

ENVIRONMENT COMMITTEE – FEBRUARY 24, 2009

ENVIRONMENTAL MASTER PLAN PROGRESS UPDATE

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. This report and the presentation by DPRA Inc. on the status of work pertaining to the finalization of the Community Sustainability and Environmental Master Plan be received.
2. That the input from the Environment Committee on the format and content of the public/promotional document and on the renaming/branding of the plan be received and be used in developing the required materials;
3. Staff report to the Environment Committee on March 23, 2009 for the purpose of obtaining final approval for:
 - a) The Community Sustainability and Environmental Master Plan, including the preferred name/branding preference, to be submitted to Council for ratification on April 14, 2009;
 - b) The format and content of the public information/promotional document;
 - c) Arrangements for the April 22, 2009 Earth Day launch event for the plan.

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. It was considered at the last Environment Committee meeting. Arrangements for the proposed April 22, 2009 Launch Event will be detailed at the March 23, 2009 Environment Committee meeting.

Purpose

The purpose of this report is to:

- Update the Environment Committee on the progress made on the finalization of the Community Sustainability and Environmental Master Plan and the preparation of the public/promotional document;
- Obtain input from the Environment Committee on the format and content of the public/promotional document and the renaming/rebranding of the plan.

Background – Analysis and Options

a) Objectives of this Report

This report will be supported by three separate but related presentations/discussions. They include:

Update Presentation on the Status of the Community Sustainability and Environmental Master Plan

DPRA Inc. will be presenting an update on the status of the work to date and the remaining steps to the finalization of the plan.

Concept Development: The Public/Promotional Document for the Community Sustainability and Environmental Master Plan

The Manager of Corporate Communications will outline the emerging concept for the public/promotional document. This will include content and format. Feedback from the Committee will assist staff and the designer in refining the document.

The Naming/Branding Exercise

DPRA Inc. will facilitate a discussion over the naming and branding of the Community Sustainability and Environmental Master Plan. Its purpose will be to establish the preferences of Committee Members as to what factors should be considered in developing the new name and brand in order to guide the work of staff and the designer. Preferred names can also be discussed. For background, Attachment No. 1 sets out a number of examples of names and logos used by other municipalities for their sustainability/environmental plans.

b) Next Steps

At the February 3, 2009 Environment Committee meeting, the Committee adopted the recommendation that the formal public launch of the renamed/rebranded Community Sustainability and Environmental Master Plan take place on Earth Day, - April 22, 2009. This provides a hard target date which will require adherence to the following timeline.

- **March 23, 2009 Environment Committee Meeting:**
 - Approval of the Name/Branding of the Community Sustainability and Environmental Master Plan and its content;
 - Approval of the Public/Promotional document;
 - Approval of the arrangements for the April 22, 2009 Earth Day Launch Event.
- **April 14, 2009 Council Meeting:**
 - Ratification of the Renamed Community Sustainability and Environmental Master Plan.
- **April 22, 2009:**
 - Earth Day Launch Event.

At this stage, the majority of the work will need to focus on the renaming/rebranding of the plan and the development of the public/promotional document, followed by the preparations for the launch event. Most of the work pertaining to the content of the Community Sustainability and Environmental Master Plan has been completed, subject to the on-going changes that will be discussed at this meeting.

This timeline is tight, in that it requires that design work begin in the near future, if the objective is to be met. This requires approval of the public/promotional document at the March 23rd Committee meeting. For this reason, it will be important to have the Environment Committee's input on the naming and branding of the plan and the public document. Therefore, this meeting (February 24) will provide an opportunity for these discussions to take place. With this input and dialogue, staff will be able to work with a designer who is assisting in developing the brand and the public document.

To provide the Committee an opportunity to review the final drafts, staff will be making every effort to have the information available by mid-week (March 18). They will outline the recommended approaches to the naming/branding, the plan and the public document. The intention is that the final decision on these matters be made at the March 23, 2009 Environment Committee meeting.

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.

Regional Impact

Not Applicable.

Conclusion

The purpose of this report and staff/consultant presentations is to update the Environment Committee on work since its last meeting. Also, it will provide the opportunity to obtain input from the Committee on two major elements that will help define the Community Sustainability and Environmental Master Plan. These are the renaming/branding of the plan and the production of a public/promotional document.

Given the target of an April 22, 2009 Earth Day launch event, the timeline is tight and the decision on these matters will need to be taken at the next Environment Committee meeting (March 23). The input that is obtained from the February 24th meeting will assist staff and the designer in preparing a final draft of the material that meets everybody's needs and expectations.

Therefore, it is recommended that the recommendations of this report be adopted.

Attachments

1. Collection of Names for Environmental/Sustainability Plans drawn from municipalities and organizations across Canada, the U.S. and the U.K.

Report Prepared by:

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Respectfully submitted,

Michael DeAngelis
City Manager

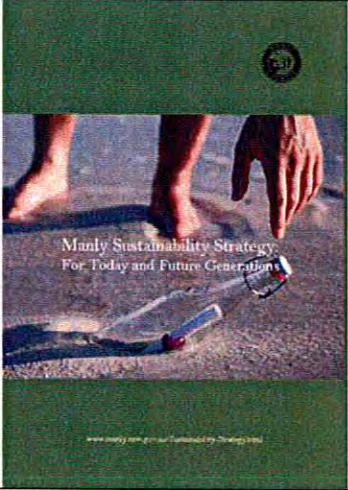
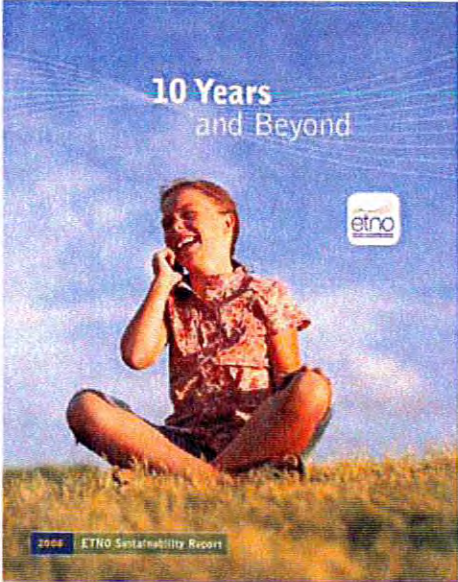
Collection of Names


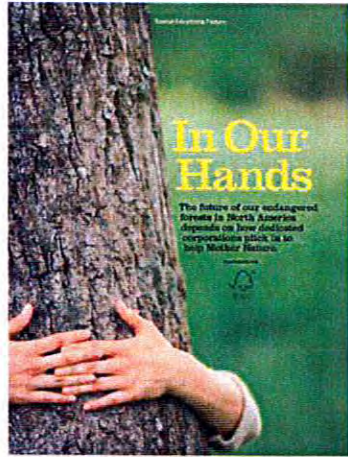

The following table represents a list of names of sustainability and environmental master plans collected from municipalities and businesses across Canada, the US and the UK. References are provided on page 7.



TOWN/CITY/ CORP.	NAME	LOGO
Ontario Municipalities		
York Region, Ontario	Sustainability Strategy ¹	 The logo for the York Region Sustainability Strategy. It features the words "SUSTAINABILITY" and "STRATEGY" in large, bold, yellow capital letters on a dark blue background. To the left, the words "York Region" are written vertically in a smaller font.
Ottawa, Ontario	Getting Greener: On the Path to Sustainability ²	 The logo for "Enviro" features the word "Enviro" in a bold, sans-serif font. To its right is a circular icon containing a stylized leaf. Below the text and icon is the tagline "Caring for where we live" in a smaller font.
Toronto, Ontario	Clean, Green, and Healthy: A Plan for an Environmentally Sustainable Toronto ³	 The logo for Toronto, featuring a stylized red and white building icon to the left of the word "TORONTO" in bold, black, uppercase letters.
Toronto, Ontario	Live Green Toronto ⁴	 The logo for "Live Green Toronto" features the words "Live green" in a blue, sans-serif font, with "Toronto" in a smaller, green, sans-serif font below it. A small green leaf icon is positioned above the letter "i" in "Live".
Markham, Ontario	Green Print ⁵	 The logo for "Green Print" features the words "greenprint" in a lowercase, green, sans-serif font. A small green leaf icon is positioned to the right of the word "print".
London, Ontario	London Clean and Green, 2008 ⁶	 The logo for "London Clean & Green" features the words "London CLEAN" in white, uppercase letters on a dark green background. Below this, there is a stylized green leaf icon, and the word "Green" is written in a white, cursive font at the bottom.

St. Catherines, Ontario	The Green Plan ⁷	
Windsor, Ontario	Environmental Master Plan ⁸	
Windsor, Ontario	Community Strategic Plan ⁹	
Waterloo, Ontario	Environmental Strategic Plan ¹⁰	
Kingston, Ontario	Integrated Community Sustainability Plan ¹¹	
Severn Sound, Ontario	Sustainability Plan ¹²	
Other Canadian Municipalities		
Whistler, British Columbia	Whistler 2020: Moving Towards a Sustainable Future ¹³	
Okanagan Center, British Columbia	20/20 Properties: Lakeside Terrestrial Environmental Master Plan ¹⁴	
Vancouver, British Columbia	The City Environmental Policy and Environmental Plan ¹⁵	
Vancouver, British Columbia	One Day: small steps towards a cleaner, greener, healthier city ¹⁶	
Calgary, Alberta	Sustainable Calgary ¹⁷	

Halifax, Nova Scotia	Naturally Green ¹⁸	
Village of Carmacks, Yukon	Integrated Community Sustainability Plan ¹⁹	
Town of Faro, Yukon	Integrated Community Sustainability Plan ²⁰	
Town of Claresholm, Alberta	Municipal Sustainability Plan ²¹	
Village of Mayo, Yukon	Integrated Community Sustainability Plan ²²	
Municipality of the District of Barrington, Nova Scotia	Integrated Community Sustainability Plan ²³	
Northwest Territories Association of Communities	Integrated Community Sustainability Plan ²⁴	
Canmore, Alberta	Community Sustainability Plan ²⁵	
Township of Lanark Highlands, Ontario	Integrated Community Sustainability Plan ²⁶	
City of Prince George, British Columbia	Integrated Community Sustainability Plan ²⁷	
International Municipalities		
London, UK	London 2012 Sustainability Plan ²⁸	
Islington, UK	Sustainability Action Plan ²⁹	
United Kingdom Ministry of Justice	Sustainable Development Action Plan ³⁰	

Latrobe City, Pennsylvania	Natural Environmental Sustainability Strategy ³¹	
Weston Park, Australia	Weston Park Master Plan ³²	
Stella, Missouri	Sustainability Master Plan ³³	
Monash University, Australia	Environmental Sustainability Plan ³⁴	
Manly, Australia	Manly Sustainability Strategy: For Today and Future Generations ³⁵	
Bangkok, Thailand	Bangkok Urban Greening Project ³⁶	
Cockburn, Australia	Greening Plan ³⁷	
Private and Non-Profit Sector		
ETNO	Ten Years and Beyond: Sustainability Report ³⁸	

<p>Resource Renewal Institute</p>	<p>Green Plan: Working Strategies for a Sustainable Future³⁹</p>	
<p>AWE Corporation</p>	<p>“Shaping the Vision”⁴⁰</p>	
<p>Advertisement</p>	<p>It’s Good to be Green⁴¹</p>	 <p>It's Good to Be Green</p> <p>Increasingly companies are recognizing the benefits of eco-efficiency.</p>
<p>Advertisement</p>	<p>In Our Hands⁴²</p>	 <p>In Our Hands</p> <p>The future of our endangered forests in North America depends on how dedicated corporations pick up to help Mother Nature.</p>
<p>Advertisement</p>	<p>The Path to a Greener Future⁴³</p>	 <p>The Path to a Greener Future</p> <p>Forward-thinking companies find that eco-friendly business practices cut energy costs, boost financial performance—and help the earth too.</p>

<p>Advertisement</p>	<p>Sustaining the Future⁴⁴</p>	
<p>National Stone, Sand and Gravel Association</p>	<p>Sustainability: Society Environment People⁴⁵</p>	
<p>Book Title</p>	<p>Green Plans: Greenprint for Sustainability</p>	

- ¹ <http://www.york.ca/NR/rdonlyres/ddvav3nrw2657f4dljc4m3kba4v35qzqdtw62f3zce5cvwur4wbcymuvnoobehygdgkpzsjrzeohstbduin2jlsmd/Final+Sustainability+document.pdf>
- ² https://ottawa.ca/residents/environment/city_hall/getgreen/green_guide_en.pdf
- ³ <http://www.toronto.ca/council/etfepfin.pdf>
- ⁴ <http://www.toronto.ca/livegreen/index.html>
- ⁵ <http://www.markham.ca/greenprint/quest-details.aspx>
- ⁶ <http://www.cleangreen.london.ca/>
- ⁷ <http://www.brocku.ca/epi/greenpln.htm>
- ⁸ <http://www.citywindsor.ca/DisplayAttach.asp?AttachID=7348>
- ⁹ <http://www.citywindsor.ca/DisplayAttach.asp?AttachID=12484>
- ¹⁰ http://www.city.waterloo.on.ca/Portals/57ad7180-c5e7-49f5-b282-c6475cdb7ee7/LIBRARY_Policies/ESPX.pdf
- ¹¹ <http://www.cityofkingston.ca/cityhall/committees/focus/charrette.asp>
- ¹² <http://www.severnsound.ca/sustainability.htm>
- ¹³ <http://www.whistler2020.ca/whistler/site/homepage.acds?instanceid=1930792&context=1930501>
- ¹⁴ http://www.lifewellived.ca/Master_pdf/f_Environmental_Measures/1210C_MP5_Appendix_6_Envir_Terr.pdf/1210_060303_MP4_Environmental_ver1.pdf
- ¹⁵ http://vancouver.ca/sustainability/sustain_envplan.htm
- ¹⁶ <http://vancouver.ca/oneday/>
- ¹⁷ <http://www.sustainablecalgary.ca/index.html>
- ¹⁸ <http://www.halifax.ca/environment/>
- ¹⁹ <http://www.ayc.yk.ca/user/image/carmacks.icsp.final.pdf>
- ²⁰ http://www.ayc.yk.ca/user/image/faro_icsp_final.pdf
- ²¹ [http://www.townofclaresholm.com/PDF/Town%20of%20Claresholm%20Municipal%20Sustainability%20Plan%20\(FEB%202008\).pdf](http://www.townofclaresholm.com/PDF/Town%20of%20Claresholm%20Municipal%20Sustainability%20Plan%20(FEB%202008).pdf)
- ²² <http://www.ayc.yk.ca/user/image/mayo.icsp.final.pdf>
- ²³ <http://www.barringtonmunicipality.com/19icsp.pdf>
- ²⁴ <http://www.nwtac.com/>
- ²⁵ <http://www.canmore.ca/news-and-publications/1-latest-news/566-community-sustainability-plan-public-input.html>
- ²⁶ <http://www.lanarkhighlands.ca/ISCP/2007ISCPFinalReportNov27.pdf>
- ²⁷ <http://www.city.pg.bc.ca/cityhall/icsp/>
- ²⁸ <http://www.london2012.com/documents/locog-publications/london-2012-sustainability-plan.pdf>
- ²⁹ http://www.islington.gov.uk/DownloadableDocuments/Environment/Pdf/ldf_pack/sustainability_acti_on_plan_2006_2010.pdf
- ³⁰ <http://www.justice.gov.uk/docs/sustainable-development.pdf>
- ³¹ <http://www.latrobe.vic.gov.au/Services/Sustainability/>
- ³² http://www.tams.act.gov.au/_data/assets/pdf_file/0015/128103/Weston_Park_DRAFT_Master_Plan.pdf
- ³³ <http://www.epa.gov/nrmrl/news/news072008.html>
- ³⁴ <http://www.adm.monash.edu.au/ohse/assets/docs/environment/faculty-environmental-sust-plan.pdf>
- ³⁵ <http://www.manly.nsw.gov.au/Sustainability-Strategy.html>
- ³⁶ <http://icsc.ca/content/history/bangkok/main.html>
- ³⁷ http://www.cockburn.wa.gov.au/Council_Services/Environment/Greening_Plan/?c=5
- ³⁸ http://www.etno.be/Portals/34/picto/publications/Cover_Sustainability_Report_web.jpg
- ³⁹ <http://www.rri.org/greenplans.html>
- ⁴⁰ <http://www.awe.co.uk/Contents/Files/CSP%20context.pdf>
- ⁴¹ http://www.timeinc.net/fortune/services/sections/customprojects/sections/061002_GreenBusiness.pdf
- ⁴² http://www.timeinc.net/fortune/services/sections/customprojects/sections/070305_SustainableForestry.pdf
- ⁴³ <http://www.timeinc.net/fortune/services/sections/customprojects/environment.html>
- ⁴⁴ http://www.timeinc.net/fortune/services/sections/customprojects/sections/071210_Innovation.pdf

⁴⁵ <http://www.nssga.org/Sustainability/NSSGA%20Sustainability%20Logo.jpg>