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## 2006 BUDGET BRIEFING NOTE – Clean and Beautiful Funds

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### Issue/Background:

At the January 5, 2006 Administration Committee meeting, staff were asked to provide a breakdown of the proposed new request regarding the Clean and Beautiful initiative in the Corporate Communications Division's Operating Budget.

### Key Points:

The initiatives planned to publicize the City's Clean and Beautiful efforts in 2006 are elements of a communications plan adopted in 2004. The communications budget in 2005 was \$175K. The 2006 request is \$125K. The planned tactics in 2006 support the key objective of the Clean and Beautiful campaign - to help bring about behavioural change, and are targeted to audiences identified as influencing this outcome. Wherever possible the tactics will be produced in-house by City staff and will be designed to leverage additional profile from other media opportunities.

The \$125k in funds proposed in the 2006 Operating Budget are broken down as follows:

- **Public Education \$15K**
  - Toronto Star School Curriculum Program
    - create lesson plans on social responsibility, changing behaviour, civic pride for targeted age groups. Distribution to 1259 public and separate schools.
  - Canada Blooms
    - Exhibit created and paid for in 2005 – City staff to explain program, answer questions, distribute literature
  - May Festival of Architecture and Design
    - calendar printing costs
- **Transit shelter and Eucan bin advertising \$10K**
  - Budget covers printing/production costs of targeted posters (No cost for design - design of posters done by City staff)
- **“Black Tar” Campaign \$60K**
  - This is a new anti-gum litter campaign aimed at youth and young adults.
  - .Budget covers advertising placement for print and radio (Contemporary Radio) Creative materials produced by City staff

- **Annual Appreciation Awards \$10K**
  - Budget covers advertising in community and ethnic media, printing certificates and refreshments for Appreciation Awards ceremony
  
- **Collateral \$10K**
  - Signage, fridge magnets, pins, flags, etc.
  
- **Annual Review \$5K**
  
- **Measurement Survey \$15K**
  - Results will form a basis for the C&BC 2007 communication plan

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**Date:** January 16, 2006