

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF NOVEMBER 24, 2009

Item 1, Report No. 49, of the Committee of the Whole (Working Session), which was adopted, as amended, by the Council of the City of Vaughan on November 24, 2009, as follows:

By referring recommendations 2, 8, and 10 of the Committee of the Whole (Working Session) meeting to the Committee of the Whole meeting of December 1, 2009, for discussion; and

By receiving the memorandum from the City Clerk, dated November 23, 2009.

1 TASK FORCE ON DEMOCRATIC PARTICIPATION & RENEWAL: FINAL REPORT
(Referred Item)

The Committee of the Whole (Working Session) recommends:

- 1) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 1, that the issue of internet voting be investigated further and implemented for the 2014 election, provided internet voting has reached a level of maturity and public acceptance so that its introduction will not unduly diminish public confidence in the City of Vaughan's electoral process;
- 2) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 2, that the City Clerk be requested to do an analysis of the impact of a rebate system for individuals only and report back at the earliest opportunity; and

That the total actual expenditures of the particular municipalities rebate programs referenced in the chart contained in the City Clerk's additional report dated November 9, 2009, be added to the subject chart, including the projected estimate of the costs;
- 3) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 3, Committee is pleased to note that the Province is taking action on this recommendation;
- 4) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 4, Committee supports the City Clerk's recommendation to open the polling stations early on Advance Voting days;
- 5) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 5, Committee supports the recommendation to increase advance voting days to seven and promote them as "Advance Voting Week";
- 6) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 6, Committee supports the recommendation that if the technology allows for the secure use of an electronic voting list, the City Clerk implement it for use during the 2010 advance voting period;
- 7) That with respect to the Task Force on Democratic Participation and Renewal Recommendation 7, Committee supports the recommendation for the use of alternative voting locations such as shopping malls during advance voting days;
- 8) That consideration of the Task Force on Democratic Participation and Renewal Recommendation 8, with respect to candidates' messages on the City's website, be deferred for further discussion;
- 9) That the Task Force on Democratic Participation and Renewal Recommendations 9, 10, 11, 12 and 13, be endorsed with the exception of paragraph 2 (re: webcasts) of Recommendation 12, and that appropriate staff be directed to give effect to these recommendations;

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- 10) That the Task Force on Democratic Participation and Renewal Recommendation 14 be approved in principle and that the City Clerk report back following the outcome of the ward boundary by-law appeal;
- 11) That the Task Force on Democratic Participation and Renewal Recommendation 15, with respect to “meet and greet the candidates sessions” at city facilities, be referred to staff for a further report;
- 12) That the report of Councillor Carella and Steven Del Duca, Co-Chairs, Task Force on Democratic Participation & Renewal, dated September 29, 2009, be received;
- 13) That the additional report of the City Clerk, dated November 9, 2009, be received; and
- 14) That the deputation of Mr. Elliott Silverstein, 7460 Bathurst Street, Thornhill, L4J 7K9, be received.

Committee of the Whole (Working Session) at its meeting of November 2, 2009 recommended the following (Item 1, Report No. 48):

- 1) That the following recommendation contained in the memorandum of the City Clerk, dated October 29, 2009, be approved:

“That consideration of the Final Report of the Task Force on Democratic Participation & Renewal, referred to the November 2, 2009 Committee of the Whole (Working Session), be deferred to the November 9 meeting of the Committee.”

Council, at its meeting of October 13, 2009, adopted the following (Item 1, Report No. 42):

The Committee of the Whole recommends:

- 1) That the following report of the Co-chairs, Task Force on Democratic Participation & Renewal, dated September 29, 2009, be received and referred to the Committee of the Whole (Working Session) meeting of November 2, 2009;
- 2) That reports be provided to the Committee of the Whole (Working Session) meeting of November 2, 2009 from the Co-chairs of the Task Force identifying recommendations that require provincial amendment or approval and from staff on the practical and financial implications for each recommendation in the document including any action on recommendations being adopted by the City Clerk;
- 3) That the Task Force’s report be distributed to GTA municipalities and AMO for information;
- 4) That the following deputations and petition be received:
 - a) Mr. Steven Del Duca, 99 Wakelin Court, Vaughan, L4L 2P1, member of the Task Force;
 - b) Mr. Elliott Silverstein, 7460 Bathurst Street, Suite 201, Thornhill, L4J 7K9, member of the Task Force;
 - c) Ms. Deb Schulte, 76 Mira Vista Place, Woodbridge, L4H 1K8, member of the Task Force;
 - d) Ms. Rosanna Defrancesca, 87 Michelle Drive, Woodbridge, L4L 9B9, and petitions;
 - e) Mr. Savino Quatela, 134 Grand Valley Blvd., Maple, L6A 3K6; and

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- 5) That the written submission from Mr. Cam Milani, 11333 Dufferin Street, P.O. Box 663, Maple, L6A 1S5, dated September 28, 2009, be received.

Report of Councillor Tony Carella and Steven Del Duca, Co-chairs, Task Force on Democratic Participation and Renewal, dated September 29, 2009

Recommendation

Councillor Tony Carella and Steven Del Duca, Co-chairs, Task Force on Democratic Participation & Renewal, recommends:

- 1) That the following report be received;
- 2) That the recommendations contained in the attached 'Final Report' be approved by Council and the City Clerk, as appropriate; and
- 3) That the Clerk report to the Council meeting of December 14, 2009, the outcome of each of the recommendations in this document, including any action plan in respect of recommendations adopted by the Clerk or Council.

Economic Impact

Nil

Contribution to Sustainability

At a conceptual level, democracy---defined by Abraham Lincoln as "...government of the people, by the people, and for the people"---can only be sustained by the participation of the people in the most fundamental feature of representative democracy---the exercise of their right to elect their representatives. As well, at a practical level, this report recommends a number of initiatives which, if implemented, will reduce the need to expend finite resources such as paper ballots, newspaper advertising space, etc.

Communications Plan

Once received and adopted by Council, Corporate Communications shall issue a media release, indicating that the Final Report of the Task Force on Democratic Participation and Renewal has been adopted and will shortly be viewable at the City's website. In addition, a limited number of hard copies will be available upon request.

Purpose

To present the Task Force's final report, following on a series of interim reports on the work of the Task Force dated March 31, 2008, September 30, 2008, and March 31, 2009.

Background – Analysis and Options

The Task Force was appointed in 2007, with a mandate to make recommendations for increasing voter turnout from 38% to 50% across the City of Vaughan in the next municipal election (November 2010). Over the past two years, the Task Force has examined the challenges and opportunities for the City of Vaughan to reach this goal by focusing on three key areas:

- (1) why people do not vote,
- (2) ways to increase voting, and
- (3) strategies to increase awareness about the importance of voting.

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To that end, three subcommittees of the Task Force met to discuss and collect research in each of these areas, in order to further discussion and identify recommendations for inclusion in the Task Force's final report to Council. Some of the issues addressed by the Task Force have included: patterns of voter participation in other municipalities and jurisdictions, both domestically and internationally; investigating the factors that result in lower voter turnout, and discussing remedial strategies. Members of the Task Force on Democratic Participation and Renewal have met monthly since its inception, to advance the initial research presented in the first and second reports detailing activities, and to identify its final recommendations based in part on its third report on March 31, 2009.

Regional Implications

Nil

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.

Attachment:

1. Final Report of the Task Force on Democratic Participation and Renewal
2. Memorandum from City Clerk, dated October 29, 2009

Conclusion:

The Task Force has completed its mandate and herewith submits its final report.

Report prepared by:

Councillor Tony Carella, Steven Del Duca, Elliott Silverstein

(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.)

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Item 2, Report No. 49, of the Committee of the Whole (Working Session), which was adopted without amendment by the Council of the City of Vaughan on November 24, 2009.

2 **VOICES OF VAUGHAN CAMPAIGN 2009/2010**

The Committee of the Whole (Working Session) recommends:

1) That the communications/advertising campaign strategy for the Voices of Vaughan Campaign, outlined in the following report of the Director of Communications and the Director of Economic Development, dated November 9, 2009, be implemented, subject to budget approval;

2) That Option 1, contained in the body of the report, be approved:

Option 1

Advertising and promotional campaigns	\$212,000
Production and Creative costs	<u>\$ 25,000</u> (est)
Total	<u>\$237,000</u>

3) That this recommendation be forwarded to the Budget Committee for consideration as part of the 2010 budget process;

4) That the Economic Development Department pursue partnerships in support of the campaign, in particular with:

- a) the Vaughan Chamber of Commerce and other business associations such as ICC, CIBPA, VCBA, etc.;
- b) the tourism sector, through the Vaughan Tourism Advisory Committee, in respect of a proposed "Welcome to Vaughan Day"; and
- c) leading employers who have a stake in the continuing economic prosperity of the City; and

5) That the project, if approved through the budget process, be implemented by the Economic Development Department.

Recommendation

The Director of Corporate Communications and the Director of Economic Development recommend:

- 1. That Council review the attached communications/advertising campaign strategy for the Voices of Vaughan Campaign and provide comments and direction to staff for the implementation;
- 2. That Council provide direction with regard to option 1 or option 2; and
- 3. That the recommendation be forwarded to the Budget Committee for consideration.

Economic Impact

The placement costs of the Campaign will be submitted to the Budget Committee for consideration in the 2010 operating budget.

Communications Plan

Corporate Communications will develop a detailed communications plan in support of this project.

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Purpose

To receive the report and provide input and direction on the Voices of Vaughan Campaign.

Background - Analysis and Options

At the direction of the Strategic Planning Committee, the Voices of Vaughan campaign was developed as a key component of the City's Strategic Communications Plan drafted by Sussex Strategy Group and approved by Council in May 2009. The implementation of this campaign will be managed by the City since the role of Sussex Strategy Group to develop the communication strategy has been completed.

As outlined in the Strategic Communications Plan, the objectives of this campaign are:

1. Promote the City to attract more businesses and jobs; to draw more visitors to its world-class parks, venues, attractions and green spaces and encourage people to consider Vaughan as a place of residence
2. Highlighting the progressive and good work the City is doing
3. Reinforce positive feelings about Vaughan.

The campaign will promote economic development, tourism, community spirit and attract people from across Ontario to live, work and visit Vaughan. Key spokespersons that live and have businesses in Vaughan will be used in ad testimonials to drive the campaign's key themes that Vaughan is:

1. Metropolitan
2. Open for business
3. Active
4. Green

Details of the Campaign

Council will be asked to assist in selecting appropriate spokespersons. The City will develop the messages delivered by the spokespersons which will be adapted to print, radio and other approved media promotions.

The themes will reflect some of the key initiatives the City is currently working on such as the Vaughan Metropolitan Centre, the Spadina Subway extension, Vaughan Tomorrow (Official Plan Review, Growth Management Strategy), Vaughan Enterprise Zone, Recreation and Culture Active Together Master Plan, Accessibility Plan, Sustainability and Environmental Master Plan.

These themes will be communicated through strategic advertising targeting the GTA utilizing print, broadcast, and social networking vehicles to drive the message. The campaign will be launched at a future City event. Proactive media relations will be conducted throughout the campaign to leverage positive media coverage.

The *Voices of Vaughan* campaign will conclude with a *Vaughan Day* event. It will provide special offers and discounts and kick off the spring/summer tourist season. GTA residents will be invited to visit the numerous world class attractions in the City including the McMichael Gallery, Canada's Wonderland, the Kortright Conservation Area, Vaughan Mills and Promenade Shopping Centres, and many more local attractions.

Working with the City's Economic Development Department, discounts for participants will be negotiated with the business community as part of the *Vaughan Day* promotional campaign and also involve media and corporate partners.

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Campaign Budget

	Option 1	Option 2
<i>Advertising and promotional campaigns</i>	<i>\$212,000</i>	<i>\$341,000</i>
<i>Production and Creative costs</i>	<i>\$ 25,000 (est)</i>	<i>\$ 35,000 (est)</i>
<i>TOTAL</i>	<i>\$ 237,000</i>	<i>\$ 376,000</i>

Relationship to Vaughan Vision 2020

This report supports the strategic initiative to “ensure citizen-focused communications initiative; update the Communications strategy.”

Regional Implications

The Regional Municipality of York will benefit from increased exposure of Vaughan to external stakeholders.

Conclusion

This report is being tabled for discussion and input. The implementation of the Voices of Vaughan Campaign will promote the City and its image in the GTA.

Attachments

1. Voices of Vaughan 2010 Campaign – Draft Budget - Option 1
2. Voices of Vaughan 2010 Campaign – Draft Budget – Option 2

Report prepared by:

Madeline Zito, Director of Corporate Communications
Tim Simmonds, Director of Economic Development

(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.)