

INFORMATION REPORT

TO: Chair and Members Public Works Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: December 3, 2012	
SUBJECT/REPORT NO: Clean City Strategy 2012 Work Plan Fall Update (PW11052d) - (City Wide)	
SUBMITTED BY: Gerry Davis General Manager Public Works Department	PREPARED BY: Phil Homerski Information and Business Advisor (905) 546-2424, Extension 5620
SIGNATURE:	

Council Direction:

The recommendations of the July 6, 2011 General Issues Committee (GIC) meeting at which the committee dealt with Report PW11052/PED11127 concerning *“Illegal Dumping, Litter and Escaped Waste,”* included:

- (a) *That the General Manager of Public Works be directed to:*
- (i) *report back to the Public Works Committee with the 2012 work plan for the Clean City Strategy before the end of 2011;*
 - (ii) *provide an semi-annual Clean City Strategy progress report to the General Issues Committee.”*

Report PW11052a, Clean City Strategy 2012 Work Plan was received by Public Works Committee on December 5, 2011. Information Report PW11052c, Clean City Strategy 2012 Work Plan Spring Update was received by Public Works Committee on June 20, 2012.

This Information Report aims to fulfill Council’s direction in recommendation (a)(ii) above, as the second semi-annual progress report. As recommended by the Senior Management Team the semi-annual progress report is being tabled at Public Works Committee rather than to the General Issues Committee.

Information:

As requested by Council, a semi-annual report will be presented on the work plan activities and initiatives related to the Clean City Strategy. Recently, staff has been asked to report back to Public Works Committee rather than General Issues Committee.

The spring Work Plan Update was issued in June 2012. To more accurately reflect the first half of the year and year end, the Work Plan Updates for 2013 will be issued in

September for the first half of the year and February 2014 for year end. This change will more accurately reflect the stakeholder and partner activity related to the Clean & Green Hamilton Strategy for the year and to allow time to establish Work Plan objectives for the next calendar year.

The Clean City Strategy 2012 Work Plan was received by Council at its December 14, 2011 meeting. The purpose of the Clean City Strategy 2012 Work Plan is to provide measurable objectives for staff and volunteers in their respective contributions to the Clean City Strategy vision of a cleaner and greener City. It also provides a basis for evaluating the progress of the Clean City Strategy implementation. This Information Report provides a final update on each of the 13 objectives of the 2012 Work Plan.

1. Continue the Hamilton Trillium Awards Program

The objective is to continue to deliver the Trillium Awards program in 2012 with meeting and operational expenses funded from the existing Operations & Waste Management Division budget.

With the support of Operations & Waste Management staff, the Trillium Awards Executive Committee produced another successful program over the summer months. The White Trilliums (two per Ward) were awarded in July, followed by the Pink Trilliums (one per Ward) in August. The Red Trillium judging took place in August. All Pink Trillium awards, Awards of Excellence and the Red Trillium Award were presented at the Celebration Event on October 18 at the Gage Park Greenhouses in conjunction with the opening of the 92nd Chrysanthemum Show. Although the awards process for Ancaster (Ward 12) and Flamborough (Wards 14 and 15) residents is managed separately by their respective horticultural societies as they are nomination based, the Ancaster and Flamborough Trillium Awards winners were also recognized at the city-wide Celebration Event.

2. Continue Recreation and Parks Month Activities

The 2012 objective is to continue to encourage Adopt-a-Park group participation in Recreation and Parks Month activities in June. To promote these group activities, a Park Appreciation Day event in each adopted park is encouraged. The goal of overall Adopt-a-Park group participation is 75% in 2012, or 28 of the 38 Adopt-a-Park groups.

Participation in the 2012 Recreation and Parks Month activities exceeded the goal of 75% of Adopt-a-Park groups. A total of 33 of the 42 Adopt-a-Park groups, or 78%, participated in a Recreation and Parks Month activity. Results of the Recreation and Parks Month activities over the last three years are shown in Table 1:

Table 1 - Recreation and Parks Month Activities 2010 – 2012

June Results	2010	2011	2012
Number of Park Appreciation Days	21	22	33
Number of Adopt-a-Park groups	35	37	42
Number of Community Clean Trailer Requests	21	25	26
Number of Volunteers	286	298	690
Number of Volunteer Hours	1,567	1,730	3,109
Number of Garbage Bags Collected	125	93	243
Number of Recycling Bags Collected	n/a	42	63
Number of Yard Waste Bags Collected	n/a	109	134
Number of Graffiti Tags/sites Removed	297	403	275
Yards of Woodchips	25	93	61

3. Continue Extreme Park Makeover Program

The objective is to continue to deliver the Extreme Park Makeover program in 2012 in up to three parks designated for enhancements with special consideration to parks within areas identified in the Neighbourhood Development Strategy.

Two celebrations of Extreme Park Makeover projects completed in 2011 took place this summer. On June 9, the celebration at the Jackie Washington Rotary Park took place which includes the Green Gym donated by the Spectator Kids Unlimited. A unique outdoor airing of the TVO Giver Project Extreme Park Makeover in Birge Park took place on June 10.

Carter Park (Stinson Neighbourhood – Ward 2) received phase one of the Extreme Park Makeover in September 2012. The event included beautification to the park gateway, additional trees and plant material. Benches and litter containers were added in keeping with the “Victorian” look of the park. Graffiti was removed from the shed and local children and artists painted the shed. A large mural is being added near the basketball court.

The 2013 Extreme Park Makeover will take place at Corktown Park (Stinson Neighbourhood – Ward 2) in the spring of 2013. Staff and students of Queen Victoria School and the Corktown Neighbourhood Association are actively planning for the Corktown Park Extreme Park makeover.

4. Continue Hamilton in Bloom Program

The 2012 objective is to continue to deliver the Hamilton in Bloom traffic island sponsorship program increasing sponsorship revenue to \$42,000 in 2012.

The sponsorship packages were sent out in early 2012. As of October 15th, \$42,312.50 was received in sponsorship cash. Two additional one-time sponsorships totaling \$4,000 has been received bringing total 2012 Hamilton in Bloom sponsorships to \$46,312.50.

5. Maintain Volunteer Citizen Engagement

This work plan goal had two objectives, to maintain volunteer citizen engagement in 2012 litter remediation programs at 31,000 participants; and, to maintain staff support and funding for the Clean City Liaison Committee.

5(a) To maintain volunteer citizen engagement in 2012 litter remediation programs at 31,000 participants (this is based on full school enrolment participation as opposed to total actual number of participants from individual classrooms).

As of October 15, the total number of citizen volunteer participants for all City of Hamilton litter remediation programs is 21,190. This total, although short of the 31,000 participant goal, more accurately reflects actual citizen engagement in contrast with previous years' numbers which were based on estimates of registrants submitted on-line prior to the event.

Using data collected from the Community Improvement Reports submitted by volunteers after their clean-up event, the volume of waste collected from all registrants is estimated at 20,012 bags of garbage plus 7,697 bags of recyclables diverted from landfill. It is estimated that in 2012, citizen volunteers invested 43,980 hours in clean-up and beautification activity across Hamilton. Based on the average wage of Public Works staff involved in litter remediation activities (\$26.15 per hour), the volunteer hours would have a value of more than \$1 million, enhancing the services provided within Council approved litter remediation service levels.

The breakdown of the results of the various citizen engagement litter remediation programs is presented on Table 2.

Table 2 – Citizen Engagement Litter Remediation Programs 2012 Results

Program	Volunteers	Garbage (bags)	Recycling (bags)	Volunteer hours	Value of volunteer hours (\$)
Tim Hortons Team Up to Clean Up Spring Blitz (April)	16,650	15,152	5,828	33,300	\$870,000
Tim Hortons Team Up to Clean Up year-round program*	2,180	1,984	763	4,360	\$114,000
Other volunteer programs (Adopt-a-Park, Neighbourhood Clean Team)*	3,160	2,876	1,106	6,320	\$170,000
TOTALS	21,190	20,012	7,697	43,980	\$1,154,000

* Statistics as of October 15, 2012

5(b) To maintain staff support and funding for the Clean City Liaison Committee.

The Operations & Waste Management Division of Public Works will continue to provide Staff Liaison support to assist the Clean City Liaison Committee in fulfilling its mandate. Other Public Works, Corporate Services, Planning and Economic Development and Hamilton Police Service staff provide support to the Clean City Liaison Committee as required.

To date, there have been eight monthly meetings of the Clean City Liaison Committee plus three special meetings. At the June 20, 2012 meeting, the new and expanded membership of the Clean City Liaison Committee was installed. The seven citizen representatives, two education representatives, one HABIA representative, two business representatives and two Councillor representatives will compose the voting membership for the remainder of the term to 2014 according to the revised Terms of Reference (PW12003).

The Operations & Waste Management Division continues to provide a staff liaison for the Clean City Liaison Committee. Municipal Law Enforcement, Hamilton Police Service and other staff attend the monthly evening meetings as required.

6. Extend the Clean & Safe Railway Neighbourhood Project

This work plan goal had two objectives; to maintain the Crown Point Clean & Safe Railway Neighbourhood Project in 2012; and, initiate a Clean & Safe Railway Neighbourhood Project in the Landsdale Neighbourhood (Ward 3) in the spring of 2012 and continue implementation into 2013.

6(a) To maintain the Crown Point Clean & Safe Railway Neighbourhood Project in 2012.

Collaborative work between City staff, CN officials and key stakeholders in the Crown Point has continued since the Clean & Safe Crown Point Railway Neighbourhood Pilot Project Report (PW10084a) was presented in December 2011. At the recommendation of the neighbourhood stakeholders, City staff continues to explore the option of the stop-up and closure of the alleyway running parallel to the CN tracks on the south side between Strathearne Avenue and Division Street. Further, an electronic surveillance and neighbour watch program is being initiated with Municipal Law Enforcement and CN Police taking the lead.

Security and safety options continue to be pursued with the assistance of CN's Public Works and Government Affairs divisions. Capital cost estimates and funding options for a pedestrian level crossing and fencing options are being explored with the Transportation, Energy, Fleet and Facilities Division of Public Works taking the lead for the City.

6(b) To initiate a Clean & Safe Railway Neighbourhood Project in the Landsdale Neighbourhood (Ward 3) in the spring of 2012 and continue implementation into 2013.

Staff has consulted with Councillors Morelli and Farr on defining the 2012 project area in Ward 3 and Ward 2. An initial dumping and security survey and an assessment of

CN resources, City resources and neighbourhood stakeholder engagement readiness in the proposed project areas was undertaken.

In Ward 3, an initial visual survey was undertaken by Operations & Waste Management staff at the Councillor's request. Initial observations indicated that the composition of the illegally dumped waste constituted primarily litter and bags of residential waste mixed with divertible recyclables and organics. Engagement of neighbourhood stakeholders has begun with initial discussions with the office of Neighbourhood Development Strategies through consultation with the Community Development Workers for the Landsdale and Keith neighbourhoods at the suggestion of Councillor Morelli.

In Ward 2, litter thrown from road overpasses onto the CN main line and other assorted illegal dumping was addressed at the Councillor's request. Due to the steep embankments which could endanger volunteers, CN contracted a company to clean up the area between CN's Stuart Street Yard and Wellington Street North over three days in July at CN's expense. Health and safety concerns over the volume of used syringes and other biological waste has prompted the initiation of a task force on railway lands trespassing led by Municipal Law Enforcement staff and composed of officials from CN Public and Government Affairs, CN Police, Hamilton Police Service, Public Works and Public Health Services. The task force continues to meet to plan a public awareness campaign for implementation in early 2013 which may become a component of a Clean & Safe Jamesville Railway Neighbourhood Program in 2013.

7. Initiate a Social Marketing Program to Prevent Illegal Dumping

The objective is to analyze data to identify neighbourhoods where illegal dumping is most prevalent in the first quarter of 2012. Using this analysis, the objective is to initiate a community-based social marketing pilot program to prevent illegal dumping in identified neighbourhoods in the second quarter of 2012.

Data gathering and analysis has continued into the second half of 2012. Development of an illegal dumping community-based social marketing pilot program in collaboration with the Municipal Law Enforcement illegal dumping pilot project was delayed due to the implementation of the enforcement and surveillance project (PED11127(b)) commencing in late September. An illegal dumping social marketing program is now scheduled to be implemented in the spring of 2013 with the introduction of enhanced call-in bulk waste collection and unlimited weekly leaf and yard waste collection services.

8. Increase Volunteer Citizen Engagement in City Beautification Programs

The 2012 objective is to increase volunteer citizen engagement in the Adopt-a-Park program from 38 groups to a total of 42 groups in 2012 and Neighbourhood Clean Team groups from 24 groups to a total of 26 groups in 2012.

As of October 15, the Adopt-a-Park goal was reached with 42 groups registered. At that time, 23 Neighbourhood Clean Teams are registered of which 13 are newly formed Neighbourhood Clean Teams.

9. Implement a Graffiti Reporting and Tracking System for City Assets

The 2012 objective is to implement a formal reporting and tracking system for the activity of graffiti removal from public assets to ensure compliance with applicable By-laws.

Staff from Community Services, Planning & Economic Development and Public Works have combined their individual graffiti removal accomplishment reports into a unified report format. The statistics and update on staff's efforts to manage graffiti on City assets was contained in the presentation to General Issues Committee at its October 17, 2012 meeting.

10. Develop a Sustainable Sponsorship Program

The 2012 objective is to develop a sustainable sponsorship program for private sector support of public space waste diversion and litter containment programs.

In addition to reviewing our existing sponsorship opportunities with Tim Hortons' Team Up to Clean Up, Hamilton in Bloom and the Mum Show, sponsorship program research and a scan of best practices among municipalities is underway. Information attained through staff's participation in the Municipal Sponsorship Training program in late 2011 is being employed to create and draft the sponsorship strategy and program for the Operations & Waste Management Division. An initial draft of the strategy is targeted for the end of 2012 and will identify all Operations & Waste Management assets available for sponsorship.

11. Revise the Festivals Waste Management Program

The 2012 objective is to implement a festivals and special events waste management pilot program at up to six SEAT approved special events in 2012.

For the 2012 events season, festivals and special events organizers could opt in to the Put Waste in the Right Place festivals pilot program. Eligible events agreed to offer recycling centres where organics, container recycling and waste containers were staffed by volunteers who helped event patrons put waste in the right container. Operations & Waste Management staff provided the collection units, tents, banners, a "train-the-trainer" session and collections/disposal coordination.

Four large events participated in the Put Waste in the Right Place festivals pilot program during the 2012 Special Events season (Children's Water Festival, the Open Streets June event and September event, and Waterdown Rotary Ribfest). All events demonstrated high waste diversion rates and low cross-contamination in recycling and organics streams.

Of particular note was the waste diversion success of the Waterdown Rotary Ribfest. This four day event held at Waterdown Memorial Park attracted more than 42,000 patrons over the Canada Day weekend. Approximately 8,780 kilograms (8.7 tonnes) of total solid waste was produced with 63% of that diverted from landfill to the City's organics (53%) and recycling (10%) programs.

12. Implement a Parks Cigarette Litter Prevention Program

In partnership with Public Health Services, the 2012 objective is to develop and implement a public awareness program and cigarette litter prevention program pilot in six parks (two in each Parks District) in conjunction with the implementation of the Smoke-Free Outdoor Recreation Areas By-law.

In the spring of 2012, staff designed a pilot program with the purpose of exploring the impacts of the Smoke-Free Outdoor Recreation Areas By-law on Operations & Waste Management operations and Clean City Strategy objectives. The goals of this pilot were to demonstrate the impact on cleanliness of property on the periphery of parks following the implementation of the Smoke-Free Outdoor Recreation Areas By-law; and to quantify the cost and operational impacts on remediation and containment of cigarette litter in parks transition areas and abutting properties.

A mix of permitted Sport parks and Neighbourhood parks (12 in total) were chosen for this study, half of which received ash receptacles at park entrances. The parks that did not have ash receptacles acted as the “control” allowing for a comparison of the littering behaviour in areas where tactics to contain cigarette litter are in place versus littering behaviour in areas where no measures are in place. A preliminary cigarette litter grounds scan in all pilot parks was undertaken before the By-law implementation (May 31, 2012). At the end of each month (June, July and August) the cigarette butts from each ash container were collected, counted and recorded. At the end of the three-month pilot, the ash containers were removed and a follow-up cigarette litter grounds scan in all pilot parks was conducted at the end of September. Customer Contact Centre staff were also asked to log calls related to the parks cigarette litter pilot up to a month after the removal of the cigarette ash containers. No calls were reported.

Parks users were informed of the Smoke-Free Outdoor Recreation Areas By-law through an advertising and awareness campaign implemented by Public Health Services. Operations & Waste Management staff applied decals on approximately 1,500 waste barrels in municipal parks alerting users to the enactment of the By-law.

The preliminary observations from the three-month pilot program indicate that:

- Of the 35 ash receptacles remaining at the end of the pilot (five were missing or removed due to vandalism), with few exceptions, the receptacles were well utilized.
- 25 of the sites where receptacles were installed had less cigarette litter reported in the final grounds scan compared to the initial grounds scan.
- 20 of the 27 control parks where cigarette ash receptacles were not placed, had less cigarette litter reported in the final grounds scan compared to the initial grounds scan.

In Q4 of 2012, staff has continued with the data analysis and the impacts on municipal parks operations.

13. Initiate a Clean City Strategy Review

The 2012 objective is to strike a Clean City Strategy Task Force in late 2011 to review the 2007 Clean City Strategy document with recommendations for an updated Clean City Strategy to be provided for Council's consideration by June 30, 2012.

A Working Group was struck in early summer 2012 consisting of representatives of Environment Hamilton, Green Venture, Clean City Liaison Committee and Operations & Waste Management staff. The work of the Working Group resulted in the Clean and Green Hamilton Strategy which was received by the Public Works Committee at its November 19, 2012 meeting attached to Report PW07056a as Appendix A.