This document was prepared by the Clean City Liaison Committee to fulfill its obligation to report annually to Hamilton City Council through Public Works Committee as required as a Council sanctioned volunteer committee. To this end, the CCLC is pleased to present its 2008-09 objectives and progress to-date.

1) Creation of Business Workshop which will see a range of QSR and multi-location businesses to meet and discuss anti-littering and graffiti strategies.
   a. **Chaired by Brad Rich, with support from Mac Sparrow, the small but mighty team has worked on securing a location and suitable date to hold this inaugural event.** Originally planned for the spring, the date has been moved to the fall. Location has been secured, as well as the outline of the event. Coordination with the City still needs to be addressed, and with the announcement of our new staff liaison, our anticipation will be that this will move forward as planned.

2) Implementation of a “Clean City Brand”. Conclusion to the Clean City Initiative of adapting a Clean-City Brand to identify and promote Hamilton as the cleanest Community in Canada.
   a. **Chaired by Ron Speranzini, the CCLC adopted “Keep Hamilton Clean and Green. Period.” brand, and incorporated a logo to enhance the message. Coordination with City departments is ongoing to ensure the brand and messaging is carried on all beautification projects.**

3) Recycling program (proper location of containers and a pick up frequency.) To allow citizens the opportunity to see what they are placing in recycling containers is actually being recycled, with an improved method of recycling for businesses. To create a seamless link between public and private recycling methods to minimize litter opportunities.
   a. **Presentations have been made to the CCLC regarding the City’s current ‘street furniture’ contracts. The CCLC has made recommendations to the City staff, and these are being included in the Staff’s report.**
   b. **The Terms of Reference for the Waste Reduction Task Force was accepted, which now includes the addition of a representative from the CCLC to sit on the WRTF. This ‘marrying’ of the two volunteer committees through shared representation will work as a bridge between the two committees to minimized duplicity.**
4) Be a visible and involved force in all civic matters. Be represented at Standing Committees and Council Agendas on issues related to the Clean City Mandate.
   a. *Chaired by John Hawker, continued presence remains a constant with the CCLC.*
   b. *Through the Public Works Committee in June 2008, Mayor Eisenberger requested the CCLC’s recommendations on a strategy to reduce littering on the Linc, Red Hill Valley Parkway and Hwy. 403 access ramps. CCLC provided three recommendations to staff including installation of signage, the City working together with MTO and the City and Hamilton Police engaging in an information and education program.*

5) Implement an educational initiative to get students involved.
   a. *Preliminary steps have been taken to coordinate with the school boards.*

6) Creation of sub-committees to ensure broad-member involvement and contribution.
   a. *While the CCLC formed certain sub-committees at the start of our term, additional sub-committees were called at the need of certain projects and initiatives. The CCLC saw the resignation of one member, and welcomed Robin McKee to the table as the replacement member. Overall, the CCLC has been actively engaged on all activities and initiatives brought forward, and continued enthusiasm is expected to continue.*
   b. *The CCLC became the ‘Board of Directors’ for the Keep Hamilton Beautiful Affiliation, and continue to learn the roles and responsibilities associated with this endeavour.*

7) Address packaging concerns through governance and corporate strategies.
   a. *This has been addressed in Item 3)*.

8) Assist in the creation of an ‘anti-littering/graffiti’ by-law, and/or components within.
   a. *Identified as Item (b) on PW07056 Clean City Strategy, further coordinated communication with City Staff is required before participation is realized.*
   b. *The City staff created a ‘Graffiti Working Group’ to manage expectations of graffiti eradication on municipal assets. From this Group, promotional posters were developed and officially launched on May 19th communicating the steps to take when engaging graffiti either in progress or after the fact.*
9) Creation and active participation in various clean-city initiatives. Programs all-inclusive to businesses as well as citizens.
   a. *The CCLC has continued to be active within their community efforts. All of the CCLC members sit on another volunteer committee, and advocate for the betterment of the City of Hamilton.*
   b. *The 2009 Clean-Up Hamilton! Event saw increased CCLC member involvement and contribution through certificate presentations at various school and group events.*
   c. *2009 saw increased media coverage for the CCLC through the noted efforts of the CCLC initiatives and programs.*

10) Tracking mechanisms to ascertain levels of success. Continued mini ‘post-mortems’ on activities to measure successes and failures.
    a. *Sub-committee work is discussed at all CCLC meetings as a matter of business.*
    *Regular summations such as this document will continue to be developed to ensure that proper and current communication is being completed.*
    b. *A Clean City Mandate review is to be held in order to bring the CCLC in line with City initiatives to ensure the CCLC remains current in its mandate.*

In addition to the above progress on the CCLC’s 2008-09 objectives, the City of Hamilton became an official affiliate of the Keep America Beautiful organization. With the assistance of Public Works staff, the City completed the certification process in a very short period of time culminating in a certification ceremony at the February 25, 2009 meeting of City Council. CCLC will act as the Board of Directors of the Keep Hamilton Beautiful affiliate.