



COMMUNICATION C1

ITEM NO. 2

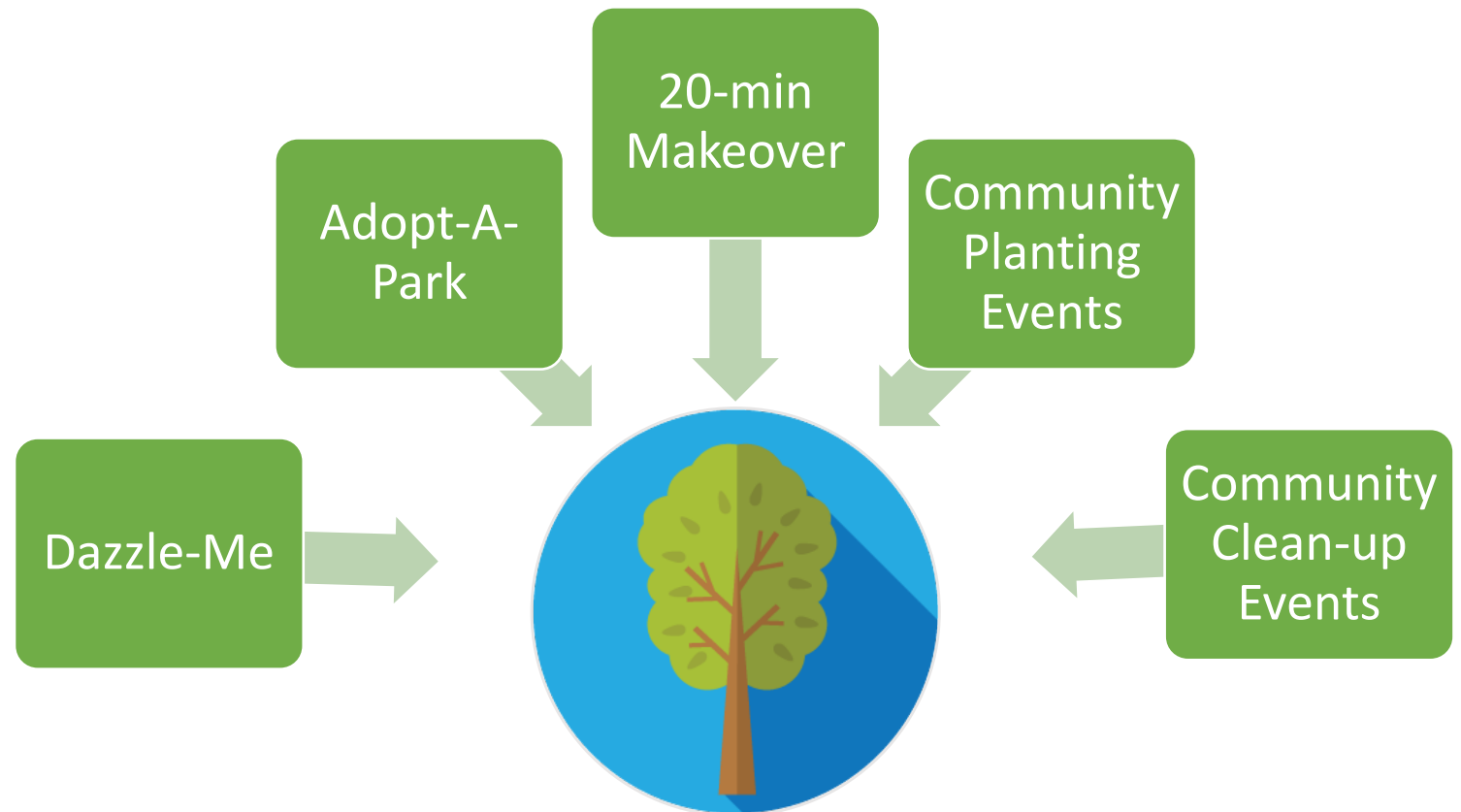
COMMITTEE OF THE WHOLE
(WORKING SESSION)

December 1, 2021

Vaughan Environmental Stewardship Program

- Joint program brought to you by:
- Parks, Forestry and Horticulture Operations (PFHO)
 - Policy Planning and Special Programs (PPSP)

How can we further enhance environmental stewardship, and harvest community support to keep Vaughan clean and beautiful?





Vaughan Environmental Stewardship Program (VESP)



The overarching **VESP** will provide an accessible platform for residents and community groups to get involved in and obtain more information about environmental stewardship opportunities.

VESP Categories

Community-led events

- Litter clean-ups in local parks/ trails/ open spaces
- Pollinator garden plantings
- Tree/shrub plantings
- Educational opportunities in partnership with environmental organizations

City-led events

- Litter clean-up events
 - 20-Minute Makeover
 - Local Events
- Corporate tree planting events
- Special planting events
 - Traditional Medicinal Gardens
 - Sponsored Events

Benefits to advancing Environmental Stewardship activities



**Environmental
Stewardship Term of
Council Strategic Goal**



**Increase overall resident
environmental awareness
and education**



**Meet Green Directions
Vaughan 2019 and Mayor's
Monarch Pledge goals**



**Community plantings help
meet the Region's canopy
cover targets**



Improve Service Delivery



**Revitalized fund provides
more opportunities for
community initiatives**



**One platform to manage
and track volunteers,
events, and deliverables**



**Accessible platform for
residents to get involved
in environmental events**

2021 Highlights



3

Community
Planting
Events Run



2

Pollinator
Gardens
Created/
Expanded



17

Litter Clean
Up Events
Supported



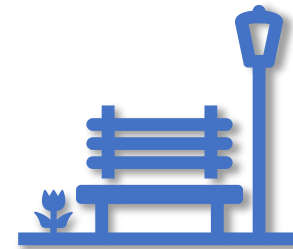
1,150

Curb
Appeal
Applicants



27+

Volunteers
Engaged



15

Commemorative
Benches and
Trees Installed

Advancing Programs: Dazzle Me

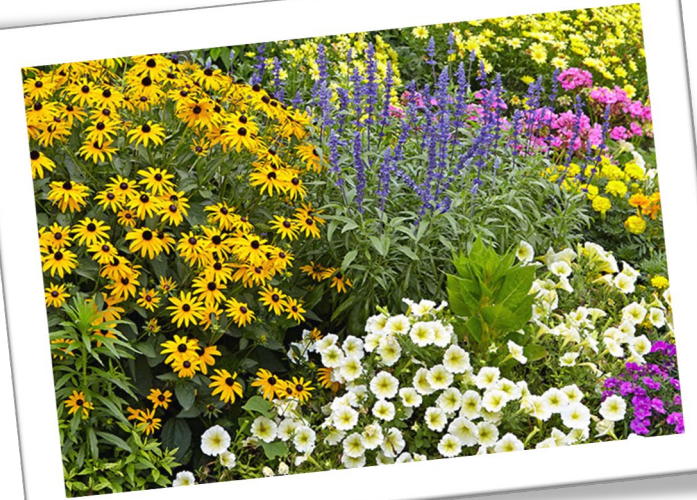
Opportunity to address:



Community Interest



Underused Fund



	Existing Dazzle Me (Fund)	Proposed VESP
Scope	Community-based sponsored/ subsidized planting initiatives	Community-based Sponsored/ subsidized planting initiatives Environmental initiative to increase greenspace and contribute to beautification
Funding	\$3,000 per Ward per year	No change at this time
Process	Application-based	Application-based Online (self service)
Recognition	N/A	Multiple modes: on site, online, annual

Advancing Programs: Adopt a Park

Opportunity to address:



Participation



Recognition



	Existing Adopt a Park	Proposed VESP
Scope	Community groups: 1 per park	Expansion: No limit to participation from multiple groups
Cost	Signage: ~\$1500 each	Reduced cost (nominal)
Process	Application-based Commitment of 3 stewardship events per year	Event-based, registration Online (Self-service)
Recognition	Permanent sign affixed to park entrance sign	Multiple modes: on site, online, annual

Advancing Programs: PPSP Programming

Opportunity to address:



**Promoting
community
involvement**



	Existing PSPP Programming	Proposed VESP
Scope	One-off stewardship events: 20 Minute Makeover, Tree plantings, Pollinator gardens	Expand of number of events
Fund	No designated fund	Existing funding, rebranded: Vaughan Environmental Stewardship Fund
Process	Inquiry-based	Increased promotion & information sharing Application-based/ Registration Online (self service)
Recognition	N/A	Multiple modes: on site, online, annual

Next Steps

Upon approval for the VESP:

1. **Develop** a communications plan for program launch
2. **Create** VESP Fund application committee that will review and approve resident/community applications
3. **Investigate** a suitable volunteer management tool required to manage the VESP
4. **Develop** volunteer recognition program
5. **Monitor** the effectiveness of program and update Council as needed
6. **Engage** schools and businesses in stewardship events
7. **Leverage online platform** to further promote and streamline tree/bench dedication, and curb appeal



Vaughan Environmental Stewardship Program

Thank You.

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