



INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	March 30, 2015
SUBJECT/REPORT NO:	Clean & Green Hamilton Strategy 2014 Year-End Update (PW11052h) - (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Phil Homerski (905) 546-2424, Extension 5620
SUBMITTED BY:	Gerry Davis, CMA General Manager Public Works Department
SIGNATURE:	

Council Direction:

Report PW11052/PED11127 concerning "Illegal Dumping, Litter and Escaped Waste," was approved by Council on July 7, 2011, as part of General Issues Committee Report 11-024, and included the following recommendation:

"(a) That the General Manager of Public Works be directed to:

(ii) provide a semi-annual Clean City Strategy progress report to the General Issues Committee."

This Information Report aims to fulfill Council's direction in recommendation (a) (ii) above, as the year-end progress report for 2014. A semi-annual progress report on the first half of the year, normally provided in October, was not delivered in 2014 due to the Municipal Election.

Information:

As requested by Council, a report will be presented on the activities and initiatives related to the Clean & Green Hamilton Strategy.

The Clean & Green Hamilton Strategy was received by Council at its November 28, 2012 meeting (PW07056a) replacing the former Clean City Strategy. The purpose of the Clean & Green Hamilton Strategy Update is to highlight the contributions of projects and initiatives to the Clean & Green Hamilton Strategy vision of a cleaner and greener City.

This Information Report is formatted to reflect progress in each of the five pillars of the Clean & Green Hamilton Strategy (litter, illegal dumping, graffiti, beautification/greening and environmental stewardship) as well as progress in programs and initiatives to

extend the life of the Glanbrook landfill. This report also extends beyond City programs to include the initiatives of local citizens, organizations and community groups whose work supports the goals of the Clean & Green Hamilton Strategy. This community report format supports one of the key elements identified in the 2013 Hamilton Environmental Summit: "To highlight and showcase local (environmental) successes." It will also serve to highlight the synergies between the Clean & Green Hamilton Strategy and other Council supported environmental and social initiatives such as the Neighbourhood Development Strategy.

1. LITTER

City of Hamilton Programs: Tim Horton's Team Up to Clean-Up, Adopt-a-Park and Neighbourhood Clean Team

The total number of citizen volunteer participants for all City of Hamilton litter remediation programs in 2014 is 19,570. 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 4,490 bags of garbage plus 1,690 bags of recyclables diverted from landfill. It is estimated that in 2014, citizen volunteers invested 38,800 hours in clean-up and beautification activity across Hamilton. The volunteer hours would have a value of more than \$1 million, enhancing the services provided within Council approved litter remediation service levels. Detail on the City of Hamilton's citizen engagement programs is provided in Table 1.

Table 1 - Citizen Engagement Litter Remediation Programs 2014 Results

Program	Volunteers	Garbage (bags)	Recycling (bags)	Volunteer hours	Value of volunteer hours (\$)
Tim Horton's Team Up to Clean-Up Spring Blitz (April)	17,140	3,940	1,370	34,000	\$889,100
Year-round Team Up to Clean-Up program and other volunteer programs (Adopt-a-Park, Neighbourhood Clean Team)	2,430	550	320	4,800	\$125,520
TOTALS	19,570	4,490	1,690	38,800	\$1,014,620

Great Canadian Shoreline Clean-up

This annual national initiative involved more than 170 volunteers in 10 clean-up events along Hamilton area shorelines, creeks and waterfalls in 2014. Data obtained from the 2014 local clean-up events show that volunteers extracted more than 530 kilograms of trash from approximately 15 kilometres of shoreline. The detailed data reported

indicates cigarette litter and plastics continue to be the most prevalent litter items along our shorelines and creek banks.

Downtown BIA Cigarette Litter Prevention Program

Through some Keep America Beautiful Cigarette Litter Prevention Program funding, the Keep Hamilton Clean & Green committee funded the production of “Butt Stop” vinyl decals which were applied to cigarette ash receptacles in the downtown core to make them more visible to smokers. The Keep Hamilton Clean & Green committee also commissioned a cigarette litter prevention video to support public awareness and education. The video is posted on the City of Hamilton’s YouTube channel.

Keep Hamilton Clean & Green’s 2015 target is to engage a minimum of three more Hamilton BIAs to champion a cigarette litter prevention program in their business district.

2. ILLEGAL DUMPING

Clean & Safe Railway Neighbourhood Project - Ward 3

On May 10, 2014 as part of the Tim Horton’s Team Up to Clean-Up April Blitz wrap-up event, more than 50 volunteers from the Keith and Landsdale neighbourhoods joined in a clean-up of the CN Rail corridor between Victoria Avenue North and Wentworth Street North. This collaborative initiative was coordinated by Municipal Law Enforcement in partnership with CN Police, Public Works, Keep Hamilton Clean & Green committee and the Keith and Landsdale planning groups of Hamilton’s Neighbourhood Development Strategy. Over a three hour period, the volunteers collected more than five tonnes of illegally dumped waste from the 800m stretch of railway property.

Project Trash Talk

With Municipal Law Enforcement (MLE) staff taking the lead, Project Trash Talk has continued to realize successes throughout 2014 in reducing illegal dumping in Hamilton. By mid-year, MLE staff reported that virtually all of the Council identified “hot spots” have been cleared up such that only periodic monitoring is now required and illegal dumping around donation boxes now requires only periodic monitoring. While illegal dumping on Railway lands continues to be a problem, enforcement staff are working in partnership with CN and CP Police to aggressively attack the problem. Most notably, Project Trash Talk is credited with a 9% drop in illegal dumping events proactively identified by Parks staff compared to 2013 (7,500 illegal dumping incidents in City parks in 2013 and 6,800 in 2014). Complaints of illegal dumping on private property have likewise dropped from 1,900 in 2013 to 1,600 in 2014.

3. GRAFFITI

Graffiti Management Program

Public Works Operations Division continued to take the lead on the graffiti management program in 2014 and has completed a municipal scan, graffiti prevention strategies and programming research, including collecting and analysing data from the 2013 comprehensive graffiti audit.

Graffiti Inventory

At the direction of Council, a student was hired during the summer months to inventory and report graffiti on City and utilities assets. During the period of July 8 to August 29, the student logged 384 individual graffiti tags observed from across all urban areas in all 15 Wards. The incidents were entered into the Hansen database for clean-up if the graffiti was on a City asset or entered on the on-line graffiti reporting form to be directed to the appropriate asset owner if on a non-municipal utility asset. The graffiti inventory encompassed 512 municipal parks, buildings or shared properties (such as schools).

Enforcement

In the spring of 2014, the Municipal Law Enforcement section was asked to investigate the top 50 properties identified by the 2013 Graffiti Audit as the most intensely graffiti properties. The observations and results of that graffiti enforcement blitz were as follows:

- The majority of properties investigated were residential.
- A total of 45 properties were investigated resulting in;
 - 31 no violations determined
 - 14 Orders issued
- The remaining five properties were either duplicate addresses, no address found or file closed.

Hamilton Police Service conducted Project Spring Clean-Up for the months of May and June in 2014. The project's goal was to reduce the number of graffiti incidents in Hamilton and to arrest and charge those individuals who are responsible. The results of the initiative were as follows:

- There were 18 graffiti incidents reported to the HPS. (4 incidents occurred in Division 10, 7 in Division 20, and 7 in Division 30).
- Two arrests were made - one person charged criminally with three counts of Mischief under \$5,000 and two female youths were given police cautions.
- Officers conducted compliance checks on individuals who are currently facing mischief charges for graffiti and have a curfew condition. Everyone was obeying their curfews.
- HPS did have a significant graffiti arrest just before the commencement of the project. Three individuals were arrested and charged for ten graffiti incidents that occurred on the Stoney Creek Mountain.

Hamilton Police Service continues to work with the City to combat graffiti and reduce the number graffiti incidents.

Public Works Volunteer Programs

For the past several years, all Public Works volunteer programs (Adopt-a-Park, Team Up to Clean-Up and Neighbourhood Clean Team) participants have been provided with supplies and tools to remove graffiti from City assets. Self-reporting from clean-up event organizers demonstrates that a total of 288 graffiti tags were removed in 2014.

Ward 6 Parks Graffiti Prevention Pilot

In consultation with the Ward 6 Councillor and neighbours backing onto Fay Avenue Park and Lisgar Park, staff initiated a pilot project to address graffiti on wooden fences abutting City property. Graffiti prevention strategies discussed with the property owners include a living wall (fedge) installation. Staff was directed to explore options in further detail for presentation to the property owners in the spring of 2015.

Special Projects

Public Works' Graffiti Management Program staff was asked to consult on or facilitate graffiti removal and prevention initiatives for several unique circumstances in 2014. These included the facilitation of donated graffiti removal services and discounted paint for Her Majesty's Army and Navy Veterans' Society (Ward 2), CP Rail's removal of graffiti on the retaining wall adjacent to Kay Drage Park and Hwy. 403 (Ward 1), removal and prevention of graffiti under the T.B. McQuesten High Level Bridge (Ward 1) and community youth engagement mural project at the Waterdown Memorial Park skateboard park (Ward 15).

4. BEAUTIFICATION/GREENING

Extreme Park Makeovers

The Extreme Park Makeover program promotes community involvement, attracts private donations, leverages municipal funds and empowers neighbourhoods to take ownership of their local parks. Public Works' Environmental Services division coordinated three Extreme Park Makeovers in 2014 – Belview Park (Ward 4), Norman Pinky Lewis Parkette (Ward 3) and Powell Park (Ward 3). More than 1,670 volunteers participated in Extreme Park Makeovers in 2014 contributing 17,000 volunteer hours and more than 400 new trees, shrubs and butterfly bushes to neighbourhood environments.

Belview Park

Students from Holy Name of Jesus Catholic Elementary School and community volunteers participated in a one-day makeover of Belview Park on June 10 and 11, 2014 introducing a "Super-Here-O's" theme in their planning. A large mural was added to the fence and utility building as a graffiti prevention strategy. In addition to the installation of new "Dino" spring play equipment, several butterfly gardens and an outdoor classroom created by students from Cathedral High School; the makeover also included an outdoor library box constructed by a community member to aid in the enhancement of literacy.

Norman Pinky Lewis Parkette and Cathy Wever School

The Scotts Miracle-Gro Company awarded the City of Hamilton a national grant focused on improving cities through the development of community gardens and green spaces. This grant helped to build an outdoor classroom, teaching garden and garden/nature areas at the Norman Pinky Lewis Parkette and Cathy Wever School. The project featured raised gardening beds and container gardens, compost bins, barrels for rainwater harvesting, an outdoor classroom, butterfly gardens and reading/music space.

The June 20 makeover was a collaboration between the City of Hamilton, Rotary Club of Hamilton, Hamilton-Wentworth District School Board, Wever CORE, Gibson and Landsdale Neighbourhood Association, ArcelorMittal Dofasco's Team Orange and children and families of Cathy Wever School.

Powell Park

Powell Park was chosen by Sinking Ship Entertainment to undergo a makeover as part of Season 3 of TVO's "GIVER" show. In September, a group of more than 200 volunteers, TV crew members and City of Hamilton staff implemented a redesigned playground planned by six local children. The "Hammertown" theme was evident in the makeover which included a new play structure, new trees, an enhanced shrub bed area, a freshly painted basketball court, new muskoka chairs around the pool and an art mural on the storage building.

The Extreme Park Makeover program will continue in 2015 with the makeover of Lifesavers Park (Ward 3) in June.

Hamilton in Bloom

The Hamilton in Bloom traffic island sponsorship program continued to be a popular corporate sponsorship program in 2014. Four new sponsors joined the program this year contributing to total program revenue of more than \$44,000 and 45 traffic islands sponsored in 2014.

Adopt-a-Park/Neighbourhood Clean Team

The popularity of Public Works' volunteer citizen engagement programs continues to grow. In 2014, 57 Adopt-a-Park groups were registered covering 54 municipal parks across Hamilton. The Adopt-a-Park groups contributed 20,000 volunteer hours to beautifying their neighbourhood parks in 2014.

In 2014, 22 Neighbourhood Clean Team areas were active, up from 18 in 2013. Many Neighbourhood Clean Team groups clean several alleyways regularly in their area.

Earth Day Hamilton-Burlington Tree Plantings

Earth Day Hamilton-Burlington hosted four tree planting events in 2014. The Earth Day Tree Planting Festival took place at T. B. McQuesten Park (Ward 7) where more than 200 volunteers planted 500 trees. A May tree planting event took place at Confederation Park (Ward 5) with 70 Mohawk College students and 20 Green Venture volunteers planting 300 trees. Green Venture also coordinated two September tree planting events: a TD Canada Trust Green Days event at Confederation Park with 90 volunteers planting approximately 500 trees; and 350 trees planted by more than 150 volunteers at the Desjardins Canal (Ward 13) in partnership with the Hamilton Conservation Authority.

Community Gardens

Green Venture serves as a coordinating organization for the ever expanding list of community gardens across the city. Community Gardens help with the beautification of the city, providing well maintained green spaces in the urban area. Seven new gardens

were opened in 2014, for a new total of 71 community gardens across the city. Green Venture also coordinated a recurring special event in 2014, Seedy Sunday, which encourages residents to share seeds and to cross promote successful community gardening techniques.

5. ENVIRONMENTAL STEWARDSHIP

Escarpment Project

The Escarpment Project is an annual volunteer clean-up initiative conceived and coordinated by local volunteer Greg Lenko. The 2014 event on April 27 included clean-ups of Albion Falls and a portion of the Red Hill Valley Trail, Kenilworth Stairs and Rail Trail, Wentworth Stairs and Access Trails, Chedoke Falls/Stairs and Radial Trail, Sydenham Falls and Bruce Trail, and Devil's Punchbowl. Through the involvement of more than 400 volunteers, participants collected more than 700 bags of garbage plus large items that had been illegally dumped including furniture, tires, bicycles, shopping carts, TVs, mattresses and a newspaper box. In all, the material removed from the Escarpment areas filled more than seven dumpsters.

Festivals Waste Management

With the assistance of summer students, Public Works staff continued the Put Waste in the Right Place festivals program in 2014 through the City's SEAT (Special Events Advisory Team) process.

For the third year in a row, the Oh Canada Rotary Ribfest demonstrated high waste diversion rates and low cross-contamination in recycling and organics streams. This four day event held at Waterdown Memorial Park attracted a record 48,300 patrons over the Canada Day weekend. Approximately 11.6 tonnes of total solid waste was produced with 80% of that diverted from landfill to the City's organics (60%) program and recycling (40%) programs.

Limited green festival pilot programs also took place at the Winona Peach Festival (25% diversion), Binbrook Fair (6% diversion), Ancaster Fair (25% diversion), and Rockton World's Fair (13% diversion).

Through the participation of Earth Day Hamilton-Burlington's Waste Watchers initiative using the Put Waste in the Right Place festivals program, the May 16 Picnic in the Park food trucks in parks pilot kick-off at Bayfront Park achieved a more than 80% waste diversion result.

Public Works staff continues to encourage waste diversion at festivals and special events through the City's SEAT (Special Events Advisory Team) process to help extend the life of the Glanbrook landfill which currently is estimated at 28 years.

Outreach and Education

The City's environmental stewardship outreach and education initiatives include presentations to students on waste diversion and forestry. In 2014, Public Works staff delivered 53 school presentations, facility tours and displays related to waste diversion. Environmental Services' Forestry section staff delivered 21 presentations to Grade 3

students on the care of trees and their benefits. In total, more than 5,600 children were provided environmental stewardship education in 2014 through the Public Works outreach programs.

Green Venture

Green Venture staff continued to help facilitate the implementation of the Davis Creek Neighbourhood Action Plan (NAP) in 2014 which included the coordination of a spring and fall Davis Creek clean-up. The events were undertaken by 32 volunteers who contributed 107 hours to the clean-ups. Green Venture staff also participates in the Adopt-a-Park program helping with the maintenance and beautification of Veevers Park.

Green Venture also coordinated the installation of a depave garden at St. Margaret Mary School on the east Mountain. With the help of 50 volunteers who contributed 150 volunteer hours, 1,400 square feet of playground was transformed into a living garden.

As part of Green Venture's ongoing Illegal Dumping Prevention programming, the EcoHouse exhibits information on waste reduction, encouraging proper use of the Community Recycling Centres, and proper disposal of hazardous waste. EcoHouse is also the site of school tours, where litter less lunches form a key component of all education programs. In 2014, Green Venture provided education programs to more than 2,400 participants.

Other environmental stewardship programs coordinated by Green Venture in 2014 include the EcoHouse Community Garden, which provides 20 garden plots; the home water conservation and home waterproofing advice service, which provided 21 visits in 2014; and a seed swapping event in February which attracted approximately 300 visitors.

Invasive Plant Management

In May 2014, Council approved a \$30,000 expenditure to contract Kayanese of the Six Nations to undertake tree plantings and invasive plant species removal in the Red Hill Valley. In total, 924 trees were planted in three sites along the Red Hill Valley in 2014.

City of Hamilton Public Works, Hamilton Conservation Authority, Royal Botanical Gardens and Hydro One staffs continued their collaboration on a Phragmites Control pilot program. Phragmites is a quick spreading non-native invasive perennial grass that destroys wetland and shoreline habitats and threatens agricultural and recreational activities. The pilot program is focused on treating Phragmites in study areas in Beverly Swamp along Concession 8 West in Flamborough as well as stands in Turner Park and Heritage Green Park. RBG continued treatment of Phragmites on its properties with good results.