
DATE: January 25, 2010

REPORT TITLE: **PROCLAMATION OF EVENT WEEKS**

FROM: Dan Labrecque, Commissioner of Public Works

RECOMMENDATION

That March 22, 2010 be proclaimed "World Water Day" in the Regional Municipality of Peel;

And further, that April 16 to 25, 2010 be proclaimed "Earth Week" in the Regional Municipality of Peel;

And further, that May 2 to 8, 2010 be proclaimed "Compost Awareness Week" in the Regional Municipality of Peel;

And further, that May 2 to 8, 2010 be proclaimed "Drinking Water Week" in the Regional Municipality of Peel;

And further, that May 9 to 22, 2010 be proclaimed "Public Works Week" in the Regional Municipality of Peel;

And further, that May 27 to June 2, 2010 be proclaimed "Children's Water Awareness Week" in the Regional Municipality of Peel;

And further, that October 18 to 24, 2010 be proclaimed "Waste Reduction Week" in the Regional Municipality of Peel.

REPORT HIGHLIGHTS

- Event weeks are used as an educational tool for creating awareness of programs and services provided to the residents and employees of the Region of Peel by the Public Works Department.
- During event weeks, a wide variety of learning opportunities are offered to residents and employees through program promotion by way of interactive activities, workshops, facility tours and informational displays.

DISCUSSION**1. Background**

Through the proclamation of event weeks, the Region of Peel demonstrates its commitment to environmental protection and community-based stewardship initiatives, which is in accordance with the Corporate Strategic Plan, specifically Goal #2, which is to "protect,

January 25, 2010

PROCLAMATION OF EVENT WEEKS

enhance and restore the environment” and Goal #4 to “manage the impacts of growth on the community and Regional services.”

The Public Works Department takes a lead role in celebrating and proclaiming these event weeks because the department manages and provides safe, secure and reliable transportation, water, wastewater, waste management and planning services which meet the needs and expectations of residents and businesses of Peel Region, while respecting the environment.

World Water Day is an international day of observance and action started by the United Nations to draw attention to the world water crisis. This event complements the Water Smart Peel program in educating residents about using water responsibly.

Earth Week involves raising public awareness of environmental issues and encourages residents to take positive actions that improve the state of the environment locally while thinking globally. Earth Week precedes Earth Day, which takes place annually on April 22. Established in 1970, Earth Day is considered to be the birth of the environmental movement and is the largest global environmental celebration.

Compost Awareness Week, led by the Composting Council of Canada, aims to raise the profile of composting as an environmentally viable option for waste diversion. This event week compliments the existing Region-wide organics recycling program. It also provides the Region of Peel with another opportunity to educate the public about the program and encourage participation.

Drinking Water Week, driven by the American Water Works Association, recognizes the vital role water plays in our daily lives. The Region of Peel provides safe, clean and reliable drinking water to over one million residents.

Public Works Week celebrates National Public Works Week which is a public education campaign by the American Public Works Association. It calls attention to the importance of public works in community life and recognizes the hard work of public works employees who are dedicated to providing and maintaining essential services for present and future generations. This event will consist of employee appreciation as well as engaging activities aimed at developing, retaining and enriching the employees of the Public Works Department.

The foundation of Children’s Water Awareness Week is the Peel Children’s Water Festival (PCWF). The PCWF is a six-day, annual environmental education program offering learning opportunities to 5,000 Peel elementary students in grades two through five on school days as well as approximately 3,000 Peel residents at the Saturday Family Fun Day event. Since its inception in 1996, more than 60,000 Peel elementary students have attended the PCWF.

Waste Reduction Week is a national event designed to raise awareness of the importance of preserving resources and reducing waste across Canada. The Region of Peel is dedicated to waste reduction and environmental sustainability and encourages residents and businesses to practice the 3Rs (reduce, reuse and recycle) everyday.

January 25, 2010

PROCLAMATION OF EVENT WEEKS

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2. Scheduled Events

During the event weeks, a wide variety of approaches will be used to raise awareness and educate residents and employees about Regional programs and services, including: advertising, interactive activities, workshops, facility tours and informational displays.

Details about each event will be posted on the Region of Peel's external and internal web sites and a display will be featured in the front lobby at Regional Headquarters to provide residents and staff visiting the building with relevant information.

a) World Water Day (March 22, 2010)

World Water Day is an international observance started by the United Nations General Assembly, which designated March 22 of each year as World Water Day. This year's theme is "Communicating Water Quality Challenges and Opportunities". The overall goal of the campaign is to raise the profile of water quality. On World Water Day, the Region of Peel will encourage residents to change the way they view and use water through promoting the Water Smart Peel program. The goal of the program is to reduce individual daily water consumption by 10 per cent by 2015. In-class presentations and tours of the wastewater treatment facility are also conducted during this week.

b) Earth Week (April 16 to 25, 2010)

Earth Week is a global celebration during which people around the world are encouraged to take part in activities aimed at helping the environment and the planet. During Earth Week the Region of Peel will participate in the Caledon Home Show from Friday, April 16 to Sunday, April 18 to provide information about various Public Works programs as well as answer any related questions that the public may have. In addition, staff will participate in a number of Green Day events at shopping malls and grocery stores throughout the month of April to promote the importance of composting and participation in the Region wide organics program.

c) Compost Awareness Week (May 2 to 8, 2010)

Some specific waste management programs profiled during this week include backyard composting, worm composting and the Region-wide organics program. These programs help raise awareness of the importance of composting and participating in the organics recycling program to help Peel reach its goal of diverting 70 per cent of our waste from disposal by 2016. There will be an open house for residents at the landmark Peel Integrated Waste Management Facility to coincide with Compost Awareness Week.

d) Drinking Water Week (May 2 to 8, 2010)

This week promotes tap water, source water protection, water conservation and various environmental programs and initiatives. In particular, the Region of Peel's water efficiency program, Water Smart Peel, will demonstrate to residents the importance of using water wisely indoors and outdoors. Also through in-class presentations and tours the public will learn the importance of water and managing our resources so everyone has a safe, reliable supply of water.

January 25, 2010

PROCLAMATION OF EVENT WEEKS**e) Public Works Week (May 9 to 22, 2010)**

The 2010 Public Works Week in Peel will start one week prior to the official "Public Works Week" as proclaimed by the American Public Works Association. The Peel Integrated Waste Management Facility Open House on Saturday, May 8 will coincide with the launch of Public Works Week celebrations. School tours of the Peel Integrated Waste Management Facility and in class presentations on recycling will help educate students on the role that the Public Works sector provides. The introduction of a new Region of Peel website page designed to educate students on the job roles of men and women in Public Works will encourage interest in this sector as future job prospectives. Public Works Week will also include a tour of the Algonquin Power Energy from Waste Facility and the G. E. Booth Lakeview Wastewater Treatment Facility. The Region of Peel will also be participating in a truck driving skills competition. The competition includes drivers from the Region of Peel, the Cities of Brampton and Mississauga and the Town of Caledon which participate and showcase their superior truck driving skills. The main objectives of Public Works Week is to express appreciation for employees, to encourage them to engage in professional development, and express the importance in the role they play in the overall operation of the Region of Peel.

f) Children's Water Awareness Week (May 27 to June 2, 2010)

During Children's Water Awareness Week, the 15th Annual Peel Children's Water Festival (PCWF) will take place at Heart Lake Conservation Area in Brampton. Using more than 50 interactive activities, participants are exposed to important environmental messages related to the protection and stewardship of water resources. The planning and execution of the PCWF is achieved through the collaborative efforts of many external partners and the Region of Peel's Health Services and Public Works Departments. By adopting a peer-mentorship format of delivering the Festival's messages, the event provides volunteer opportunities for over 500 Peel secondary school students to develop valuable interpersonal and leadership skills. On Saturday, May 29, the general public is invited to participate at the event on the Family Fun Day. Visitors will enjoy a wide variety of live entertainment and have an opportunity to participate in dozens of fun water-related educational activities delivered by Regional staff, partners and members of the community.

g) Waste Reduction Week (October 18 to 24, 2010)

Waste Reduction Week encourages residents to reduce their ecological footprint by practicing the 3R's (reduce, reuse, recycle). Its aim is to raise awareness among residents about the need to prevent waste at home, work, school, and in the community. To celebrate Waste Reduction Week, the Region of Peel will provide a tour of the Brampton Community Recycling Centre to school and community groups. Further celebratory activities will be determined closer to the event date.

January 25, 2010

PROCLAMATION OF EVENT WEEKS

CONCLUSION


Awareness and participation in events increases public understanding about the programs and services provided by the Public Works Department and the responsibilities we all have to practice and promote environmental stewardship.

In support of these events, Regional Council is requested to proclaim the following events in the Region of Peel: World Water Day (March 22, 2010); Earth Week (April 16 to 25, 2010); Compost Awareness Week (May 2 to 8, 2010); Drinking Water Week (May 2 to 8, 2010); Public Works Week (May 9 to 22, 2010) , Children's Water Awareness Week (May 27 to June 2, 2010) and Waste Reduction Week (October 18 to 24, 2010). Please see proclamation details in Appendices I-VII.



Dan Labrecque
Commissioner of Public Works

Approved for Submission:



D. Szwarc, Chief Administrative Officer

For further information regarding this report, please contact Johann Manente at extension 3297 or via email at manentej@peelregion.ca

Authored By: Nazreen Subhan

c. Legislative Services

Proclamation

WORLD WATER DAY

March 22, 2010

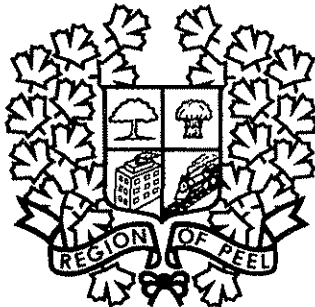
WHEREAS the Region of Peel is responsible for providing safe and affordable drinking water to residents and businesses in the Region;

AND WHEREAS, Regional Council has endorsed a water efficiency strategy aimed at raising awareness and education about water use;

AND WHEREAS, the Region of Peel is committed to providing environmental education by means of The Peel Water Story, a water curriculum resource;

AND WHEREAS, the Region of Peel promotes the protection of surface water and groundwater resources;

THEREFORE BE IT RESOLVED, THAT March 22, 2010 be proclaimed "World Water Day" in the Regional Municipality of Peel.



Emil Kolb
Regional Chair

PROCLAMATION OF EVENT WEEKS

Proclamation

EARTH WEEK

April 16 to 25, 2010

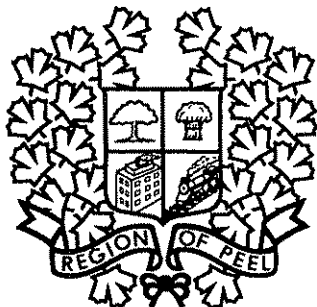
WHEREAS the Region of Peel is responsible for the collection, processing and disposal of waste for all residents in the Region;

AND WHEREAS, Regional Council has approved a Long Term Waste Resource Management Strategy that identifies waste reduction as one method of managing our waste locally;

AND WHEREAS, Regional Council has approved a Water Efficiency Plan that identifies water efficiency measures to be implemented to reduce average annual day demand and peak day demand by 10 per cent and wastewater flows by seven per cent by 2015;

AND WHEREAS, Earth Week educates residents on how to practice the 3Rs (reduce, reuse and recycle) and composting to divert waste;

THEREFORE BE IT RESOLVED, THAT the week of April 16 to 25, 2010 be proclaimed "Earth Week" in the Regional Municipality of Peel.



Emil Kolb
Regional Chair

PROCLAMATION OF EVENT WEEKS

Proclamation

COMPOST AWARENESS WEEK

May 2 to 8, 2010

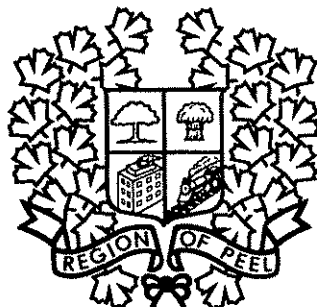
WHEREAS the Region of Peel is responsible for the collection, processing and disposal of waste for all residents in the Region;

AND WHEREAS, Regional Council has approved a Long Term Waste Resource Management Strategy that identifies waste reduction as one method of managing our waste locally;

AND WHEREAS, composting can reduce the amount of waste residents set out to the curb by 40 per cent;

AND WHEREAS, Compost Awareness Week educates residents on how to compost and the value of diverting this material from garbage;

THEREFORE BE IT RESOLVED, THAT the week of May 2 to 8, 2010 be proclaimed "Compost Awareness Week" in the Regional Municipality of Peel.



Emil Kolb
Regional Chair

PROCLAMATION OF EVENT WEEKS

Proclamation

DRINKING WATER WEEK

May 2 to 8, 2010

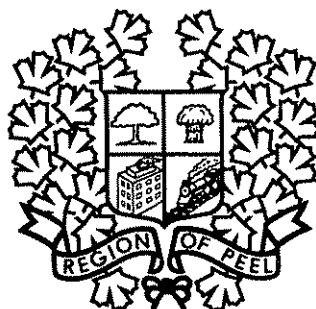
WHEREAS the Region of Peel is responsible for providing safe and affordable drinking water to residents and businesses in the Region;

AND WHEREAS, Regional Council has endorsed a water efficiency strategy aimed at raising awareness and education about water use;

AND WHEREAS, the Region of Peel is committed to providing environmental education by means of The Peel Water Story, a water curriculum resource;

AND WHEREAS, the Region of Peel promotes the protection of surface water and groundwater resources;

THEREFORE BE IT RESOLVED, THAT the week of May 2 to 8, 2010 be proclaimed "Drinking Water Week" in the Regional Municipality of Peel.



Emil Kolb
Regional Chair

PROCLAMATION OF EVENT WEEKS

Proclamation

PUBLIC WORKS WEEK

May 9 to 22, 2010

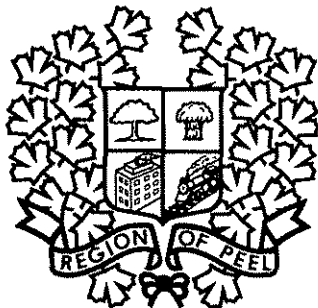
WHEREAS the Region of Peel will manage and provide safe, secure and reliable transportation, water, wastewater, waste management and planning services which meet the needs and expectations of residents and businesses of Peel Region, while respecting the environment;

AND WHEREAS, Public Works Week helps us raise awareness of the importance of maintaining quality service to the community;

AND WHEREAS, the Public Works Week provides an opportunity to recognize and show appreciation for the hard work and dedication of staff;

AND WHEREAS, the Region of Peel promotes understanding and appreciation of the importance of Public Works services in benefiting the community;

THEREFORE BE IT RESOLVED, THAT the weeks of May 9 to 22, 2010 be proclaimed "Public Works Week" in the Regional Municipality of Peel.



Emil Kolb
Regional Chair

PROCLAMATION OF EVENT WEEKS

Proclamation

CHILDREN'S WATER AWARENESS WEEK

May 27 to June 2, 2010

WHEREAS both surface water and groundwater quality and quantity are essential for life on earth;

AND WHEREAS, the Region of Peel promotes water conservation and efficiency and the protection of surface water and groundwater resources;

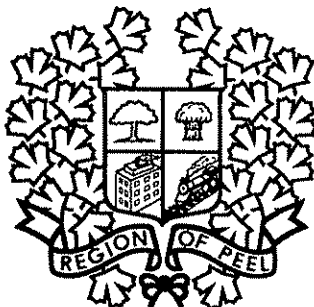
AND WHEREAS, the 2010 Peel Children's Water Festival will be held May 27 to June 2, 2010 at the Heart Lake Conservation Area in the City of Brampton;

AND WHEREAS, Saturday, May 29, 2010 will be designated as Family Fun Day, to give residents the opportunity to take part in the Festival;

AND WHEREAS, up to 5,000 Peel elementary school students in the Region of Peel will become aware of the importance of protecting, respecting, and conserving water resources and the natural environment;

AND WHEREAS, Peel Health Services and Public Works Departments have worked together with many community partners including the Toronto and Region Conservation Authority and the Credit Valley Conservation Authority, while further developing partnerships with federal and provincial ministries, area municipalities and the private and not-for-profit sectors;

THEREFORE BE IT RESOLVED, THAT the week of May 27 to June 2, 2010 be proclaimed "Children's Water Awareness Week" in the Regional Municipality of Peel.



Emil Kolb
Regional Chair

PROCLAMATION OF EVENT WEEKS

Proclamation

WASTE REDUCTION WEEK

October 18 to 24, 2010

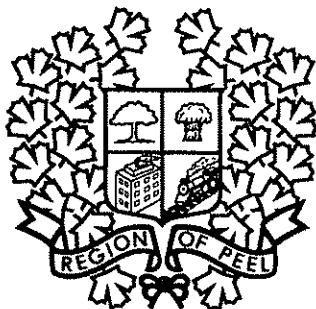
WHEREAS the Region of Peel is responsible for the collection and processing of waste for over one million residents in the Region;

AND WHEREAS, Regional Council has approved a Long Term Waste Resource Management Strategy that has identified waste reduction as one method of managing our waste locally;

AND WHEREAS, the 2010 Waste Reduction Week challenges and educates individuals to practice various strategies to divert waste from the landfill;

AND WHEREAS, the Region of Peel promotes waste diversion through reduction, reuse and recycling;

THEREFORE BE IT RESOLVED, THAT the week of October 18 to 24, 2010 be proclaimed "Waste Reduction Week" in the Regional Municipality of Peel.



Emil Kolb
Regional Chair