraries and community centres for display as well.

The City received 14 entries for the contest from 4 schools. They will be circulated at this meeting.

### **Relationship to Vaughan Vision 2020**

This initiative supports the City's Vaughan Vision 2020 objective to "Lead and Promote Environmental Sustainability". The Idling Poster Contest also supports Green Directions, Goal 5: To be leaders in advocacy and education on sustainability issues.

### **Regional Implications**

Not applicable

### **Conclusion**

The Idling Poster Contest , in addition to promoting good driving and environmental practices, is also a community engagement initiative. Its aim at school age students is to start a dialogue between students and their families about idling and air quality issues and ultimately to change driving practices around school sites and the community at large.

### **Attachments**

N/A

### **Report prepared by:**

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Respectfully submitted,

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