Council Direction:
Not Applicable

Information:
In order for the City of Hamilton to maintain its affiliation in good standing with Keep America Beautiful (KAB), an annual Litter Index exercise must be undertaken. KAB’s Litter Index is a tool that enables its affiliates to evaluate litter prevention programs and measure progress. This windshield audit requires three individuals to independently score a minimum of 20% of the landscape within the City of Hamilton boundaries using a four-point scale. A baseline Litter Index was performed in October 2008. The 2009 Index was performed in November and included a four-point scale for the presence of graffiti.

At its November 19, 2009, meeting, the Clean City Liaison Committee (CCLC) passed the following motion:

“That the 2009 Litter & Graffiti Index data be referred to staff and the CCLC’s Beautification & Community Improvement subcommittee for further analysis and recommended strategies and actions.”

The intent of this motion was to engage the expertise of staff and the assistance of CCLC volunteers to compare and analyze the 2008 and 2009 data. Observations and conclusions from the data analysis can be helpful to both staff and the CCLC in building consensus on priority problem areas, assessing the efficiency and effectiveness of the current litter and graffiti remediation programs and identifying gaps in litter, graffiti and
beautification programming. The Index data will be reviewed by staff and the subcommittee and discussed further with the CCLC as required. As such, there is no action required by the Public Works Committee at this time.
Minutes
Clean City Liaison Committee
November 19, 2009
11:45am

Back Meeting Room, 2nd Floor
Operations Centre
330 Wentworth Street North

Present: Daniel Rodrigues (Chair)  Ron Speranzini (Vice Chair)
         John Hawker           Brad Rich
         Robin McKee                      CARRIED
         Clr Tom Jackson
         Phil Homerski (Staff Liaison)
         Vicki Lockhart (Recorder)

Guests: Tony Greco – Hamilton Area BIA Association
        Jim Shaw – Mayor’s Office
        Barry Mungar – Hamilton Police Services

Regrets: Clr. Collins
         Ramona Maharaj
         George Zolis
         Rafaella Morello
         Kelly Barnett

1. Approval of Agenda
   The agenda was approved as presented.

2. Declarations of Interest
   There were no declarations of interest

3. Minutes of Previous meeting
   3.1. Business Arising
       There was no business arising from the minutes

   3.2. Approval of minutes
       Item 6.1 of the October 15, 2009 minutes should read “Litter and Graffiti Index.”

       That the October 15, 2009 minutes for the Clean City Liaison Committee meeting be accepted as written

       RICH/SPERANZINI

CARRIED
4. Finance

4.1. 2010 Budget Update
P. Homerski indicated that a maintenance budget will be put forward to Public Works Committee at its November 30, 2009 meeting.

5. Subcommittee Reports

5.1. Litter Reduction
Nothing to report.

5.2. Beautification & Community Improvement
Tabled until December 19, 2009 meeting.

5.3. Business & Retail Waste Diversion
Business Workshop – B. Rich presented the on-line survey results from the Clean & Green Business Workshop. The results were very positive with the format and presenters averaging a “good” to “very good” rating. Participants suggested more time for discussion and encouraged the committee to offer the workshop again next year. Discussion ensued on establishing a date soon for the next business workshop to allow for more promotion and planning time. The proposed date for the 2nd annual Business Workshop is March 25, 2010.

5.4. Marketing
Nothing to report

5.5. Council Committees
J. Hawker updated the following:
- Downtown Cleanliness and Security Task Force meeting (report from Public Works on Downtown litter control program)
- Earth Day Hamilton – events will take place during the week of April 19-21, 2010. Mr. Hawker reported that the CCLC has been invited to be involved in the Environmental Fair at the RBG as advisors. P. Homerski indicated that coordination with the Operations and Waste Management Support Services Group is required.

6. Keep Hamilton Beautiful (KAB)

6.1. 2009 Litter & Graffiti Index
P. Homerski presented preliminary data from the 2009 Litter and Graffiti Index exercise that was undertaken on November 6 and 12 with D. Rodrigues, J. Hawker and R. McKee as the surveyors. This windshield survey is required to be undertaken annually by Keep America Beautiful and must cover at least 20% of the city. This year, graffiti was also rated on the 1 to 4 scale. It was noted that the litter indices were slightly higher this year compared to 2008, however it was not a significant increase and could be attributed to a different group of surveyors than last year.
D. Rodrigues indicated that a mapping system for the “hot spots” in Hamilton is under development. This will focus on the areas that require more attention for clean-up.

That the 2009 Litter & Graffiti Index data be referred to staff and the CCLC’s Beautification & Community Improvement subcommittee for further analysis and recommended strategies and actions.

McKEE/HAWKER CARRIED

7. Staff and Stakeholder Reports

7.1. City Departments – A. Moroz
A. Moroz presented his findings from the 2009 The Anti-Graffiti Symposium (TAGS) hosted by the Township of Esquimalt, BC in October. The proceedings included a large amount of Canadian content. Topics included: law enforcement, community and volunteer engagement. Presenters at the symposium estimated that $650 million is spent annually in Canada for graffiti clean-up -- approximately $20 per person.

7.2. Hamilton Police Service – B. Mungar
Sgt. Mungar is working on a new and improved Safeguard program for residential property owners. In addition to home security, Auxiliary Police will be trained to educate property owners on vandalism prevention, including graffiti. D. Rodrigues indicated that this would be an opportunity for the CCLC to share cost of the brochure and to get the CCLC branding out in the public.

7.3. Hamilton Association of Business Improvement Areas (HABIA) – T. Greco
T. Greco congratulated the CCLC for a job well done for the 1st Annual Business Workshop. Topics presented were of great value to all that had attended. Mr. Greco has formally invited D. Rodrigues, R. Speranzini and P. Homerski to attend a HABIA meeting as guest speakers. This will be an opportunity to promote the 2nd annual Business Workshop and present the role of the CCLC.

7.4. Waste Reduction Task Force (WRTF) – R. Speranzini
R. Speranzini informed the committee that the Operations and Waste Management division are proposing to launch a new and improved Gold Box program in 2010. Random audits on residential garbage would be performed. If resident has diverted between 85% to 90% waste they would be presented with a gold box “on the spot”.

8. New Business

8.1. CCLC Mandate update – D. Rodrigues
A task force has been struck to review the CCLC’s mandate. The group includes Beth Goodger, Senior Director of Operations and Waste Management; Pat Parker, Acting Director of Support Services for O&WM; Marty Hazell, Senior Director of Parking and By-law Services; Phil Homerski, Dan Rodrigues and Ron Speranzini. The goal of the group is to have a revised mandate ready for the next term of Council with new Terms of Reference ready for the spring of 2010.
8.2. Marketing Assistance – J. Hawker
J. Hawker indicated that he had been in touch with a former Keep Hamilton Clean Committee member with professional marketing experience. Darryl Jordan Hicks has indicated his interest in helping CCLC create and perform in a PSA for a nominal fee. It was suggested this offer be referred to the Marketing Subcommittee for consideration and recommendation.

8.3. Workshop suggestion – J. Shaw
J. Shaw suggested that the filmmaker of “Garbage” should be invited to the 2nd annual Business Workshop as a possible keynote speaker.

9. Adjournment
Meeting was adjourned at 1:34pm

Next Meeting: Thursday, December 17, 2009, 11:45 am – 2:00 pm, Back Training Room, 2nd Floor, 330 Wentworth Street North, Hamilton.