

Report Title

Renaming of Community Environment Days

Date:	March 8, 2007
To:	Public Works & Infrastructure Committee
From:	Geoff Rathbone Acting General Manager, Solid Waste Management Services
Wards:	All
Reference Number:	p:/2007/swms/march/010PW.doc

SUMMARY

The purpose of this report is to provide Public Works and Infrastructure Committee members with a Staff Report outlining the feasibility of renaming the City of Toronto's Community Environment Day Program to the "Bob Hunter Environment Day" Program.

Should Council choose to change the name of the Community Environment Day Program, it is operationally feasible; however, since events are currently associated with the local Councillor, renaming the events "Bob Hunter Environment Days" may cause confusion amongst residents. Also, since preparation for the 2007 Community Environment Day season is complete, program-wide changes cannot be rolled out until 2008, if Council wishes to change the name of the Program.

Financial Impact

There are no financial impacts arising from this report.

DECISION HISTORY

At its meeting on February 13, 2007, the Scarborough Community Council considered a report (January 29, 2007) from the General Manager of Parks, Forestry and Recreation and, amongst other things, requested the Deputy City Manager to report to the March 28,

2007 meeting of the Public Works and Infrastructure Committee on renaming the City of Toronto “Environment Day” Program to the “Bob Hunter Environment Day” Program.
www.toronto.ca/legdocs/mmis/2007/sc/decisions/2007-02-13-sc03-dd.pdf

ISSUE BACKGROUND

For the past 17 years, the Community Environment Days Program has provided valuable outreach and waste diversion activities for the City of Toronto. Solid Waste Management Services has seen a significant increase in the quantity of waste diverted at these events over the last number of years. Community Environment Days have now expanded to showcase a wide range of environmental initiatives in Toronto.

This report has been submitted to outline the feasibility of renaming the Community Environment Days Program to the “Bob Hunter Environment Days” Program.

COMMENTS

Community Environment Days are organized by Ward and are hosted by their respective Councillor. Should Council wish to change the name of Community Environment Days to “Bob Hunter Environment Days”, it is operationally possible. However, adding this name to an event could cause confusion. For example, if the name was changed, a promotional piece would read “Come to Councillor John Doe’s Bob Hunter Environment Day”.

Communications and promotional materials for Community Environment Days are very challenged already in that there is frequently not enough space in ads and flyers to list the materials that residents can drop off, pick up, or learn about. Changing the name of the Program, and adding text about Bob Hunter, would add wording to promotional materials that are already extremely limited in space.

If Council does not want to change the name of the Program, it is possible that individual councillors, if they so choose, could dedicate their Community Environment Day to the memory of Bob Hunter through the use of an on-site sign that is in keeping with the current Community Environment Days signage.

Should Council decide to change the name of Community Environment Days to “Bob Hunter Environment Days”, program-wide changes could be rolled out in 2008. Since preparation for the 2007 Community Environment day season, including the production of Waste Watch, literature, and event signage, has already been completed and the first event is scheduled for Saturday April 7, 2007, there would not be sufficient time to roll out program-wide changes in 2007.

CONTACT

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SIGNATURE

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