

ENVIRONMENT COMMITTEE – MARCH 23, 2009

2009 20-MINUTE VAUGHAN MAKEOVER

Recommendation

The Director of Economic Development recommends that:

1. This report be received; and
2. The Environment Committee provide direction on the location for the 2009 20-Minute Vaughan Makeover event.

Economic Impact

There are no economic impacts resulting from this report.

Communications Plan

A broad marketing and communications strategy encompassing the entire GTA is currently in place. The Corporate Communications Department will provide local marketing support: City Page ads, media advisory, press releases and website postings.

Purpose

The purpose of this report is to receive direction from the Environment Committee on the location of the Council-attended event associated with the 2009 20-Minute Vaughan Makeover.

Background - Analysis and Options

The 20-Minute Makeover is a GTA-wide event that takes place in conjunction with Earth Day each year; this year's Makeover will be held on April 24th. This is the fifth year the City of Vaughan has participated. Each year, the City has experienced increasing interest in the event from local schools, businesses and citizens. In 2008, there was a 38% increase in participants, with over 11,000 registered, including 39 schools, 19 businesses and community organizations. While it is recognized that the 20-Minute Makeover is a small part of a comprehensive anti-litter strategy, it is a program that is gaining recognition and participation each year.

In 2009, Vaughan will join ten GTA municipalities participating in the 20-Minute Makeover. In addition to working with local schools, staff will be encouraging local businesses to join the effort, either as participants or as sponsors. Committed sponsors include Pizza Pizza and Canada's Wonderland, both of whom have supplied prizes to participating schools in past years and will do so again in 2009.

Economic Development staff will provide clean up supplies (bags and gloves) to schools, the public and businesses. In addition, supplies will be available at participating Pizza Pizza locations. Parks and Public Works will provide equipment and staff to support the event as they have in previous years.

The 20-Minute Makeover initiative has a broad marketing strategy that encompasses the entire GTA, including highway signage, posters, billboards, website, etc. The City's Corporate Communications Department will provide local marketing and communication support, including ads on the City Page, media advisory, press release and updates on the City website.

In 2008 the Council-attended event took place at St. Elizabeth's Catholic High School in Thornhill.

Elder Mills Public School in Woodbridge has been identified as a potential location for this year's Council event as there has never been a 20-Minute Makeover event in Ward 2 or an elementary school. Elder Mills has indicated an interest in participating, has an active student environment club and is adjacent Napa Valley Park.

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.

Regional Implications

N/A

Conclusion

The 20-Minute Vaughan Makeover is an initiative that encourages residents, students and businesses to take action against litter in their community. The City's ongoing participation demonstrates environmental leadership and provides an effective vehicle for public education.

Attachments

N/A

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Respectfully submitted,

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