Tuesday, December 10, 2013
5:00 p.m.
Room 264, Hamilton City Hall
71 Main Street West, Hamilton

Present: Larry Husack – Chair
John Hawker – Vice Chair
Phil Homerski (Staff Liaison)
Bruce Thomson
Krysta Boyer
Marisa DiCenso
Adrian Hucal
Allyson Wenzowski

Regrets: Clr Collins
Shane Ormerod
Clr Jackson
Ron Speranzini

Guests: Nello Violin – Roads Superintendent
Robert Norman – Director, Corporate Assets and Strategic Planning
Sinan Mohatarem – Observer

1. Welcome and Introductions
Nello Violin, Robert Norman and Sinan Mohatarem were welcomed to the meeting. Nello Violin, Superintendent, Technical Operations, Roads Operations & Maintenance was present to address Item 4.2. Sinan Mohatarem hopes to join the committee and is awaiting appointment by the Hamilton Youth Advisory Committee.

2. Approval of Agenda
*That the agenda be accepted as amended.*
DI CENSO/HAWKER

3. Declarations of Interest
None.

4. Minutes of Previous Meeting
4.1 Approval of Minutes
It was noted that the draft minutes had the incorrect room for the December 10 meeting. The minutes were amended to reflect the correction.

*That the minutes be accepted as amended.*
THOMSON/HUCAL

CARRIED
4.2 Business Arising
RHVP Litter Maintenance Standards and Practices
N. Violin shared the details of the current contract for the maintenance of the Red Hill Valley Parkway and Lincoln Alexander Parkway with the committee. The current contract consists of nine scheduled side cuts and two centre median cuts per year. All litter is to be picked up by the contractor prior to the cuttings. There were three and two extra litter pickups respectively in 2013. The contractor is only responsible for litter up to and including the “cut lines.” Anything beyond the cut lines is addressed by city crews. Large item(s) of debris (when called in) are addressed on a case-by-case basis. Time of day, the type of debris etcetera determine the follow up needed.

The committee requested that the new contract for 2014 include providing data that would be helpful for roadside litter program measurement. N. Violin indicated that this could be added to the list of required duties before the contract is put out for bidding by vendors for 2014.

The Chair invited Mr. Violin back in the fall to update the committee on the roadside litter issue.

5. Consent Items
5.1 KHCG 2014 Work Plan
P. Homerski shared an overview of the committee’s 2014 work plan and status of each strategic objective of the plan. P. Homerski provided a copy of the work plan strategies for the Keep Hamilton Clean & Green Hamilton committee and an explanation of the current programs and perceived gaps in each of the strategy’s five focus areas as background for the development of the committee’s 2014 work plan. The proposed KHCG Work Plan Objectives are attached as Appendix A.

That the 2014 KHCG Work Plan be accepted as written
THOMSON/HAWKER CARRIED

6. Discussion Items
None
7.0 Focus Area Updates

7.1 Litter Prevention

HHS Cigarette Litter Prevention Program

P. Homerski and L. Husack met with the head of security for Hamilton Health Sciences to discuss the Cigarette Litter Program at the hospitals. They noted that the hospitals are “doing all the right things,” but that minor problems still exist. P. Homerski indicated our role is to help with educating the public about programs through an education piece. An educational video about cigarette litter is being produced, but has been delayed until the spring of 2014. P. Homerski and L. Husack have been invited and will attend the next HHS Smoke-Free Committee meeting to be held in early 2014.

7.2 Roadside Litter Prevention Initiative

P. Homerski and L. Husack were planning to meet with Tim Hortons representatives on December 6, 2013 to initiate the discussion on roadside litter. Due to a conflict, Tim Hortons staff was not available and the meeting has been postponed until early 2014.

7.3 Graffiti and Street Art Youth Survey

P. Homerski shared the results and analysis (compiled by Adam Watson) of the on-line Graffiti and Street Art Youth Survey with the committee. The information gathered will be used to assist in the determining of the city wide graffiti management strategy. Preliminary analysis of the results was provided to the Youth Graffiti Forums Working Group by Adam Watson, Policy/Program Analyst, Strategic Planning Section on December 2.

P. Homerski provided some key findings which included the majority of respondents considering graffiti as art, creative, exciting and a form of expression. However, using graffiti as a way to gain status or respect was rated low. Although the number of respondents (204 in total) was sufficient to provide credible results (90% confidence at 6% error), it was noted that the prime target audience – youth involved in past or present graffiti activity – represented only 20% of respondents which is not a sufficient sized sample.
Based on the results of the survey, the committee recommended that any follow up surveys be focused on graffiti involved youth through organizations such as John Howard Society and Hamilton Police Services as feasible.

### 7.4 Tim Horton’s Team Up to Clean Up Spring Blitz Working Group

TUTCU Spring Blitz Working Group Work will continue discussions with the two school boards on the logistics for the April 2014 TUTCU blitz. The next meeting is being planned for January 2014.

Due to the success of the first meeting with group event organizers, there will also be a follow up meeting to further gather input/ideas to help improve city wide community cleanups. This meeting will be held the third week of January.

### 8.0 Keep America Beautiful (KAB)

#### 8.1 Canadian Cigarette Litter Prevention Program

P. Homerski reported that he has been asked by the director of KAB’s cigarette litter prevention program to assist with the implementation and launch of a Canadian program with select Toronto BIAs. As a provision of his involvement, P. Homerski has secured a portion of the funding for a comprehensive Hamilton cigarette litter prevention program. Keep Hamilton Clean & Green will be positioned as the leader of this KAB initiative in Canada.

### 9.0 Other Business and General Information

#### 9.1 KHCG Work Plan Update

P. Homerski reported that the majority of the KHCG objectives for 2013 were met. Any outstanding items were rolled over into the 2014 KHCG Work Plan Objectives.

### 10. Adjournment

The meeting was adjourned at 7:15 pm.

The next meeting of the Keep Hamilton Clean & Green Committee will take place Tuesday, January 21, 2014 at 5:00 pm, Room 192, Hamilton City Hall.
Appendix A – KHCG 2014 Work Plan Strategic Objectives

Litter

Cigarette Litter
- Facilitate the development of a coordinated cigarette litter prevention program in Hamilton.
- Explore cigarette butt recycling options and opportunities in Hamilton.

Roadside Litter
- Repeat the Red Hill Valley Parkway roadside litter audit in 2014.
- Facilitate a community-based social marketing roadside litter prevention campaign with key stakeholders.

General Litter
- Analyze 2008-2013 Community Appearance Index data and provide recommendations for citizen engagement.
- Develop strategies to increase citizen engagement in the Tim Hortons Team Up to Clean Up Spring Blitz by 50% (to 10,000).
- Review school boards’ involvement in the Tim Hortons Team Up to Clean Up program and provide recommendations in early 2014.

Illegal Dumping

Public Engagement
- Review illegal dumping data and recommend public engagement and education strategies as appropriate.

Graffiti

Graffiti Management Strategy/Plan
- Facilitate opportunities for youth engagement in the development and implementation of Hamilton’s graffiti management program.

Victim Assistance
- In consultation with City staff, recommend programs and protocols for the prevention of graffiti on private properties abutting public property.
- Facilitate public/private partnership programs that provide assistance to victims of chronic graffiti vandalism.

Beautification/Greening

Community Support
- Develop a grant program that supports beautification initiatives proposed through the Neighbourhood Development Strategy program.

Environmental Stewardship
- Develop a grant program to support organizers of large volunteer events in the City of Hamilton aimed at maintaining or improving ecological integrity.
- Facilitate the development of Clean and Green Hamilton Charter(s) with organizations, groups and individuals engaged in environmental stewardship activities in Hamilton.