Clean City Liaison Committee
Thursday, May 20, 2010
2nd Floor ~ Back Meeting Room
330 Wentworth Street North
11:45 a.m. to 1:30 p.m.

Present: Daniel Rodrigues (Chair), Ron Speranzini (Vice Chair), John Hawker, Councillor Tom Jackson, Robin McKee, Brad Rich, Mac Sparrow, Phil Homerski (Staff Liaison), Vicki Lockhart (recorder)

Guests: HABIA – Tony Greco
Municipal Law Enforcement – Kelly Barnett
Mayor’s Office – Jim Shaw
Hamilton Police Service – Sgt. Barry Mungar

Regrets: George Zolis, Councillor Chad Collins

1. Approval of Agenda
   That the meeting agenda be accepted as amended,
   Add to Item 4.4, Multi-sort Posters
   Add to Item 6, Littering Behaviours in America Study
   MCKEE/RICH
   CARRIED

2. Declarations of Interest
   There were no declarations of interest.

3. Minutes of Previous meeting
   3.1. Business Arising
   No new business arising
   3.2. Approval of minutes
   That the April 15, 2010 minutes for the Clean City Liaison Committee meeting be accepted as amended,
   Add to regrets: that John Hawker was attending to the Tim Hortons Tim Up to Clean Up trailer on behalf of the CCLC.
   Amend the term “Clean and Green for 2015” to “Clean and Green by 2015”
   RICH/SPARROW
   CARRIED

4. Subcommittee Reports
   4.1. Business and Retail Waste Division
   P. Homerski presented the 2010 Business workshop results (36 invitations were sent, 6 responded). The results were very favourable for the event.
   P. Homerski indicated that the expenses for the workshop exceeded the budgeted amount by approximately $1000.
R. Speranzini suggested that a sub-committee be struck to begin organizing the 2011 workshop. The following volunteered: T. Greco, D. Rodrigues, P. Homerski, and V. Lockhart.

Potential ideas for 2011 workshop – invite community groups and schools to workshop; have a beautification component added to the workshop.

*That the CCLC agrees to host a Clean and Green Workshop in 2011 with an upset limit of $3,000 contingent upon 2011 budget approval.*

*RICH/SPARROW CARRIED*

### 4.2. Litter Reduction

P. Homerski presented the following statistics from the Tim Hortons Team Up to Clean Up week noting that there were 17,132 total registered participants for the April 19 to 25, 2010 event.

**Participation Statistics**

- Hamilton-Wentworth Catholic District School Board:
  - 30 schools
  - 26 Elementary (Participation rate: \( \frac{26}{52} = 50\% \))
  - 4 Secondary (Participation rate: \( \frac{4}{7} = 57\% \))
  - Total students: 9,360

- Hamilton-Wentworth District School Board:
  - 20 schools
  - 18 Elementary/Middle (Participation rate: \( \frac{18}{95} = 19\% \))
  - 2 Secondary (Participation rate: \( \frac{2}{18} = 11\% \))
  - Total students: 4,919

**TOTAL SCHOOL PARTICIPATION:** 50 schools 14,279 students

- Other youth Groups: 15
  - Total participants: 375

- Groups:
  - Registered Groups: 73
  - Total participants: 2,744

- Individuals
  - Registered: 22
  - Total participants: 109

**Cleanliness Statistics**

- Bags of litter collected (estimate)
  - Schools: 1,485
  - Groups: 2,420
  - Individuals: 95
  - Total bags of litter collected: 4,000

- Bags of recyclables collected (estimate)
  - Schools: 690
  - Groups: 1,170
  - Individuals: 95
  - Total bags of recyclables collected: 1,955

- Graffiti Tags cleaned (estimate)
  - Schools: 500
  - Groups: 260
  - Individuals: 80
  - Total Graffiti Tags cleaned: 840
Cleanliness Statistics (Cont’d)

Value Benefits Statistics
Volunteer Hours (at 2 hours/person) ...............34,264 hours
Dollar value of volunteer work (at $10.25/h minimum wage) ........$351,206

P. Homerski also indicated that the title sponsor, Tim Hortons, is very pleased with the outcome and is interested in continuing to be a Team Up to Clean Up partner with the City of Hamilton.

The Tim Horton’s Team Up to Clean up program plan is in progress and should be ready to sustain clean up activities year-round through an on-line registration format.

Due to issues in engaging schools in the Team Up to Clean Up Week, the Chair polled the committee whether the CCLC requires an education representative to sit on the committee.

*That the CCLC recommends to the Mandate Review Task Force that the Terms of Reference for the CCLC be amended to allow up to two education representatives be added to the CCLC (preferably one for each Board and still active in the educational community).*

HAWKER/SPERANZINI CARRIED

The CCLC received a letter from the Ancaster Soccer Tournament. This is a fairly large event whereby several fields are utilized throughout the City of Hamilton. The tournament organizers were requesting assistance from the CCLC to educate participants how to recycle properly.

The committee was in agreement that the mandate of the CCLC is to 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. Therefore the CCLC will decline the invitation but will suggest other agencies that could be available to conduct education services (i.e. Operations & Waste Management, Eco-Net, etc).

4.3. Beautification & Community Improvement

D. Rodrigues and J. Sweetman continue to review and compile data from the 2009 Community Index. There are three major items to identify and recommend areas of improvement within the 130 sub-areas:

a) litter  
b) litter and graffiti  
c) graffiti

4.4. Marketing

P. Homerski indicated that the City of Hamilton has applied for a grant from Stewardship Ontario to produce new 3-stream container posters. The samples of the poster creative were circulated and the committee members were requested to select their preferred sample. The 3-stream container posters will contain the same “Put waste in the right place” message as the Parks Recycling Pilot program and other open space waste program marketing for consistency.
D. Rodrigues introduced a draft planning concept for the “Clean & Green by 2015” initiative for the consideration of the committee and for future discussion. The proposed timeline with the goal of being the “cleanest community in Canada by 2015” is as follows:

September 2010 – June 2011
Gather existing policies/by-laws/programs which incorporate ‘beautification’ within, either in whole or in-part.

February 2011 – September 2011
Engage with KAB to create a measurement tool aimed at establishing goals and objectives towards Clean & Green for 2015.

June 2011 – December 2012
Establish marketing and educational campaigns focused on Clean & Green for 2015 in alignment with policies/by-laws/programs.

June 2012 – May 2015
Initiate & develop sustainable additional programs/policies geared to addressing deficiencies, while ensuring continued focus to the goal.

4.5. Council Committees

J. Hawker presented the following update:

- The yard waste and maintenance by-law was passed at the Economic Development and Planning Committee meeting. If accepted, final approval will occur at next council meeting.
- Environmentalist of the Year Dinner is on June 2, 2010

That the CCLC purchase up to two tickets, at the cost of $30 each to attend the annual Environmentalist of the Year Dinner.

HAWKER/RICH CARRIED

5. Finance

P. Homerski indicated that there is currently $2,000 remaining in the CCLC 2010 budget.

D. Rodrigues informed the committee members, that the CCLC approved in 2009, up to $1,000 to Hamilton Police Service for the purchase of graffiti wipes. The purchase of the wipes (a $505.47 expenditure) did not occur until 2010, however did not alter the current balance of the budget.

6. Keep Hamilton Beautiful (KAB)

6.1. Cigarette Litter Prevention Program Grant Application

Tabled until next meeting

6.2. Community Appearance Index

Tabled until next meeting

6.3. Littering Behaviours in America Study

P. Homerski presented a brief overview of the Littering Behaviours Study. The information can be further reviewed on the KAB Website at [www.kab.org](http://www.kab.org) and clicking on the “Litter in America” graphic in the right-hand column.
7. Staff and Stakeholder Reports

7.1. City Departments

P. Homerski updated the committee on the progress of the Park Recycling Pilot Project sponsorship. The campaign has some elements that are costly and a request for interest for sponsorship will be sent out shortly to potential sponsors.

7.2. Hamilton Police Service

Sgt. B. Mungar indicated that he was in receipt of an anti-graffiti mural program proposal from a volunteer from the Community Policing Centre in Dundas. It is an extensive proposal and further investigation from both HPS and K. Barnett to follow.

7.3. Hamilton Association of Business Improvement Areas (HABIA)

Discussion on cigarette waste receptacles in BIAs will be referred to the Cigarette Litter Prevention Program task force for consideration.

7.4. Waste Reduction Task Force

R. Speranzini reported that the 2009 Waste report was released and currently 47% of residential waste is being diverted from landfill (up 2% from last year). The goal for 2011 is 65% diversion.

Other Business

Nothing to report

8. Adjournment

Meeting adjourned at 1:45

Next Meeting: Thursday, June 17, 2010, 11:45 am – 2:00 pm, Back Training Room, 2nd Floor, 330 Wentworth Street North, Hamilton.