



City of Hamilton
KEEP HAMILTON CLEAN AND GREEN COMMITTEE
AGENDA

Meeting #: 20-002
Date: February 25, 2020
Time: 5:00 p.m.
Location: Room 264, 2nd Floor, City Hall
71 Main Street West

Diedre Rozema, Clean and Green Coordinator (905) 546-2424 ext. 5089

Pages

1. CEREMONIAL ACTIVITIES
2. APPROVAL OF AGENDA
(Added Items, if applicable, will be noted with *)
3. DECLARATIONS OF INTEREST
4. APPROVAL OF MINUTES OF PREVIOUS MEETING
5. COMMUNICATIONS
6. DELEGATION REQUESTS
7. CONSENT ITEMS
8. PUBLIC HEARINGS / DELEGATIONS
9. STAFF PRESENTATIONS
 - 9.1 Clean & Green Neighbourhood Grant Project - Brandon Agnew and Lisa Schumph
10. DISCUSSION ITEMS
 - 10.1 KAB Conference Recap
 - 10.2 Clean & Green Neighbourhood Grant Update

10.3	'Butt Blitz' Cleanup Event	3
10.4	Community Liaison Coordinator Update	
10.5	Graffiti Victim Assistance Program Update	9

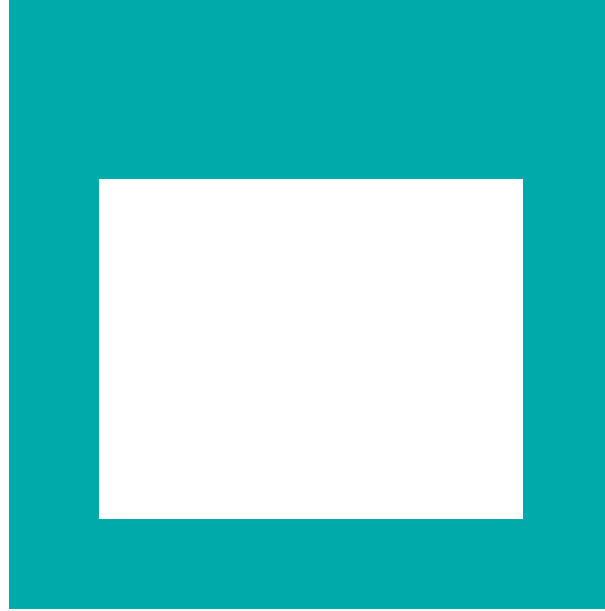
11. MOTIONS

12. NOTICES OF MOTION

13. GENERAL INFORMATION / OTHER BUSINESS

14. PRIVATE AND CONFIDENTIAL

15. ADJOURNMENT



BUTT BLITZ CLEANUP EVENT

Keep Hamilton Clean & Green Advisory Committee
February 25, 2020

Diedre Rozema, Clean & Green Coordinator

Diedre.Rozema@Hamilton.ca

905-546-2424 ext. 5089

PUBLIC WORKS
ENVIRONMENTAL SERVICES

2019 BUTT BLITZ RECAP

CLEANUP DATE: April 27, 2019

PARTNERS: Downtown, International Village and Barton Village BIAs; Green Venture (Kenilworth); A Greener Future (Confederation Beach)

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

<https://www.chch.com/butt-blitz-aims-to-clean-up-cigarette-butts-off-the-ground/>



The Butt Blitz 2019 Results

We asked volunteers to conduct individual Butt Blitz's across Ontario from April 1st to April 27th, 2019. Individuals picked up cigarette butts in their local communities, and then the butts were sent to Terracycle to be recycled.

On April 27th, in collaboration with the City of Hamilton, A Greener Future hosted the Ontario Butt Blitz finale. Volunteers picked up butts from four locations across the City of Hamilton.

Similar events were held in Montreal on May 3rd, and in Vancouver on May 4th, 2019.



Location Breakdown

Abbotsford	780	Montreal	74,084
Edmonton	5,787	Ottawa	4,379
Bowmanville	50	Ottawa	1,012
Brampton	1,584	Owen Sound	1,990
Brockton	2,137	Peterborough	1,172
Burlington	5,255	Peterborough	6,600
Chatham	280	Pickering	300
Colborne	3,370	Pickle Lake	2,536
Colwell	1,000	Port Hope	2,789
Cambridge	1,000	Richmond Hill	4,723
Courville	1,850	Stouffville	3,915
Elmvale	853	Sydenham	682
Goderich	4,723	Thunder Bay	5,000
Grimby	1,585	Tiny	331
Guelph	1,280	Toronto	54,159
Hamilton	37,052	Vancouver	21,288
Harrow	681	Waterloo	500
Kingston	4,800	Whitby	250
Lincoln	23,654	York	2,697
Mississauga	2,670		

Grand Total

285,072

butts collected

Past Results

2018
239,339
Butts Collected in
21 Cities

2017
223,354
Butts Collected in
21 Cities

2016
122,800
Butts Collected in
12 Cities

2015
87,015
Butts Collected in
18 Cities

Thank You!



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



12:49 PM - 27 Apr 2019

143 Retweets 446 Likes



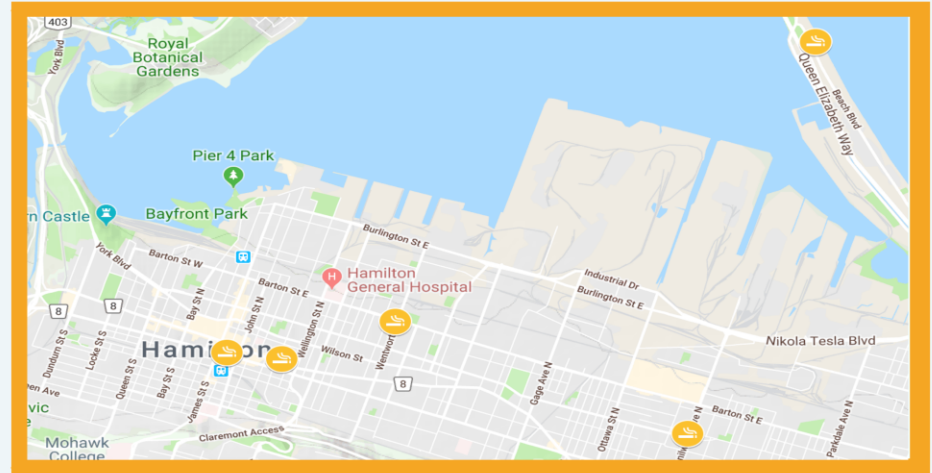
DowntownHamiltonBIA, Barton Village BIA, InternationalVillage and A Greener Future

40 143 446



THE HAMILTON BUTT BLITZ

SATURDAY, APRIL 27 at 11am



VOLUNTEERS WANTED

Did you know an estimated 65% of all cigarette butts are littered on the ground? These small plastic filters contaminate drinking water, harm wildlife, and are so unsightly. Will you join us in a city-wide cigarette butt cleanup?

5 meeting locations • cleanup supplies provided • high school service hours



Register to Volunteer at:
www.agreenerfuture.ca/hamilton-butt-blitz

2020 Butt Blitz

DATE: Saturday, April 18

LOCATION(S): Any suggestions?

A GREENER FUTURE ROLE:

- Volunteer registration
- Event promotion
- Media interviews
- Recycle cigarette butts and gloves

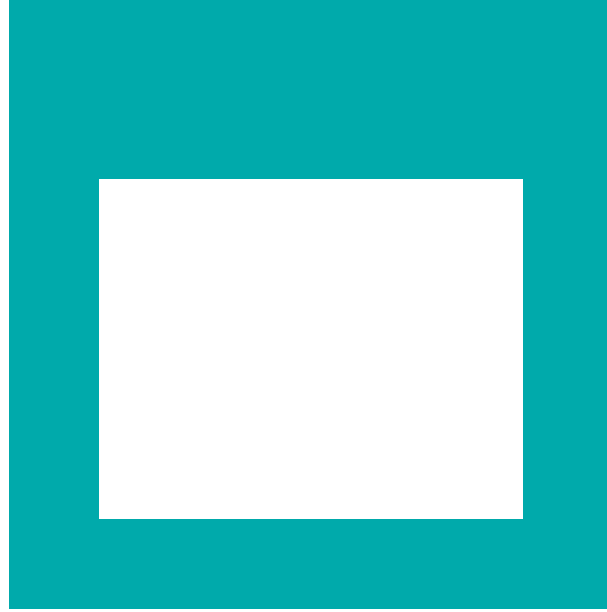
CITY OF HAMILTON ROLE:

- On site staff support
- Coordinate cleanup locations and volunteers
- Purchase and distribute supplies
- Event promotion



HOW THE KHCG COMMITTEE CAN HELP:

- Event promotion
- Volunteer recruitment
- Financial support
- Attend the cleanup! Volunteer roles could include: check-in/registration table, photos and social media, counting/weighing butts



QUESTIONS?

Excerpt from Municipal Law Enforcement Graffiti Student Report

Gift Card Subsidiary

Since June 2018, we have been provided with gift cards from Keep Hamilton Clean and Green Committee, to hand out to property owners based on our own discretion. We provide gift cards to those who have been affected more than once, or those who are self-identified as low-income. Other times, we can give it to an individual if they display frustration and are hesitant to clean up as it does tend to ease their issues when a gift card is being offered to them. This is because they are no longer fully responsible for covering up the costs of removal and we are tangibly acknowledging and respecting that they are victims. This forms a stronger relationship between the City of Hamilton and the public as it shows that the City of Hamilton is trying to be more cooperative and help ease the burden of the removal process.



Gift card statistics below from June 2018-December 2019:

Gift Cards Given	Number of Properties	Number of Compliance	Number of Non Compliances	Compliance Rate
131	100	88	12	88%

Note: some properties were given multiple gift cards due to the severity of the graffiti.

Thank You Cards

With the addition of gift cards that were sponsored by Keep Hamilton Clean and Green Committee, we provide thank you cards to show that the City of Hamilton appreciates the cooperation in the help to clean up graffiti. Most often, property owners are unhappy and frustrated that they are responsible for cleaning the graffiti left on their property, nonetheless appreciative of getting a card. With our pilot program coming to an end we still have a batch of gift cards to provide to future properties and victims of graffiti.