

Clean & Green Hamilton Strategy

1. Scope and Application

The intent of the Clean & Green Hamilton Strategy is to encourage behaviour that supports a clean and green community. A clean and green neighbourhood helps to improve health, prosperity, safety and well-being. The success of the Clean & Green Hamilton Strategy requires the commitment and involvement of Hamilton residents, business owners, visitors, community leaders and City of Hamilton staff.

The purpose of the Clean & Green Hamilton Strategy is to provide context and guidance for the development of policies, programs and initiatives that promote and enhance cleanliness, aesthetics and environmental stewardship across Hamilton neighbourhoods. This includes, but is not restricted to, changing litter and illegal dumping behaviours, managing graffiti, encouraging native plant life and tree planting and other methods of maintaining and improving ecological integrity.

2. Goal statement/vision

For Hamilton to be recognized as a sustainable clean and green community where everyone takes responsibility for, and has pride in, the environments in which they live, work, and play.

3. Clean & Green Principles

The Clean & Green Hamilton Strategy is governed by three principles. The Strategy shall:

- 3.1. Contribute to an enhanced quality of life for our citizens through clean and green initiatives;
- 3.2. Support community and stakeholder engagement through partnerships, collaboration and consultation, and;
- 3.3. Contribute to the social, economic and environmental well-being of Hamilton.

4. Strategic Objectives

The strategic objectives of the Clean & Green Hamilton Strategy are to:

- 4.1 Provide a framework and overview for Hamilton's Clean & Green agenda, plans and programs. With limited resources, a strategic framework ensures that all activity directly supports the Clean & Green Hamilton Strategy vision.
- 4.2 Develop, facilitate and monitor activities that contribute to an improved standard of cleanliness across Hamilton. The success of the Clean & Green Hamilton Strategy will be monitored by a number of measures.
- 4.3 Add value to existing cleanliness, beautification and environmental stewardship programs delivered by the City of Hamilton and its partners. The Clean & Green Hamilton Strategy partnership acknowledges that working together toward the same vision will achieve greater outcomes than each organization could achieve working independently.
- 4.4 Encourage sustainable behaviour through community-based social marketing. This approach focuses on effective consultative processes and outcomes, facilitating collaboration with partnership organizations.
- 4.5 Support initiatives that foster changing public behaviours with respect of environmental stewardship. The Clean & Green Hamilton Strategy fully supports Council's Strategic Priority of "a prosperous and healthy community" and its strategic objective of enhancing the City's overall sustainability (financial, economic, social and environmental).
- 4.6 Identify opportunities for continuous improvement, efficiency, innovation and longer-term options for on-going clean and green programs and initiatives.

5. Clean & Green Plan

The City of Hamilton will put the Clean & Green Hamilton Strategy into action through a number of clean and green programs and initiatives to address litter, illegal dumping, graffiti, beautification and environmental stewardship.

The success of the Clean & Green Hamilton Strategy and its component programs and initiatives relies on evidence-based research and data, broad consultation, stakeholder and volunteer engagement, funding and staff resources, using community-based social marketing

principles. The Plan and its component programs focus on encouraging desirable behaviour within the context of education and consultation; operations and engineering; and, monitoring and enforcement.

5.1 Litter

5.1.1 Litter Prevention

Litter prevention programs will be managed by Public Works staff through the guidance of, and in collaboration with, the Clean City Liaison Committee. Programs may include design and engineering considerations, stakeholder education, citizen engagement and enforcement practices. The goals of litter prevention programs are to encourage appropriate waste disposal behaviour and reduce costs to the tax supported budgets.

5.1.2 Litter Containment

Litter containment on municipal properties will be managed by City staff through the provision of appropriate waste containers and processes and directed through service levels and budget parameters as approved annually by Council.

Litter containment on private properties will be managed by the respective property owners in accordance with applicable By-laws and regulations.

The goal of litter containment programs is to achieve litter-free properties which encourage proper litter disposal behaviour; and to provide opportunities for good environmental stewardship practices through municipal waste diversion programs.

5.1.3 Litter Remediation

Litter remediation on municipal properties is managed by City staff through property and facility cleanliness protocols, processes and services and directed through service levels approved annually by Council. Litter remediation can be achieved through the deployment of City staff or in partnership with citizen volunteers through City-managed volunteer engagement programs.

Litter remediation on private properties will be managed by the respective property owners in accordance with the

Clean & Green Hamilton Strategy goals and vision and applicable By-laws and regulations.

The goal of litter remediation programs is to restore properties to a litter-free environment which encourages proper litter disposal behaviour.

5.2 Illegal Dumping

5.2.1 Illegal Dumping Prevention

Illegal dumping prevention programs for municipal properties will be managed by Public Works staff in collaboration with Municipal Law Enforcement and the Clean City Liaison Committee. Programs for municipal properties will be provided within service levels and budget parameters as approved annually by Council.

Illegal dumping prevention programs for private properties will be managed by Municipal Law Enforcement staff in collaboration with Public Works staff, law enforcement agencies and the Clean City Liaison Committee.

Programs may include design and engineering considerations, stakeholder education and enforcement practices. The goals of illegal dumping prevention programs are to encourage appropriate waste disposal behaviour and reduce remediation costs to the tax supported budgets.

5.2.2 Illegal Dumping Remediation

Dumping remediation on municipal properties is managed by Public Works staff within departmental budgetary parameters as approved annually by Council. Illegal dumping remediation can be achieved through the deployment of City staff or in partnership with citizen volunteers through City-managed volunteer engagement programs.

Dumping remediation on private properties will be managed by the respective property owners in accordance with the Clean & Green Hamilton Strategy goals and vision and applicable By-laws and regulations.

The goal of illegal dumping remediation programs is to restore properties to a litter-free environment which encourages proper waste disposal behaviour.

5.3 Graffiti

5.3.1. Graffiti Prevention

Graffiti prevention programs for municipal properties will be managed by Public Works staff in collaboration with appropriate stakeholder departments and Hamilton Police Service. Graffiti prevention programs for municipal and private properties will be aligned with the City's graffiti management strategy.

Program tools may include public art initiatives, Crime Prevention Through Environmental Design (CPTED), design and engineering considerations, stakeholder education and enforcement.

The goal of graffiti prevention programs for municipal properties is to encourage appropriate activity on municipal properties and reduce remediation costs to the tax supported budgets.

The goal of graffiti prevention programs for private properties is to encourage appropriate legal behaviour on private property.

5.3.2 Graffiti Remediation

Graffiti remediation on municipal properties is managed by City staff through property and facility cleanliness protocols, processes and services and directed through maintenance service levels approved annually by Council.

Graffiti remediation on private properties will be managed by the respective property owners in accordance with the Clean & Green Hamilton Strategy goals and vision and applicable By-laws and regulations.

Graffiti remediation can be achieved through the deployment of City staff, an approved contractor or in partnership with citizen volunteers through City-managed volunteer engagement programs. The goal of graffiti remediation programs is to restore properties to a graffiti-free state through rapid removal which can discourage the proliferation of graffiti.

5.4. Beautification

5.4.1. Beautification programs

Beautification programs for municipal properties will be managed by Public Works staff in collaboration with the Tourism and Culture division of Planning and Economic Development and in accordance with the Clean & Green Hamilton Strategy goals and vision.

Beautification programs for private properties will be coordinated by the Clean City Liaison Committee or through existing horticultural societies or program groups such as the Trillium Awards committee.

Plant and tree stock and services will be provided by the Public Works Department for municipal properties within established service levels approved annually by Council. Public art initiatives will be managed by the Culture section.

Municipal beautification programs will enhance streetscapes, parks, facilities and other municipal properties. Beautification activities can be achieved through the deployment of City staff or in partnership with citizen volunteers through City-managed volunteer engagement programs. Municipal beautification programs can be supported through sponsorships or partnerships with the private sector or community organizations.

The goals of beautification programs for municipal properties are to enhance the aesthetics and ecological integrity of the City, enhance population health and wellness, and help offset beautification costs to the tax supported budgets.

Programs will be managed in accordance with the Clean & Green Hamilton Strategy goals and vision and with relevant funding programs, By-laws and regulations. Beautification programs on private properties will enhance property, buildings and structures with the goals of enhancing the aesthetics and ecological integrity of the neighbourhood and enhance neighbourhood health, wellness and prosperity.

5.5. Environmental Stewardship

5.5.1. Environmental Stewardship – Municipal Properties

Environmental stewardship programs for municipal properties will be managed by Public Works staff in accordance with the Clean & Green Hamilton Strategy goals and vision and Vision 2020's principle of maintenance of ecological integrity.

Program elements may include policies and protocols to: increase the urban forest canopy; enhance habitat and protect native plant, animal and fish species; manage invasive plant, animal and fish species; and enhance and protect ecosystems on municipal property. Environmental stewardship activities can be achieved through the deployment of City staff or in partnership with citizen volunteers through City-managed volunteer engagement programs. Municipal environmental stewardship programs can be supported through sponsorships or partnerships with private sector or community organizations.

The goals of environmental stewardship programs for municipal properties are to encourage ecological integrity and minimize human impact on natural habitats and ecosystems on municipal properties.

5.5.2. Environmental Stewardship – Private Properties

Environmental stewardship programs for private properties will be managed by the respective property owners – such as conservation authorities, commercial, or private property owners – or through recognized local environmental interest groups such as Environment Hamilton, Green Venture or Hamilton Industrial Environmental Association (HIEA) in accordance with the Clean & Green Hamilton Strategy vision and Vision 2020's principle of maintenance of ecological integrity.

Program elements may include initiatives for the habitat enhancement and protection of native plant, animal and fish species (natural heritage); the management of invasive plant, animal and fish species; and enhancement and protection of ecosystems on private property. Environmental stewardship activities on commercial, industrial and institutional properties can be achieved

through corporate social responsibility programs and through the engagement of employees and volunteers.

The goals of environmental stewardship programs for private properties are to encourage ecological integrity and minimize human impact on natural habitats and ecosystems on private properties.

The City of Hamilton's Clean City Liaison Committee will assist with the coordination of City and community clean and green plans to help promote collaboration, community engagement and effective use of limited resources.

6. Commitment

Commitment techniques are effective in promoting desirable ecological and social behaviours. The Clean & Green Hamilton Strategy will employ commitment strategies such as charters with Hamilton property owners or managers as the primary target stakeholders. Charters to commit to the vision, principles and objectives of the Clean & Green Hamilton Strategy will be drafted for neighbourhoods, businesses, schools, volunteer organizations, conservation authorities and public utilities as well as City departments and provincial and federal ministries operating in Hamilton.

7. Monitoring and Evaluation

To ensure the Clean & Green Hamilton Strategy remains current and relevant to advances and changes to environmental, social and economic concerns, regular monitoring and evaluation of Clean & Green Hamilton's strategy and objectives is necessary.

In collaboration with partner stakeholders, the City of Hamilton staff will commit to:

7.1 Regular program monitoring and evaluation

Programs and initiatives developed under the Clean & Green Hamilton Strategy shall include a monitoring and evaluation component. This can include, but is not limited to; service level standards, beautification indices, photographs, surveys, questionnaires and consultants.

7.2 Reporting to Council

Updates to Council on staff, stakeholder and partner activity related to the Clean & Green Hamilton Strategy will be provided through regular Clean & Green Hamilton Work Plan updates and other reporting mechanisms.

7.3 Review of the Clean & Green Hamilton Strategy

A stakeholder working group will henceforth undertake a full review of the Clean & Green Hamilton Strategy every five years. The working group's tasks will include the review and analysis of data from cleanliness, beautification and environmental stewardship programs and initiatives. The identification of trends and gaps in long-term objectives will help inform the annual Clean & Green Hamilton Strategy work plans. The objective of the review is to ensure the Clean & Green Hamilton Strategy remains relevant for the current and foreseeable future as well as remaining congruent with relevant policies, strategies and legislation.

Endorsed by Hamilton City Council
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