



COMMUNICATION C3

ITEM NO. 1

COMMITTEE OF THE WHOLE
(WORKING SESSION)

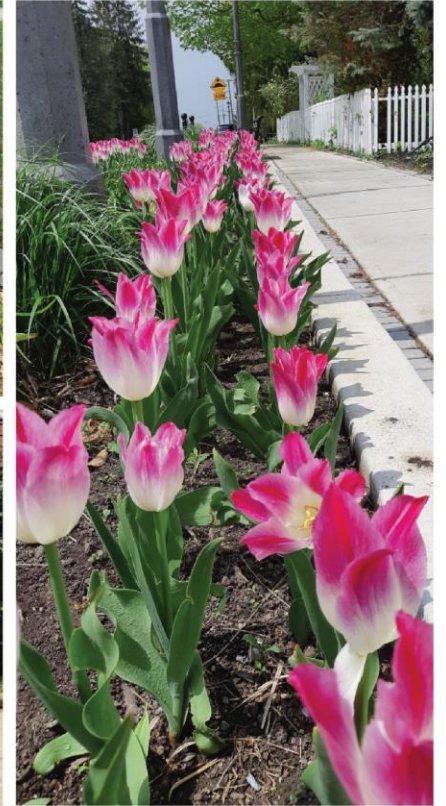
September 15, 2021

Beautification Strategy 2.0

A BEAUTIFUL EXPERIENCE, CONTINUED

VAUGHAN CITY HALL

Beautification is...



The process of making **visual improvements** to Vaughan through the placement of **flowers, ornamental grasses, trees and shrubs in beds, planters and hanging baskets.**

A Renewed Resident Experience



NEW Classifications and Service Levels

- Data driven
- Public engagement
- Council input



NEW Sustainable Horticulture Program

- Growing perennial-based gardens



NEW Sponsorship Program

- Offset operating costs

Service Culture



Effective Operational Management

- Preventive service delivery models in 2022
- Dedicated community gardeners



Standardized Smart Technologies

- Increased plant health
- Less failures
- \$110,000 annual savings



Sustainable Plant Material

- Increase plant inventory
- Three-year RTI
- Current savings \$10,000 annually



Sponsorship Program

- Offset operating costs
- \$38,000 in year 1 sales

Municipal Scan

Review of Brampton, Richmond Hill and Markham



40%

of peer municipalities
have defined/established
service levels



100%

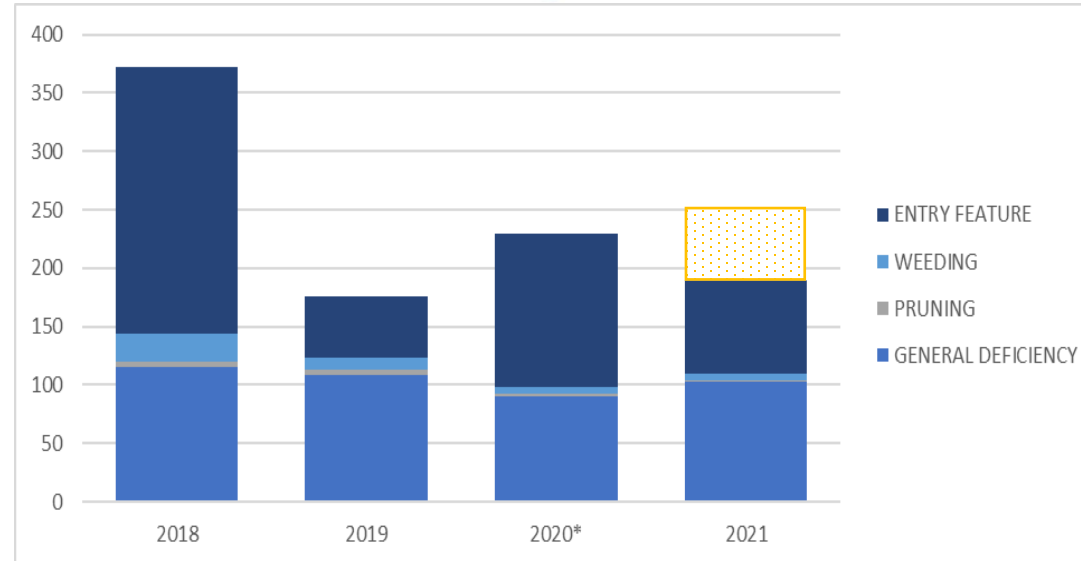
of peer municipalities
have higher services
levels than Vaughan
in weeding



Vaughan **is comparable**
to peer municipalities
in pruning and
mulching frequencies

Citizen Engagement: Results

“What we’re hearing”



Citizens want to see
AN INCREASE
 in perennial plantings,
 with the inclusion of
pollinator-friendly
plants.

10% of residents indicated being **completely satisfied** with current maintenance standards



Beautification efforts
SHOULD FOCUS ON
 entrances to neighbourhoods
 and boulevards parallel
 to roadways



71% of citizens felt
Grow with Vaughan
 is a **GREAT COST OFFSET**

Service Quality

Current service levels and performance

CURRENT CLASSIFICATION	WEEDING		PRUNING AND MULCHING		CITIZEN EXPECTATIONS MET
	Service Level	Performance	Service Level	Performance	
Premium	Six times per season	✓	Yearly	✓	✓
Enhanced	Three times per season	✓	Every two years	✓	✗
Standard	Twice per season	✓	Every two years	✓	✗
Basic	Once per season	✗	Every three years	✗	✗



Recommendation

CURRENT CLASSIFICATION	WEEDING		CLASSIFICATION	MATERIALS	WEEDING	IMPACT OF MAINTENANCE
	Service Level	Performance				
Premium	Six times per season	✓	Significant City Sites	<ul style="list-style-type: none"> Native trees 20% perennials and grasses 70% annuals 10% shrubs Planters 	Twelve times per season	N/A
Enhanced	Three times per season	✓	Neighbourhood Entrances and Community Hubs	<ul style="list-style-type: none"> Native trees 60% perennials and grasses 20% annuals 20% shrubs 	Six times per season	200% increase
Standard	Twice per season	✓				
Basic	Once per season	✗	Boulevards and Side Streets	<ul style="list-style-type: none"> Native trees Turf Shrubs (where existing) 	Three times per season	200% increase
			Medians and Roundabouts	<ul style="list-style-type: none"> Pollinator-friendly plants Ground cover plants 	Once per season	N/A



Responsiveness to our residents.

Resources and Implementation

ITEM	FINANCIAL IMPACT 2022	FINANCIAL IMPACT 2023	FINANCIAL IMPACT 2024
NET NEW CAPITAL: Materials and Equipment (vehicles and perennial plant material)	\$140,000	\$60,000	\$60,000
NET NEW OPERATING: Labour (ongoing)	\$207,500	\$207,500	\$207,500
TOTAL PER YEAR	\$207,500	\$415,000	\$622,500



Resources and Implementation

Rejuvenating sites to meet classifications

PHASE 1: BEGINNING 2022

- Neighbourhood Entrances and Community Hubs
- Medians and Roundabouts

PHASE 2: BEGINNING 2025

- Boulevards and Side Streets





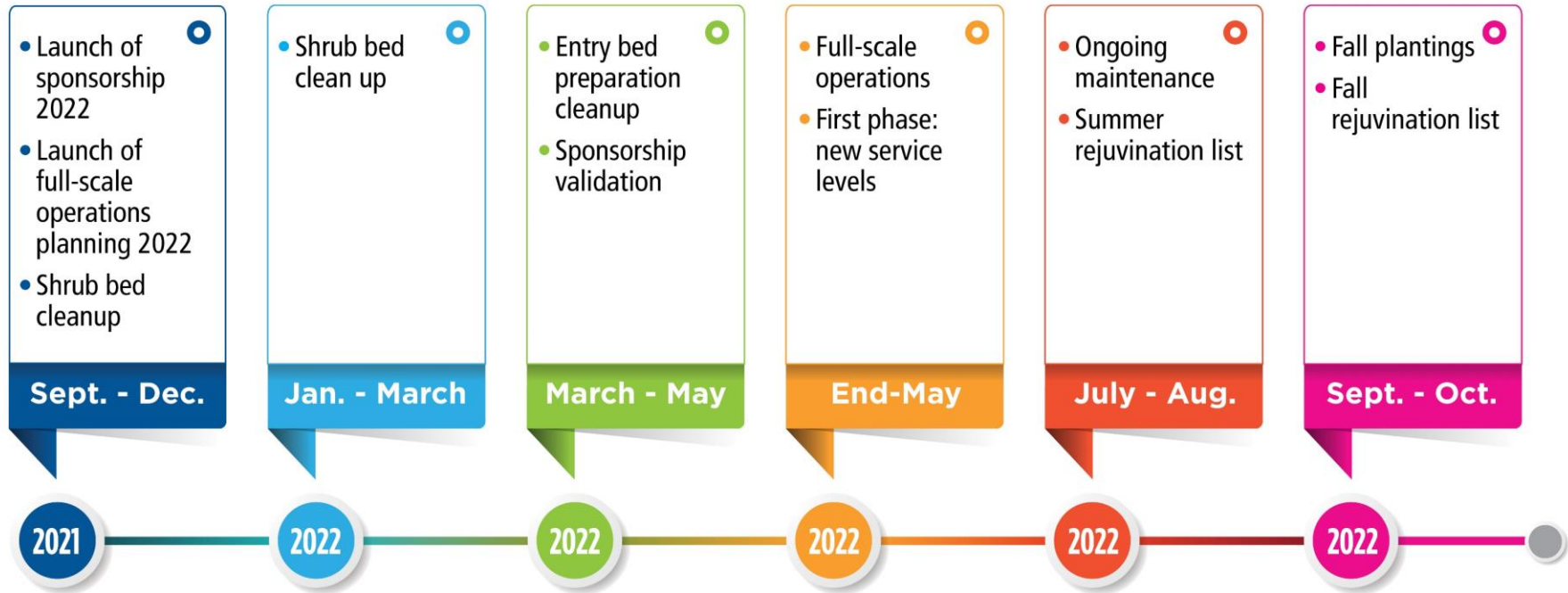
Vaughan... A Beautiful City



Moving forward...

Horticulture operations update to Council

- ✓ Full inventory list
- ✓ Rejuvenation list
- ✓ Preventative maintenance schedule





Thank You.

