

## **ENVIRONMENT COMMITTEE – MARCH 09, 2010**

### **2010 20-MINUTE VAUGHAN MAKEOVER**

#### **Recommendation**

The Director of Economic Development recommends that:

1. This report be received; and
2. The Environment Committee select Bakersfield Public School as the location for the 2010 20-Minute Vaughan Makeover event.

#### **Contribution to Sustainability**

The Vaughan 20–Minute Makeover supports Green Directions, Goal 5: To be leaders in advocacy and education on sustainability issues. The 20–Minute Makeover is part of the City's ongoing environmental outreach program with Vaughan businesses and the community.

#### **Economic Impact**

There are no additional economic impacts resulting from this report as this event has been budgeted within the 2010 Economic Development Budget.

#### **Communications Plan**

A broad marketing and communications strategy encompassing the entire GTA is currently in place coordinated by the City of Toronto and the participating municipalities. 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 provide direction from the Environment Committee on the location of the Council-attended event associated with the 2010 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 23, 2010. This is the sixth year the City of Vaughan has participated and each year has seen significant increases in participation and interest from local schools, businesses and citizens. In 2009, almost 16,000 registered, including 40 schools and close to 20 businesses. This represents a 43% increase in individual registrations from 2008 and an almost 100% increase from 2007. 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 2010, Vaughan will be one of 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 2010.

Economic Development staff will provide clean up supplies (large bags and gloves) to schools, the public and businesses. These supplies are included in the 2010 budget. 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. coordinated through the City of Toronto and undertaken by participating municipalities. 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 2009 the Council-attended event took place at Elder's Mills Public School in Woodbridge.

Bakersfield Public School, located at 121 Misty Sugar Trail in Ward 4, has been identified as the location for this year's City event. The school has an active Eco Team with staff support making them a good choice for this event. Additionally, the winner of the anti-idling poster contest is a student at Bakersfield.

### **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

### **Report prepared by:**

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Respectfully submitted,

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Director of Economic Development