TO: Mayor and Members
   General Issues Committee

WARD(S) AFFECTED: CITY WIDE

COMMITTEE DATE: June 20, 2011

SUBJECT/REPORT NO:
Illegal Dumping, Litter and Escaped Waste (PW11052/PED11127) - (City Wide)

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SIGNATURE:

RECOMMENDATION

(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 annual Clean City Strategy progress report to the General Issues
       Committee.;

(b) That Public Works and Planning and Economic Development Departments staff
    be directed to undertake investigations and report back comprehensively in the
    Fall of 2011 on:
(i) educational efforts towards illegal dumping, litter and escaped waste in the City;

(ii) possible improvements to the Waste, Streets, Parks and Yard Maintenance By-Laws to enhance the effectiveness of enforcement of illegal dumping;

(iii) enforcement strategies, service levels and staffing requirements to adequately address illegal dumping complaints.

(c) That direction be provided to staff on the areas of concern identified by members of Council, attached as Appendix A to Report PW11052/PED11127.

EXECUTIVE SUMMARY

At its April 18, 2011 meeting, the Public Works Committee, in dealing with Report PW11030, *Waste Collection and Recycling Processing Procurement Processes for 2013-2020*, expressed concerns about illegal dumping in the City. Staff would like to address the matter of illegal dumping in the context of waste management programs, municipal law enforcement and other City initiatives.

To determine appropriate solutions to address “waste in the wrong place”, it is necessary to determine what types of materials are being found and assess why they are not being managed through existing waste management programs. There are three distinct components to the matter of waste materials in wrong or inappropriate places. These three components include intentional litter, illegal dumping and escaped waste. To assist in addressing these matters, the components can be further defined as follows:

- Litter is material or products that are thrown, dropped, discarded or left behind intentionally in inappropriate locations.
- Illegal dumping is quantities of material that is deliberately placed in inappropriate locations.
- Escaped waste is material or products usually deposited unintentionally including material that escapes or spills from vehicles or containers such as displaced curbside waste or windblown materials.

Each component can be addressed in a number of ways that may include some common elements, but some distinctly different elements as well. The purpose of this report is to provide a context for the prevention, education and remediation of the litter, illegal dumping and escaped waste, to provide some options for managing the matter and to recommend a course of action for moving forward.

Members of Council identified areas of concern with respect to litter and illegal dumping and these are provided in Appendix A of Report PW11052/PED11127. Staff is assessing each of the sites to determine the type of materials being found, current clean-up frequencies and any additional costs for clean-up beyond normal operations. A presentation will be provided at the General Issues Committee meeting and direction to staff can be provided at that time.
Waste in the wrong place is a historical issue faced by cities across North America and Hamilton is no exception. The City has a long history of community involvement, which is currently represented by the Clean City Liaison Committee (CCLC). In addition, the Public Works Department, through the Operations and Waste Management Division, manages extensive volunteer based programs in the Adopt-A-Road, Adopt-A-Park and Neighbourhood Clean, and Team up to Clean Up month. Over 30,000 volunteers cleaned up the City during the month of April. These volunteer initiatives supplement the ongoing operating programs for waste management, roads and parks for litter and public space recycling containers, litter pick-up and illegal dumping clean up on City property and road allowance. The details of the current programs are included in Report PW11052/PED11127 as Appendix B.

Municipal Law Enforcement has been addressing compliance with City by-laws with an objective of deterring inappropriate behaviour in handling waste materials. However, while enforcement priorities have been temporarily adjusted in an attempt to keep up with increasing complaints about illegal dumping, by-law enforcement is simply not effective. It is being recommended that the current by-laws, enforcement strategies and staffing requirements be reviewed.

It is expected that the report recommendations, in addition to waste collection system changes proposed in Report PW11030a, will complement and enhance Hamilton's Clean City Strategy. The Clean City Strategy was adopted by Council in 2007 with the approval of report PW07056 and is attached to Report PW11052/PED11127 as Appendix C.

Alternatives for Consideration - See Page 9

To continue with the momentum of the success of the Clean City initiatives to date, it is recommended that a report on the 2012 work plan for the Clean City Strategy be presented to Public Works Committee before the end of 2011. It is also recommended that an annual report on progress on the Strategy be provided to the General Issues Committee to provide an update to progress to all members of Council. It is expected that this would be provided in the 1st quarter of the year, starting in 2012.

Staff is also seeking direction from Council on the areas of concern identified in Report PW11052/PED11127 as Appendix A.

**FINANCIAL / STAFFING / LEGAL IMPLICATIONS**

Financial: The recommended alternatives require only minor changes in some processes (e.g. data collection at illegal dump sites) which will be funded from existing operating budgets.

The operating budget for the Operations & Waste Management Division (Roads and Parks Sections) includes funding for cleaning up illegal dumping, litter and escaped waste and these efforts will continue. Estimated costs in 2010 were in the order of $700,000 and are expected to be similar for 2011.
Members of Council identified a number of areas of concern for litter and illegal dumping and are attached to Report PW11052/PED11127 as Appendix A. Staff is investigating these areas and assessing additional costs that would be required to clean up sites identified by the Councillors and will provide these cost estimates at the General Issues Committee meeting.

**Staffing:** The recommended alternatives require only minor changes in some processes (e.g. data collection at illegal dump sites) performed by the existing staff complement. The need for additional enforcement staffing would be addressed through follow-up reports from the recommendations in this report.

**Legal:** Not applicable.

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### HISTORICAL BACKGROUND

The Clean City Strategy’s overarching strategic objective is to encourage neighbourhood clean and green behaviours by guiding the community and stakeholders through the hierarchy of activities from prevention, containment and remediation. Public education and community outreach efforts to remove barriers to desirable behaviour are an integral part of managing litter and illegal dumping. In the end, not all behaviours can be changed, so some level of containment and remediation will continue to be necessary.

Progress has been made in implementing the Clean City Strategy since 2007. The following provides some background and findings from the last four years.

Since 2008, the management of illegal dumping has been a collaboration of Municipal Law Enforcement (MLE) and Operations & Waste Management. MLE receives most of the calls on illegal dumping, although the responsibility for remediation lies with several parties including MLE, Operations & Waste Management and private landowners. In 2008, MLE made some organizational changes that have resulted in improved tracking of information. The following table shows the number of calls received by MLE from 2007 to 2010:

<table>
<thead>
<tr>
<th>Ownership</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Property*</td>
<td>307</td>
<td>304</td>
<td>555</td>
<td>698 (+227%)</td>
</tr>
<tr>
<td>Private Property</td>
<td>n/a</td>
<td>178</td>
<td>578</td>
<td>662 (+372%)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>307</td>
<td>482</td>
<td>1133</td>
<td>1360 (+443%)</td>
</tr>
</tbody>
</table>

The number of calls has increased each year since 2007 indicating that there is a demand for by-law enforcement, which have been met in part from the operational changes made within the MLE Section since that time. The increased awareness of litter and illegal dumping and enforcement requirements from the one container limit for
waste collection has resulted in an increased work load that now exceeds the current staff capacity in MLE. Further, enforcement provisions related to illegal dumping in the Waste, Streets, Parks and Yard Maintenance By-Laws are not effective unless an Officer witnesses illegal dumping taking place.

As demands for illegal dumping enforcement increased, Environmental Enforcement Officers were not able to keep up with other enforcement priorities. Therefore, the following temporary adjustments were made in MLE:

- In 2010, one FTE was transferred temporarily from the Property Standards & Zoning Team to the Environmental Enforcement Team to fund a trial summer student program to enforce long grass/weeds. Staff is continuing to assess the effectiveness of using students and intends to report with recommendations in the Fall of 2011. However, it is noted that reduced attention to Property Standards & Zoning issues is being provided during this trial and lost revenues in the order of $100,000 (net) annually could be incurred.

- Recently, it was agreed that 2 work accommodated employees would be provided to MLE by Operations and Waste Management to assist in collecting evidence with respect to illegal dumping.

It is important to take a closer look at what is being dumped to get a clearer picture of the impact of the one container limit. MLE reports that the materials found include bulk items, litter, broken glass, tree limbs and garbage. Complaints received through the City’s Customer Contact Centre are forwarded to MLE for follow-up. An officer is sent to investigate and collect evidence and identification if possible. If enough evidence is found, a charge may be laid or the violator ordered to clean up. If sufficient evidence of illegal dumping is found on City property, MLE contacts the Operations & Waste Management Division (Parks and Roads Sections) for cleanup. The estimated labour cost for the Operations & Waste Management Division to collect materials dumped illegally was approximately $700,000 in 2010. The cost per cleanup varies depending on the extent of the dumping and averages out to $250 per call.

Another source of useful information is the annual Community Appearance Index undertaken by the Clean City Liaison Committee (CCLC), as part of its certification process with KAB in 2008. The Community Appearance Index uses a four point scale to measure litter with 1 being minimal or no litter, 2 being slightly littered, 3 being littered and 4 being severely littered. Now, with three years of data from these annual windshield surveys, the following observations can be made for the 18 areas of the survey:

- Year-over-year comparisons between 2008 and 2009 indicate a negligible increase in scores ranging from 0.1 to 0.2 range and year-over-year comparisons between 2009 and 2010 range from 0.2 to 0.4, both of which are within an acceptable margin of error.

- Three-year average scores for all 18 areas range from 1.2 (rural and suburban Flamborough) to 2.6 (Lansdale Neighbourhood) with the City average at 1.8. Rounding out the numbers, they translate to a low of “Minimal or No Litter” to a high

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of “Littered” with the City average at “Slightly Littered”. Areas scoring 3 or 4 are flagged as areas requiring further study.

- The number of “3” or “4” scores reported for the sub-areas dropped from 23 of 143 sub-areas (16%) in 2008 to 18 of 135 sub-areas (13%) in 2009 but then jumped to 49 of 147 sub-areas (33%) in 2010. The surveyors’ comments noted windy conditions the day prior to the survey with the majority of comments related to blown litter.
- The high scores included north end alleyways and railroad sidings, roadside littering along the QEW, Centennial Pkwy and the Service Roads, debris and litter at mountain construction sites. The majority of the high scores were associated with blown or tossed litter on roadways or dumped bulk items like tires, couches and broken furniture abutting railways or in alleyways.

In September 2010, through PW 10084, Litter, Illegal Dumping and Security Issues Affecting Municipal Properties Abutting Railway Lands, staff was directed to undertake a pilot project to cleaning up an area along a railway. Using a reporting tool adapted from Keep America Beautiful (KAB) and the Great Canadian Shoreline Cleanup, data was collected for the area abutting the CN Rail tracks between Parkdale Avenue and Ottawa Street. Table 2 shows the inventory of materials found in this area. Of greatest volume and incidence were recyclables (paper, plastic bottles construction materials (14%) and leaf and yard waste (10%) categories followed by bulk waste items (tires and furniture – 9% each). Residential garbage consisted of 6% of the material.

<table>
<thead>
<tr>
<th>Material Type</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recyclables</td>
<td>33</td>
</tr>
<tr>
<td>Construction Materials</td>
<td>17</td>
</tr>
<tr>
<td>Leaf &amp; Yard Waste</td>
<td>10</td>
</tr>
<tr>
<td>Tires</td>
<td>9</td>
</tr>
<tr>
<td>Furniture</td>
<td>9</td>
</tr>
<tr>
<td>Hazardous Waste</td>
<td>6</td>
</tr>
<tr>
<td>Residential Garbage</td>
<td>6</td>
</tr>
<tr>
<td>Apparel</td>
<td>3</td>
</tr>
<tr>
<td>Fast Food Waste</td>
<td>3</td>
</tr>
<tr>
<td>Appliances</td>
<td>3</td>
</tr>
<tr>
<td>Automobile/Bicycle Parts</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

It was observed that material found on the north side of the railway from Ottawa Street to Kenilworth Street was predominantly litter, while the material found from Kenilworth Street to Parkdale Avenue was predominantly construction waste and leaf and yard waste on railway property where streets dead-end.

Although reported incidences of dumping have increased, the information indicates that household garbage constitutes a small part of the materials found. As such, there is
minimal evidence that illegal dumping can be attributed to the container limit for garbage.

Since littering is truly a behavioural problem that is best addressed through education and awareness campaigns, community engagement and adequate litter containers, the remaining question relates to why the illegal dumping bulk material and leaf and yard waste happens. Curbside waste collection programs for many bulk items and leaf and yard waste are available albeit seasonally, which may be part of the problem. Bulk items can be taken to the CRCs for a fee, which may be a problem. Leaf and yard waste can be taken to the CRCs free of charge for residents, but fees apply to the small contractors. Construction debris has not been accepted at City facilities since 1980, however, there are private sector options for the disposal of this material. Although there is a behavioural element associated with all illegal dumping, there may be alternative ways to deal with it. Concerns about residential bulk waste and leaf and yard waste are addressed through the waste collection system review in report PW11030a, *Waste Collection and Recycling Processing Procurement Processes for 2013-2020*. The fees at the CRCs are associated with offsetting the cost of operating those facilities. A significant portion of the CRC waste could be managed in curbside programs, which is intended to be the primary means for residents to participate in waste management programs.

Most municipalities have tipping fees at their transfer stations and/or landfill sites where the public can drop off waste. Fee structures vary from flat fees to incremental fees so direct comparisons are somewhat difficult. The minimum fee ranges from $2 to $10, so the City’s minimum fee is $8.50 for the first 100 kg. is not out of line. Per tonne rates range from $75 to $143, so Hamilton’s per tonne rate of $117 is in line with other municipalities. Fees are an incentive for residents to direct as much material as possible to the broad range of recyclable opportunities at the CRCs to avoid paying fees. Fees also help to offset the cost of those CRC recycling programs. Commercial customers at the Transfer Stations/CRCs pay for all materials that they drop off at a cost of $117 per tonne.

Related to construction sites, development agreements contain clauses that prohibit the use of construction sites for waste and debris. The enforcement of the clauses is carried out by Development Engineering inspection staff.

There are a number of programs in place that deal with the prevention and remediation of litter, including:
- CCLC Cigarette Litter Prevention Program
- Team Up To Clean Up
- Neighbourhood Clean
- Adopt-a-Park
- Public Space Litter and Recycling Container Collection
- Roads and Parks maintenance
- Downtown Cleanliness Program
The details of these programs are contained in Report PW11052/PED11127 as Appendix B.

POLICY IMPLICATIONS

The recommendations provided in this report will fulfil the priorities established in the Public Works Business Plan within “Communities” as it as it reflects our desire to “be a leader in the “greening” and stewardship of the city” as well as “establish mutually beneficial charters with external customers”. The recommendation will also fulfil the priorities established within “Processes” as it encourages defined and aligned business planning processes and integrated technologies across divisions.

This report contains potential implications for the following policies:

- Solid Waste Management Master Plan
- Property Standards By-law
- Yard Waste By-law
- Development Agreements
- Waste Management By-law
- Roads maintenance
- Parks maintenance
- Community Based By-Law Enforcement Strategy

RELEVANT CONSULTATION

Staff has consulted with the Municipal Law Enforcement and Development Engineering sections of the Planning and Economic Development Department. In addition, on-line research and literature searches for relevant data, case studies and best practices has been undertaken through Keep America Beautiful, Community-Based Social Marketing network and Institute of Applied Research.

Members of Council were consulted in identifying areas of concern for illegal dumping. This information was gathered through Councillor Russ Powers as Public Works Committee Chair.

Information received through preliminary consultation with the Crown Point Neighbourhood residents related to the Railway Neighbourhood Green Team pilot project was also used to develop the recommendation.

ANALYSIS / RATIONALE FOR RECOMMENDATION

There are many existing initiatives on-going that help to keep our City clean, ranging from educational and promotional programs, clean-up activities and enforcement activities. It is imperative that these programs continue to improve the image and appearance of the City. These programs include volunteer clean-up programs, corporate sponsorship, educational campaigns, appropriate waste collection methods and active enforcement.
It is also important that activities around illegal dumping be monitored and reported as best as possible, recognizing that these activities are often managed as part of larger programs. Based on this, it is being recommended that the Clean City Strategy continue to be followed and that Committee and Council be provided with the 2012 work plan before the end of 2011 and annual reports on progress be provided.

Staff are also recommending that additional investigations be undertaken by Waste Management and Municipal Law Enforcement and a comprehensive report be provided to the appropriate Committee and Council in the Fall of 2011 on the following:

- educational efforts towards litter, illegal dumping and escaped waste
- possible improvements to the Waste, Streets, Parks and Yard Maintenance By-Laws to enhance the effectiveness of enforcement of illegal dumping;
- enforcement strategies, service levels and staffing requirements to adequately address illegal dumping complaints.

The recommendations in this report will result in clarifying the programs and reporting mechanisms around illegal dumping through the Clean City Strategy and a strategy for enforcement, which will compliment existing initiatives and programs that contribute to the management of litter, illegal dumping and escaped waste. It is recognized that some additional changes to waste collection practices will also help to reduce litter, illegal dumping and escaped waste. These proposed changes regarding collection frequencies and methods are addressed in Report PW11030a.

**ALTERNATIVES FOR CONSIDERATION**

The alternatives for consideration are addressed with respect to the three components of intentional litter, illegal dumping and escaped waste and also relative to the hierarchy (the waste value chain) of activities around management these waste materials.

In reviewing the alternatives for illegal dumping, it is necessary to try and identify the extent of illegal dumping and the type and quantity of materials that are being dumped.

Because individual behaviour dictates what a person is capable of doing, the eradication of litter and illegal dumping is unlikely to happen. Therefore the City can only take appropriate steps to prevent litter and dumping, contain the extent of litter and dumping and remediate or clean up sites to avoid proliferation of the sites.

**Litter**

Awareness, education and promotion are the best tools to reducing litter. Raising awareness is achieved by engaging and involving as many people as possible. The City’s volunteer clean up programs can be further developed at minimal cost to cover the litter picking equipment. These programs engage individuals and build community capacity. At the same time, the clean ups serve as a low cost remediation.

In addition, corporate sponsorships could be pursued particularly with those businesses that contribute to the problem (take out restaurants, coffee and convenience stores).
This should be done in accordance with the sponsorship policy established in 2008, through appropriate purchasing procedures.

It is recommended that the volunteer programs related to litter clean up continue to be developed and that corporate sponsorships be explored as a means of engaging the business community.

It is also recommended that cigarette litter prevention pilots be completed and that staff report back on the program including the relevance to the Smoke-Free Outdoor Spaces By-law to be implemented in 2012.

Illegal Dumping

Awareness and education are more challenging around illegal dumping. The act itself is a very deliberate process carried out by individuals setting out to break the law. It is also very time consuming and difficult to catch the perpetrators. It is also very difficult to target the potential violators through an education campaign. It is recommended that illegal dumping awareness be incorporated into existing educational campaigns (litter, waste management, by-law enforcement), where possible, within existing budgets.

Another alternative is to make changes to the waste management programs to address seasonal problems that appear to be associated with the dumping of bulk waste, leaf and yard waste, containers and container limits. These matters are addressed in Report PW11030a, Waste Collection and Recycling Processing Procurement Processes for 201302020.

Escaped Waste

Although this aspect of scattered waste may be unintentional or no fault, it can be addressed in a number of ways.

The Development Engineering inspection staff is aware of and enforces the clauses in development agreements that prohibit waste and debris from being stored on site. Consideration could be given to stronger language about the management of litter and construction debris on construction sites.

Waste also escapes from containers set out at curbside for collection, particularly blue boxes. The matter of alternative containers for waste collection is addressed in Report PW11030a.

Waste materials can also escape the containers during the curbside collection process. The waste collectors should be reminded from time to time that materials spilt during the collection process are their responsibility to clean up.

By-Law Enforcement

Public compliance is a component of achieving the Clean City Strategy and requires supporting by-laws and enforcement to support the various awareness and remediation initiatives. Proper bylaw enforcement is required to gain compliance, otherwise there is a decay in the overall program and additional costs occurred by the City.
Municipal Law Enforcement is currently unable to provide timely responses to complaints based on the current volume of illegal dumping calls. Staff are proposing that alternatives be explored, including but not limited to reviewing existing by-laws, looking at alternative enforcement approaches and adding additional staff. Revenue generating opportunities will also be explored to offset enforcement costs.

When bylaws are effective and there is a general deterrent in place it has been found that the rate of violations decreases and levels off. A substantial increase for FTE’s in MLE would be required to address the volume of complaints and the lack of buy in from or increased awareness by residents. The mixture of proper effective bylaws, adequate levels of enforcement and fines, overall, saves costs occurred by the City in addressing illegal dumping.

**Conclusion:**

The City has many initiatives and programs that contribute to the management of litter, illegal dumping and escaped waste. It is recognized that some additional changes to waste collection practices that may help to reduce litter, illegal dumping and escaped waste are addressed in Report PW11030a.

To assist in the management of litter, illegal dumping and escaped waste, the following activities will continue to be pursued in the implementation of the Clean City Strategy:

1. Further development of volunteer programs to raise awareness and remediate litter;
2. Appropriate corporate sponsorships to offset the cost of the volunteer programs; and
3. Messages about illegal dumping should be incorporated into educational campaigns around litter, waste management and by-law enforcement, where possible.
4. Waste collectors can be reminded from time to time that it is their responsibility to clean up waste materials that fall to the ground during collection.
5. By-law enforcement

It is also appropriate for Development Engineering staff to review the clauses in development agreements to ensure that they adequately addressed the on-site management of litter and construction debris.

To complement the ongoing activities, it is recommended that reports on the 2012 work plan for the Clean City Strategy and an annual report on the status of the Clean City Strategy be presented to Public Works Committee before the end of 2011.

It is also recommended that a report on alternative enforcement approaches for illegal dumping be presented to the Planning Committee before the end of 2011.

Staff is also seeking direction from Council on the areas of concern identified in Report PW11052/PED11127 as Appendix A.
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Values: Honest, Accountability, Innovation, Leadership, Respect, Excellence, Teamwork

CORPORATE STRATEGIC PLAN


Skilled, Innovative & Respectful Organization

- More innovation, greater teamwork, better client focus
- The collaboration between Public Works, Municipal Law Enforcement and citizens on identifying sources of litter and illegal dumping, behaviours and barriers is an innovative model of teamwork

Financial Sustainability

- Delivery of municipal services and management capital assets/liabilities in a sustainable, innovative and cost effective manner
- The recommendations should result in moving from costly remediation activity to the less resource intensive preventative model of managing litter, illegal dumping and escaped litter

Growing Our Economy

- An improved customer service
- Working in collaboration with neighbourhood business stakeholders and corporate sponsorship adds value to partnerships that help grow our City’s economy.

Environmental Stewardship

- Reduce the impact of Hamilton’s industrial, commercial Private and Public operations on the environment
- The overall goal in the reduction of litter and illegal dumping on municipal and private property will help reduce negative impacts on terrestrial ecology.

Healthy Community

- An engaged Citizenry
- The recommended collaborative approach to developing preventative strategies engages all stakeholders and property owners.

APPENDICES / SCHEDULES

Appendix A - Areas of Concern Identified by Councillors
Appendix B - Current Programs
Appendix C - Clean City Strategy
### Areas of Concern for Illegal Dumping/Litter Identified by Councillors - May 2011

<table>
<thead>
<tr>
<th>Ward</th>
<th>Location Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kay Drage Park - far end of parking lot</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Sanders Boulevard - by the City bins</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Stroud - by the rail trail</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td>2</td>
<td>Wellington Alley between Wellington and West Avenue, From Main to Hunter</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Alley Between Elgin and Mary, Barton to Cannon</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>CN Tracks from Wellington to Queen</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>TH&amp;B Corktown, Walnut between Augusta and Hunter</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Private property ~ Cannon and Wellington</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Private Property ~ Catherine Street</td>
<td>Property Standards</td>
</tr>
<tr>
<td></td>
<td>South West Corner of Hess and Stuart</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Carter Park</td>
<td>Litter/Garbage</td>
</tr>
<tr>
<td></td>
<td>Alley behind King between Wellington and Mary</td>
<td>Litter/Garbage</td>
</tr>
<tr>
<td></td>
<td>Escarpment trail and off Mountain Brow</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Most Downtown parking lots/vacant lots</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td>3</td>
<td>CP Rail Corridor ~ South side of Lawrence Road, Gage to Ottawa</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>CP Rail Corridor/Rail line ~ Cumberland, West of Gage heading North East to Barton</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>CN Rail Corridor ~ Victoria to Oak/Douglas Streets</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>N/S Alley, just West of Lottridge between Cannon and Somerset</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>N/S Alley, between Barton/Cannon and Birch/Gibson</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>N/S Alley, between Barton/Cannon and Chestnut/Gibson</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Wentworth Street North, off of sidewalks, between Birge and Munroe</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Just South of Barton, on the West side of Sherman, off of sidewalk</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Lucy Day Park</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Birch Avenue from Cannon to the Public Works Yard, North of the CN tracks</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td>4</td>
<td>Along all properties abutting railway lands in Ward 4 (i.e. Lawrence Road Corridor)</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>All alleyways in Ward 4</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Parkside. Mahoney, Montgomery, Andrew Warburton, Pipeline</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td></td>
<td>Illegal dumping and littering</td>
<td>Illegal dumping/Littering</td>
</tr>
<tr>
<td>5</td>
<td>Ravine on Albright just east of Montmorency</td>
<td>Illegal dumping and littering</td>
</tr>
<tr>
<td></td>
<td>Slopes along Red Hill Valley (i.e. Eugene at Pottruff, King Street interchange at Hixon, etc.)</td>
<td>Illegal dumping and littering</td>
</tr>
<tr>
<td></td>
<td>Tindale (edge of Ravine)</td>
<td>Illegal dumping and littering</td>
</tr>
<tr>
<td>6</td>
<td>No locations identified</td>
<td>Illegal dumping and littering</td>
</tr>
<tr>
<td>7</td>
<td>Rear of Private Property Upper James</td>
<td>Illegal dumping and littering</td>
</tr>
<tr>
<td></td>
<td>Bruleville Natural Park</td>
<td>Illegal dumping and littering</td>
</tr>
<tr>
<td></td>
<td>Sam Lawrence Park</td>
<td>Illegal dumping and littering</td>
</tr>
<tr>
<td></td>
<td>Corner of Regina &amp; Dicenzo empty lot</td>
<td>Illegal dumping and littering</td>
</tr>
<tr>
<td></td>
<td>Rear of Dave Andreychuk Arena - Both</td>
<td>Illegal dumping and littering</td>
</tr>
<tr>
<td>8</td>
<td>All along West 5th by Auchmar and at the back of William Connell Park</td>
<td>Illegal Dumping - Littering and overgrown with weeds</td>
</tr>
<tr>
<td></td>
<td>Paradise Meadows Phase Two</td>
<td>Illegal Dumping, Littering, overgrown with Weeds, standing water. Illegal Dumping of garbage at the end of Davinci and Upper Paradise.</td>
</tr>
</tbody>
</table>
## Areas of Concern for Illegal Dumping/Litter Identified by Councillors - May 2011

<table>
<thead>
<tr>
<th>Ward</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Both sides of Fortissimo Drive</td>
<td>This is an area of City property that becomes very overgrown, thicket next to Kernighan Parkette. In this location there is also considerable dumping in the storm drain area. There is also a considerable amount of litter along both sides of Fortissimo Drive.</td>
</tr>
<tr>
<td></td>
<td>Rental Properties around Mohawk College in the Bonnington, Buchanan, Mohawk, and Southam neighbourhoods</td>
<td>On a weekly basis, addresses are provided to MLE for investigation relating to snow removal, long grass, weeds and debris or garbage on site. Specific addresses were provided for follow up.</td>
</tr>
<tr>
<td>9</td>
<td>Any dumping it is cleaned up when we learn about it</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>No locations identified</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>General area south of the Mountain Transfer Station.</td>
<td>Illegal dumping in rural area mostly within a mile south distance of the Rymal just over the Glanbrook Rural Border. Has been steady for many years and always worse just after a change in waste collection.</td>
</tr>
<tr>
<td></td>
<td>Most areas of the rural area seem to be hit from time to time with dumped large amounts of construction debris, tires, old furniture. Quiet streets are targeted.</td>
<td>Illegal dumping of mostly roof shingles/old fencing or bulk items such as appliances and or furniture. Occasionally larger quantities of green garbage bags are dumped.</td>
</tr>
<tr>
<td></td>
<td>Empty lots or wood lots are always hit with local residential waste</td>
<td>Residents within walking distance dump yard waste, small home renovation waste, etc.</td>
</tr>
<tr>
<td></td>
<td>Extra effort could be made to keep the entry points of the city cleaner.</td>
<td>For example Centennial Parkway north near the QEW. Quite often tall weeds and litter are not an appealing site for an entry point. Also, main roads and commercial areas where residents don't live so the personal touch isn't there.</td>
</tr>
<tr>
<td>12</td>
<td>Tiffany Creek (corner of Harrowgate and Cloverleaf Dr)</td>
<td>Blowing litter</td>
</tr>
<tr>
<td></td>
<td>Stonehenge at Stonechurch Road</td>
<td>Dumping and littering</td>
</tr>
<tr>
<td></td>
<td>Across from 1011 Old Mohawk Road</td>
<td>Dumping and littering</td>
</tr>
<tr>
<td></td>
<td>Highway 403 on and off ramps</td>
<td>Litter on the 403 on and off ramps accumulates all winter and once the snow melts, the ramps are full of debris. We have a couple of community groups that do clean ups but it would be good if the Ministry of Transportation was more pro-active and cleaned up the medians and ramps of their highways</td>
</tr>
<tr>
<td>13</td>
<td>Volunteer Marsh (area between Public Works Bldg @ 189 King St E, Dundas and the City's Dundas Transfer Station - N/W sector of King St East @ Olympic Dr)</td>
<td>It's a consistent litter problem with material coming from the Dundas Transfer Station</td>
</tr>
<tr>
<td></td>
<td>Triangle of Spencer Creek lands bordered by Governors Rd, Ogilvie St and the Metro Plaza</td>
<td>It's a regular litter problem</td>
</tr>
<tr>
<td></td>
<td>Private Property ~ Governors Road, Dundas - illegal dumping into dumpster and garbage cans (City takes upwards of two weeks to respond and owners have estimated an additional $6K has been spent in extra tippage because of the illegal dumping).</td>
<td>Illegal dumping into dumpster and garbage cans. City’s response time is slow and owners have estimated an additional $6K has been spent in extra tippage because of the illegal dumping.</td>
</tr>
<tr>
<td></td>
<td>Hamilton to Brantford Rail Trail</td>
<td>Illegal dumping, excess litter</td>
</tr>
<tr>
<td></td>
<td>City Parks</td>
<td>Insufficient number of waste cans in parks</td>
</tr>
<tr>
<td></td>
<td>Rail Lines</td>
<td>Litter along rail lines</td>
</tr>
</tbody>
</table>
## Areas of Concern for Illegal Dumping/Litter Identified by Councillors - May 2011

<table>
<thead>
<tr>
<th>Ward</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Due to the size of the ward, it's difficult to prioritize as it occurs anywhere where there are no residences or lighting, i.e. Farmers gate entrances to fields etc.</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>No locations identified</td>
<td></td>
</tr>
</tbody>
</table>
Inventory of City of Hamilton Current Initiatives and Programs for Managing Waste in the Wrong Place

Clean City Liaison Committee (CCLC) Cigarette Litter Prevention Program

Several litter studies have shown that when counting litter on a per-item basis, cigarette litter is the number one littered item on roadways, open spaces and waterways. Keep America Beautiful’s 2009 National Visible Litter Survey and Litter Cost Study surveyed 6,120,000 kilometres of roadway 180 non-roadway sample sites (recreational areas, retail shopping areas, loading docks, etc.). The study found tobacco products as the most prevalent litter item comprising 38% of all litter.

With the assistance of three grants from Keep America Beautiful (KAB), the Clean City Liaison Committee is leading three pilot projects of KAB’s Cigarette Litter Prevention Program for implementation between June and September 2011. The program requires the grant recipient to implement four strategies: the review of litter By-Laws, raise public awareness, place ash receptacles and distribute pocket ashtrays. Two litter scans must be performed, one prior to the implementation of the public awareness campaign and one at least six weeks after the installation of the ash receptacles. Two task forces have been established, one for the urban pilot areas (Downtown and Jamesville) and one for the waterfront parks (Pier 8, Pier 4 Park and Bayfront Park). The waterfront parks pilot project is being delivered in consultation with Public Health Services as an opportunity to test strategies to inform and educate parks users on the 2012 implementation of the Smoke-Free Outdoor Spaces By-law.

Tim Horton’s Team Up to Clean Up

The Spring Event is a major city-wide community cleanup event that coincides with Earth Day and the Great American Cleanup. This annual city-wide spring clean-up event is coordinated by Hamilton's Clean City Liaison Committee and City staff and provides special garbage bags, recycling bags, gloves and graffiti wipes for registered volunteer participants. This year, more than 31,000 adults and children registered to participate in this month-long event (April 2011). Through voluntary post-event reporting, 49 groups or individuals reported collecting 840 bags of garbage and 340 bags of recyclables. The groups reported 64 bulk items including 43 tires. In addition, 17 bags of residential waste was reported. The Team Up to Clean Up program now operates year-round providing free cleanup supplies to registrants through on-line registration at www.hamilton.ca/teamuptocleanup or by phone at 905-546-CITY (2489).

Neighbourhood Clean Team

Formerly the Adopt-a-Road program, the Neighbourhood Clean Team program is intended to help maintain beautification and cleanliness throughout areas of the City of Hamilton. Similar to the Team Up to Clean Up program, this program is designed for organized groups who are passionate about maintaining and beautifying a specific area of the city that they care about. These areas include local neighborhoods, municipal properties, parking lots, alleyways, streets, roads and more. The Community Liaison
Coordinator works closely with the Neighbourhood Clean Team groups to plan and perform activities such as picking up litter and debris, raking leaves, removing graffiti, reporting hazards, sweeping courts and pathways, pulling weeds and performing shrub bed maintenance.

**Adopt-a-Park**

This is a year round volunteer program through which volunteers can help maintain and care for the green spaces, trees, flower and shrub beds in their local community park. The Adopt-a-Park Program is designed to help keep Hamilton parks attractive and safe with the ultimate goal to engage park users and community groups in creating and preserving clean and safe parks for everyone. Currently there are 29 Adopt-a-Park groups operating across the City.

**Public Space Litter and Recycling Container Collection**

The Put Waste in the Right Place public awareness campaign is designed to encourage appropriate waste containment and diversion behaviours when using parks, trails, roadways or any other open area in the City of Hamilton. The campaign serves as a means to engage anyone who uses Hamilton’s public spaces to take greater personal responsibility for clean and healthy places. Through social marketing concepts, this campaign aims to encourage responsible behaviours – the socially responsible behaviour of appropriately disposing of litter (carrying to and disposing into a waste stream container) and the environmentally responsible behaviour of recycling (carrying to and disposing into a recycling waste stream container).

The campaign relies on broad communication of the Put Waste in the Right Place messaging and brand recognition. The Put Waste in the Right Place concept is the foundation of waste management and beautification programs and is reflected in communications and marketing materials from brochures to signage on sidewalk litter/recycling containers, waste and recycling barrels and indoor litter/recycling containers. Some of the branding and marketing expenses are offset by corporate sponsorship revenues.

**Roads Maintenance**

The Roads Section contributes to cleanliness through response to illegal dumping complaints and street sweeping activities.

When the Roads section receives a complaint from customer service staff or Municipal Law Enforcement about illegal dumping, staff investigates the incident, reports and schedules for pick up of the material. Materials are generally picked up as part of regular maintenance duties and combined with litter and other roads waste. However as reported in Information Update OWM11-002 on February 17, 2011, better tracking efforts suggested that the cost to the Operations & Waste Management Division was estimated to be $700,000 in 2010 (includes Roads and Parks).

In the industrial areas (Burlington Street and surrounding areas), street sweeping is carried out three (3) times per week. In the Downtown area, streets are swept every night. Arterial and collection roads are swept at scheduled intervals.
Parks Maintenance

Parks maintenance includes the regular collection of materials from waste and recycling containers in accordance with park function and seasonality, including the pick up of visible illegally dumped material. Garbage is picked up in sports and high profile parks three (3) times per week from May to October, and two (2) times per week the balance of the year. Blue barrels for the collection of recyclable containers are available at 28 municipal parks across the City during the summer. In parks that are inaccessible in winter, waste containers are removed.

Ground litter in parks is cleaned up in the spring before mowing commences. Weekly ground litter collection in sports and high profile parks is performed daily from May to October and weekly for the balance of the year.

For approximately four (4) weeks in the spring and fall, a general clean up of parkland, woodlots and natural areas is undertaken including litter, refuse, debris, leaves and winter kill. The extent of these activities is impacted by location, weather and staffing resources.

Illegal dumping, vandalism, broken glass and overflowing litter containers are addressed on an as-needed basis in response to complaints or when observed by staff or members of the public. Similar to the Roads maintenance program, illegal dumping incidents are not generally tracked separately from Parks maintenance activities although efforts to do so are improving. The costs are included in the Operations & Waste Management Divisional costs mentioned in the Roads Maintenance section above.

Downtown Cleanliness Program

Downtown cleanliness captures a variety of activities designed to improve the image and appearance of the downtown area.

With regard to litter and illegal dumping, Operations & Waste Management staff provides services related to manual litter collection, litter containers, sidewalk power sweeping, sidewalk power washing, alleyway cleanup, cigarette receptacles and road sweeping.

In 2010, a foreman position was dedicated to the coordination of Downtown Cleanliness and seven (7) staff was assigned to the activities. In addition, the sidewalk power washing was changed from contracted to public service delivery.

Manual litter collection is carried out daily in a primary service area bounded by Bay St., Wellington St., Murray St. and Hunter St. A secondary service area, extending to the waterfront, Queen St., Victoria Ave. and the Escarpment, receives weekly collection. Public Space Containers are collected twice per day in the primary service area. There are about 150 litter containers and 42 multi-sort containers Downtown. The manual litter collection program includes the emptying of cigarette receptacles.

Garbage collection is provided in the Downtown commercial area and alleyways from Monday to Friday as part of the waste collection services.
Power-sweeping of sidewalks is done five (5) days per week from April to November along King St. and Main St. from Wellington St. to James St., and along King William St., John St., Bay St., York Blvd. and some core side streets.

Power-washing of sidewalks is done on a rotating schedule from May to November in the evening in the primary service area.

Mechanical roadway sweeping is done daily from April to November along King St. and Main St. from Wellington St. to James St., and along King William St., John St., Bay St., York Blvd. and some core side streets.

Education and Outreach

1. Litter and Illegal Dumping Prevention

Education and outreach are information-based campaigns and play an important part in the prevention of illegal dumping. The difficulty with educational programs is targeting the violators. The City promotes waste diversion, recycling and proper disposal of waste in the waste collection handbook (formerly calendar), through brochures and community presentations and on its Website. Operations & Waste Management staff and Municipal Law Enforcement staff have coordinated some targeted information campaigns to address neighbourhood specific illegal dumping issues.

Other approaches rely on information-based campaigns to raise awareness of illegal dumping and/or the cost of illegal dumping to individuals (penalties) or the municipality (impact on taxes). These campaigns may include signage, media advertising, flyers, brochures and newsletters and are generally expensive with limited ability to target violators and little or no impact on changing behaviours who participate in illegal dumping.

2. Containment

The containment of illegal dumping suggests that alternatives are available to potential violators. Alternatives available to residents include the curbside waste collection programs, reuse and recycling programs and garbage drop off at Community Recycling Centres, and other community and entrepreneurial opportunities for reuse and recycling.
Report to: Chair and Members
           Public Works Committee
Submitted by: Scott Stewart, C.E.T.
            General Manager
            Public Works Department
Date: March 26, 2007
Prepared by: Phil Homerski
             Extension 6272

SUBJECT: Clean City Strategy (PW07056) - (City Wide)
           Public Works Committee Outstanding Business List

RECOMMENDATION:
(a) That the Clean City Strategy be adopted “in principle” for implementation by staff
    as a means of reducing litter and graffiti within the City of Hamilton;
(b) That the matter of developing a Graffiti By-law be referred to the Clean City
    Liaison Committee for consideration and recommended action;
(c) That the item relating to the Graffiti By-law be removed from the Public Works
    Committee Outstanding Business List.

Scott Stewart, C.E.T.
General Manager
Public Works

EXECUTIVE SUMMARY:
This report proposes the development and adoption of a “Clean City Strategy” to
collectively promote community and City of Hamilton projects, programs and initiatives
focused on the remediation, containment and avoidance of litter and graffiti in our
community. The aim of the Clean City Strategy is to effect behaviours and attitudes
conducive to a cleaner, healthier and safer community.

This report introduces a promotional strategy to achieve the vision of a community that
works together to create a social and aesthetic environment in which graffiti, litter and
associated criminal behaviours are repressed. The goal of the program is for Hamilton

to be known as the cleanest community in Canada. This goal supports Council’s
strategic goals for Hamilton as “a great City in which to live” and “a healthy, safe and green City.”

The proposed “Clean City Strategy” concept enhances the outcomes of existing programs and initiatives primarily through adding value by improving:

- **Resource Optimization** through leveraging and coordinated management involving stakeholders and partners through the Clean City Strategy Committee.
- **Community Awareness & Participation** through a coordinated and professionally designed advertising and marketing campaign.
- **Anti-littering behaviours** nurtured through effective social marketing initiatives, rewards, recognition and enforcement.

The Clean City Strategy will utilize existing staff and financial resources for the coordination of community litter abatement and graffiti abatement projects and programs servicing public property. A professionally designed advertising and marketing campaign will be created to promote the Clean City Strategy using existing financial resources. The report presents the “Clean City Strategy” in overall concept and through elaboration on its component parts including:

- The Clean City Concept
- Strategic Direction
- Marketing and Education
- Program management
- Program Evaluation

**BACKGROUND:**

The information/recommendations contained within this report have City wide implications.

**THE “CLEAN CITY” CONCEPT**

There are numerous ongoing programs, initiatives and events sponsored by various stakeholders directed towards Litter and Graffiti management as summarized within Report PW07056 as Appendix “A” which serve to maintain the City’s public spaces to the current level of cleanliness. In attempts to improve the effectiveness of existing programs and initiatives, staff have researched program best practices and identified a clear opportunity for Hamilton to combine existing and future graffiti and litter abatement activities into a coordinated strategy as successfully employed by the City of Toronto. Although litter abatement and graffiti abatement programs require different resources and campaign tactics, the similar vision of a clean and safe City provided an opportunity to market an umbrella strategy that focuses on a single goal. The proposed “Clean City Strategy” adds value to existing programs and events by encouraging the creation of an environment in which graffiti, littering, dumping and their concomitant mischief and criminal behaviours do not flourish. The program focuses on discreet grassroots initiatives deployed by existing neighbourhood groups. These cause-oriented local initiatives are designed to empower residents to take pride in their neighbourhood in a positive, safe and non-threatening program of volunteer effort. These neighbourhood initiatives could be identified through reporting through the graffiti and litter hotlines and analyzed by staff and the Clean City Liaison Committee to match resources with needs. Current models of best practices such as the Westdale, Lisgar Park and Downtown BIA
programs can be shared with other neighbourhoods and community groups to adopt or customize to their neighbourhood’s needs.

Local business leaders, community leaders and media will be encouraged to tangibly demonstrate their support for the program as good corporate citizens and stewards of their environment. The engagement of all major stakeholders (and eventual involvement of all participants) will be recognized through signing of a Clean City Charter.

Engaging Hamilton’s business leaders (Chamber of Commerce, Tim Horton’s, Pioneer Petroleum, HABIA, Hamilton’s top employers), community leaders (Ti-Cats and other sports teams, SISO), friends of the environment (Conservation Authorities, Green Venture) and education sector leaders (HWDSB, HWCDSB, McMaster University, Mohawk College, Redeemer College University, Columbia College) will strengthen the credibility of the initiative as well as provide opportunities for resources to sustain the program.

PROGRAM STRATEGIC DIRECTION

The strategic direction of the litter abatement component of the program engages the community-at-large and all stakeholders in a three-component community pride initiative:

1. Remediation
   Site clean-ups - City staff, community events, personal initiatives.

2. Containment
   Litter collection systems, individual compliance, diversion (recycling) systems, enforcement, vigilance and reporting.

3. Avoidance
   Individual responsibility, social behaviours, community intolerance for litter/graffiti, punitive measures.

The program's strategic objective is to guide the community and stakeholders through neighbourhood/market project maturation from remediation and containment to the less resource intensive avoidance state of the program.

The litter abatement program also has a strong environmental stewardship message that will be promoted through marketing and education as well as operationally. Remediation and containment components will encourage diversion of waste from landfill through recycling, and proper disposal of cigarette butts. The avoidance component will be strengthened by messaging consistent with residential at-source waste sorting habits and land and water stewardship messaging.

The graffiti abatement component is being led by the Hamilton Police Service through its Graffiti Prevention Strategy (GPS) (outlined in Report PW07056 as Appendix “B”) launched in June 2006. The goals of this three year program are to reduce the amount of visible graffiti in various neighbourhoods, educate citizens on graffiti related issues...
such as the perception of fear of crime and incident reporting mechanisms, and mobilize citizens by encouraging them to participate in the program. Graffiti remediation, community outreach and stakeholder mobilization will be undertaken by a team of four summer students (the GPS Rapid Response Team) with the assistance of School Resource Officers and members of the HPS Auxiliary Branch.

The Public Works Department has committed supporting the GPS initiative through equipment, supplies and training for the GPS Rapid Response Team. In addition, Public Works' Operations and Maintenance Division will continue to provide ad hoc graffiti remediation for public assets.

MARKETING AND EDUCATION

The program will be marketed as a theme-based community initiative with sufficient flexibility to meet neighbourhood-specific needs and objectives. The program will establish its own brand that will support existing initiatives (e.g.: Adopt-a-Road, Adopt-a-Park, Keep Hamilton Clean, Community Clean, Buddy Up to Clean Up, Graffiti Prevention Strategy, BIA initiatives, etc.) and provide opportunities for new initiatives and the involvement and engagement of local business, institutions and individuals.

Through social marketing techniques, the Clean City Program aims to raise the collective consciousness of the community to instil a sense of pride and responsibility that drives personal and group behaviours that collectively reward all residents with a cleaner, safer and sustainable environment in which to live, work and play. The Clean City program proposes to target key audiences and develop customized social marketing programs to better understand littering and graffiti behaviours and strategies required to evaluate success. Due to the difference between the demographic and psychographic profile of the litterer and the graffitist, these two behaviours will need separate social marketing programs yet under the same theme and vision of the Clean City initiative.

Reward and recognition is an integral part of the marketing program and a critical success factor of the overall program. Tactics of the reward and recognition component may include, but are not limited to:

- Partner coupons or discounts to reward appropriate behaviours;
- Letters or certificates from the Mayor;
- Acknowledgement in the media and on the Web site;
- Clean-up participant prize draws;
- Chamber of Commerce award;
- Donated refreshments;
- School pennants/flags;
- Science fair awards, bursaries;
- Community barbecues and celebrations;
- Pitch-In Canada's National Civic Pride recognition program;
- National, provincial and local environmental stewardship awards.

Litter Program Marketing

Previous anti-litter campaigns have focused on awareness and are pejorative in tone ("Don't litter, it's just plain ugly," "Don't be a Litterbug"). The anti-litter component of the Clean City strategy is focused on desired behaviours that support a cleaner and environmentally sustainable community. While establishing demographic or psychographic characteristics of a typical "litterer" is general observations are available
and useful in targeting behavioural marketing initiatives. The Clean City anti-litter campaign proposes to address the following target audiences in its marketing efforts:

- Students
- Driving public
- Sport/Entertainment Audiences
- Quick serve restaurant customers
- Transit riders

A key success factor will be the development of a new campaign brand that communicates the goal and desired behaviours of the program while supporting the overall vision, and theme of the Clean City initiative while also being aligned with the current 65% Waste diversion campaign.

PROGRAM MANAGEMENT

The success of the Clean City Strategy depends on the coordination of discreet abatement programs, City resources, volunteer resources and partnerships. The operational component of the City’s litter and graffiti abatement activities is largely the responsibility of the Public Works Department. To that end, the Director of the Operations and Maintenance Division will continue to coordinate resources required for day-to-day litter remediation and containment and graffiti removal on public assets. Hamilton Police Service will coordinate the activities of the Graffiti Prevention Strategy in partnership with the City of Hamilton’s Public Works Department.

Development of the Clean City brand, community outreach and business community partnerships will be pursued by Public Works staff and other City staff as required, on the recommendation of the Clean City Liaison Committee (outlined in Report PW07056 as Appendix “C”). This volunteer committee will be representative of Hamilton’s citizen and business community and its mandate will include providing advice and recommendations to staff and Council on developing, maintaining and sustaining collaborative community programs designed to maintain a clean, healthy and safe City.

Once assembled, the Clean City Liaison Committee will advise staff on the Clean City Program Priorities (outlined in Report PW07056 as Appendix “D”) and will assist staff in the development of a multi-year work plan (outlined in Report PW07056 as Appendix “E”) from the Proposed Clean City Program Objectives (outlined in Report PW07056 as Appendix “F”).

PROGRAM EVALUATION

A key deliverable within the Committee’s 2007 workplan is the confirmation of Key Performance Indicators that will serve as a basis for ongoing program tracking, evaluation and management. The committee will review various possible measures such as costs, tonnages, public satisfaction etc, using a range of possible methods such as Litter Audits, Financial Reports, Satisfaction Surveys, social marketing analyses, etc. Targets are a key component to an evaluation program. The Clean City Liaison Committee will be charged with setting appropriate targets relative to these measures. Setting these targets will be one of the first orders of business for the Clean City Liaison Committee, reporting back to the Public Works Committee in the fall of 2007.
ANALYSIS/RATIONALE:

This strategy builds on existing programs, initiatives and community support by adding strategic program components that would leverage resources and cooperation from all stakeholders and citizens to improve the City's image and pride as illustrated in the following diagram:

Strategic coordination of community volunteer resources and City resources will provide taxpayers with better value by moving from remediation to avoidance. The result should be the ability for Public Works staff to direct resources currently used in the remediation of litter and graffiti to other priority infrastructure needs. The social marketing campaign coupled with strategic priorities will assist Operations & Maintenance staff contain the litter problem and reduce "one-offs" for litter abatement services (container requests, litter pick-up, complaints) that often result in added maintenance costs and little or no added value.

ALTERNATIVES FOR CONSIDERATION:

Alternatively, Council may elect to maintain the status quo, which would not necessarily improve the current condition of City streets and public properties with respect to litter and graffiti abatement. The traditional jurisdictional basis of handling litter and graffiti issues without a focus on avoidance has been proven to be costly.
FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Budget and staffing requirements for the implementation of the Clean City Strategy shall be incorporated into existing budgets. Current annual costs for Litter and Graffiti Remediation Services delivered by the City are outlined in Report PW07056 as Appendix “G”.

POLICIES AFFECTING PROPOSAL:

N/A

RELEVANT CONSULTATION:

The Clean City Strategy concept has been discussed with and endorsed by the City of Hamilton’s Public Works Department (Operations & Maintenance, Waste Management, Fleet & Facilities and Transit Divisions), the City of Hamilton’s Planning and Economic Development Department (Standards & Licensing Division), the City of Hamilton’s Community Services Department (Culture & Recreation Division), Hamilton Police Service, CP Police, Keep Hamilton Clean Committee, Pitch-In Canada, TDL Group and Pioneer Petroleums.

CITY STRATEGIC COMMITMENT:

By evaluating the “Triple Bottom Line”, (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

- **Community Well-Being is enhanced.** ☑ Yes ☐ No
  - Cleanliness and City image is enhanced
  - Partnerships are promoted

- **Environmental Well-Being is enhanced.** ☑ Yes ☐ No
  - Waste is reduced and recycled.

- **Economic Well-Being is enhanced.** ☑ Yes ☐ No
  - Improved City image enhances marketability for Economic Development

Does the option you are recommending create value across all three bottom lines? ☑ Yes ☐ No

Do the options you are recommending make Hamilton a City of choice for high performance public servants? ☐ Yes ☑ No
Litter & Graffiti Management Programs

LITTER

Litter Public Awareness Campaigns

The City of Hamilton's Public Works Department initiated an anti-litter program in the spring of 2004 in response to Council concerns of litter and illegal dumping in several City Wards. This public awareness campaign was focused on coordinating City and community resources to clean up heavily littered areas, enforcement of litter and dumping By-Laws and Statutes, and a multimedia anti-litter campaign.

The program has succeeded in coordinating staff resources and establishing a process for residents to report littering and illegal dumping activities for staff action through a Litter Hotline (905 546-CITY) and e-mail address (litter@hamilton.ca). These tactics have streamlined requests from individuals and community groups and organizations to obtain bags, gloves and promotional materials for community clean-up events.

No formal performance measurement of these tactics has been in place. It is recommended that these performance indicators need to be developed by the Clean City Liaison Committee.

The Keep Hamilton Clean Committee (whose mandate expired October 2006) ran several parallel community awareness programs. Outreach and promotional activities included a Youth Affiliate program, maintaining the keephamiltonclean.com Web site, sponsorship of the Trillium Awards program, participation in local Santa Claus parades and distribution of pamphlets at City facilities, Libraries and at local festivals through the Public Works Community Relations trailer.

The Clean City Strategy aims to coordinate these promotional, educational and community outreach activities through the Clean City Liaison Committee to leverage resources to move the community from the remediation phase to avoidance of litter in our neighbourhoods and communities.

Community Litter Remediation Programs

Public Works' Operations & Maintenance Division is responsible for litter abatement along the City's more than 3,000 kilometres of roadways. The Division's Business Services section trains and coordinates volunteers to assist with litter remediation activities through community programs such as the Adopt-a-Road and Adopt-a-Park programs. Wider promotion of these programs are planned for 2007/2008.

The Keep Hamilton Clean Committee coordinated several litter pick-up community events including the coordination of Hamilton's participation in national Pitch-In Week, an annual Litter Hot Spots tour, monthly (April to October) trail clean-ups and are participants in Public Works' Adopt-a-Road program.

Staff recognizes that through the Clean City Strategy, all of the Public Works managed community programs, roads and parks litter remediation and containment programs, and grassroots community litter remediation events, could realize greater efficiencies if coordinated through the Operations and Maintenance section with advice from the Clean City Liaison Committee.

GRAFFITI

At its March 1, 2005 meeting, the Planning and Economic Development Committee directed staff to conduct discussions with various stakeholders to consider the adoption of the Toronto anti-graffiti program and the possibility of designated and non-designated graffiti free zones. A verbal report was presented at PED's September 20, 2005 meeting with a grouping of Property Standards Regulations concerns.
On September 13, 2005, a staff Working Group identified concerns related to graffiti, current processes to deal with graffiti and the potential for developing an anti-graffiti campaign in Hamilton. Representatives from the Mayor’s Office, Planning and Economic Development (Building and Licensing), Community Services (Culture & Recreation), Public Works (Operations & Maintenance and Public Affairs) and Hamilton Police Service comprised the Working Group. The Working Group was convened on two other occasions; the last meeting was dedicated to a presentation from Toronto Police Service Staff Sergeant Heinz Kuck on the Toronto model.

In 2006, several discreet anti-graffiti programs were initiated or revived. In March 2006, Chief Brian Mullan announced the initiation of a Graffiti Prevention Strategy, a three-year pilot program operated by a student team with a $125,500 Federal grant and $109,700 services in-kind from the City's Public Works Department. The program was launched at a media event in Beasley Park on June 7, 2006. The vision, strategy and objectives of GPS are sufficiently congruent with the Clean City Strategy so that further development of the objectives and logistics of the Clean City Strategy with respect to graffiti abatement would result in considerable duplicity of effort and resources.

An overview of the GPS program is outlined in Report PW07056 as Appendix “B”.

At the May 24, 2006 Planning & Economic Development Committee, a verbal report was presented on the Working Group’s activities with respect to PED Outstanding Business item “Graffiti By-Law.” With the consent of the General Manager of Public Works, this item was transferred to the Public Works Infrastructure & Environment (PWIE) Committee’s Outstanding Business list for inclusion in the Clean City program.

Currently, Public Works staff is working closely with Hamilton Police Service staff to assist in the launch of the Graffiti Prevention Team’s second year of operation through training and the provision of equipment. In addition Public Works staff, Building and Licensing staff and Corporate Services staff are working with Hamilton Police Services, local utilities, conservation authorities, CN rail and CP rail to establish a graffiti hotline and action protocol coordinated through the City’s Customer Contact Centre.

CURRENT LITTER ABATEMENT PROGRAMS

PARKS & OPEN SPACES

The Parks section is responsible for the maintenance of 456 sites, representative of approximately 4,500 acres of parkland, trails and open spaces across the city. Trash receptacles are located at most parks and a recycling collection program is being piloted in 20 parks.

<table>
<thead>
<tr>
<th>Annual Cost</th>
<th>Community programs</th>
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</thead>
<tbody>
<tr>
<td>$611,000</td>
<td>Adopt-a-Park</td>
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<tr>
<td></td>
<td>Friends of the Waterfront Trail</td>
</tr>
<tr>
<td></td>
<td>Pitch-In and Pick-Up events</td>
</tr>
</tbody>
</table>

ROADSIDES

The Road Operation & Maintenance division is responsible for litter pick-up along the City’s 3,000 kilometres of roadway. Staff also maintain (empty and clean) more than 600 refuse containers at a cost of $3.00 per container. Of the more than 600 containers, 40 are 3-stream containers from which recyclables are collected separately and delivered to the City’s Materials Recycling Facility.

<table>
<thead>
<tr>
<th>Annual Cost</th>
<th>Community programs</th>
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</thead>
<tbody>
<tr>
<td>$1.75 million (operating)</td>
<td>Adopt-a-Road</td>
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<tr>
<td>$69,300 (capital)</td>
<td></td>
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</tbody>
</table>
The City also contracts Creative Outdoor Advertising to maintain 284 bench advertising installations around the city. COA generates revenue from the advertising and releases a portion of those revenues annually to the City (average of $21,000 per year).

TRANSIT

HSR has recently introduced litter bags on 20 new buses. Prior to this pilot, HSR operating policy is focused on deterring passengers from producing trash or carrying trash on vehicles. Maintenance and human resource issues have prevented HSR from providing trash receptacles on board vehicles.

Anecdotally, transit managers suggest most bus stop litter is produced by alighting passengers. Currently, approximately 500 of the 2,100 HSR stops have a trash receptacle at or near the stop. A recent inventory indicated there are 243 transit shelters across the City with no trash receptacle nearby.

A long-term contract with CBS forbids the addition to or alteration of the 484 HSR transit shelters therefore all litter receptacles near transit shelters are installed and maintained either by Public Works' Operations & Maintenance division or by a private bench advertising contractor (Creative Outdoor Advertising).

CBS posts Keep Hamilton Clean Committee posters in shelters as part of its PSA requirements. There are no other Transit related outreach or public educational initiatives in place.

Community programs

None

CORPORATE RECYCLING

Waste Management's Corporate Recycling program approved by Council in 2005 is aimed at placing more than 1250 recycling containers in City facilities and parks across the City. In arenas, recreation centres, museums and seniors centres, the Community Services division is responsible for the maintenance of these three-stream containers. In Public Works facilities and City Hall, the Fleet & Facilities division is responsible for the maintenance of the containers.

COMMUNITY CLEAN

This initiative encourages community groups and individuals to organize and conduct litter pick-up events in their neighbourhood. Information pamphlets, promotional posters, work gloves and garbage bags are available through the Customer Contact Centre.

DOWNTOWN AMBASSADOR PROGRAM

Tourism Hamilton initiated this program in 2004. Other than providing visitor services, each summer, students also assist in the City's commitment to keep our Downtown clean by picking up litter from sidewalks, sweeping public spaces, remove posters and tape from utility poles and remove graffiti from the public road allowance.

KEEP HAMILTON CLEAN COMMITTEE

This volunteer committee of Council reports through the Public Works Infrastructure and Environment committee. The committee's mandate is to advise the Public Works Department and City Council on matters related to littering, dumping, defacing property and generally on keeping Hamilton clean. The committee is involved in several litter pick-up community events including the coordination of Hamilton's participation in national Pitch-In Week, an annual Litter Hot Spots tour and monthly (April to October) trail clean-ups. The committee members lead by example maintaining a portion of Queenston Road through the Adopt-a-Road program. Outreach and promotional activities include a Youth Affiliate program, maintaining the keephamiltonclean.com Web site, sponsorship of the Trillium Awards program, participation in local Santa Claus parades and distribution of pamphlets at City facilities, Libraries and at local festivals through the Public Works Community Relations trailer.
HAMILTON POLICE SERVICES BOARD  
- INFORMATION -  

DATE: 2006 March 13  
REPORT TO: Chairman and Members  
Hamilton Police Services Board  
FROM: Brian J. Mullan  
Chief of Police  
SUBJECT: Graffiti Prevention Strategy (G.P.S.)  
(PSB 06-029)  

BACKGROUND:  

Our Police Service has made a number of previous attempts to combat the presence of graffiti in Hamilton. These programs were generally delivered by Officers in our Investigative Services Division. Due to organizational priorities, Officers attending to graffiti issues were reassigned and our efforts were not sustained, yet many best practices came out of these programs.

A new approach has been developed to combat graffiti in Hamilton. The Hamilton Police Service, in close partnership with the Hamilton Safe Communities Coalition and the City of Hamilton, will launch the Graffiti Prevention Strategy (G.P.S.) in May, 2006.

The G.P.S. Program is a multi-pronged approach that will not only target the reduction of graffiti in our community but, engage at-risk youth on a social development level and improve the intelligence-led policing process of dealing with street gang-related graffiti. The GPS Program proposes to hire four (4) summer students over a three (3) year period to deliver this program. This team of students, called the G.P.S. Rapid Response Team, will be supplied with a vehicle and the necessary equipment to go out into the community and identify, document and remove graffiti. Additionally, these students will work with the community and local community groups to prevent graffiti from recurring. The G.P.S. Rapid Response Team will provide on-the-spot prevention and education information, as well as solicit the support for the program from members of the community. Since the G.P.S. Rapid Response Team will only be employed for four (4) months of the year, the responsibilities will be assumed and maintained by Members of our Auxiliary Branch, in the off season.
To assist with the youth educational component, our School Resource Officers will work closely with the local Boards of Education to launch a graffiti education component. This component will offer students an opportunity to become actively involved by participating in poster campaigns, art mural contests and “Paint Over Days”. “Paint Over Days” will involve members of the community, students and stakeholders painting over identified large graffiti areas. The Living Rock Ministries have partnered with this program to involve as many of their at-risk youth in creating wall art murals to beautify decayed locations.

Lastly, the Police Service will maintain its focus on an offender-based program. Officers will maintain close checks on graffitists that are arrested and work with the courts and the community to facilitate a restorative justice process. The graffiti data that is collected by the GPS Rapid Response Team will then be analyzed and mapped to identify crime trends. This information will then be fed to Divisional Analysts and the Guns and Gangs Unit to improve the intelligence-led policing process.

Grant funding, through the National Crime Prevention Centre, has been applied for to carry the majority of the cost to run this program for three (3) years. The total cost of the project is $235,258.00, of which the Hamilton Safe Communities Coalition has made application for $125,558.00 in grant funds. The remainder of the project funds will be made up through the various partners providing services in-kind.

By creating this program to specifically address the increasing presence of graffiti in our community, it will have a substantial positive impact on graffiti and graffiti-related crimes. Working with our numerous partners, developing the capacity of at-risk youth, linking it to a sound tactical enforcement and an intelligence-led process, will improve community safety and reduce the fear of crime in Hamilton.

Brian J. Mullan
Chief of Police

BJM/Deputy Chief Ken Leendertse
Committee Name:
Clean City Liaison Committee

Committee Mandate:
Reporting through the Public Works standing committee, the Clean City Liaison Committee will provide advice and recommendations to staff and Council on developing, maintaining and sustaining collaborative community programs designed to maintain a clean, healthy and safe city.

Purpose
The Clean City Liaison Committee will provide a forum for engaging all stakeholders in a sustainable program aimed at keeping Hamilton clean and safe. The committee will assist in the development and sustainability of a litter and graffiti abatement program (the Clean City program) by providing counsel and guidance on community involvement, private sector involvement and identification of resources to sustain the program.

Membership:
The membership of the Clean City Liaison Committee will include:
- Citizen Chair
- Citizen members-at-large (up to four)
- Business community members (up to two)
- Council representative (up to two)
- Hamilton Police Service representative* (one)
- Staff representatives* (one each from Public Works, Operations & Maintenance Division; Planning & Economic Development, Building & Licensing Division; Corporate Services, Risk Management Section; Corporate Services, Customer Service Section; and Community Services, Culture & Recreation Division)
- Public Works Public Affairs Coordinator* (Staff Liaison)

Membership can be expanded to include further community representation as deemed appropriate.

The term-of-office for citizen, staff and Council members will expire with the term of Hamilton City Council. Business community member terms are a minimum of one and maximum of four years.

Operations of the Committee:
The Liaison Committee will meet monthly or at the call of the Chair as required.

The City will provide clerical support to the Liaison Committee in terms of agenda preparation and minute taking.

The Liaison Committee will report on its activities through minutes and recommendations submitted to the Public Works Standing Committee and other Standing Committees of Council as required.

The Liaison Committee will be funded through the Legislative Volunteer Committees budget. Committee activities and events can be supported by in-kind donations of services and materials.
PROPOSED CLEAN CITY PROGRAM PRIORITIES

City-wide programs such as this can cause considerable strain on operational resources without appropriate parameters for strategic resource allocation. In addition, the graffiti and litter components are at very different stages of development and maturity – the litter program already has several established community engagement programs and initiatives whereas the graffiti program requires the development of an intensive health and safety and risk management component before the general public can fully participate. Given these variables, it is proposed that the Clean City program be rolled out in phases to accommodate the development and growth of the program over time and to ensure that City resources are not overwhelmed in the short term.

In 2007, the litter component of the program will focus on the following:

- Minimization of personal risk and corporate liability through adequate health and safety information and training of community volunteers.
- Developing strategic alliances with private and public sector partners to market the Clean City concept to their audiences.
- Increase enforcement and encourage prosecution
- Remediation and maintenance by City forces will focus on priority areas and assets (see below).

In 2007, the graffiti component of the program will focus on the following:

- Utilizing the City of Hamilton’s Customer Contact Centre, establish a (graffiti) program hotline (telephone & Web based) as a single point of contact for reporting incidents as well as obtaining information on the program.
- Remediation and maintenance by City forces will focus on priority areas and assets (see below). NB: Graffiti reported on City property will be removed in accordance with accepted standards according to severity (i.e.: hate crime, racism, obscenities removed within 24 hours of reporting).
- Support the proposed school education initiatives and community mobilization program components of the Hamilton Police Service's Graffiti Prevention Strategy.

Priority areas and assets

- Priority A
  - City-owned facilities & assets in Beasley, Gibson, Stinson and Westdale neighbourhoods
  - Transit shelters
  - Transit rolling stock
  - Downtown
  - Red Hill Valley Project
  - New capital installations

- Priority B
  - Transit stops
  - BIAs and other business areas
  - Gateways to the City

- Priority C
  - City-owned facilities & assets not covered in Priority 1 or 2 assets.
CLEAN CITY LIAISON COMMITTEE
DRAFT WORKPLAN

April 2007

• Advertising and selection of committee members.

May 2007

• Develop the Committee's Terms of Reference for approval of Public Works Committee.
• Approve Clean City Strategy brand identification.
• Launch Graffiti and Litter Hotline.
• Implement a triage system for action on reported incidents.
• Establish Key Performance Indicators and targets for litter and graffiti reduction.
• In partnership with McMaster University, develop a behavioural evaluation model to measure the effectiveness of anti-litter campaigns on defined audiences.
• With the endorsement of the SEAT committee, establish mandatory standards for waste, recycling and organics collection at special events requiring any City permit.

June 2007

• Implement a community volunteer engagement program for litter remediation and containment.
• Develop and implement a Clean City Strategy marketing, communications and community outreach program.
• Develop a student educational initiative for initial phase implementation in September 2007.
• Initiate strategic alliances with public and private sector partners to market the Clean City Strategy concept to their audiences.
• Develop standards and parameters for litter and graffiti remediation, maintenance and avoidance activities to be accepted as credit for secondary students' civic volunteer hours requirement.

July 2007

• Research and develop sustainability models (grants, awards, Federal & Provincial funding, P3, volunteer resources, advertising revenues, etc.) to report back to Council for the Budget 2008 process.
• Develop speakers' bureau and educational displays on littering and environmental stewardship.
• Develop on-board litter collection program for HSR fleet.
• In partnership with a petroleum company, develop a vehicle collection and disposal system for litter and recyclables.
• Establish service levels and responsibilities in the absence of the seasonal GPS Rapid Response Team.

August 2007

• No meeting.

September 2007

• Report to Public Works Committee on Performance Indicators and targets.
• Develop and initiate a program to encourage stadium and arena spectators to dispose of waste appropriately.
• In partnership with Culture & Recreation, encourage arena and recreation facility user groups to collect and appropriately dispose of waste created by sports team and club members.
October 2007
- Present 2008 Budget request to Public Works Committee.
- Linc community clean-up.
- Conduct a litter audit.
- Develop a framework and guidelines for neighbourhood implementation of the Clean City Strategy (contacts, incident reporting, solicitation of donations, safety & health issues/training, etc.).
- With the assistance of Risk Management and Occupational Health & Safety, establish a protocol to allow volunteers to provide graffiti eradication services on City assets.

November 2007
- Santa Claus Parades
- Develop tip sheet and educational materials for paint and hardware store managers on tactics retailers can use to help reduce neighbourhood graffiti and reduce product shrinkage.
- Develop mural wall projects and Adopt-a-Box programs and assist in the coordination of community clean-up days.

December 2007
- No meeting

January 2008
- Review 2007 objectives and targets.
- Confirm workplan for 2008.

February 2008
- In partnership with Culture & Recreation, develop a program that encourages sports field user groups to collect and appropriately dispose of waste created by sports team and club members.
- Implement a bus shelter litter collection system.
- Initiate Pitch-In Week planning and preparations.

March 2008
- Conduct a litter audit.

April 2008
- Pitch-In Week
PROPOSED CLEAN CITY PROGRAM OBJECTIVES

Through strategic partnerships, create a brand for the Clean City Strategy.
Develop and implement a marketing and communications plan.
Develop a reward and recognition program for all levels of participation.
Research and develop sustainability models (grants, awards, Federal & Provincial funding, P3, volunteer resources, advertising revenues, etc.) to report back to Council for the Budget 2008 process.

LITTER OBJECTIVES

Students

Prepare anti-litter education and information program for environmental stewardship curriculum to be introduced into elementary and secondary schools.
Develop speakers' bureau and educational displays on littering and environmental stewardship.
Develop standards and parameters for litter and graffiti remediation, maintenance and avoidance activities to be accepted as credit for secondary students' civic volunteer hours requirement.

Driving public

Implement a partnership program between Pioneer Petroleums and the City of Hamilton to reduce littering on roadways and encourage appropriate disposal of waste.

Sport/Entertainment audiences

With the endorsement of the SEAT committee, establish mandatory standards for waste and recycling collection at special events requiring any City permit.
Develop and initiate a program to encourage stadium and arena spectators to dispose of waste appropriately.
In partnership with Culture & Recreation, encourage arena and recreation facility user groups to collect and appropriately dispose of waste created by sports team and club members.
In partnership with Culture & Recreation, encourage sports field user groups to collect and appropriately dispose of waste created by sports team and club members.
Develop a partnership program between local movie theatre owners and the City of Hamilton to encourage appropriate disposal of waste within theatre properties.

Quick Serve Restaurant Customers

Develop a partnership program between the TDL Group and the City of Hamilton to encourage Tim Horton's customers to appropriately dispose of waste and become involved in neighbourhood litter pick-up events.
With the assistance of TDL Group, encourage participation of other Quick Serve industry outlets in Hamilton.

Transit Riders

Review the on-board litter collection pilot program for total fleet implementation.
Develop a bus shelter litter collection system.
Include Clean City (litter & graffiti) messaging in all Transit marketing materials (on-board advertising, schedules, Web site, transit shelters/stops, etc.) in Clean City marketing program.

General

With the assistance of Hamilton's Settlement and Integration Services Organization.
(SISO) explore the need to develop information and educational programs for new Canadians.

➢ Implement a reward and recognition program consistent with the Clean City brand.

Evaluation

➢ Conduct annual litter audits.
➢ Establish five year goal for litter reduction.
➢ Track corporate-wide expenditures for litter remediation (through Hansen, Archibus and Amanda).
➢ Log community litter pick-up events (frequency, waste collected, recyclables recovered).
➢ Develop targets for community outreach activities (school presentations, neighbourhood presentations, fairs & festivals attendance, etc.)
➢ In conjunction with McMaster University, develop a behavioural evaluation model to measure the effectiveness of anti-litter campaigns on each audience.

GRAFFITI OBJECTIVES

Reporting, delegating and tracking

➢ In partnership with Corporate Services and the Hamilton Police Service, establish a Graffiti Hotline (telephone and e-mail).
➢ Create a comprehensive list of City, utility, contract and other asset/property management operational contacts for the removal of graffiti.
➢ Develop and implement a city-wide work order and incident tracking system.

Standards and priorities

➢ With the assistance of Public Works, Hamilton Police Service and Standards & Licensing, confirm response standards for graffiti removal according to priority concern (e.g.: Priority 1 – obscene, racist, hate – removal within 24 hours).
➢ With the assistance of Operations & Maintenance, Customer Contact Centre and HPS, establish service levels and responsibilities in the absence of the seasonal GPS Rapid Response Team.

Outreach

➢ Develop tip sheet and educational materials for paint and hardware store managers on tactics retailers can use to help reduce neighbourhood graffiti and reduce product shrinkage.
➢ In partnership with the Hamilton Police Service, develop mural wall projects and Adopt-a-Box programs and assist in the coordination of community clean-up days.
➢ Develop a framework and guidelines for neighbourhood implementation of the program (contacts, incident reporting, solicitation of donations, safety & health issues/training, etc.).
➢ With the assistance of Risk Management and Occupational Health & Safety, establish a protocol to allow volunteers to provide graffiti eradication services on City assets.
### 2005 Operations & Maintenance Costs for Litter and Graffiti Remediation

<table>
<thead>
<tr>
<th></th>
<th>Operating</th>
<th>Roads</th>
<th>Parks</th>
<th>Traffic</th>
<th>O &amp; M Totals</th>
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<tbody>
<tr>
<td>Litter and Debris Pick-up (City Wide)***</td>
<td>$831,024.65</td>
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<td>Litter Container Program (City Wide)</td>
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<td>Litter Pick-up Downtown Core Only</td>
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<td>Graffiti</td>
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**TOTAL OPERATING** $2,360,027.31

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<tr>
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<tr>
<td>Litter Container/Cigarette Receptacle</td>
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<td>$15,880.88</td>
<td>$34,848.92</td>
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**TOTAL CAPITAL** $104,192.50

*** Roads Costs include dumped bulk and ground litter picked up from the road right of way. Parks costs include ground litter picked up in parks, playgrounds, sportsfields, pathways, and trails etc. and the emptying of litter containers within Parks.