
DATE: May 4, 2009

REPORT TITLE: **CLEAN AIR WEBSITE**

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OBJECTIVE

The purpose of this report is to inform members of Regional Council regarding the development of the Clean Air Peel website.

REPORT HIGHLIGHTS

- Improving air quality is a priority for the Region of Peel.
- The Clean Air Peel website resides on the Region of Peel, Public Health website at: http://www.peelregion.ca/health/cleanair_peel/.
- The purpose of the website is to educate the community, businesses and staff about air quality and the steps they can take to help improve Peel's air quality.
- The website was also designed to make the connection between the Region's various activities and their impact on air quality, while raising the Region's profile as a leader in air quality improvements.

DISCUSSION

1. Background

Improving air quality is a priority for the Region of Peel. The Region's Strategic Plan for 2007 to 2010, demonstrates the importance the Region places on air quality by committing the Region to implement strategies to improve air quality. The Region of Peel's Clean Air Strategy (CAS) is another example of the importance that the Region places on air quality. Approved by the Region's Executive Management Team in August 2006, the Strategy provides direction and coordination to the implementation of corporate initiatives to ensure clean air for current and future generations.

The first objective of the CAS is to develop a corporate understanding of and build corporate awareness and support for air quality. As part of this objective, a Clean Air Peel website was developed to highlight some of the Region's air quality improvement activities ranging from emissions reduction to education and advocacy to partnership development.

2. Clean Air Peel Website

The Clean Air Peel website resides on the Region of Peel, Public Health website at: <http://www.peelregion.ca/health/cleanairpeel/>. The purpose of the website is to educate the community, businesses and staff on air quality and the steps they can take to help improve

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it. The website was also designed to make the connection between the Region's various activities and their impact on air quality while raising the Region's profile as a leader in information on how to protect your health and actions that individuals can take to improve air quality. Finally, the website highlights a number of air quality improvement activities that the Region has completed or that are currently underway.

In developing the website, a Clean Air Peel logo was developed. Recognizing that there are a number of individual logos that have been developed for various Regional initiatives (e.g. Corporate Energy, Smart Commute, Water Smart Peel, etc.), each with some degree of brand recognition, a Clean Air Peel logo was developed to be used on projects that positively impact air quality. The logo can be placed on websites, displays and other materials such as brochures. The logo reinforces the connection that those activities have on air quality and raises the awareness of the various ways that we can impact air quality in a positive way.

CONCLUSION

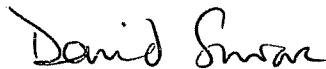
The Clean Air Peel website is an education tool that will help raise awareness of air quality and the Region's air quality activities.



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