

COMMITTEE OF THE WHOLE – MARCH 7, 2005

20-MINUTE MAKEOVER

Recommendation

The Chair of the Environmental Task Force recommends:

1. That this report be received,
2. That the City of Vaughan participate in the 20-Minute Makeover on April 22, 2005 at 2 p.m. and,
3. That all residents, schools, businesses and community groups be encouraged to participate in this event.

Purpose

To provide an update on one of the City's 2005 anti-litter initiatives.

Background - Analysis and Options

On June 18, 2004 the City of Vaughan held its first-ever Community Clean-Up Day. Residents, businesses, student and community groups were asked to participate in this initiative. Rona Home & Garden sponsored the litter clean-up supplies and the Sports Village provided generous prizes for participants. In total 575 people participated, including Council, City Staff, two schools and two ratepayer groups.

In 2005, the City of Vaughan has been invited to participate in a GTA-wide litter clean-up, known as the 20-Minute Makeover. On April 22nd at 2 p.m., participating municipalities, their constituents and community groups will kick off the spring litter program with a twenty-minute clean-up blitz.

The City of Toronto has secured sponsorship of this event from The Beer Store, Home Depot, McDonalds, Pizza Pizza, Tim Horton's, the Toronto Star and Toronto Sun newspapers. Through this sponsorship, participants will be supplied with litter pick up materials. Toronto has a promotion plan in place and based on last year's event, excellent media coverage and editorial support are expected.

By participating with Toronto and other GTA municipalities, Vaughan can be part of a larger co-operative event and take advantage of the sponsorship and the free publicity. Vaughan residents receive the Toronto media on a daily basis, therefore the City should capitalize on the media exposure as well as save on the logistics and work required to hold an event of a similar nature, i.e. Community Clean-Up Day.

City Staff will co-ordinate local events, including selection of hot spots, local media coverage, generating public awareness, distribution of litter supplies and litterbag collection. The City may also add its unique dimension to this event, with additional prizes being awarded to individuals, schools and community groups who register through the City.

Relationship to Vaughan Vision 2007

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

Conclusion

Vaughan's first Community Clean-Up Day was a first step in taking positive action on litter. By joining with other GTA municipalities in the 20-Minute Makeover, Vaughan can create a larger local event, with lesser workload and fewer resources.

Attachments

20 Minute Toronto Makeover PowerPoint Presentation

Report prepared by:

Joyce Frustaglio, Chair of Environmental Task Force

Respectfully submitted,

Joyce Frustaglio
Chair of Environmental Task Force



20-Minute Toronto
MAKEOVER

An Overview

Geoff Rothbom
Director, Solid Waste Planning
City of Toronto
(416) 392-4715



CONCEPT



**"If everyone in Toronto stopped for just 20 minutes to pick-up litter,
we could 'makeover' the City in no time"**

- City of Toronto asking all:
 - Business
 - Individuals
 - Schools & Institutions
- to come outside together at 2:00 p.m. on April 22 to help pick-up
litter**
- The City, with support from sponsors, will supply:
 - Gloves
 - Brooms
 - Litter bag collection immediately following event



2004 RESULTS









- 1st Annual Event Tremendous Success
- over 30,000 individuals and organizations registered for event - including Queens Park MPP's
- more than 100,000 litter bags distributed
- Excellent media coverage and editorial support
- 20-Minute Makeover emerged as 'signature' event to kick off spring litter program



2004 SPONSORS



- | | |
|---|---|
|  | Distribute bags and gloves |
|  | Provide 200,000 latex gloves |
|  | Produce promotional posters |
|  | Distribute bags and gloves |
| <i>Tim Hortons</i> | Financial support/Posters in store |
|  | Provide free ad space and bag distribution |
|  | Provide free ad space/Promotion on street boxes |



2005 Program



- At the request of other municipalities, the '20-Minute Makeover' will be expanded GTA-wide (Regions of Peel, Durham, York)
- doubling population base to 5 million
- Promotion budget will be expanded
- All 2004 sponsors returning
- will limit new sponsors to unrepresented industry sectors



2005 PROMOTION PLAN



- Distinct lime-green litter bags (2 sizes), with sponsor logos supplied to all participants
- Subway platform and Exhibition Place pixel board ads
- Highway overpass banners and pixel boards
- Promotion on City and sponsor websites
- Photo-op with Mayor and sponsors: Scheduled for April 20
- Paid and in-kind print advertising (including ethnic language papers)
- Newspaper Editorial Support
- Teaser news release
- Posters and buttons
- Talk show circuit/radio ads
- Ongoing media relations
- Mayor and Councillor participation: On April 22



2004 POSTER

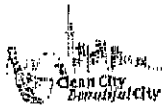


LOGISTICS: Participants



- **Businesses, schools, individuals, institutions**
 - Call Access Toronto to register
 - Pick up supply kit (gloves, bags, instruction sheet) at:
 - The Beer Store
 - Pizza Pizza

- **City facilities**
 - Each site's Waste Diversion Coordinator (WDC) calls Access Toronto to register
 - Supply kits will be delivered



LOGISTICS: Collection



- **City facilities, businesses, schools**

- Two options:

- Place bags at curb (per instructions given at registration)
- Place bags in regular waste collection bins

- Recyclables to be placed in appropriate bins

- **Individuals**

- Add litter bags to regular garbage collection
- Recyclables to be placed in appropriate bins