EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7, 2007

Item 1, Report No. 21, of the Committee of the Whole (Working Session), which was adopted, as amended, by the Council of the City of Vaughan on May 7, 2007, as follows:

By approving the following:

1

- That the widening and alignment of Major Mackenzie Drive be maintained to the extent possible in the existing road pattern and that York Region be so advised; and
- 2) That a Council Committee be established to review reports and provide guidance to staff and the consultants during this official plan process; and

By receiving the written submission from Mr. Frank Palombi, Lakeview Homes, 200 Bridgeland Avenue, Toronto, M6A 1Z4, dated May 3, 2007.

PREPARATION OF NEW VAUGHAN OFFICIAL PLAN FILE #25.1

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Commissioner of Planning, dated April 24, 2007, be approved;
- 2) That the Official Plan Amendments for the four identified area studies be provided as soon as possible;
- That the Province of Ontario and The Region of York be advised that it is Vaughan Council's preference that the Highway 427 extension be aligned along the hydro corridor to the greatest extent possible;
- 4) That the Yonge Street corridor be included as a separate study, and that staff provide a report with the terms of reference and a budget for the study;
- 5) That the presentation of the Director of Policy Planning/Urban Design and the Senior Planner, Policy Planning and Urban Design, and presentation material submitted entitled, "Towards a New Official Plan for Vaughan" and the Draft Work Plan Schedule, be received; and
- 6) That the written submission of Ms. Rosemarie L. Humphries, Humphries Planning Group Inc., 216 Chrislea Road, Suite 103, Woodbridge, L4L 8S5, dated April 21, 2007, be received.

Recommendation

The Commissioner of Planning recommends:

That the attached Terms of Reference for a comprehensive review and preparation of a new Citywide Official Plan BE APPROVED;

That Staff initiate the process to retain the required consulting services to develop the Official Plan; and

That the 2007 Capital Budget include an allocation of \$750,000 to fund the work associated with the Official Plan process for the year 2007.

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7. 2007

Item 1, CW(WS) Report No. 21 - Page 2

Economic Impact

The Council-approved Consolidated Growth Management Strategy entails expenditures to cover the costs of a variety of growth management studies, including the Official Plan and Transportation Master Plan (both of which are addressed in the attached Terms of Reference). These priority projects are being addressed through the 2007 budget approval process, and will also have to be accounted for in subsequent budgets, and approved by Council.

The net cost to the City will ultimately be modest as much of this expenditure will be funded through future development charge revenues associated with anticipated future greenfield development, and intensification of some areas within the existing urban envelope. Ten percent will be funded through taxation.

Communications Plan

The Communications Plan currently in preparation for the Consolidated Growth Management Strategy will define the communications approach for each of the components of the Strategy. A public consultation process is required for the Official Plan process, will be included in the proposals from candidate consulting teams, and refined in the final OP workplan.

Purpose

The purpose of this report is to explain the need for a new Official Plan, and the role of the Official Plan within Council's approved Consolidated Growth Management Strategy, and to present the proposed Official Plan process (as described in greater detail in the attached Terms of Reference).

Background - Analysis and Options

On June 26, 2006, Council approved a resolution directing Staff to begin the background work necessary to support initiation of the Vaughan Consolidated Growth Management Strategy – 2031.

On February 12, 2007, a report was approved by Council, including a detailed work plan and time-line for proceeding with the Consolidated Growth Management Strategy and its components, the Environmental Master Plan, other component Master Plans, and a new Vaughan Official Plan. The report included a preliminary allocation of costs by project component for the Strategy, including the Official Plan, and the Transportation Master Plan.

Why Does Vaughan Need A New Official Plan?

The Official Plan is the City's most important strategic document guiding its land use and development decisions. The Official Plan expresses the community's vision, principles and goals, sets out the policies managing growth, and directs the form, character, scale and location of urban development, generally for a time frame of twenty years. The Planning Act provides the legal basis for the Official Plan, and requires each municipality to review its Official Plan every five years.

Vaughan's last comprehensive Official Plan – OPA #4 – was approved in 1961, and has subsequently been subject to more than 600 amendments. Some rural and agricultural parcels still remain subject to OPA #4. The City's major Official Plan approvals reflect the history of its urban development. Beginning with the approval of the York-Durham Servicing System (YDSS) in 1976, Vaughan's four historic communities gradually expanded through the 1980's, together with the development of employment lands principally in the Concord area. New community plans provided the framework for the further expansion of Maple (OPA #150 – 1983), Kleinburg

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7, 2007

Item 1, CW(WS) Report No. 21 - Page 3

(OPA #160 - 1985), Thornhill (OPA 210 - 1986) and Woodbridge (OPA 240 - 1987), and many employment area plans were approved, including OPA #450, the City's Consolidated Employment Lands Strategy, in 1997.

In the early 1990's, as the historic communities began to reach their geographic limits, plans for the new communities of Vellore and Carrville were completed with the approval of OPA #400 in 1995. In 2001, the 5-year review of OPA #400 culminated in the approval of OPA #600, further expanding the City's urban area.

Each of these plans reflect the thinking and planning approach prevalent at the time of their approval. However, as time has passed and the City has grown and matured to its present state, expectations about how urban areas should develop and function have also evolved, leaving many of the City's planning documents outdated. Many of these expectations are now expressed in current Provincial and Regional policy imperatives, including environmental sustainability, energy-efficiency, transit-supportiveness, and pedestrian-friendly development requirements. Growing public awareness and concern respecting climate change in particular have added an urgency to the need to update the City's community planning policies in a manner consistent with the principles of sustainable development.

The term 'sustainable development' originated with the 1987 World Commission On Environment and Development which produced the Brundtland Report, "Our Common Future". The Report stated that critical global environmental problems were primarily the result of the enormous poverty of the South and the non-sustainable patterns of consumption and production in the North. It called for a strategy that united development and the environment – described by the now-common term 'sustainable development'. Sustainable development is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Sustainable development recognizes that healthy communities are those which strike an appropriate balance between environmental, economic and social objectives.

Much of the City's urban area is already developed. Population and employment forecasts imply that the remaining tracts of developable land outside of the urban area will likely be needed to accommodate growth by 2031. Furthermore, the City's existing communities are now at or approaching their planned boundaries, and pressure for their intensification is emerging in some locations. To ensure that redevelopment of existing areas, and new development of greenfield areas proceed in a manner consistent with good planning, the City needs a contemporary, state-of-the-art Official Plan expressing Council's vision of the City's future, and supported by Vaughan's citizens.

Provincial Policy Context

Recent Provincial policy initiatives and legislation (*The Greenbelt Act*, *The Oak Ridges Moraine Conservation Act* and *The Places to Grow Act*) have established a number of new policy imperatives. The recently enacted Bill 51 (*An Act to amend the Planning Act and the Conservation Land Act*) requires that a municipal council's decisions on planning matters be in conformity with the provincial plans enabled by the above noted legislation. Therefore, these policies will be part of the new policy framework which will regulate how the City of Vaughan grows and evolves for the foreseeable future.

The new Vaughan Official Plan will incorporate the principles of sustainable development. Public concern over the environment and good management practice dictate that municipalities move toward a more sustainable future. Therefore, the City is proceeding with preparation of the new Official Plan concurrent with development of the City's Environmental Master Plan, both of which are key components of the City's Consolidated Growth Management Strategy. The

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7, 2007

Item 1, CW(WS) Report No. 21 - Page 4

Environmental Master Plan and the new Official Plan will be mutually complementary documents, which are intended to ensure sustainable community development throughout Vaughan.

Regional Policy Context - The Region of York Growth Management Review

In early 2005 the Province issued updated population and employment forecasts to 2031 for single tier cities and Regional Municipalities as part of the preparation of the draft *Places to Grow*, Growth Plan for the Greater Golden Horseshoe (*The Growth Outlook for the Greater Golden Horseshoe*: Hemson Consulting Ltd., January, 2005). It projected that the Region of York's population would grow from the 1,280,000 in 2026 to 1,500,000 in 2031; and employment would increase from the 2026 projection of 696,000 to 780,000 by 2031. It is expected that the Vaughan will be assigned additional growth, significantly beyond the levels projected for 2026.

The Region of York is now engaged in a review of its Growth Management Plan, followed by the updating of its Official Plan based on the principles of sustainable development. In preparing a new Official Plan, it will be necessary for Vaughan to take into account the Region of York's growth management initiatives and its approach to sustainability. This will help to ensure that the City's and the Region's environmental/sustainability programs are complementary and supportive. The City is obliged to amend its Official Plan in conformity with Provincial policy and the York Region Official Plan. A new Official Plan will establish the policy framework to direct development within developable rural lands, and redevelopment at appropriate locations within existing built areas of the City.

The City of Vaughan Consolidated Growth Management Strategy - 2031

The Vaughan Consolidated Growth Management Strategy – 2031 is composed of four main elements, including:

- Vaughan Vision 2020
- The Environmental Master Plan
- The Official Plan
- The Master Plans

On February 12, 2007 Council adopted a Work Plan and timeline for the preparation of the Vaughan Consolidated Growth Management Strategy.

THE NEW OFFICIAL PLAN

Policy Planning staff have prepared a draft Terms of Reference as the basis for a comprehensive review and preparation of a new Official Plan (Attachment 1). The new Plan will incorporate the principles of sustainable development, and will be prepared in co-ordination with the City's Environmental Master Plan. The Environmental Master Plan and the new Official Plan will be mutually complementary documents, which are intended to ensure sustainable community development throughout Vaughan. The new Official Plan will involve developing a comprehensive policy framework governing future development in the City's remaining greenfield areas, as well as all parts of the existing area of built, or planned and approved development.

The new Vaughan Official Plan will apply to the entire City of Vaughan, and will be premised upon a time horizon of 2031. The Official Plan process (as outlined on Figure 1) will involve four major stages of work over a four-year time frame expected to commence in the summer of 2007, and conclude with final approval of the new Official Plan in summer 2011. The proposed process is outlined on Figure 1 (Attachment 2).

Products of the project are listed in the list of 'Deliverables' noted below.

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7, 2007

Item 1, CW(WS) Report No. 21 - Page 5

Consulting Requirements of the Official Plan Process

There are several components of the Official Plan process which require consulting services. The draft Terms of Reference deals with the consulting services to be provided by the 'core team' of consultants. Separate individual contracts will deal with other project components being undertaken by other consultants outside the Core Team.

The Core Team will include professionals qualified in the areas of land use planning, urban design/architecture, demographics and housing, transportation planning, and natural environment/ecology. (Note: The transportation consultants will participate as members of the Core Team; however, the Transportation Master Plan will be directed and prepared under the direction and budget of the Engineering Department.) The Core Team will also include a facilitator with knowledge and experience in the areas of urban planning, sustainable community development, and public consultation processes. The facilitator will work with both the Core Team, and the consultants working separately on the City's Environmental Master Plan.

Outside the Core Team, other individual consultants may be retained to undertake other studies of relevance to the Official Plan. The studies currently being contemplated include a Commercial Structure Study, a Community Services/Accessibility Needs Study, and an update of the City's policies protecting its built and natural heritage and archaeological resources. Other municipal departments will be undertaking separate studies with consulting assistance in developing an Employment Sectors Strategy, and in the preparation of Master Plans for Parks and Recreation, Water, Wastewater and Stormwater. Other related work may include an update of the City's Development Charges Background Study. The work undertaken outside the Core Team under individual contracts administered by the Policy Planning Department, or by other City departments, will be coordinated with the work of the Core Team, and will contribute to the Official Plan.

The complete list of consulting skills needed to undertake the Official Plan process is summarized on Figure 2 (Attachment 3). The OP-related tasks to be completed outside the Core Team under separate contracts are summarized on Figure 3 (Attachment 4).

Public Consultation Process

The consultation process will involve all of those individuals and interests having a stake in Vaughan's evolution - local residents, ratepayer groups, the business community, the development community, public agencies and other special interest groups. The process will include many meetings, open houses, workshops and presentations, and will need the ongoing commitment of participants in order to succeed. All reports, publications and presentations will be made widely available and posted on a web site to keep interested parties informed and apprised of the latest steps and products of the project.

The consultation process will jointly address the need for public participation for both the Official Plan and the Environmental Master Plan. Since the EMP is principally focused on articulating and developing the City's approach to sustainability, while the OP is focused on sustainable community development, it is appropriate and efficient to manage the process jointly for both initiatives. The consultation process will also be coordinated with the work undertaken on other Master Plans, and the overall Growth Management communications strategy.

Details of the OP consultation process will be provided in the submissions of candidate consulting teams. Upon selection of the preferred Core Team, the process will be subject to refinement in consultation with the Core Team's Project Leader, the City's Project Co-ordinator, and the selected lead consultant for the Environmental Master Plan.

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7. 2007

Item 1, CW(WS) Report No. 21 - Page 6

Timing

The targeted completion date of the project, marked by Council adoption of the final versions of the Official Plan, is June 2010, or thirty-six months from the date of Council's ratification of the selection of the recommended consultant team. Regional approval of the Official Plan would be anticipated in June 2011.

Products of the Official Plan Process

The following reports will be submitted by the City's Core Team consultants:

- Discussion papers:
 - a. Land Use, Urban Design & Sustainable Community Development Options
 - b. Transportation
 - c. State of the Environment
 - d. Housing and Demographics
- Community and Employment Areas Review
- Area Studies:
- e. Kleinburg Nashville Community Plan Review
- f. Woodbridge Core Area Update
- g. Vaughan Corporate Centre Update
- h. Vaughan Centre Update
- Focused Policy Studies/Reports:
 - i. The Urban Structure Plan
 - j. The Transportation Master Plan
 - k. The Environmental Vision and Natural Heritage System Report
 - I. The Residential Intensification Strategy
- Reports and Secondary Plans For Greenfield Areas
- Summary packages of the draft policy components of the Official Plan
- The new Vaughan Official Plan

Project Administration

The project will be administered by a project team composed of a Project Coordinator (from the Policy Planning Department) and a Technical Advisory Committee, which will include city staff representatives from various City of Vaughan departments. The Project Team is expected to include representation from the following:

- City of Vaughan: Departments of Policy Planning, Development Planning, Engineering & Public Works, Community Services, Economic Development, City Manager's Office
- Region of York: Departments of Planning & Development, Transportation & Works, Community Services & Housing
- Toronto Region Conservation Authority (TRCA)

Budget

The total budget for the Official Plan and associated studies is an estimated \$3,500,000.

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7. 2007

Item 1, CW(WS) Report No. 21 - Page 7

This amount includes:

- The Core Team contract (including the Transportation Master Plan) of \$2,725,000
- The non-Core Team contracts for other studies (e.g. Commercial Structure Study, Community Services Needs and Accessibility Study, the Protection of Built and Natural Heritage and Archaeological Resources Update) of \$350,000
- The printing, editing and graphics budget of \$400,000
- The contingency budget of \$150,000

The Core Team budget includes all of the work described in the attached Terms of Reference, including the public consultation process, all meetings with other consultants retained by the City on studies being coordinated with the OP, and all meetings with staff, the Technical Advisory Committee, and Council. The Core Team budget includes preparation of the Transportation Master Plan. The Transportation Master Plan is a separate component of the Consolidated Growth Management Project, and will be directed by the Engineering Department, and funded under their separate budget. The transportation consultants will participate throughout the process as an integral part of the Core Team.

The cost of work by consultants retained by the City on other studies being coordinated with the OP is an estimate requiring further refinement when Terms of Reference have been developed for these studies.

The printing and communications budget includes the estimated reproduction costs of printing newsletters, brochures, reports, draft and final versions of the Official Plan, and a portion of the cost of developing and maintaining the web site for the Consolidated Growth Management Strategy, of which the Official Plan is a key component.

The contingency budget includes the costs of any other additional studies which may be identified as necessary during the course of the Official Plan project. The contingency budget will also cover other incidental and unanticipated costs incurred.

The proposed budget for work to be undertaken on the Official Plan in 2007 is estimated at \$750,000. Staff recommend approval of this amount as the basis for requesting proposals from consulting teams bidding on the contract.

Relationship To Vaughan Vision 2007

The proposed new Official Plan is consistent with the Vaughan Vision Statement, and in particular to Section 4 of the Vision, 'Planning and Managing Growth'.

Regional Implications

The new Vaughan Official Plan will conform with Regional and Provincial policy requirements, and establish the ground rules for the City's future development and redevelopment. The Plan will accommodate the Region's forecast growth estimates for Vaughan, and will have implications for Regional servicing, transportation and community services infrastructure.

Conclusion

The Official Plan is a key component of the Council-approved Consolidated Growth Management Strategy. The Terms of Reference provide the basis for a comprehensive review of the existing Official Plan, and preparation of a new Plan which will be forward-looking, state-of-the-art, and reflective of the principles of sustainability.

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7, 2007

Item 1, CW(WS) Report No. 21 - Page 8

The Terms of Reference have been prepared in consultation with other key City departments, York Region and TRCA.

Should Council concur with the Terms of Reference, the recommendation should be approved to enable staff to proceed with the consultant selection prior to Summer 2007.

Attachments

- 1. The Draft Terms of Reference For the Official Plan
- 2. The Official Plan Process
- 3. Summary of OP Consulting Requirements
- 4. Other Work Relevant to the Official Plan Which May Be Undertaken Under Separate Contracts

Report Prepared by:

Paul Robinson, Senior Policy Planner, ext. 8410 Wayne McEachern, Manager of Planning Policy, ext. 8026

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7. 2007

Item 2, Report No. 21, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on May 7, 2007.

2 2007 CITY PAGE ADVERTISING SCHEDULE

(Referred from the Committee of the Whole meeting of April 16, 2007)

The Committee of the Whole (Working Session) recommends:

- 1) That the recommendation contained in the following report of the Commissioner of Economic/Technology Development and Communications, dated April 16, 2007, be approved; and
- 2) That Option #4 as outlined in the Options for 2007 City Page Advertising Schedule contained in the memorandum of the Commissioner of Economic/Technology Development and Communications, dated April 24, 2007, be approved with the addition of the following publications:
 - a) Tandem, monthly, to a maximum of \$19,200 per year; and
 - b) Lo Specchio, monthly, to a maximum of \$20,040 per year.

Recommendation

The Committee of the Whole, at its meeting of April 16, 2007, recommended the following:

That this matter be referred to the Committee of the Whole (Working Session) meeting of April 24, 2007.

Report of the Commissioner of Economic/Technology Development and Communications dated April 16, 2007.

Recommendation

The Commissioner of Economic/Technology Development and Communications, in consultation with the Director of Corporate Communications, recommends:

- 1. That Council receive for information purposes the 2007 City Page advertising schedule included in this report; and
- 2. That staff fully implement the approved Corporate Advertising Policy to ensure operational and cost efficiencies for all corporate advertising; and
- 3. If required, Council direct staff to expand the City Page advertising program to include additional community papers by selecting the appropriate option(s) as outlined in this report and approving the additional funding.

Economic Impact

The placement costs of the City Page advertisements are included in the 2007 operating budget. There are potential Corporate-wide savings of \$84,000 by consolidating advertisements on the City Page which are now being placed by various departments in local papers.

Communications Plan

Not applicable.

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7. 2007

Item 2, CW(WS) Report No. 21 - Page 2

<u>Purpose</u>

The purpose of this report is to inform Council of the 2007 City Page advertising schedule and provide the opportunity for Council to allocate new funding should additional placements in other local newspapers be deemed necessary. In addition, the full implementation of, and compliance with, the approved Corporate Advertising Policy could provide savings by further consolidating City advertising placements.

Background - Analysis and Options

This report addresses Item No. 2, Report No. 2 of the Budget Committee, February 26, 2007 that "staff provide a report on advertising options to a Committee of the Whole meeting," and Item No. 37, Report No. 8 of the Committee of the Whole, February 26, 2007, "New Business – Placement of City Page Advertisements."

In 2000, Council authorized the establishment of a "City Page" to serve Vaughan residents and to be published in a newspaper with the widest circulation possible. The "City Page" was published in the Vaughan Citizen, and subsequently, the City has had an annual contract with the Vaughan Citizen. It has proved to be an effective tool in communicating to our citizens in recent years.

The Corporate Communications department was assigned responsibility for producing and managing the "City Page." This consolidation of City advertising on the "City Page" resulted in considerable savings and was a major step forward in establishing a consistent, professional and recognizable format for the City's corporate advertising.

In 2005, the Corporate Advertising Policy supported the further consolidation of Corporate advertising by facilitating the placement of statutory ads on the "City Page." Placing all ads at the lower preferred "City Page" rate produced significant savings over the cost of statutory ads running outside the "City Page." With few exceptions (such as tender advertising and recruitment advertising), the Corporate Advertising Policy states that all statutory ads will run on the City Page, thereby removing any duplication of ad placements and minimizing repeat placements.

Currently, approximately 70% of "City Page" space is used for statutory ads.

Newspaper Selection Criteria

With support provided by the City Clerk and the Purchasing Department, the qualification of newspapers for the placement of City ads and the negotiation of the advertising placement rate (cost) is the responsibility of the office of the Commissioner of Economic/Technology Development and Communications, as specified by the Corporate Advertising Policy.

Staff's key criteria in selecting a publication to publish the City Page include:

- 1. Audited Circulation A newspaper audited by the industry-standard Canadian Circulation Audit Bureau (CCAB) is given preference. If this is not available, the minimum requirement is a publisher's sworn statement detailing the circulation of the publication.
- 2. City-wide Circulation Preference will be given to the newspaper with the widest distribution in the City of Vaughan.
- Weekly frequency Minimum of a weekly frequency must be available. Reader expectations can be met by publishing the City Page on a weekly basis in the same newspaper.

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7. 2007

Item 2, CW(WS) Report No. 21 - Page 3

- 4. Placement Costs The advertising placement rate is to be negotiated by the Commissioner of Economic/Technology Development and Communications, as specified in the Corporate Advertising Policy, and must be budget compliant.
- 5. *Editorial Content* Preference will be given to newspapers publishing local news of interest to the residents and businesses of Vaughan.

Newspaper Selection Results

Based on the above criteria and vendor information provided by the Purchasing department (Newspaper Advertising Application, 2007), the publication that best meets the City's requirement is the Vaughan Citizen/Thornhill Liberal, published by Metroland Media Group Ltd. This is the same publisher that has been awarded the City Page advertising contract for the past four years.

2007 City Page Advertising Schedule

Publication	Circulation in Vaughan	Audited Circulation	Page Rate	Total Cost (weekly placements)
Vaughan Citizen/Liberal	63,750	Yes, CCAB	\$1,851 (to be confirmed)	1851 x 52 = \$96,252

Additional Advertising Placement Options

Should Council determine that an expanded advertising program is required to provide reasonable notice to Vaughan residents of City programs and initiatives – in addition to the budgeted weekly placements in the Vaughan Citizen/Liberal, noted above – the following vendors serve the Vaughan market.

If an additional publication is selected, Council will need to approve additional funding.

Publication	Circulation in Vaughan*	Audited	Page Rate	Weekly Cost (52 issues)	Bi-Weekly Cost (26 issues)			
2007 City Page Advertising Schedule								
Vaughan Citizen/Liberal	63,750	Yes, CCAB	\$1,851 (TBC)	1851 x 52 = \$96,252				
Other Vendors								
Vaughan Weekly	15,300	No	\$800	\$41,600	\$20,800			
Lo Specchio	19,000	No	\$1,670	\$86,840	\$43,420			
Corriere Canadese	8,200		\$2,400	\$124,800	\$62,400			
Tandem Weekly	47,910	Yes, CCAB	\$2,000 - \$2,400	2000 x 52= \$104,000	2400 x 26 = \$62,400			
Canadian Jewish News	9,000	No	\$2,545	\$132,340	\$66,170			
Jewish Tribune	16,500	No	\$2,248	\$116,896	\$58,448			

^{*} see attached circulation maps

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7. 2007

Item 2, CW(WS) Report No. 21 - Page 4

Corporate Advertising Policy Implementation

A central aspect of the Corporate Advertising Policy is the consolidation of Corporate advertising on the City Page advertisement to provide cost savings, as noted in Item 3.10 of the attached policy.

"All statutory advertisements intended for general circulation to the residents of Vaughan are published on the "City Page," with the exception of those statutory ads targeting a specialized audience (see 5.0 and 6.0 below)."

The exception refers to tender advertising "placed in specialized trade/business publications that reach a specific audience" and recruitment advertising.

At this time, not all departments adhere to this provision of using the City Page advertisement for all ad placements. In 2006, a total of \$83,952 was spent by various departments to place ads in local newspapers, outside of the City Page (see attachment: 2006 Advertising Costs – Actual).

There is the opportunity to save up to \$84,000 if all advertising (with the above noted exceptions) is placed on the City Page.

To ensure these savings, the advertising policy needs to be fully implemented with the Purchasing and Clerks departments actively ensuring compliance of all departments with the policy.

Relationship to Vaughan Vision 2007

Implementation of this recommendation would promote the Corporate priorities to "disseminate information regarding key City projects and initiatives" and "develop and implement innovative alternatives for service delivery."

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

Not applicable.

Conclusion

The placement of the City Page advertising contract with one local newspaper will continue to provide an effective vehicle for communicating City programs and initiatives to Vaughan residents and businesses.

Attachments

- 1. Corporate Advertising Policy, 2005
- 2. 2006 Advertising Costs (Actual)
- 3. Newspaper circulation maps

Report prepared by:

Frank Miele, Commissioner of Economic/Technology Development and Communications Madeline Zito, Director of Corporate Communications Ted Hallas, Manager of Corporate Communications

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7, 2007

Item 2, CW(WS) Report No. 21 - Page 5

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7. 2007

Item 3, Report No. 21, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on May 7, 2007.

3 PRESENTATION – MR. TARIQ ASMI, WITH RESPECT TO BETTER ACCESS TO HEALTH CARE FOR RESIDENTS OF THE CITY OF VAUGHAN

The Committee of the Whole (Working Session) recommends:

- 1) That the presentation of Mr. Tariq Asmi, Executive Director, GTA 905 Healthcare Alliance, regarding better access to health care for residents of the City of Vaughan, and presentation material submitted entitled, "Better Care Close to Home", be received; and
- 2) That the following resolution be approved:

Whereas local and timely access to health care and social services is essential for building strong, prosperous and healthy communities;

Whereas the City of Vaughan, as part of the GTA/905, is among the fastest growing communities in Ontario and a key community in the Provincial Growth Plan for Ontario:

Whereas existing Provincial funding for health care and social services fails to take into account the need for additional local health and social services in high growth communities across Ontario such as the City of Vaughan and other communities across the GTA/905;

Whereas there is a \$1.5 billion gap in provincial funding for health and social services in the City of Vaughan and the GTA/905 regions compared to the rest of Ontario and the funding gap has grown over the last several years;

Whereas Premier McGuinty's position on the federal funding gap for Ontario and the need for a fairer share of federal transfer payments based on population size is the same situation being faced by the City of Vaughan and other GTA/905 communities in terms of provincial funding for health and social services:

Whereas the Federal Government has now acknowledged the need to distribute federal funds Provinces on a per capita basis and the Province of Ontario is now receiving an additional \$1 billion from the Federal Government to pay for health and social services in Ontario; and

And Whereas York Region residents are now contributing more that \$170 million to the Province of Ontario by way of the health care tax.

Be it resolved that the City of Vaughan ask the Province of Ontario to:

- 1. Approve construction of a hospital in the City of Vaughan to meet the hospital care needs of its residents;
- 2. Provide immediate growth funding to GTA/905 hospitals and health and social services so they can meet the needs of the growing number of residents in their communities:

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7, 2007

Item 3, CW(WS) Report No. 21 - Page 2

- 3. Commit to allocating provincial health and social services funding to Local Health Integration Networks (LHIN) and Ontario regions on the basis of population size, growth and characteristics, i.e., population-based funding;
- 4. Develop a health and social services plan for Ontario's high growth regions to help build the "complete communities" envisioned in *Places to Grow*; and

That this resolution be sent to the Premier of Ontario, the Minister of Health and Long-Term Care and the Minister of Finance.

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 7, 2007

Item 4, Report No. 21, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on May 7, 2007.

4 PRESENTATION - MR. BRYAN TUCKEY, YORK REGION WITH RESPECT TO YORK REGION GROWTH MANAGEMENT

The Committee of the Whole (Working Session) recommends that the presentation of Mr. Bryan Tuckey, Commissioner of Planning and Development Services, Regional Municipality of York, regarding York Region Growth Management and material submitted entitled, "2007 Planning for Tomorrow, York Region Growth Management Towards a Sustainable Region" and a booklet entitled "Growth Management Staff Reports Planning and Economic Development Committee, March & April 2007" be received.