

COMMITTEE OF THE WHOLE - DECEMBER 5, 2005

NEW ADOPT-A-PARK BROCHURE

Recommendation

The Commissioner of Community Services in consultation with the Director of Parks and Forestry Operations recommends:

That the revised "*Adopt-A-Park*" program and brochure be approved.

Economic Impact

There is no economic impact as it is anticipated that the \$5,000 estimate for printing the brochure in addition to the cost for signage associated with the parks to be adopted, will be absorbed in the annual operating budgets.

Purpose

To provide information regarding improvements to the Adopt-A-Park program and to seek Council approval for the program and brochures.

Background - Analysis and Options

The City of Vaughan have experienced an increase in civic pride in our communities. With the City of Vaughan success in the Communities in Bloom program, the message to become involved in the community is widespread. This is evident by the increase in requests from residents/groups to get involved in their community by adopting a park in their neighborhood.

In order to engage and assist our residents, the Adopt-A-Park brochure was revised with detailed and helpful information highlighting the benefits of the Adopt-A-Park program. A copy of the brochure will be made available at the meeting.

The improvements to the brochure includes:

- More colourful pictures
- User friendly design for ease in registering
- More informative and helpful details highlighting the groups responsibilities
- Annual renewal for continued involvement
- On line registration

It is anticipated that the reader board indicating the newly adopted parks will cost approximately \$500 and the reader boards will be affixed to the 911 signage in each of the parks. The costs of the reader board will be offset by the community involvement gained by the adopt-a-park program.

Relationship to Vaughan Vision 2007

Encouraging the community to take an active role by adopting their local park has direct impact on safeguarding our environment.

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

Conclusion

With the recent international status that the City of Vaughan has received under the Communities in Bloom program, the timing is ideal to engage the public with opportunities to become more involved in their community. This is another example of Vaughan's commitment to protecting the environment through responsible leadership practices and education.

Attachments

None

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Respectfully submitted,

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Commissioner of Community Services