

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF APRIL 14, 2009

Item 1, Report No. 3, of the Environment Committee, which was adopted without amendment by the Council of the City of Vaughan on April 14, 2009.

1 PROVINCIAL PESTICIDE BAN

The Environment Committee recommends:

- 1) That Clauses 1, 2, 3 and 5 of the recommendation contained in the following report of Councillor Shefman, dated March 23, 2009, be approved;
- 2) That the word “starting” be inserted in Clause 4 immediately before the date “April 22” so that Clause 4 now reads as follows:

Placement of mobile billboards around the City with the Pesticide Ban message such as – “starting April 22 – Pesticides prohibited in Ontario”; and

- 3) That staff be directed to prepare a letter to the Province of Ontario that addresses the gaps and enforcement of the new legislation.

Recommendation

Councillor Shefman recommends:

In support of the implementation of new legislation banning the cosmetic use of pesticides, superseding the City of Vaughan bylaw on this topic, it is recommended that the City take the following actions to inform the community:

1. Preparation of an information campaign including key points and an article be prepared by Corporate Communications and made available to Councillors and all departments for use in newsletters and bulletins
2. Making available key information for the different sectors affected by the Provincial legislation (see source location, below)
3. Distribution of an internal memo urging all staff (and Councillors) to promote the distribution of information on the ban
4. Placement of mobile billboards around the City with the Pesticide Ban message such as – “April 22 – Pesticides prohibited in Ontario”
5. That this information program be prepared for implementation by April 15, 2009

Background - Analysis and Options

The City of Vaughan bylaw banning the cosmetic use of pesticides has now been superseded by provincial legislation. That shouldn't necessarily mean that we no longer have a role in ridding our community of these noxious chemicals.

I have been approached by the group that initiated our efforts in this area many years ago. While they are very pleased by our efforts and the implementation of a provincial ban, they believe, as I do, that we need to address the major gap in public awareness.

The implementation date for the provincial ban is April 22, 2009. The details of the ban are explained at <http://www.ene.gov.on.ca/en/land/pesticides/factsheet-pesticides.php>

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council This recommendation is consistent with our efforts and goes towards improving public awareness of an important health and environmental issues.

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Report prepared by:

Debi Traub, Council Executive Assistant

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Item 2, Report No. 3, of the Environment Committee, which was adopted without amendment by the Council of the City of Vaughan on April 14, 2009.

2

COMMUNITY IDLING EDUCATION PLAN

The Environment Committee recommends approval of the recommendation contained in the following report of the Director of Economic Development, dated March 23, 2009:

Recommendation

The Director of Economic Development, in consultation with the Commissioner of Legal and Administrative Services and City Solicitor, recommends:

1. That this report be received; and
2. That the Environment Committee adopt in principle the education program presented in this report to address idling education in schools and businesses

Economic Impact

There is no additional economic impact resulting for the receipt of this report. Resources have been allocated in the 2009 budget.

Communications Plan

As there are many audiences involved in this educational campaign, communications will be targeted specifically to each. Economic Development, with assistance from Corporate Communications will communicate with schools, and businesses via the City Page, the City website, the Vaughan Public Libraries and the Vaughan Business Enterprise Centre to highlight the program and encourage participation.

Purpose

The purpose of this report is to provide a detailed implementation plan for an education campaign to complement the City's by-law.

Background - Analysis and Options

At the Environment Committee meeting of December 8, 2008, staff brought a report updating the status of anti-idling by-law and actions that have been implemented to address public awareness and education of the idling issue. The report looked at three target audiences: schools, businesses and City operations.

Two main areas have been identified as target audiences for an external idling education program: schools and businesses. As such, a proposed program has been created to address the educational needs of each of these areas specifically. The proposed programs rely, in part, on concepts derived for the community based social marketing approach, which emphasizes that programs carried out at the community level, engaging people face to face are more effective in motivating behavioural change than information campaigns alone. For this reason, the program includes a focus on activities and small scale workshops to engage teachers, students and members of the business community. Partnerships have been formed with York Region and Windfall Ecology, a local environmental non-profit organization to share resources and off set the costs of delivery as well as capitalize on existing/emerging educational programs and materials. These programs will be delivered mainly by Economic Development staff.

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Schools:

Working cooperatively with York Region and Windfall Ecology, two strategies have been identified for raising awareness of the City of Vaughan anti-Idling by-law in schools.

A city-wide poster contest will be launched in April to highlight anti-idling and clean air. The contest will be open to any student enrolled in a Vaughan public, private or separate school. The submission deadline for artwork is June 1st, 2009. The winning poster will be an integral part of the school education campaign. The poster will be used to create banners, bookmarks, and posters which will be printed and made available to all Vaughan schools, as well as displayed in the Civic Centre. The new artwork will be launched in September 2009, when the new school year commences and will be distributed to libraries and community centres for display as well.

In addition to the poster contest, a new program called EcoDriver will be promoted to the schools. This program has been designed and funded through Green Communities Canada, Windfall Ecology and the Province of Ontario and can be geared to both teachers and staff or to high schools students. A series of free lunch and learn workshops will be available to schools that highlight the by-law, dispel common driving myths and provide information about fuel-efficient cars and driving techniques. The City of Vaughan will assist and support Windfall with coordinating the workshops and providing the promotional materials to each school upon request.

York Region has agreed to assist by providing anti-idling promotional items and may be able to assist with printing of new materials based on the winning poster.

Businesses:

The City of Vaughan will work with several large scale employers (for example Vaughan Mills and Promenade) to discuss idling on their property. The EcoDriver workshops and materials, mentioned above, will also be made available to these locations, through Windfall Ecology and City Staff.

The City will work cooperatively with the York Region, Vaughan Business Enterprise Centre and Windfall Ecology to reach the small business community with the anti-idling message. Information will be made available online and in hardcopy format; and/or a seminar style event for small businesses will be held to highlight the savings that fuel-efficient vehicles and techniques offer and to reinforce the by-law. Windfall Ecology has agreed to work with City staff to outreach to small businesses which form a significant portion of the Vaughan community. York Region has agreed to provide additional anti-idling promotional items. Staff will investigate the possibility of offering a webinar to make the information more accessible to the Vaughan business community.

Additionally, staff are investigating the possibility of including a requirement for anti-idling signage as part of the Sustainable Design Checklist for Subdivisions and Site Plan Development, or a condition of development approval.

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

Not applicable

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Conclusion

The City of Vaughan Anti-idling by-law has been in effect since June of 2004. During that time, there were no complaints, nor have charges been laid. There has not been a significant focus on education.

It is recommended that the Environment Committee adopt in principle the program presented in this report to address idling education in schools and businesses.

An internal education program will be detailed in a complementary report.

Attachments

N/A

Report prepared by:

Rebekah McGurran, Economic Developer – Environmental Sector

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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

Report prepared by:

Rebekah McGurran, Economic Developer – Environmental Sector

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Item 4, Report No. 3, of the Environment Committee, which was adopted, as amended, by the Council of the City of Vaughan on April 14, 2009, as follows:

By receiving the memorandum from the City Manager, dated April 9, 2009.

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

The Environment Committee recommends:

- 1) That Clauses 1, 3, 4 and 5 of the recommendation contained in the following report of the City Manager, dated March 23, 2009, be approved;**
- 2) That “Green Directions Vaughan” be approved as the brand name; and**
- 3) That the brand development concept entitled, “Vaughan living green, living well”, submitted by the Manager of Corporate Policy, be received.**

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.

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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:

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- 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.

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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.

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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

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)