SUBJECT: The Linc and Red Hill Valley Parkway Litter Remediation and Prevention - (PW08105) - (Wards 5, 6, 7, 8 and 12) Public Works Committee Outstanding Business List

RECOMMENDATION:

(a) That Council endorse the following recommendations of the Clean City Liaison Committee with respect to litter remediation and prevention along the Lincoln Alexander Parkway and Red Hill Valley Parkway:

(i) That the City increase signage along the Linc and Red Hill Valley Parkway that focuses on fines for littering under Section 180 of the Highway Traffic Act (a $110 fine if convicted).

(ii) That the City and the Ontario Ministry of Transportation (MTO) work together to increase anti-litter signage along Highway 403 portions through the City of Hamilton.

(iii) That the City and Hamilton Police Service engage in a public education and information program aimed at changing behaviours by increasing awareness of littering fines and encouraging containment at source.

(b) That the item relating to the Clean City Liaison Committee be removed from the Public Works Committee Outstanding Business List.

Beth Goodger
Acting General Manager
Public Works
EXECUTIVE SUMMARY:

At the June 16, 2008, Public Works Committee meeting, at Mayor Eisenberger’s request staff was directed to communicate with the Clean City Liaison Committee and Hamilton Police Service to investigate installing signage and implementing significant fines for individuals who litter throughout the City and specifically along the Linc and the Red Hill Valley Parkway. Councillor Ferguson requested that the Highway 403 access ramps also be included.

The Clean City Liaison Committee met on July 17, 2008, and with the assistance of representatives from Hamilton Police Service, Municipal Law Enforcement and Public Works staff, this citizen committee drafted three recommendations for the consideration of staff and Council.

BACKGROUND:

The information/recommendation contained within this report primarily affects Wards 5, 6, 7, 8 and 12.

At the June 16, 2008 Public Works Committee meeting, Mayor Eisenberger relayed to the committee information related to the Public Works Department’s regular Spring maintenance program along the Lincoln Alexander Parkway. During an eight day period in May of this year the City’s contractor undertook a scheduled litter pick-up from Dartnall Road to Golf Links Road both sides, fence line to fence line. Approximately 1100 garbage bags were used, filling sixty yards of bins which is equivalent to approximately 22 tonnes of litter.

The Public Works Committee considered this information and directed staff to communicate with the Clean City Liaison Committee and Hamilton Police Service to investigate installing signage and implementing significant fines for individuals who litter throughout the City and specifically along the Linc and the Red Hill Valley Parkway. Councillor Ferguson requested that the Highway 403 access ramps also be included.

Through correspondence with Deputy Chief Eric Gert, Hamilton Police Service will, “along with by-law enforcement, enforce statutes which deter those who would litter in the City and along the Lincoln Alexander Parkway and Red Hill Expressway.”

Public Works staff has committed to work together with the Clean City Liaison Committee and Hamilton Police Service to develop public education and information strategies for initiation in the early Fall of this year.

Public Works staff has initiated the production of anti-littering signage for immediate installation and will work with Ministry of Transportation staff to ensure consistent messaging and strategic sign placement.

ANALYSIS/RATIONALE:

These recommendations are consistent with the Clean City Strategy endorsed by Council in April 2007.
Committee could choose to continue with current remediation practices (annual Spring maintenance and periodic litter pick-up prior to median mowing) without a preventative campaign or enhanced enforcement.

**FINANCIAL/STAFFING/LEGAL IMPLICATIONS:**

Costs for the manufacturing of signage and related installation costs will be funded through existing operating budgets. The public education and information campaign will rely heavily on free media. Paid advertising will be incorporated in the Keep Hamilton Clean and Green campaign currently under development and financed by the Clean City Liaison Committee budgeted funds.

**POLICIES AFFECTING PROPOSAL:**

The recommendations in this report will assist in meeting the key goal of Innovate Now, the Public Works Strategic Plan, and to be recognized as the centre of environmental and innovative excellence in Canada.

**RELEVANT CONSULTATION:**

Clean City Liaison Committee  
Ministry of Transportation  
Hamilton Police Service  
Planning and Economic Development, Parking and By-Law Services

**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  
Maintaining a clean city may enhance community pride.

**Environmental Well-Being is enhanced.** ☑ Yes ☐ No  
Prevention of roadside litter and dumping enhances land and water quality.

**Economic Well-Being is enhanced.** ☐ Yes ☑ No

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

Relatively small financial investment for enhancement of our environment and health.

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