



City of Hamilton
CLEANLINESS AND SECURITY IN THE DOWNTOWN TASK FORCE
REVISED

Meeting #: 19-001
Date: May 30, 2019
Time: 9:30 a.m.
Location: Room 192 and 193, City Hall
71 Main Street West

Alicia Davenport, Legislative Coordinator (905) 546-2424 Ext. 2729

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1. APPOINTMENT OF CHAIR AND VICE-CHAIR	
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10. DISCUSSION ITEMS

10.1 Cigarette Litter Prevention Program (no copy)

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10.2 Cigarette Litter Enforcement Update (no copy)

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10.4 Graffiti Enforcement Updates (no copy)

10.5 Update from the Hamilton Police Service respecting Matters of Interest in the Downtown Core (no copy)

11. MOTIONS

11.1 Citizen Resignation from the Cleanliness and Security in the Downtown Core Task Force

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Hamilton

**Cleanliness and Security in the Downtown Core
Task Force**

Minutes 18-004

1:00 p.m.

Thursday, September 13, 2018

Present: Councillor J. Farr (Chair)
S. Braithwaite (Vice Chair), K. Jarvi, J. Maurice, S. Sutherland,
C. Topp

**Absent with
Regrets:** Councillor C. Collins – City Business
S. Mirza – Parental Leave
T. Potocic - Personal

FOR THE INFORMATION OF THE TASK FORCE:

(a) CHANGES TO THE AGENDA (Item 1)

The Committee Clerk advised that there were no changes to the agenda.

(Braithwaite/Jarvi)

That the agenda for the September 13, 2018 meeting of the Cleanliness and Security in the Downtown Task Force be approved, as presented.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 2)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 3)**(i) May 10, 2018 (Item 3.1)****(Topp/Jarvi)**

That the Cleanliness and Security in the Downtown Core Task Force Minutes dated May 10, 2018 be approved, as presented.

CARRIED**(d) DISCUSSION ITEMS (Item 8)****(i) Cigarette Butt Litter Prevention Program (Item 8.1)**

Peter Wobschall, Senior Project Manager, addressed the Committee respecting the Cigarette Butt Litter Prevention Program.

(Topp/Maurice)

That the verbal update respecting the Cigarette Butt Litter Prevention Program, be received.

CARRIED**(ii) Cigarette Butt Enforcement Report (Item 8.2)**

Kelly Barnett, Manager Service Delivery, addressed the Committee respecting the Cigarette Butt Litter Enforcement Report PED18154(a) which will be presented to the Planning Committee on September 18, 2018.

Councillor Farr asked for the Committee's input in drafting a Motion to be brought forward at the Planning Committee meeting in conjunction with the staff Report.

(Topp/Braithwaite)

That the following Motion be brought forward to the September 18, 2018 meeting of the Planning Committee:

WHEREAS, throughout the past term of Council, the Cleanliness and Security in the Downtown Core Task Force has actively engaged on the issue of cigarette butt litter respecting awareness and enforcement;

WHEREAS, the Keep Hamilton Clean and Green Committee is beginning an awareness campaign on the issue of cigarette butt litter to be funded \$10k from the Hamilton Water and \$65k from the Main Street Revitalization Initiative;

WHEREAS, the messaging of the education campaign may include warnings of pending enforcement; and,

WHEREAS, the cost of exclusive enforcement of cigarette butt litter on a part time basis for the period for one year would be approximately \$45k;

THEREFORE BE IT RESOLVED:

- (a) That Report PED18154(a) respecting Cigarette Butt Litter Enforcement, be received;
- (b) That the request from the Cleanliness and Security in the Downtown Core Task Force for a one-year pilot program, to immediately follow the nine-month awareness campaign, that offers a part time Municipal Law Enforcement Officer dedicated solely to enforcing cigarette butt litter be referred to the 2019 Budget process; and,
- (c) That in the event Council approves this pilot, the awareness campaign include warnings of pending enforcement of cigarette butt littering.

CARRIED

(Braithwaite/Sutherland)

That the verbal update respecting the Cigarette Butt Enforcement Report, be received.

CARRIED

(e) GENERAL INFORMATION / OTHER BUSINESS (Item 11)

(i) Police Attendance at Meetings (Added Item 11.1)

Susie Braithwaite expressed concerns with the lack of Police presence at the Cleanliness and Security in the Downtown Core Task Force and requested that the Committee Clerk ensure there are Police Officers in attendance for the next term.

(ii) Graffiti Update (Added Item 11.2)

Cameron Topp requested an update on graffiti management. Peter Wobschall, Senior Project Manager, provided an update to the Committee including:

- A staff report on graffiti will be on the September 17, 2018 Public Works Committee agenda, with costs for Council to consider for implementation in the spring

- New anti-graffiti graphic wraps for traffic boxes, without any blank spaces, are in development

(iii) Living Rough Update (Added Item 11.3)

Councillor Farr advised that homeless numbers have decreased, and a task force is being created to respond to complaints about the homeless occupying public spaces and to find housing for them.

(f) ADJOURNMENT (Item 12)

(Sutherland/Braithwaite)

That there being no further business, the Cleanliness and Security in the Downtown Core Task Force be adjourned at 2:23 p.m.

CARRIED

Respectfully submitted,

Councillor J. Farr, Chair
Cleanliness and Security in the
Downtown Core Task Force

Lisa Chamberlain
Legislative Coordinator
Office of the City Clerk



Hamilton

Downtown Cleanliness Section

Providing Services That Bring Our City to Life!

May 2019

Downtown Cleanliness Service Areas



Downtown Cleanliness Services

Primary Service Area – Program Scope

- Manual ground litter collection (daily)
- Emptying litter and public space containers (daily)
- Servicing cigarette receptacles (as required)
- Sidewalk power-sweeping (5 days per week)
- Sidewalk power-washing (4 days per week, mid-April to mid-November)
- Maintenance of poster kiosks (monthly)
- Curbside waste collection (daily)
- Alley maintenance (daily)
- Graffiti removal (as required)
- Reporting infrastructure deficiencies (as found)

Downtown Cleanliness Initiatives

Midyear 2018, a transfer of a Waste Supervisor from the Waste Collections Section to the Downtown Cleanliness Section (DTCS) was initiated, in an effort to bring a new perspective and approach to how work was being performed, and improve workplace culture and attitudes of staff.

By taking this initiative, we have witnessed:

- Improved workflow
- Increased productivity
- Improved customer focus
- Overall decrease in complaints

DTCS remains committed to building upon the achievements of 2018, through 2019, and beyond.

Downtown Cleanliness Initiatives

July 2018, a request was received from the Planning and Economic Development Department to create a system for the DTCS to mitigate the impact of graffiti to our public assets, mainly public space litter containers (PSLC). From this was born a Continuous Improvement Initiative known as Graffiti Management System. The system utilizes reporting, documenting and storage of all information gathered in an effort to not only track data, but share with stakeholders for purposes of information sharing, cost recovery, etc.

By taking this initiative, we have witnessed:

- Improved reporting process
- Improved clean-up response time
- Ability to track and manage hotspots
- Opportunity for cost recovery

Downtown Cleanliness Initiatives

August 2018, DTCS recognized the need for a new approach to backfill staff absences. From this was born an initiative of recruiting temporary staff to provide necessary coverage for labouring duties, e.g. manual litter collection, alley cleanliness services, etc.

By taking this initiative, we have witnessed:

- Enhanced level of service
- Increased staff visibility
- Improved customer focus
- Ability to increase or reduce staff, as necessary

Currently, we have five temporary staffing employees performing all types of labouring duties. The complement of temporary staff varies depending on service level expectations, seasonal pressures, special events, etc.

Downtown Cleanliness Initiatives

September 2018, DTCS attended demonstrations by interested vendors of power litter collection equipment to improve upon our current manual litter collection practices. After reviewing the equipment available, we are currently determining which type of equipment, e.g. broom vs. vacuum, would be best suited to the Downtown Core.

This initiative has provided the DTCS the opportunity to explore options available to increase service level while decreasing the operating budget.



Downtown Cleanliness Initiatives



Downtown Cleanliness Initiatives

January 2019, a Cigarette Litter Prevention Working Group was formed with a mandate to mitigate the impact cigarette butts are having throughout the Downtown Core.

Benefits of this initiative to date:

- Public awareness through advertisement, video and literature
- Identifying 'hot spots' requiring enhanced level of service and/or the addition of cigarette receptacles
- Wrapping tops of Jubilee style litter containers with ashtray receptacle in an effort to bring attention to the receptacle
- Replacement of non-receptacle with receptacle litter containers
- Piloting of special wall or pole mount cigarette receptacles
- Distribution of miniature pocket style personal ashtrays by staff

Downtown Cleanliness Initiatives



Primary Service Area / Downtown B.I.A.

2019 Action Plan:

- Attempt to maintain a full complement of labourers (7), excluding absences due to vacation, mid-April to mid-October
- Deep clean all primary corridor sidewalks within the core, including but not limited to flowerbeds, storefront alcoves and other identified 'hot spots' for cigarette litter
- Maintain elevated level of manual litter collection staff visibility and presence throughout the core, April – October
- Improve/enhance litter collection service level around perimeter of high visibility sites such as courthouses, art gallery, entertainment facilities and other government buildings/facilities located within the core

Primary Service Area / Downtown B.I.A.

2019 Action Plan Cont.:

- When possible, dedicate one employee to manual litter collection and deep cleaning in Gore Park from Catharine St. S. to James St. S., April – September
- Sidewalk sweeper(s) in-field daily, minimum of five days per week through mid-November, with the possibility of extending into December if weather, staff resources and equipment availability permit
- Attempt to maintain full power washing complement (2 crews), mid-April – mid-November
- Power wash all primary corridor sidewalks within the primary service area a minimum of two times, mid-April to mid-November (current service level)
- Power wash poster boards on a monthly basis (current service level)

Primary Service Area / Downtown B.I.A.

2019 Action Plan Cont.:

- Remove graffiti as found on public assets while providing regular scheduled sidewalk power washing services
- Respond to service request and remove graffiti in a time sensitive manner in accordance with the City's bylaw
- Collection vehicle(s) to actively patrol main corridors in the primary service area such as, but not limited to James St. N. and King St. E. for off day set-out of all types of waste material and collect/remove/dispose, as necessary
- Maintain all daily scheduled special collections and alley cleanliness service programs throughout the core and enhance level of service, as required

Primary Service Area / Downtown B.I.A.

2019 Action Plan Cont.:

- Prioritize service requests to better meet the needs of B.I.A.'s and other stakeholders
- Continue to actively engage frontline staff encouraging feedback regarding how to better deliver services with results based solutions
- Utilize new technologies and performance metrics to ensure limited staff resources are utilized in the most efficient and cost effective manner possible



Thank You

John Haight

Supervisor, Downtown Cleanliness Program





CIGARETTE LITTER PREVENTION PROGRAM (CLPP) UPDATE

**CLEANLINESS AND SECURITY IN THE DOWNTOWN
TASK FORCE**

May 30, 2019

Diedre Rozema, Clean & Green Coordinator

Diedre.Rozema@Hamilton.ca

905-546-2424 ext. 5089

PUBLIC WORKS
ENVIRONMENTAL SERVICES

CAMPAIGN SUMMARY

PROGRAM LAUNCH: April 15

FUNDING: Ontario's Main Street Revitalization Initiative through the Ontario Ministry of Agriculture, Food and Rural Affairs

PARTNERS: Downtown, International Village and Barton Village BIAs; Green Venture; A Greener Future (Butt Blitz cleanup)

OBJECTIVES: To reduce the negative environmental, economic and quality of life impacts associated with cigarette litter by:

- increasing the availability of cigarette waste receptacles in public spaces;
- decreasing the amount of existing litter in public spaces, and;
- raising public awareness and encouraging smokers to manage their waste responsibly and safely.

MESSAGING: Factual and educational in tone; focuses on environmental and aesthetic impacts of cigarette litter; encourages smokers to adopt positive habits

**CIGARETTE BUTTS
ARE LITTER
SO WHY NOT
KEEP OUR
SIDEWALKS AND
STREETS CLEAN?**

HAMILTON.CA/CIGARETTELITTER

**CIGARETTE FILTERS MAY CONTAIN PLASTIC WHICH
WILL NOT BREAK DOWN NATURALLY. #CLEANHAMONT**

**YOU CARE
ABOUT THE
ENVIRONMENT
SO WHY TREAT
IT LIKE AN
ASHTRAY?**

HAMILTON.CA/CIGARETTELITTER

**CANADIANS LITTER 8,000 TONNES OF CIGARETTE
BUTTS EACH YEAR. #CLEANHAMONT**

TACTICS

TRADITIONAL MEDIA: Media release, Y108 radio ad, newsletter content

ONLINE: Website, scheduled social media posts (Twitter, Facebook, Instagram), digital advertising, Spectator online ads, [animated video](#)

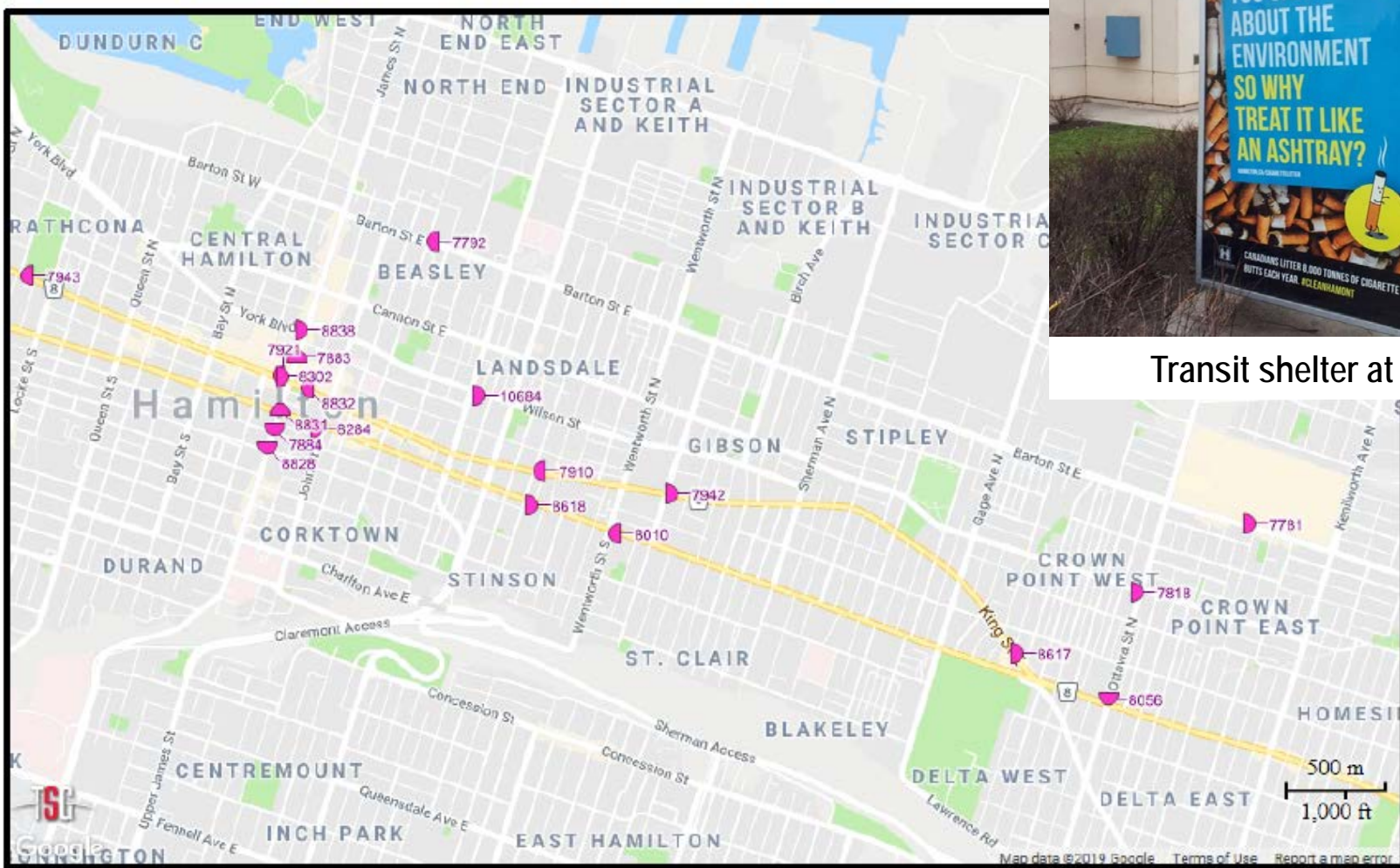
PRINT MATERIALS: Waste receptacle wraps, transit shelter posters, posters, coasters, pocket ashtrays

EVENTS: Butt Blitz cleanup, 100in1Day intervention

OTHER: HWCDSB partnership, visual cigarette litter audits



TRANSIT SHELTER POSTER LOCATIONS



Transit shelter at Centre Mall

RESULTS TO DATE

MEDIA COVERAGE: Global News, CHCH, The Spectator, Urbanicity

STAFF NEWSLETTER: Distributed to approximately 500 staff

OUR FUTURE HAMILTON NEWSLETTER: 2476 general distribution + 36 Council and staff

DIGITAL ADVERSITING: 125,694 impressions, 94 clicks (0.07% click rate)

TRANSIT SHELTERS: 13,270,800 (2 weeks paid) + 2,142,500 (bonus) impressions

COASTERS: at least 7 restaurants/organizations

POSTERS: At least 10 storefronts in 3 BIAs, 70 City of Hamilton offices, 6 municipal service centres, 3 seniors recreation centres, 21 community centres, 19 arenas, 30 libraries

BUTT BLITZ: 35 volunteers, 5 locations cleaned, over 37k butts picked up & recycled

AUDITS: 18 locations audited to date (2nd audit scheduled for mid June)

RESULTS TO DATE (continued)

TWITTER: 10 tweets; 90,330 impressions; 259 retweets; 644 likes; 140 clicks

INSTAGRAM: 3 posts; 21,250 impressions; 804 likes; 43 shares

YOUTUBE: 1 video; 19,000+ views

 **City of Hamilton** 
Hamilton @cityofhamilton

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A disgusting total of 37,052 cigarette butts were collected by some amazing volunteers across the lower city today - thank you for your time today, and a reminder to everyone that the earth is not an ashtray! [#HamOnt](#) [#CleanHamOnt](#)



 cityofhamilton • [Follow](#)

 **pamela_warren56** 
5w Reply


 **earthling_t @mnabi1991**
5w 1 like Reply

 **tonika.ellen** This is absolutely and amazing idea!
5w Reply

391 likes
APRIL 15



12:49 PM - 27 Apr 2019
143 Retweets 446 Likes 

 DowntownHamiltonBIA, Barton Village BIA, InternationalVillage and A Greener Future
 40  143  446

Log in to like or comment.

NEXT STEPS

AUDITS: continue to measure and evaluate program impact

PROGRAM MATERIALS: continue to share and distribute

WASTE RECEPTACLES: continue to wrap existing receptacles; pilot pole mounted receptacle models; broader pocket ashtray distribution

REPORTING: Council update anticipated in late 2019





QUESTIONS?

11.1

CITY OF HAMILTON

MOTION

Cleanliness and Security in the Downtown Core Task Force: May 30, 2019

MOVED BY

SECONDED BY

Citizen Resignation from the Cleanliness and Security in the Downtown Core Task Force

That the resignation of Maddison Hampel from the Cleanliness and Security in the Downtown Core Task Force, be received.