

COMMITTEE OF THE WHOLE – JUNE 18, 2007

CHARACTER COMMUNITY WEEK - CITY OF VAUGHAN

Recommendation

The City Manager, in consultation with the Senior Management Team, recommends:

- 1) That the City of Vaughan participates in Character Community Week being held from October 15 to 20, 2007;
- 2) That a staff committee, with representation from each Commission be established to identify and implement opportunities to celebrate Character Community Week;

Economic impact

No economic impact. Any future financial impact of Character Community Week programs will be identified as part of the annual Operating Budget process.

Communications Plan

Corporate Communications will prepare a communication plan that will create awareness about Character Community Week and will include, but not be limited to, the preparation of a news release, information in various City publications, the City's Website and advertisements in local newspapers. The Communication material will build on and be consistent with that of the Region of York's Character Community Program.

Purpose

The purpose of this report is to outline the City of Vaughan involvement in supporting Character Community Week from October 15 to 20, 2007.

Background-Analysis and Options

Council, at its meeting of April 23, 2007 requested staff to bring forward a report with respect to the City's participation in Character Community Week which is being held from October 15 to 20, 2007.

A Character Community is one in which elected officials, community leaders in the education, business, faith community, law enforcement and media sectors and citizens-at-large recognize and promote the importance of good character.

Everyone works together to ensure that families are strong, homes and streets are safe, education is effective, business is productive, neighbours care about one another and citizens are free to make wise choices for their lives and families.

In short, a Character Community has leaders who are models of the character attributes they advocate for their citizens.

In 2002, York Region was declared to be a Character Community. The City of Vaughan is proud to be a participating community and is a participant of the Character Community Council.

At the present time the Character Community program has been adopted by Community Services Commission and includes the promotion of Character Communities in various

publications such as the City's Recreation Guide and within the City of Vaughan website. The Character Communities program attributes and key messages have also been adopted in staff training and orientation sessions. In addition, staff participate in workshops and meetings hosted by the Character Community Council.

Recognizing that additional opportunities to support the Character Community program exist, a corporate wide program will be developed to promote the benefits and encourage participation by various departments and stakeholder groups.

In preparation of Character Community Week, a working committee with representatives from each Commission will be established to develop and implement the program.

In September 2007, a Report will be provided to Council and staff outlining the initiatives that the City will undertake.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities set forth in Vaughan Vision 2007, particularly A-2 promote health and wellness.

Regional implications

At present there are no Regional implications, however future activities may be coordinated with the Region.

Conclusion

Council, at its meeting of April 23, 2007 requested staff to bring forward a report with respect to the City's participation in Character Community Week being held from October 15 to 20, 2007. A staff working committee with representation from each Commission will identify opportunities to recognize and celebrate Character Community Week.

Attachments

None

Report Prepared By

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Respectfully submitted,

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