

Committee of the Whole (1) Report

DATE: Tuesday, May 4, 2021

WARD(S): ALL

TITLE: ILLUMINATION OF VAUGHAN CITY HALL COUNCIL CHAMBER
POLICY

FROM:

Jim Harnum, City Manager

ACTION: DECISION

Purpose

To provide consistent direction for illuminating Vaughan City Hall Council Chambers and the appropriate manner and occasion for an illumination.

Report Highlights

- The illumination of Vaughan City Hall Council Chambers enhances public awareness of causes, events and commemorations of significance to the City of Vaughan and its citizens. The illumination supports and promotes diversity and cultural heritage, and acknowledges community organizations, charities and groups.
- The Illumination of Vaughan City Hall Council Chambers Policy aligns with the Flag Raising Policy and framework.
- The illumination infrastructure was installed leveraging in-house solutions/hardware without any additional costs to the City.

Recommendations

1. That the *Illumination of Vaughan City Hall Council Chambers Policy* be adopted.

Background

Pilot Program

In 2020, the Corporate and Strategic Communications (CSC) department and the Office of the Chief Information Officer (OCIO) piloted a new initiative leveraging existing technology and hardware to see City Hall illuminated to mark occasions and events. An LED up-lighting system has been installed at the back of the Council Chamber. The lighting uses an RGB colour system, which can match colour values to align with brand specifications. City staff are exploring other opportunities to illuminate additional parts of City Hall.

For example, on March 31, 2020, City Hall was illuminated in the colours of red, white and blue in recognition of the United States and its challenges with COVID-19. As part of this pilot phase, Council approved a request to officially proclaim September 21 as World Alzheimer's Day and for the exterior of Council Chambers to be illuminated in blue. Images and messages were shared on the City's corporate social media channels and provided to Council for their use as well.

Previous Reports/Authority

Not applicable.

Analysis and Options

Following a successful pilot execution and process map, CSC conducted a jurisdictional scan of best practices and policies/procedures of surrounding municipalities (such as Brampton, Mississauga and Toronto) that currently offer this public service to help inform an approach that works in conjunction with the Flag Raising Policy and Protocol.

CSC staff developed the *Illumination of Vaughan City Hall Council Chamber Policy* and approval process through the Office of the City Clerk. This process aligns with the City's existing proclamation and flag-raising approval processes.

The *Illumination of Vaughan City Hall Council Chamber Policy* was brought forward to the Policy Committee and was approved on December 4, 2020.

Financial Impact

There are no new funding requirements or budget asks.

Broader Regional Impacts/Considerations

Not applicable.

Conclusion

The *Illumination of Vaughan City Hall Council Chamber Policy* provides a clear direction on the appropriate manner, occasion and process for a requested illumination.

This enhanced service offering will play a role in bringing public awareness of significant causes, events and commemorations to City of Vaughan citizens and visitors. The Illumination of Vaughan City Hall Council Chamber supports and promotes diversity and cultural heritage, and acknowledges community organizations, charities and other stakeholder groups.

For more information, please contact: Michael Genova, Director, Corporate and Strategic Communications, ext. 8027.

Attachments

1. Illumination of Vaughan City Hall Council Chamber Policy (Policy 03.C.12)

Prepared by

David Di Benedetto, Manager, Marketing and Creative Services, Corporate and Strategic Communications, ext. 3604.

Approved by

A handwritten signature in black ink, appearing to read 'Jim Harnum', written in a cursive style.

Jim Harnum, City Manager

Reviewed by

A handwritten signature in black ink, appearing to read 'Jim Harnum', written in a cursive style.

Jim Harnum, City Manager