

CITY OF VAUGHAN
REPORT NO. 3 OF THE
ENVIRONMENT COMMITTEE

*For consideration by the Council
of the City of Vaughan
on April 14, 2009*

The Environment Committee met at 9:43 a.m., on March 23, 2009.

Present: Regional Councillor Joyce Frustaglio, Chair
 Councillor Alan Shefman, Vice-Chair
 Councillor Tony Carella

The following items were dealt with:

1 PROVINCIAL PESTICIDE BAN

The Environment Committee recommends:

- 1) That Clauses 1, 2, 3 and 5 of the recommendation contained in the following report of Councillor Shefman, dated March 23, 2009, be approved;**
- 2) That the word “starting” be inserted in Clause 4 immediately before the date “April 22” so that Clause 4 now reads as follows:**

Placement of mobile billboards around the City with the Pesticide Ban message such as – “starting April 22 – Pesticides prohibited in Ontario”; and

- 3) That staff be directed to prepare a letter to the Province of Ontario that addresses the gaps and enforcement of the new legislation.**

Recommendation

Councillor Shefman recommends:

In support of the implementation of new legislation banning the cosmetic use of pesticides, superseding the City of Vaughan bylaw on this topic, it is recommended that the City take the following actions to inform the community:

1. Preparation of an information campaign including key points and an article be prepared by Corporate Communications and made available to Councillors and all departments for use in newsletters and bulletins
2. Making available key information for the different sectors affected by the Provincial legislation (see source location, below)
3. Distribution of an internal memo urging all staff (and Councillors) to promote the distribution of information on the ban

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4. Placement of mobile billboards around the City with the Pesticide Ban message such as – “April 22 – Pesticides prohibited in Ontario”
5. That this information program be prepared for implementation by April 15, 2009

2 **COMMUNITY IDLING EDUCATION PLAN**

The Environment Committee recommends approval of the recommendation contained in the following report of the Director of Economic Development, dated March 23, 2009:

Recommendation

The Director of Economic Development, in consultation with the Commissioner of Legal and Administrative Services and City Solicitor, recommends:

1. That this report be received; and
2. That the Environment Committee adopt in principle the education program presented in this report to address idling education in schools and businesses

3 **2009 20-MINUTE VAUGHAN MAKEOVER**

The Environment Committee recommends:

- 1) **That Clause 1 of the recommendation contained in the following report of the Director of Economic Development, dated March 23, 2009, be approved; and**
- 2) **That the 2009 20-Minute Vaughan Makeover event take place at Elder Mills Public School in Woodbridge.**

Recommendation

The Director of Economic Development recommends that:

1. This report be received; and
2. The Environment Committee provide direction on the location for the 2009 20-Minute Vaughan Makeover event.

4 **COMMUNITY SUSTAINABILITY AND ENVIRONMENTAL MASTER PLAN
PROCESS LEADING TO FINAL APPROVAL AND PROGRAM LAUNCH**

The Environment Committee recommends:

- 1) **That Clauses 1, 3, 4 and 5 of the recommendation contained in the following report of the City Manager, dated March 23, 2009, be approved;**
- 2) **That “Green Directions Vaughan” be approved as the brand name; and**
- 3) **That the brand development concept entitled, “Vaughan living green, living well”, submitted by the Manager of Corporate Policy, be received.**

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Recommendation

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

1. The Community Sustainability and Environmental Master Plan, as prepared by DPRA Inc., forming Attachment No. 1 to this report be approved in principle, subject to the incorporation of comments from the Environment Committee; and that the revised plan proceed for approval in principle to the Council meeting of April 14, 2009;
2. Direction on a preferred name/branding strategy be provided and that the Community Sustainability and Environmental Master Plan be modified to incorporate the new name and brand imagery;
3. The development of the public/promotional document (the "booklet") continue on the basis of the preferred name/brand.
4. Staff proceed with the preparations for the Earth Day (Wednesday, April 22, 2009) Launch of the Community Sustainability and Environmental Master Plan, in accordance with the plan set out in paragraph e) of this report;
5. Staff report to the Environment Committee on April 14, 2009 for the purpose of updating the Committee on:
 - a) The cover design for the Community Sustainability and Environmental Master Plan, incorporating the preferred name/branding;
 - b) The final format and content of the booklet;
 - c) Arrangements for the April 22, 2009 Earth Day launch event.

The meeting adjourned at 11:03 a.m.

Respectfully submitted,

Regional Councillor Joyce Frustaglio, Chair