

## **COMMITTEE OF THE WHOLE– FEBRUARY 28, 2012**

### **2012- VAUGHAN 20-MINUTE MAKEOVER & PITCH-IN CANADA WEEK CAMPAIGN**

#### **Recommendation**

The Commissioner of Community Services and the Manager of Environmental Sustainability recommend that:

1. This report be received;
2. The 20-Minute Makeover event be held to signal the initiation of Vaughan's participation in the Pitch In Canada week campaign;
3. Kleinburg Public School be confirmed as the location of the launch event; and
4. Corporate Communications provide support in promoting the launch event.

#### **Contribution to Sustainability**

Vaughan's participation in and promotion of the Pitch-In Canada campaign including the 20-Minute Makeover program supports Green Directions, Goal 5: To be leaders in advocacy and education on sustainability issues. The Pitch-In Canada campaign 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 program has been budgeted within the 2012 Environmental Sustainability business unit budget.

#### **Communications Plan**

The Corporate Communications Department will provide local marketing and communication support, including media advisory, press release and updates on the City website. A picture of the 20 Minute Makeover event will be provided to the media. Vaughan's participation will also be highlighted in a broader marketing and communications strategy that will be coordinated by Pitch-In Canada.

#### **Purpose**

The purpose of this report is to get Committee approval for the support of Vaughan's participation in and promotion of the Pitch-In Canada week campaign and 20-Minute Makeover..

This report also seeks Committee approval for a Council attended event to signal the initiation of Vaughan's participation in Pitch-In Canada week long campaign, April 23-30.

#### **Background - Analysis and Options**

For the past seven years, Vaughan has participated in the 20-Minute Makeover program, a partnership between GTA municipalities to raise awareness of litter and promote community stewardship. In 2011, nearly 12,500 people participated in the event, including 37 schools, 10 businesses and 12 departments at the City of Vaughan. The City of Toronto is not leading the 2012 -20-Minute Makeover program this year.

The Pitch-In Canada campaign is a suitable replacement to the City of Toronto lead clean-up campaign. A component of the Pitch-In Canada week long program involves participation in a 20-Minute Makeover event. Hosting a 20-Minute makeover event on April 20<sup>th</sup> would signal the initiation of Vaughan's participation in the Pitch-In Canada week campaign, Canada's largest litter clean-up campaign

The City of Vaughan would participate in the Pitch-In Canada campaign as an alternative litter-awareness program. Pitch-In Canada is a national non-profit organization founded in 1967 by several volunteers concerned about the proliferation of packaging and its effects on the land and marine environments. The 2012 campaign, which runs April 23-30, marks the 48<sup>th</sup> annual event. Pitch-In Canada provides educational materials, bags, and promotional materials as part of the week long campaign. The annual Pitch-In Canada Week Campaign results are incorporated in the world-wide *Clean-Up the World* statistics which is supported by the United Nations Environment Program.

The Environmental Sustainability Office staff will notify schools, community groups and business of the Pitch-In Canada weekly campaign as well as track campaign participation. Following registration, Pitch-In Canada will provide and deliver supplies directly to participants. Parks Operations will collect waste materials that are collected from the 20-Minute Makeover and Pitch-In Canada campaign as they have in previous years. All City departments will be encouraged to participate in Pitch-In Canada campaign depending on their availability.

In 2011, the Council-attended event took place at St. Catherine of Siena School, Woodbridge within the York Region Catholic School Board.

This year's event will be held at Kleinburg Public School which is part of the York Region District School Board. This 'eco-certified' school had expressed an interest in school yard greening projects. Hosting the 2012 20 Minute Makeover launch event at the school will address their interest being a local school leader in environmental stewardship.

#### **Relationship to Vaughan Vision 2020**

This report is consistent with the priorities previously set by Council and supports the City's objective of leading and promoting environmental sustainability.

#### **Regional Implications**

N/A

#### **Conclusion**

The Pitch-In Canada week campaign and its associated 20-Minute Makeover program are initiatives that encourage 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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