Council Direction:

The recommendations of the July 6, 2011 General Issues Committee (GIC) meeting at which the committee dealt with Report PW11052/PED11127 concerning “Illegal Dumping, Litter and Escaped Waste,” included:

“(a) That the General Manager of Public Works be directed to:
(i) report back to the Public Works Committee with the 2012 work plan for the Clean City Strategy before the end of 2011;
(ii) provide an semi-annual Clean City Strategy progress report to the General Issues Committee.”

Report PW11052a, Clean City Strategy 2012 Work Plan was received by Public Works Committee on December 5, 2011.

This Information Report aims to fulfill Council’s direction in recommendation (a)(ii) above, as the first semi-annual progress report to the General Issues Committee.

Information:

As requested by Council, a semi-annual report will be presented to the General Issues Committee on the work plan activities and initiatives related to the Clean City Strategy. These reports will be issued in June following the spring clean up activities, and in December to wrap up the year.

The Clean City Strategy 2012 Work Plan was received by Council at its December 14, 2011 meeting. The purpose of the Clean City Strategy 2012 Work Plan is to provide measurable objectives for staff and volunteers in their respective contributions to the Clean City Strategy vision of a cleaner and greener City. It also provides a basis for
evaluating the progress of the Clean City Strategy implementation. This Information Report provides an update on each of the 13 objectives of the 2012 Work Plan.

1. **Continue the Hamilton Trillium Awards Program**

The objective is to continue to deliver the Trillium Awards program in 2012 with meeting and operational expenses funded from the existing Operations & Waste Management Division budget.

The Executive Committee of the Trillium Awards program has begun its planning for the 2012 program. The Royal Botanical Gardens has once again been secured as the White Trillium sponsor this year.

The Trillium Awards judging starts in June following the judges’ training session for wards 1 – 11 and 13 noting that nominations are not required. The White Trilliums (two per Ward) will be awarded by early July, followed by the pinks (one per Ward) shortly after. The Red Trillium judging takes place mid-August. All Pink Trillium awards, Awards of Excellence and the Red Trillium Award will be presented at the Celebration Event on October 18 at the Gage Park Greenhouses in conjunction with the opening of the 92rd Chrysanthemum Show. Although the awards process for Ancaster (Ward 12) and Flamborough (Wards 14 and 15) residents will be managed separately by their respective horticultural societies as they are nomination based, the Ancaster and Flamborough Trillium Awards winners will also be recognized at the city-wide Celebration Event.

2. **Continue Recreation and Parks Month Activities**

The 2012 objective is to continue to encourage Adopt-a-Park group participation in Recreation and Parks Month Activities in June. To promote these group activities, a Park Appreciation Day event in each adopted park is encouraged. The goal of overall Adopt-a-Park group participation is 75% in 2012, or 28 of the 38 Adopt-a-Park groups.

As of May 15th, 16 Adopt-a-Park groups (42%) had registered to do a Park Appreciation Day event in June. As this is below our 2012 target of 75%, staff are following up with Adopt-a-Park groups to assist them with the coordination of their events if needed. Final numbers and accomplishments will be provided in the fall 2012 edition of the semi-annual Clean City Strategy Work Plan update.

3. **Continue Extreme Park Makeover Program**

The objective is to continue to deliver the Extreme Park Makeover program in 2012 in up to three parks designated for enhancements with special consideration to parks within areas identified in the Neighbourhood Development Strategy.

Two celebrations of Extreme Park Makeover projects completed in 2011 will take place this summer. On June 9, the celebration at the Jackie Washington Rotary Park took place which includes the GreenGym donated by the Spectator Kids Unlimited. A unique outdoor airing of the TVO Giver Project Extreme Park Makeover in Birge Park took place on June 10.
At the time of the writing of this report, plans were underway for a large Extreme Park Makeover project in the fall of 2012 that will include Carter Park and Corktown Park. Queen Victoria School and the Corktown Neighbourhood Association are actively planning for the Corktown Park Extreme Park makeover.

Staff is also working with the Neighbourhood Development Strategies office on a park makeover project in the Stinson neighbourhood. A report will be available in the fall Clean City Strategy 2012 Work Plan update.

4. Continue Hamilton in Bloom Program

The 2012 objective is to continue to deliver the Hamilton in Bloom traffic island sponsorship program increasing sponsorship revenue to $42,000 in 2012.

The sponsorship packages were sent out in early 2012. As of May 15th, $17,500 was received in sponsorship cash. Staff is confident that the 2012 sponsorship goal will be met.

5. Maintain Volunteer Citizen Engagement

This work plan goal had two objectives -- to maintain volunteer citizen engagement in 2012 litter remediation programs at 31,000 participants; and, to maintain staff support and funding for the Clean City Liaison Committee.

5(a) To maintain volunteer citizen engagement in 2012 litter remediation programs at 31,000 participants (this is based on full school enrolment participation as opposed to total actual number of participants from individual classrooms).

Registrations of groups and individuals for the April Tim Hortons Team Up to Clean Up spring blitz increased significantly over 2011 registrations. Group registrations more than doubled (142% over 2011 registrations) and individual registrations (less than 10 people in a group) were up 27% over 2011 registrations resulting in 3,650 people registered to participate in a neighbourhood clean up in April. In addition, Councillor-hosted events were up considerably above 2011 with 15 clean up events across 11 Wards (Wards 1, 2, 3, 4, 5, 8, 10, 11, 13, 14 and 15) contributing approximately 700 more participants.

Registration of actual student participants from the Hamilton-Wentworth District School Board and Hamilton-Wentworth Catholic District School Board closed on April 13. In the Catholic Board, four of the seven secondary schools and 22 of the 50 elementary schools registered to participate. In the Public Board, seven of the 18 secondary schools and 35 of the 95 elementary and middle schools registered to participate. From both Boards, the registered student participants total approximately 12,200. It is worthy to note that, to contain costs of supplies, registration of student participation was restricted to individual classrooms rather than whole school populations. Hence, the 12,200 student participant registration is more reflective of individual student effort than the 28,700 student registration approximation from school populations reported in 2011. If we were to apply the classroom formula to the 2011 numbers, the total number of student participants would be closer to 14,340.
In total, registrations for the April 2012 Tim Hortons Team Up to Clean Up blitz is approximately 16,650. The number of registrants for the year-round Team Up to Clean Up program is already showing an increase over 2011.

The following table provides a summary of the spring clean up blitz registrants:

<table>
<thead>
<tr>
<th>Tim Hortons Team Up to Clean Up Spring Blitz Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
</tr>
<tr>
<td>---------------------------------</td>
</tr>
<tr>
<td>Groups</td>
</tr>
<tr>
<td>Councillor-hosted events</td>
</tr>
<tr>
<td>Individuals (and groups of less than 10)</td>
</tr>
<tr>
<td>Hamilton-Wentworth Catholic District School Board</td>
</tr>
<tr>
<td>Hamilton-Wentworth District School Board</td>
</tr>
<tr>
<td>Total individuals/groups/schools</td>
</tr>
</tbody>
</table>

A complete measure of citizen engagement will be reported in the fall 2012 edition of the semi-annual Clean City Strategy Work Plan update. At that time, the report will include actual participants who fulfilled their clean up commitment and reported their accomplishments.

5(b) To maintain staff support and funding for the Clean City Liaison Committee.

The Operations & Waste Management Division of Public Works will continue to provide Staff Liaison support to assist the Clean City Liaison Committee in fulfilling its mandate. Other Public Works, Corporate Services, Planning and Economic Development and Hamilton Police Service staff provide support to the Clean City Liaison Committee as required.

To date, there have been six meetings of the Clean City Liaison Committee. At its April 11, 2012 meeting, Council approved the Clean City Liaison Committee’s 2012 budget request of $18,250.

6. Extend the Clean & Safe Railway Neighbourhood Project

This work plan goal had two objectives; to maintain the Crown Point Clean & Safe Railway Neighbourhood Project in 2012; and, initiate a Clean & Safe Railway Neighbourhood Project in the Landsdale Neighbourhood (Ward 3) in the spring of 2012 and continue implementation into 2013.

6(a) To maintain the Crown Point Clean & Safe Railway Neighbourhood Project in 2012.

Collaborative work between City staff, CN officials and key stakeholders in the Crown Point has continued since the Clean & Safe Crown Point Railway Neighbourhood Pilot Project Report (PW10084a) was presented in December 2011. At the recommendation
of the neighbourhood stakeholders, City staff continues to explore the option of the stop-up and closure of the alleyway running parallel to the CN tracks on the south side between Strathearn Avenue and Division Street. Further, an electronic surveillance and neighbour watch pilot project is being explored with the cooperation of Municipal Law Enforcement and CN Police. Both of these illegal dumping strategies will be considered by the neighbourhood stakeholders' group for implementation in 2012.

Security and safety options will continue to be researched over the summer of 2012 with the assistance of CN’s Public Works and Government Affairs divisions. Capital cost estimates and funding options for a pedestrian bridge or a pedestrian level crossing are also being explored.

Once the items listed above are underway, City staff will transition from a leadership to a supportive role for the Crown Point Railway neighbourhood.

6(b) To initiate a Clean & Safe Railway Neighbourhood Project in the Landsdale Neighbourhood (Ward 3) in the spring of 2012 and continue implementation into 2013.

Staff is consulting with Councillor Morelli on defining the 2012 project area in Ward 3. An initial dumping and security survey and an assessment of CN resources, City resources and neighbourhood stakeholder engagement readiness in the proposed project area is also underway.

7. Initiate a Social Marketing Program to Prevent Illegal Dumping

The objective is to analyze data to identify neighbourhoods where illegal dumping is most prevalent in the first quarter of 2012. Using this analysis, the objective is to initiate a community-based social marketing pilot program to prevent illegal dumping in identified neighbourhoods in the second quarter of 2012.

Data gathering and analysis has continued into the second quarter of 2012. Staff will be initiating an illegal dumping community-based social marketing pilot program in the third quarter of 2012 in collaboration with the Municipal Law Enforcement illegal dumping pilot project.

8. Increase Volunteer Citizen Engagement in City Beautification Programs

The 2012 objective is to increase volunteer citizen engagement in the Adopt-a-Park program from 38 groups to a total of 42 groups in 2012 and Neighbourhood Clean Team groups from 24 groups to a total of 26 groups in 2012.

As of April 30, the Adopt-a-Park goal was exceeded with 44 groups registered and we are close to our goal for Neighbourhood Clean Teams as we currently sit at 20 active groups. Of the 20, seven are newly formed Neighbourhood Clean Teams.

9. Implement a Graffiti Reporting and Tracking System for City Assets

The 2012 objective is to implement a formal reporting and tracking system for the activity of graffiti removal from public assets to ensure compliance with applicable By-laws.
Staff from Community Services, Planning & Economic Development and Public Works are working to combine their individual graffiti removal accomplishment reports into a unified report format. This report will be provided as part of the year end Clean City Strategy Work Plan Update.

10. Develop a Sustainable Sponsorship Program

The 2012 objective is to develop a sustainable sponsorship program for private sector support of public space waste diversion and litter containment programs.

In addition to reviewing our existing sponsorship opportunities with Tim Hortons’ Team Up to Clean Up, Hamilton in Bloom and the Mum Show, sponsorship program research and a scan of best practices among municipalities is underway. Information attained through staff’s participation in the Municipal Sponsorship Training program in late 2011 is being employed to create and draft the sponsorship strategy and program for the Operations & Waste Management Division. An initial draft of the strategy is targeted for the end of 2012 and will identify all Operations & Waste Management assets available for sponsorship.

11. Revise the Festivals Waste Management Program

The 2012 objective is to implement a festivals and special events waste management pilot program at up to six SEAT approved special events in 2012.

For the 2012 events season, festivals and special events organizers can opt in to the Put Waste in the Right Place festivals pilot program. Eligible events agree to offer recycling centres where organics, container recycling and waste collection units will be staffed by volunteers who help event patrons put waste in the right container. Operations & Waste Management staff will provide the collection units, tents, banners, a train the trainer session and collections/disposal coordination. Staff is reviewing the applications and logistics are being finalized. A complete report on the 2012 festivals waste management pilot program will be provided in the fall Clean City Strategy 2012 Work Plan update.

12. Implement a Parks Cigarette Litter Prevention Program

In partnership with Public Health Services, the 2012 objective is to develop and implement a public awareness program and cigarette litter prevention program pilot in six parks (two in each Parks District) in conjunction with the implementation of the Smoke-Free Outdoor Recreation Areas By-law.

Staff has designed a pilot program with the purpose of exploring the impacts of the Smoke-Free Outdoor Recreation Areas By-law on Operations & Waste Management operations and Clean City Strategy objectives. The goals of this pilot are to demonstrate the impact on cleanliness of property on the periphery of parks following the implementation of the Smoke-Free Outdoor Recreation Areas By-law; and to quantify the cost and operational impacts on remediation and containment of cigarette litter in parks transition areas and abutting properties.

Vision: To be the best place in Canada to raise a child, promote innovation, engage citizens and provide diverse economic opportunities.
Values: Honesty, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork
A mix of Permitted (sports) parks and Neighbourhood parks – 12 in total – have been chosen for this study, half of which will receive ash receptacles at park entrances. The parks that do not have ash receptacles will act as the “control” allowing for a comparison of the littering behaviour in areas where tactics to contain cigarette litter are in place versus littering behaviour in areas where no measures are in place. A preliminary cigarette litter scan in all pilot parks before the By-law implementation (May 31, 2012). At the end of each month (June, July and August) the cigarette butts from each ash container will be collected, counted and recorded. At the end of the three-month pilot, the ash containers will be removed and a follow-up cigarette litter scan in all pilot parks will be conducted.

Results of the pilot and recommendations will be reported in the fall Clean City Strategy 2012 Work Plan update.

13. Initiate a Clean City Strategy Review

The 2012 objective is to strike a Clean City Strategy Task Force in late 2011 to review the 2007 Clean City Strategy document with recommendations for an updated Clean City Strategy to be provided for Council’s consideration by June 30, 2012.

It was staff’s intent to ensure that Hamilton’s Clean City Strategy review be conducted with the participation of members of the Clean City Liaison Committee (CCLC). As the CCLC Terms of Reference needed to be revised, there was a delay in appointing the new citizen members. As the new committee will be approved in June, the Task Force will be struck in the third quarter of 2012 to review the strategy and to make any necessary recommendations for revisions to the Clean City Strategy incorporated into the fall Clean City Strategy 2012 Work Plan update. As a preliminary phase of the review, a literature search and municipal scan for similar clean city strategies has been conducted and findings will be shared with the strategy review task force to assist with the review process.