

COMMITTEE OF THE WHOLE FEBRUARY 19, 2008

IMPACT DAY AT THE CITY OF VAUGHAN SEPTEMBER 7, 2008

Recommendation

Regional Councillor Mario Ferri recommends:

THAT Council approve the provision for services in kind in support of the Impact Day in the City of Vaughan scheduled for September 7, 2008.

Economic Impact

The economic impact of this activity is limited to the use of City garbage pick-up trucks and drivers on September 7, 2008 and some staff time for committee work.

Communications Plan

Communications for this event will largely be the responsibility of Deloitte & Touche. Corporate Communications, however, may be involved to highlight the City's involvement.

Purpose

To obtain Council support for providing services in kind to assist with this City wide clean-up community initiative that is sponsored by Deloitte & Touche.

Background - Analysis and Options

Annually on September 7th, Deloitte & Touche employees participate, nationally and internationally, in what is referred to as "Impact Day", which includes community activities such as gardening, cleaning public facilities and fundraising events. Deloitte & Touche selected the City of Vaughan to execute Impact Day in celebration of its decision to locate its Company Service head office in the City of Vaughan.

The September 7, 2007 clean-up event, organized through my office, was the first Impact Day activity in Vaughan. A ward-by-ward community clean-up was organized, 55 Deloitte & Touche full-time staff employees worked from 9:00 a.m. to 4:00 p.m., resulting in the collection of 157 bags of garbage and 65 bags of recyclables.

While Deloitte & Touche will be planning, coordinating and administering the Impact Day activities, a request was made to the City to provide assistance, such as in-kind staff time and use of City garbage pick-up trucks, etc., on the actual day of the event. In 2008, the Deloitte & Touche Impact Day will be held on September 7, 2008.

Relationship to Vaughan Vision 2020

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

Conclusion

The 2007 Impact Day event proved very successful. The day's event resulted in the collection of 157 bags of garbage and 65 bags of recyclable material and numerous car parts, shopping carts, mattresses, appliances, etc., which were retrieved from City parks, boulevards, areas surrounding

storm retention ponds and plazas. Based on this positive experience, this event is worth repeating in 2008.

Attachments

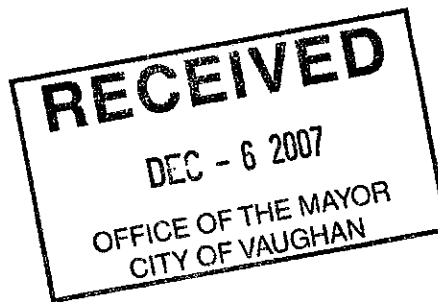
1. Letter of Deloitte & Touche LLP dated November 26, 2007
2. Media Coverage of Impact Day, 2007

Report prepared by:

Angela Bortoluzzi
Council Executive Assistant

Respectfully submitted,

Regional Councillor Mario F. Ferri



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November 26, 2007



Mayor and Members of Council
c/o Clerk's Department
City of Vaughan

Dear Mayor and Members of Council:

Impact Day

Impact Day began 7 years ago with Deloitte's consulting group. Deloitte firms in all regions of the world have participated in Impact Days – Australia, Brazil, Canada, China, Germany, Mexico, the Netherlands, South Africa, Thailand, United Kingdom, and the United States. 2007 was the third year the entire Canadian firm has made a concentrated effort to co-ordinate Impact Day across the country in all our offices.

In Canada, Deloitte was involved in 505 different projects with 343 organizations. Impact Day activities included cleaning up parks, painting schools and beautifying schoolyards, helping feed the hungry, caring for the elderly, organizing files at charitable organizations, and helping new immigrants with job interview skills.

Last year, 2007, was the first year Deloitte reached out to the City of Vaughan and it was with great success. 50 employees from Deloitte along with the assistance of several City of Vaughn employees, spent this day focused on the beautification of the City. By the end of the day approximately 160 bags of garbage and 65 bags of recyclable materials were collected at various sites in Vaughan among the 5 wards.

For 2008, when we will be newly moved into our Vaughan Facility (we are very excited!), we would like to make Impact Day in Vaughan a big splash and even more successful. In order to do this we would like to make sure we have the support from City of Vaughan for things such as staff time, use of pick-up trucks etc. We'd also like to include a representative in our planning activities.

We look forward to making a bigger Impact in Vaughan in 2008.

Yours very truly,

A handwritten signature in black ink, appearing to read "Michael Belz". The signature is stylized and overlaps the text "Yours very truly,".

Michael Belz, C.A.
Partner
Deloitte & Touche LLP

Making impact on local litter

Out-of-town employees help to beautify Vaughan parks and streets as part of nationwide community outreach day

ALEXIS DOBRANOWSKI
Vaughan Today

One hundred rubber gloves and five city trucks plus eight hours equals more than 150 bags of your litter.

About 50 Deloitte and Touche employees joined City of Vaughan public works, parks and forestry staff for a one-day beautifying blitz across the city last Friday.

The garbage pick-up was part of Deloitte and Touche Impact Day, which sees some 6,000 company employees take on community projects across the country.

By the end of the day, participants in Vaughan's five wards had collected 92 bags of garbage, 65 bags of recyclable materials, three bikes, a go-cart, car bumper and refrigerator as well as an air conditioner and race car.

The auditing company chose Vaughan for the clean-up project because it will soon move its Private Company Services head office to the city.

"We look forward to contributing to Vaughan," said Dave Keddy, lead of the GTA Private Company Services practice.

Regional Councilor Mario Ferrri said he is happy to welcome another corporate office to the city in particular one so willing to contribute to the community.

"You have audited your options well and chosen Vaughan," he joked. "We are one of the fastest growing communities in the country."

Ferrri announced Deloitte and Touche's not-yet-finalized Excellence in Environment Awards program, which will recognize businesses and residents who stand out in the effort to be

"green". There will be six categories: schools, businesses, seniors, not-for-profit organizations, residents and the public sector.

The awards will recognize new environmental programs of continuing efforts to "go green".

"Some schools have started walk-to-school programs, shading programs or recycling initiatives," Ferrri said. "These awards will ensure they get recognized."

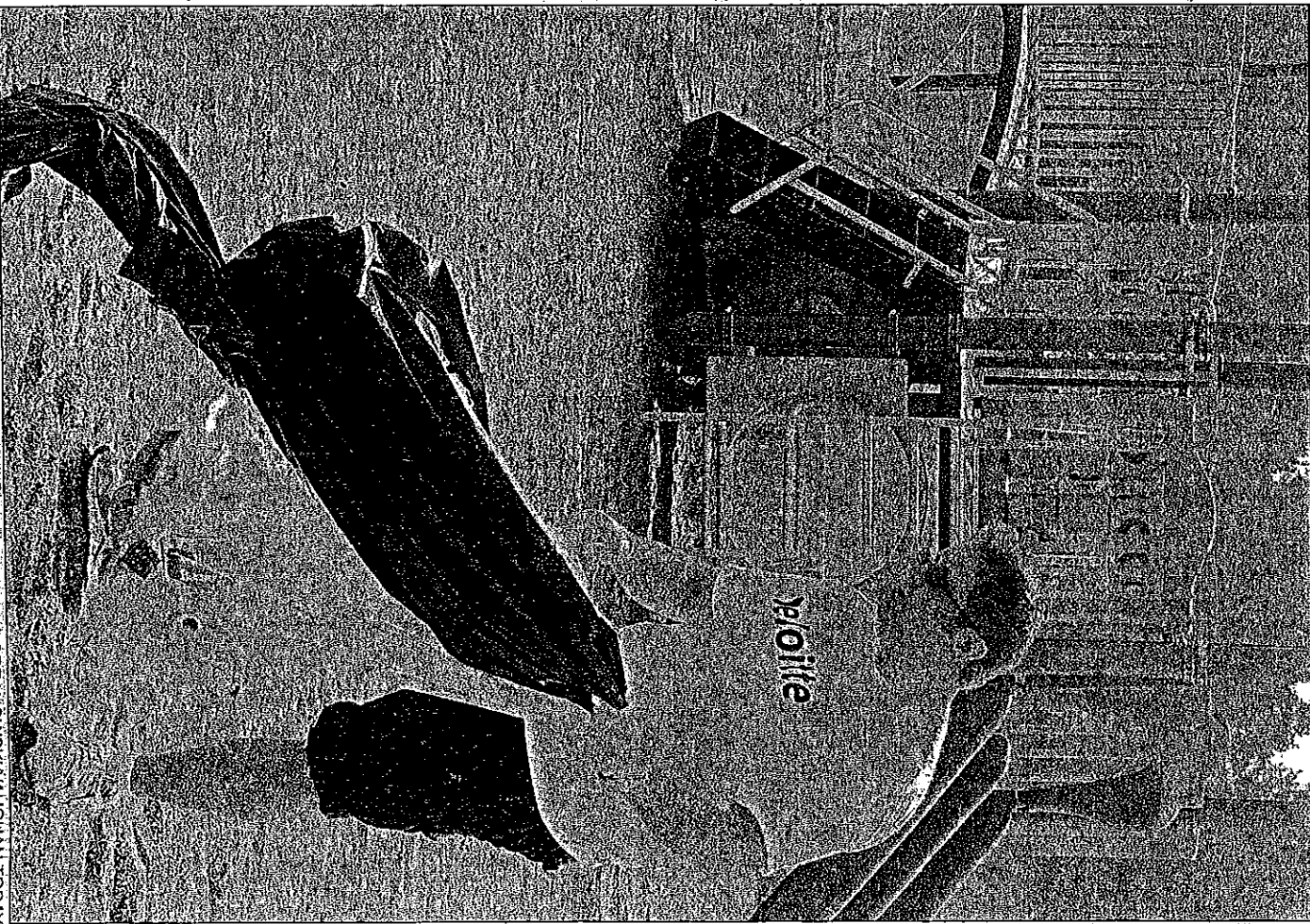
He said the auditing company will review the nominations and select the winners, who will receive a cash prize.

The Deloitte and Touche Impact Day really sets the bar for other businesses, Ferrri added.

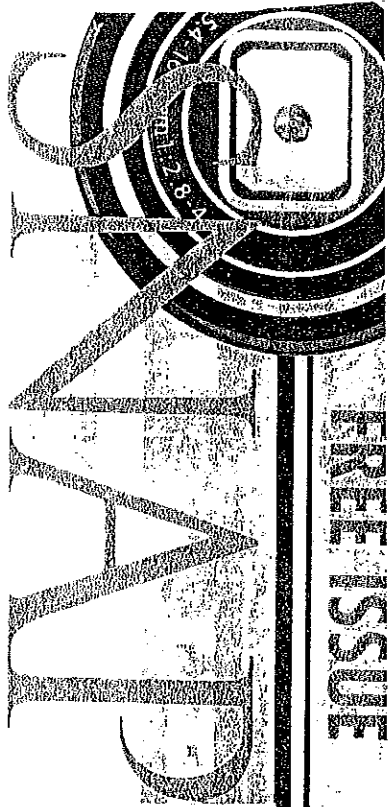
Deloitte employees, trained from various municipalities to participate

Mike Goodfellow, of Oakville, helped the Ward 3 team in a park on Chancellor Dr.

"It's amazing what you find in a soccer field," he said, holding up a garbage bag.



ALEXIS DOBRANOWSKI/VAUGHAN TODAY
CLEANING UP: Armando, an employee of Deloitte and Touche, lends a gloved hand in a Ward 3 playground last Friday, participating in the company's annual Impact Day.



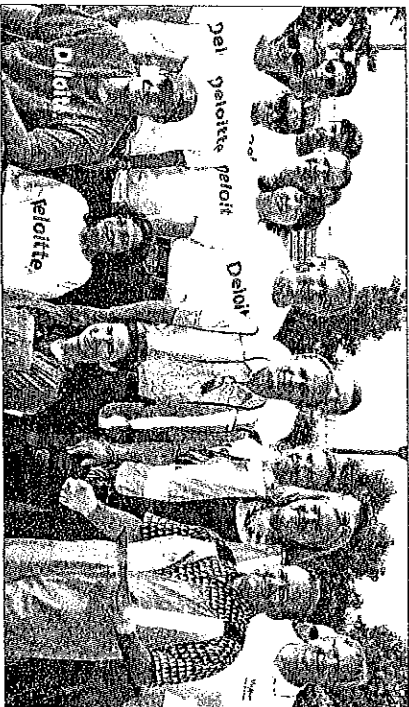
VAUGHAN

CAPTURING LIFE AND ENTERTAINMENT

IMPACT DAY

Deloitte & Touche, an international auditing, financial and taxation firm hosted its first annual Impact Day in the City of Vaughan (3rd year on a national basis). Impact Day, a Canada-wide national event, was established by the firm as a way of giving back to the community. In 2008 Deloitte private company services will be moving its head office to Vaughan in a soon to be developed 400 and 407 area. A total of 5 teams, made up of 10 to 12 Deloitte & Touche employees, were assigned to pick up litter and recyclable materials in a number of parks, plazas and boulevards in each of the City's 5 wards. The grand total Deloitte & Touche recovered was 157 bags of garbage and 65 bags of recyclable materials. The teams also picked up many miscellaneous items such as bikes, TVs, refrigerator, car bumper, mattress, air conditioner and even a go cart and a race car.

Regional Councillor Mario Ferri, a long time community activist who has been involved in waste management issues for over 20 years was also lending a hand to this important cause. Councillor Ferri also introduced Excellence in Environment Award in which winners that consist of 6 categories (education, business, public sectors & seniors, city residents, not-for-profit organizations) take part in looking after



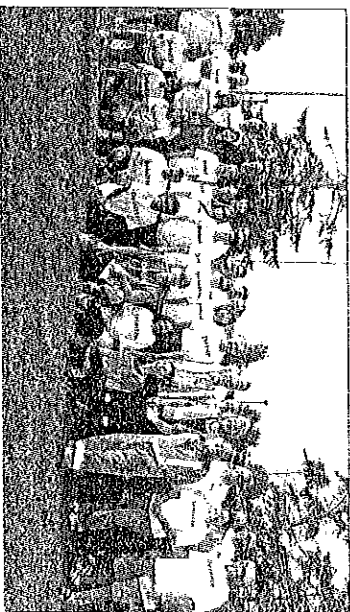
Mayor Linda Jackson and Councillor Mario Ferri with Deloitte & Touche

the environment by showing outstanding concern and care. The winner of each sector receives an award and honourable mention at the annual Chamber of Commerce Gala.

Impact Day finished as a huge success and thanks to D&T, our city looks in tip-top shape. See you next year!

Photos by Shannon Cialza

"A huge success"



Deloitte & Touche preparing for a day of cleaning up Vaughan along with Mayor Jackson & Councillor Ferri

Impact Day cleans garbage and waste away



Deloitte and Touche employees and Regional Councillor Mario Ferr stand beside the garbage they collected the first Impact Day held in Vaughan this past Friday.

By CHRISTINA DAVY
WEEKLY STAR WAZEL

FIFTY professional financial services employees, one regional councillor and several city of Vaughan public works employees, equalled 1.57 bags of garbage and 65 bags of recyclable material at Deloitte and Touche's first annual Impact Day in Vaughan.

To this sixth annual event, Deloitte and Touche's employees and Regional Councillor Mario Ferr, 40, organized the firm and its employees give something back for the community.

From 9 a.m. to 4 p.m. on Friday, the city employees and Regional Councillor Mario Ferr, 40, organized their time, combining the roadways for any stray garbage floating around in all five wards of Vaughan.

Picking up everything from bikes, televisions, a refrigerator, an air conditioner, a go cart and even a race car, employees felt it was their responsibility to bring the event to the city since council has approved its zoning application to build an office here in Vaughan.

"We have just contracted to have a building constructed on the 400 and 407. This past week it was approved

by council," said Dave Kelly, managing partner at Deloitte and Touche, noting that the office will be housing a new Private Company branch for private owned businesses. "We will have about 200 people working in Vaughan in about a year's time."

He also announced the Environmental Excellence Awards in the city, Friday morning, which will allow groups from all sectors to record what they have done in the community.

"I'd like to involve the six sectors including a public sector, a volunteer sector, the private sector, seniors (applicants) would submit an application to see if they qualify for one of the categories and there will be a panel that will review the applications."

Taking effect Sept. 11, city garbage pickup will be limited to once every week rather than every week as Phase 3 of applications.

"We aren't reducing service; we are increasing it. We're now collecting blue boxes and there is one every week and there is no limit to the number of blue-green bins that people can use," Ferr said, adding the city must find ways to separate organic material from the garbage stream. "The (C/S) borders are going to close, we need to find an alternative and landfill is not the way to go."

"We have to divert as much as possible," Ferr noted that the collected organic material will be broken down and used as compost by the city.

Councillor Ferr suggested that families with children, producing a large amount of diapers, buy a green bin, which would be solely used for the diapers. This way the diapers, which are supposed to be placed in clear plastic bags and kept separate from the organic material, will not be disturbed by people walking on sidewalks.

Vaughan Weekly

WEDNESDAY, SEPTEMBER 17, 2008
Our Community Newspaper



Mayor Jackson, Regional Councillor Ferr and Deloitte employees Friday morning. Photo submitted.