

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 24, 2009

Item 1, Report No. 1, of the Environment Committee, which was adopted without amendment by the Council of the City of Vaughan on February 24, 2009.

1 PARTICIPATION IN THE ALLIANCE FOR RESILIENT CITIES (ARC)

The Environment Committee recommends approval of the recommendation contained in the following report of the Director of Economic Development, dated February 3, 2009:

Recommendation

The Director of Economic Development recommends that:

1. This report be received for information purposes.

Economic Impact

There is no additional economic impact resulting from the receipt of this report.

Communications Plan

Not applicable.

Purpose

The purpose of this report is to provide an update and background information on the City of Vaughan's involvement in the Alliance for Resilient Cities initiatives for 2009.

Background - Analysis and Options

The Alliance for Resilient Cities (ARC), a project of the Clean Air Partnership, is a collaborative network of decision-makers from various government, research and non-governmental organizations that work directly on climate change impacts, adaptation and resilience. ARC supports the efforts of local governments to identify the impacts of climate change, analyze adaptation options and develop action strategies to protect their communities.

In 2008, ARC hosted a series of eight free webinars, provided through funding from the Ontario Ministry of the Environment and Infrastructure Canada. City of Vaughan staff from Engineering, Policy Planning and Urban Design, Emergency Management, Corporate Policy and Economic Development participated in several of these webinars. The webinars covered topics such as assessing vulnerability to climate change impacts, developing an urban adaptation strategy, climate change and health, estimating the costs of climate impacts and adaptation, and climate change and municipal water supply.

The City will continue its participation in the 2009 ARC webinar series, which will cover topics such as the status of adaptation planning in Canadian communities, construction and renovation of buildings with climate change in mind, heat impacts and response strategies, and emergency response planning. For more background on ARC and a complete listing of the 2009 webinar program, please see Attachment 1. These dates will be posted on the VIBE.

Relationship to Vaughan Vision 2020/Strategic Plan

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

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Regional Implications

N/A

Conclusion

There is a rigorous body of work emerging around the science, impacts and potential adaptation strategies related to climate change. According to the majority of experts, climate change is no longer a possibility, but now a reality as demonstrated by a growing number of extreme weather events.

The City's draft Community Sustainability and Environmental Master Plan (CSEMP) recognizes this reality and commits the City to "developing a climate change planning strategy" and "assessing vulnerability to climate change" as well as "developing "plans for mitigation and remedial responses" under Goal 5, Objective 5.

Participation in collaborative networks, such as ARC allows the City and its staff to benefit from local and international experts on climate change and adaptation and share information and resources with other organizations facing similar challenges.

Attachments

1. ARC Background Information, including 2009 Webinar Program

Report prepared by:

Rebekah McGurran, Economic Developer – Environmental Sector
Roy McQuillin, Manager of Corporate Policy
Michael Nepinak, Director of Economic Development

(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.)

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Item 2, Report No. 1, of the Environment Committee, which was adopted without amendment by the Council of the City of Vaughan on February 24, 2009.

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

The Environment Committee recommends approval of the recommendation contained in the following report of the City Manager, dated February 3, 2009:

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

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- 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:

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- **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.

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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

Report Prepared by:

Roy McQuillin, Manager of Corporate Policy, ext. 8211
Ted Hallas, Manager of Corporate Communications, ext. 8077

(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.)

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Item 3, Report No. 1, of the Environment Committee, which was adopted without amendment by the Council of the City of Vaughan on February 24, 2009.

**3 UPDATE – COMMUNITY SUSTAINABILITY AND ENVIRONMENTAL MASTER PLAN:
OUTREACH TO SCHOOLS**

The Environment Committee recommends:

- 1) That Clauses 1 and 2 of the recommendation contained in the following report of the City Manager, dated February 3, 2009, be approved;**
- 2) That the Environment Committee’s participation in this outreach program by receiving select presentations from the students on their “culminating projects”, be approved; and**
- 3) That such presentations tentatively be scheduled at a Committee of the Whole meeting in June, subject to further consultation with the school.**

Recommendation

The City Manager, in consultation with the Director of Economic Development and the Manager of Corporate Policy recommend:

1. That staff continue to work with Stephen Lewis Secondary School (SLSS) to develop municipally focused classroom resources to support the school’s urban studies/environmental curriculum;
2. That staff be available to present such material to students in a classroom setting;
3. That the Environment Committee provide direction on its participation in this outreach program by receiving select presentations from the students on their “culminating projects” at an Environment Committee meeting; and
4. That, subject to proceeding with 3. above, such presentations tentatively be scheduled for the week of June 1 – 5, 2009 either at a Special Environment Committee meeting or through the rescheduling of the May 26, 2009 meeting to the week of June 1 – 5, 2009, subject to further consultation with the school.

Economic Impact

There is no economic impact resulting from the receipt of this report.

Communications Plan

Not applicable at this time. However, should it be decided that presentations will be made to the Environment Committee, a plan may be developed at that time to advise of the occasion.

Purpose

The purpose of this report is to provide an update and to obtain direction to move forward with a program to engage the students of Stephen Lewis Secondary School on sustainability issues as they relate to corresponding City initiatives (i.e. Community Sustainability and Environmental Master Plan and the Official Plan Review).

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Background - Analysis and Options

Goal 5 of the draft Community Sustainability and Environmental Master Plan provides that the City demonstrate leadership in advocacy and education on sustainability issues. The actions under this goal recommend the development of an educational strategy for citizens, businesses and schools.

On December 8, 2008 the Environment Committee received a memorandum from the Manager of Corporate Policy reporting on preliminary discussions (December 2, 2008) with the Principal, Vice-Principal and Head of Geography at Stephen Lewis Secondary School about cooperating on the development of an educational program. Both meetings also involved representatives from the Official Plan Review Team. It is anticipated that OP Review Team will play an important role in this process. This report updates progress to-date and outlines potential steps forward.

A follow-up meeting was held on January 6, 2009. The following preliminary plan was proposed.

Class Presentations by City Staff

City staff will give a presentation to students of SLSS on the CSEMP and the OP. This presentation will include an overview of the CSEMP and the OP Review, as well as specific details on the Greenbelt legislation, Places to Grow, the growth projections for Vaughan and the City's own plans for growth. Date and appropriate staff to be determined.

This presentation will assist the students to prepare their "culminating" projects. These projects incorporate all the learning the Grade 9 Geography students have had up to that point regarding issues including, but not limited to: urban form, the environment, energy, waste and transportation. The students are tasked with redesigning Block 10 as a sustainable community and asked to prepare a scaled model and an oral presentation to explain their vision. These projects are typically due in the first week of June.

Presentation of Project Work by the Students to the Environment Committee

The staff at SLSS expressed an interest in having the students present their projects to the Environment Committee. The staff at SLSS would choose the best projects and Committee members will have the opportunity to comment, ask questions and evaluate the projects. This meeting would ideally include the Environment Committee and the OP and EMP teams along with other members of Council and any other staff who might be interested in seeing the students projects and hearing the presentations.

To accommodate the time constraints of the academic calendar (e.g. exams), a special meeting of the Environment Committee would need to be called for the first week of June 2009, giving the students enough time to complete their projects and present prior to the examination period, which begins in the second week of June. Alternately, the Environment Committee meeting of May 26, 2009 could be rescheduled to the week of June 1 – 5, 2009.

Relationship to Vaughan Vision 2020/Strategic Plan

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

Regional Implications

N/A

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Conclusion

The draft working plan presented in this report has multiple benefits. It establishes a closer relationship between Council and students in Vaughan, providing them not only with the opportunity to receive “real world” and professional feedback on their projects. It also introduces the students to the Environment Committee, Council and the function and operation of their municipal government. This program could serve as a pilot and model for refining and developing an outreach program and ongoing relationship with the School Boards.

Additionally, outreach to schools and the community is one of the goals of the CSEMP and demonstrates the City’s commitment to showing leadership and providing environmental education on sustainability issues, as well as providing another avenue of feedback for the OP Review team in the development of the new official plan.

Should the Committee wish to proceed and the recommendations of this report are adopted, staff will continue to report back on the progress of this initiative over the next few months.

Attachments

N/A

Report prepared by:

Rebekah McGurran, Economic Developer – Environmental Sector
Roy McQuillin, Manager of Corporate Policy
Michael Nepinak, Director of Economic Development

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Item 4, Report No. 1, of the Environment Committee, which was adopted without amendment by the Council of the City of Vaughan on February 24, 2009.

4

FUTURE OF GREENING VAUGHAN COMMITTEE

The Environment Committee recommends that the following motion of the Greening Vaughan Advisory Committee, be tabled:

“The Greening Vaughan Advisory Committee recommends:

- 1) That the existing committee be enlarged to include a total of four citizen representatives, be redesignated a subcommittee of the Environment Committee, charged with:
 - a) developing practical strategies for the implementation of future environmental initiatives having a direct impact on the citizens of Vaughan and requiring positive citizen support to ensure the success of such initiatives; and**
 - b) acting as an advocate for citizens and/or citizen groups that have suggestions for environmentally positive initiatives they wish to see considered by the city or any other jurisdiction, once such initiatives have been assessed by the subcommittee; and****
- 2) That the terms of reference of the Greening Vaughan Advisory Committee, as amended and attached, be approved”.**

The foregoing matter was brought to the attention of the Committee by Councillor Carella.

