

ENVIRONMENT COMMITTEE – MARCH 23, 2009

COMMUNITY SUSTAINABILITY AND ENVIRONMENTAL MASTER PLAN PROCESS LEADING TO FINAL APPROVAL AND PROGRAM LAUNCH

Recommendation

The City Manager, in consultation with the Deputy City Manager and Commissioner of Finance & Corporate Services, the Manager of Corporate Policy and the Manager of Corporate Communications, recommends that:

1. The Community Sustainability and Environmental Master Plan, as prepared by DPRA Inc., forming Attachment No. 1 to this report be approved in principle, subject to the incorporation of comments from the Environment Committee; and that the revised plan proceed for approval in principle to the Council meeting of April 14, 2009;
2. Direction on a preferred name/branding strategy be provided and that the Community Sustainability and Environmental Master Plan be modified to incorporate the new name and brand imagery;
3. The development of the public/promotional document (the "booklet") continue on the basis of the preferred name/brand.
4. Staff proceed with the preparations for the Earth Day (Wednesday, April 22, 2009) Launch of the Community Sustainability and Environmental Master Plan, in accordance with the plan set out in paragraph e) of this report;
5. Staff report to the Environment Committee on April 14, 2009 for the purpose of updating the Committee on:
 - a) The cover design for the Community Sustainability and Environmental Master Plan, incorporating the preferred name/branding;
 - b) The final format and content of the booklet;
 - c) Arrangements for the April 22, 2009 Earth Day launch event.

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 approved or will require budget approval as the program proceeds. Additional funding in the amount of \$37,000.00 was approved by Budget Committee on March 9, 2009 to complete the project's public consultation process. Budget Committee's recommendation is proceeding to the March 23, 2009 Council meeting for ratification.

Communications Plan

A draft communications plan was considered at the February 24, 2009 Environment Committee meeting. Arrangements for the proposed April 22, 2009 program launch are discussed in the report.

Purpose

The purpose of this report is to:

- Obtain approval in principle of the draft Community Sustainability and Environmental Master Plan for the purposes of finalization and submission to Council for ratification at its April 14, 2009 meeting;
- Obtain direction from the Environment Committee on the preferred name/brand for the CSEMP;
- Update Committee on the process for developing the public/promotional document (the "booklet"); and
- Update Committee on the plan for the April 22 launch of the Community Sustainability and Environmental Master Plan.

Background – Analysis and Options

a) Previous Council Action

On February 24, 2009 the Environment Committee adopted the following motion (in part):

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 naming/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.

The recommendations from the February 24 report will proceed to the March 23, 2009 Council meeting for ratification.

This report responds to the direction provided by recommendation 3 as set out above.

b) Finalization of the Community Sustainability and Environmental Master Plan

The revised draft of the CSEMP was circulated to the Environment Committee members on March 19. Subject to final review and input from the Committee, staff is satisfied that the plan can now be recommended to Council for approval in principle.

A number of changes to the draft plan have been incorporated. These include the changes that emerged from the Committee of the Whole meeting on February 2, 2009. The modifications include:

- Edited Action 1.6.2 to include advocacy, in respect of aiming for a 100% garbage diversion rate;
- Included "recovery" as one of the "R"s in 1.5.3;
- Changed wording around Parkland/Open Space action (Action 2.2.3);
- Referenced the importance of public spaces in Action 3.1.2 and 4.1.4;
- Deleted the Vaughan Tomorrow figure in Section A.2;
- Ensured consistency in the terminology and timeframes used in the action plans;
- Filling in the gaps in the action plans (it is noted that some gaps remain but discussions are underway to confirm the required information);
- Rearranged some of the actions to highlight ongoing items first;
- Increased the font in the action plans;

- Added in new photos;
- Added a mock-up of an “SMT page”, with a draft message from the City Manager (page ii).

The following changes will be made once the name/brand is selected:

- The redesign of the cover page;
- Undertaking any reformatting of the headers and fonts and incorporating the new name.

c) Selection of the Preferred Name/Branding Alternative

The new name and brand identity will be important in helping the City convey its message on sustainability to the public. In order to be ready for the April 22 Earth Day launch, it will be necessary to adopt the new name as quickly as possible in order for the required design work to be completed.

At the February 24, 2009 Environment Committee meeting, options for the naming/branding of the Community Sustainability and Environmental Master Plan were discussed in a workshop format. As part of the exercise, a number of criteria were identified as a means of assessing potential names. These included:

- The desire to see “Vaughan” in the title;
- Short, in the range of 2 to 4 words to sell the plan;
- Workable with a longer sub-title that reinforces the content, i.e. the Community Sustainability and Environmental Master Plan;
- Comfortable with the word “Green” or “Sustainability”:
 - Both are somewhat vague;
 - There is a trade-off between understanding and reflection of content.
- The title should reflect our current state of being (i.e. not just the future);
- If the word “green”, is used consider using multi-lingual versions on the title of the inside cover.

A number of names were also developed for further consideration at the February 24 meeting. These names are listed on Attachment No. 2.

After the meeting, staff, the consultant and the designer met to evaluate potential names on the basis of the criteria identified above. The objective was to develop three concepts for further consideration by the Environment Committee. The consensus was that the following three alternatives, best addressed the evaluation criteria.

- Vaughan Living Green (or Living Green Vaughan);
- Vaughan Green City (or Green City Vaughan);
- Green Directions Vaughan.

From a staff perspective, Vaughan Living Green or Green Directions Vaughan are more preferred as having best matched the criteria. They portray a more dynamic or action-oriented city, which promotes an on-going (present and future) commitment to sustainability as a way of life. Green City, while evocative of an outcome, portrays a more static image.

The designer was tasked with preparing artwork that would give expression to the names. Explanations of the concepts behind the three alternatives form Attachment No. 3, together with all the illustrations that were prepared by the designer.

Staff is seeking the direction of the Committee on this matter. Once the Committee has selected a preferred name/brand the designs will be incorporated into the Community Sustainability and Environmental Master Plan and the supporting booklet.

A timely decision on the preferred name/brand will allow for a final review of the cover art/formatting of the CSEMP at the April 14, 2009 Environment Committee meeting.

d) The Public Information/Promotional Booklet – Format and Content

The booklet is under development. Its overall design theme will be strongly influenced by the name and brand image that is ultimately developed. Once this is in place the design work can continue. Design is continuing on the basis of an 8 1/2" X 11", 8-panel fold out (four leaves in linear sequence) format.

Text is currently in draft form. This information will be given to the designer for formatting. It is the intention to have a completed draft available at the April 14 Environment Committee meeting for final review. Should any changes be required at that time, they can be incorporated and a short print run would be undertaken to meet the needs of the launch (approximately 500 copies) and the electronic version would be loaded on the web site. Mail distribution to households will be arranged following the April 22 launch.

e) The Plan for the April 22, 2009 Program Launch

The launch event for the CSEMP program is scheduled for Earth Day, Wednesday, April 22, 2009 at 10 a.m. at the Civic Centre. The location will be in front of the Japanese Garden at the main entrance of the Civic Centre, weather permitting. Backup arrangements will be made to move the event indoors to the main foyer of the Civic Centre, if necessary. A podium, p.a. system, and seating will be set up. Light refreshments will be served. It is proposed that pull-up banners be produced with the program logo and colourful images and set up as a background for the podium area, providing appropriate visuals for media coverage.

A media advisory will be issued prior to the event and a news release with photos will be issued post-event. It is proposed that a media kit be produced electronically and distributed on memory sticks, removing the need to print kits and produce full-size CDs. This will be a symbolic gesture to demonstrate the City's commitment to reducing its carbon footprint. Leftover memory sticks can be erased and reused for another project.

In addition to media, community members will be invited to attend, including the Regional Chair, MPs and MPPs, ratepayer associations, chambers of commerce, representatives of the business community, etc. Staff is preparing a draft invitation list for review.

On March 19, the launch event was entered on the Council calendar. An update on the launch arrangements will be provided on April 14.

Relationship to Vaughan Vision 2020

This report is consistent with the Vaughan Vision 2020 objectives

- To Lead and Promote Environmental Sustainability by developing and implementing an Environmental Master Plan as part of the Growth Management Strategy 2031; and
- To Demonstrate Leadership and Promote Effective Governance including establishing and implementing a more effective model for civic engagement and enhancing our public consultation strategy.

Regional Impact

Not Applicable.

Conclusion

The Community Sustainability and Environmental Master Plan is nearing completion. It is recommended that the plan be approved in principle, subject to final review, for ratification at the Council meeting on April 14, 2009. Staff will work to address any outstanding issues, in terms of both content and design in order to have the final plan ready for Council's consideration.

Public consultation has been an important element in the development of the CSEMP. Consistent with this theme is the need for on-going communications through the implementation phases of the plan. Adopting a new, more recognizable name/brand will assist in conveying the City's sustainability message and in building support for the plan's implementation. The plan is comprehensive and, by necessity a detailed policy document. As such, it may not be of immediate interest to the general public. To reach a broader audience, a booklet, for wide distribution, is being developed to provide a more "reader friendly" overview of the major elements of the plan. Making this available to the public, both electronically and in print, can broaden citizen knowledge and may serve to attract more public involvement in the future.

A public launch of the program is scheduled for Earth Day (April 22). A critical step in moving forward is the need for direction on a preferred name/brand. Without it, it will not be possible to finalize the plan and prepare the booklet. This may result in the need to postpone the launch date.

It is recommended that the recommendations set out above be approved and that direction be provided on a preferred name/brand for the Community Sustainability and Environmental Master Plan

Attachments

1. Draft of the Community Sustainability and Environmental Master Plan – March 2009 (To Council Members under Separate Cover);
2. Results from Environment Committee meeting – February 24, 2009;
3. Brand Development Concepts.

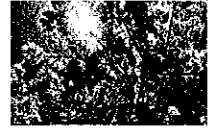
Report Prepared by:

Roy McQuillin, Manager of Corporate Policy, ext. 8211

Respectfully submitted,

Michael DeAngelis
City Manager

Results from Environment Committee Brainstorming Session



On February 24, 2009, the Environment Committee brainstormed some potential names to replace:

Community Sustainability and Environmental Master Plan (CSEMP)

The common points of agreement were:

- Would like to see “Vaughan” in the new title (at end?)
- A short (2 to 4 word) title to “sell” the plans
- With a longer subtitle to reinforce content
 - Community Sustainability and Environmental Master Plan
 - Subtitle reinforces content
- Comfortable with the word ‘Green’ or “Sustainability”
 - Both seem to be vague
 - Trade-off between understandability vs. reflection of content
- Would like the title to reflect our current state of being
- If we use the word green, consider including multilingual versions of the title on the inside cover

Potential names included:

- Vaughan Living Green / Living Green Vaughan*
- Vaughan: A Sustainable City
- Sustainability Vaughan - Mission + Vision
- Vaughan (Goes) Green
- Vaughan: Greener Still
- Vaughan: Our Green Plan
- Vaughan: Green with Envy
- Vaughan: A Sustainable Green Future
- Vaughan: A Green Action Plan
- Greener Vaughan
- Vaughan: A Green City
- Vaughan: A Green Legacy
- EcoVaughan
- Plan for the Future
- Vaughan’s Sustainable Vision
 - Not action-oriented enough
 - Plan vs. Strategy vs. Action
- Vaughan’s Green Compass
- Vaughan’s Sustainable Direction
- Going for Green
- Greening Vaughan: Waste Management
Air
Energy
The Master Plan
- Vaughan’s GPS: Green Plan for Sustainability

Brand Development

PROJECT: Community Sustainability and Environmental Master Plan (CSEMP)



BRAND NAME: Vaughan Living Green

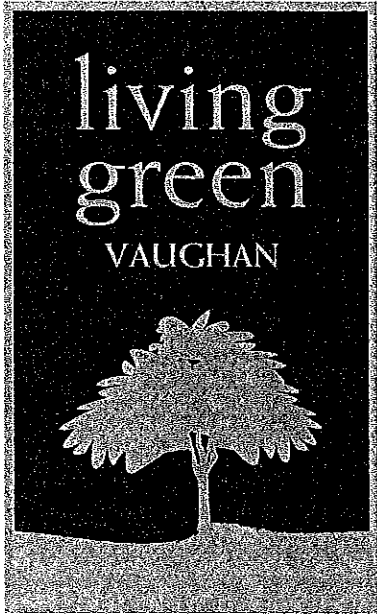
KEY CONCEPTS: community focus, proactive on environment, responsible, better quality of life, wide participation

DESCRIPTION: The Vaughan Living Green logo represents a commitment to an environmentally-responsible way of life and a "green" future. The focus is on the community and quality of life issues. In both designs, the 6 goals of the CSEMP are graphically represented. The arrow design supports the concept of moving forward into the future. While the focus of the branding message is the community at large, the City's commitment to lead by example on environmental issues is implied.

vaughan living
green 

living*
green
VAUGHAN


living green
VAUGHAN



Brand Development

PROJECT: Community Sustainability and Environmental Master Plan (CSEMP)

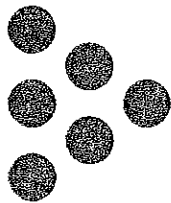


BRAND NAME: Green Directions Vaughan

KEY CONCEPTS: pro-environment, forward looking, progressive, taking action, leading by example

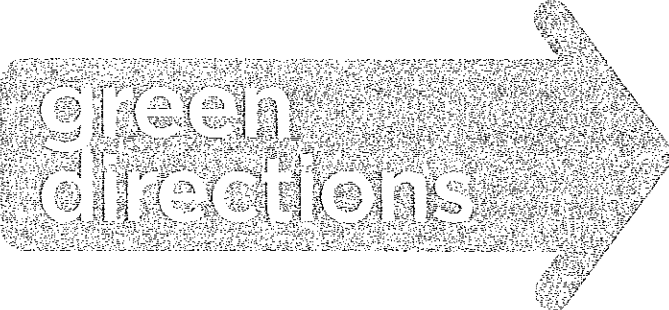
DESCRIPTION: The Green Directions Vaughan logo represents the City's commitment to sustainability and a "green" future, emphasizing the City's commitment to lead by example on environmental issues. Forming the shape of an horizontal arrow, the icon reinforces the theme of moving forward into the future. The arrow head represents the 6 goals of the CSEMP.

green
directions
VAUGHAN



green
directions >>
VAUGHAN

Green 
Directions
vaughan

VAUGHAN
green
directions 

- for logo at top, may be interesting to emphasize the word "direct"

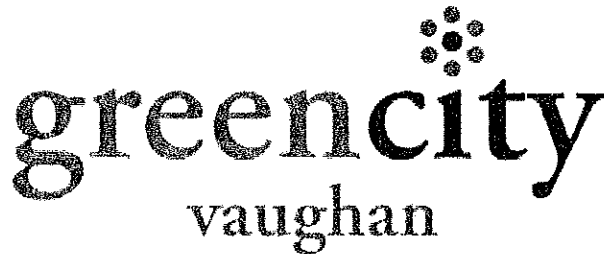
green directions

VAUGHAN



Brand Development

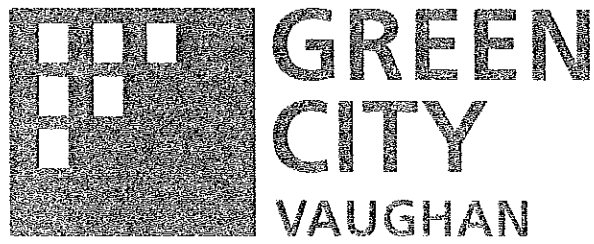
PROJECT: Community Sustainability and Environmental Master Plan (CSEMP)



BRAND NAME: Vaughan: Green City

KEY CONCEPTS: a pro-environment city, high quality of life, responsible City government and citizens, a model for other municipalities

DESCRIPTION: The Green City logo makes the statement that the City is realizing its commitment to sustainability to ensure a "green" future. It strongly projects the image or description of the City as a leader in environmental issues and "green" lifestyles. The 6 goals of the CSEMP are represented, variously, as a small circle design incorporated into the typography and as a series of lines showing movement.





-
- (top logo)
- the randomly spaced horizontal boxes visually suggest both landscape and building developments
 - represents the open spaces and growth opportunities in Vaughan

VAUGHAN
greencity 


greencity
VAUGHAN

 VAUGHAN
green
city


green
city
VAUGHAN

- interesting how the overlapping blue and yellow circles combine to make the colour green