Markham’s greenprint
A Community Sustainability Plan
Background
Council’s Strategic Areas of Focus

- Growth Management
- Transportation and Transit
- Environment
- Municipal Service
- Parks Master Plan/Public Safety
- Diversity
A citizen’s survey and web-based social marketing campaign

Priorities:
- Transportation
- Growth Management
- Environment
Environment Action Plan:

1. Create the “Green Print” Community Sustainability Plan
   a) Policies to Protect the Environment
   b) Education and Communication
   c) Intergovernmental Cooperation
   d) Climate Action Plan
2. Green Building Standards
4. Town-wide Beautification Policy
5. Healthier Community (local food and bike paths)
6. Ecological Footprint
7. Financial Strategy (Triple Bottom Line)
Application to the Federation of Canadian Municipalities (FCM)

- Funding available under Green Municipal Funds program (GMF)
- Application submitted March 2008 for approval in Fall 2008
- Maximum grant available - $175,000.00 to be matched by Municipality
- $120,000.00 available from the Gas Tax funding to be used for the Green Print
Work Plan for the Green Print

Stage 1
1. Community Consultation Plan
2. Youth Online Engagement and WikiGreen Print

Stage 2
1. Vision and Principles
Quest Contest

The Quest for the Best Markham

Get involved. BE the difference. The Quest for the Best Markham is all about the people who matter most — you. You are an important member of our community. You are the future of Markham. This is your chance to have your say and be the change you want to see.

Plus, you could win some really cool prizes. Even your school can win too!

What is the Quest? or Take on the Quest now

Poll

Rate the quality of green space in Markham

- Love it; quality, quantity — it's all good.
- It's not bad but I wish there was more.

This Week's Photo Contest

This week's theme: transportation

Show us with a snapshot — what's the greenest way to jet around town? Be creative...
Quest Contest

- Poll
  - Rate the quality of green space in Markham
  - Options: Love it, quality, quantity—it's all good.
  - Options: Not bad but I wish there was more.
  - Options: Okay but not that functional.
    - Options: What green space?
    - Options: Other.
  - Vote

- This Week's Photo Contest
  - This week's theme: transportation
  - Show us with a snapshot—what's the greenest way to get around town? Be creative and you could win!
  - Enter your submission

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# Quest Contest

**Take the Quest for the Best Markham**

You're young. You're full of fresh ideas. And you don’t just want to make a difference, you want to BE the difference. Awesome. Because the Quest for the Best Markham is your chance to do just that.

We all know Markham has what it takes to be the best. Give us your big ideas on how to make Markham a better community. Think trees, community planning, jobs, transportation, culture, growth and public safety. Think about the future you would like to see for Markham.

We don't want a novel. Just a couple of good, never-done-before ideas that total about 500 words. The top two schools and top two individuals will not only earn public adoration and kudos from the top schools at Markham, but will get cool, sustainable prizes.

**Quest Prizes**

Your voice... your say. **Take on the Quest.**

**Key Quest Dates**
Quest Contest

Quest Details
- Take on the Quest
- Prizes
- Rules
- View Winners

Quest Prizes

School Prizes:
The Grand Prize, which will go to the school with the highest level of participation, is $5,000 towards improving the sustainability of that school. Possible projects include:
- A school garden
- Schoolyard re-naturalization
- Outdoor classroom
- Energy conservation
- Waste reduction

Second prize: $500 towards library resources that have a sustainability theme. Possible resources include books, documentary films, and subscriptions.

Individual prizes:
The individual prizes are determined by the quality of the submission: creativity, originality and the practicality of your idea.

Grand Prize: A bike and helmet (cash value: up to $500.00)
Second Prize: An Apple 8 GB iPod Nano (retail value: $200)

IPOD Nano image courtesy Apple.com
Photo Contest

Get an eye for cool stuff? Then snap it and send it our way. Use a digital camera, cell phone, whatever you want. Each week we’ll post a theme related to Markham and the Green Print. Be wacky, be literal – just be sure to capture it and send it to us. The best pics will be showcased on this site and the photographer will win either:

- 1 10-pack of YRTViva transit tickets (retail value: $24.00)
- 1 Cadillac Fairview shop! Card redeemable at the Markville Shopping Centre (cash value: $25.00)

The prizes will be awarded on an alternate basis each week.

1. Visit this page to find out the theme, know the rules and the privacy policy.

2. Snap pics with your digital camera or mobile phone.

3. Email your best pics to us at greenprint@markham.ca and remember:
   - To make sure your e-mail is no more than 4.9MB.
   - To include your name, phone number, e-mail address, school, and age.
   - If you are under the age of 11 and 17, your parent/legal guardian must provide their consent with your e-mail or mobile submission (such as “My child has my consent to enter the photo contest!”)

* Please note, parental consent is only required for your first photo contest submission. Once we have their consent you may submit additional photos without their consent. But you will still need to provide your contact info each time as listed above.

** If you are submitting your photo via mobile phone and have run out of characters in your text from providing name, e-mail, school, and age, please provide the parental consent in a separate text.
For Parents and Educators

You, more than anyone, know how important it is for kids to get involved in their community. Not only are they important members of our community, their boundless supply of energy and up-to-the-second knowledge of trends often proving to be invaluable.

But first, we—civic leaders, educators, parents—need to help them get past the inertia, an age-old stumbling block that has become even more vexing with the advent of video games and all things couch-related.

Below is some general info on youth engagement, as well as some tips on how to help your kids and students get involved in the Quest for the Best Markham.

Read more about the Quest and find out key dates.

For Parents...

Here are some things you can do with your kids to promote their involvement in the Quest:

- Give your kids a digital camera tutorial. Loan them your digital camera if they don’t have one.
- Please make sure that if your child is between the ages of 11 and 17 and they wish to enter the Quest under the Photo Contest, that you give your consent.
- Go around town with them to help find photo ops for the Photo Contest.
- Organize a family brainstorm session—with Green Print-friendly snacks—to help them formulate their response to the Quest.
- Go big picture—explain Markham’s Green Print sustainability plan and explain what all the important terms mean.
- Adopt Green Print-friendly practices in your home.

For Educators:

You can help promote your students’ involvement in the Quest by...
Resources

Helpful Resources

Whether you're looking to get inspired, expand your thinking, or simply pass the time, this is the place to be. These websites will give you lots to chew on while you're writing—or thinking about writing—your submission for the Quest for the Best Markham. Get surfing and good luck!

Unfamiliar with what some of the terms mean? Check out our Green Print Glossary.

- Politically provocative...

Apathy is boring. Enough said.
www.appath.net

Are you a self-proclaimed social entrepreneur? Read about others—aspiring and real—around the world.
www.aspela.org

Where young people connect to share ideas and make change.
www.theinnovationenter.org

Get involved. Get pumped. Because the world is waiting to see what you can do.
www.whatkidscanodo.org

Do girl power! This organization supports the empowerment, leadership, and healthy development of girls across Canada.
www.powerinternational.ca

- Writing and brainstroming resources

Learn how to write a killer essay—and maybe what it takes to be a future Time writer.
www.wordofmouth.com

Thought some ideas just happened? Nice by. Check out these
Advertising/Promotion

www.markham.ca/greenprint
Advertising/Promotion

Your voice... your say... make a difference...
help make Markham a better place!

Login today for great prizes!
Look for us on YouTube

www.markham.ca/greenprint
Advertising/Promotion
Advertising/Promotion

Markham Youth...

Only 2 weeks left!
Contest closes December 12, 2008
Take the Quest!

Snap it... type it... think it... and send it for great prizes!
Help make Markham a better place!

www.markham.ca/greenprint

Look for us on YouTube.

Markham Youth...

Quest for the Best Markham Awards Ceremony

Join us as Markham celebrates youth with big ideas!
Hear local bands The Diverse Attraction and The Fitzpatrick Incident, and get inspired to change the world by guest speaker Michael Smith from “Me to We.”

Find out who wins the awards for top students and schools in the Quest for the Best Markham challenge.

Saturday, February 7
10:30 a.m. – 1 p.m.
Markville Mall
Centre Court (bottom of the escalators)

www.markham.ca/greenprint
Chalk-offs
Chalk-offs
Chalk-offs
Chalk-offs
School Engagement
The Launch
Photo Contest Entries

Transportation

Needs Improvement

Community

Needs Improvement

Environment

What you do with your friends
Website Statistics

1. 2,118 site visits
2. 10,076 page views
3. 4.25 minutes – avg. time on the site
4. 67% one time visit, 13% two times, 6% three times, 11% five times or more
5. 64% of traffic was direct, 19% referred from another site and 17% from search engines
Quest School Entries

1. Total number of Schools – 24
2. Total number of entries – 1,083
3. Total number of ideas - 206
Quest Contest – School Winners

1. Pierre Elliot Trudeau – 713
2. St. Justin Martyr – 175
3. Markville S.S - 51
Top 10 Ideas From Quest Contest

1. Plant more trees
2. Better public transit
3. Recycle more
4. More garbage bins in public outdoor spaces
5. Use renewable energy
6. Conserve energy
7. More bike lanes and trails
8. Build more sidewalks to promote walking
9. Place green bins and blue bins at schools, food courts & community centres
10. Waste free environment
School/Municipal Partnerships – What can the municipality offer?

- Speakers for guest performances
- Partnerships with libraries – eg. Themes form curriculum, Earth Day etc
- MESF/MTFT
- Expertise for school planning – green building design, school yard greening