



# INFORMATION REPORT

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	December 2, 2015
<b>SUBJECT/REPORT NO:</b>	Clean & Green - Hamilton Strategy 2015 Year-End Update (PW11052(j)) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Lugene Donelson (905) 546-2424, Extension 2199
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<b>SIGNATURE:</b>	

## 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 fulfil Council's direction in recommendations (a) (ii) above, as the year-end progress report for 2015.

## Information:

As requested by Council, this report will present on the activities and initiatives related to the Clean & Green Hamilton Strategy. The Clean & Green 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 that support the Clean and 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). This report also extends beyond City programs to highlight the initiatives of local citizens, organizations and community groups whose work supports the goals of the Clean & Green Hamilton Strategy.

## **1. LITTER**

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

These three volunteer-driven City programs each have their own focus areas, but one constant is the need for litter remediation. The total number of citizen volunteer participants for all City of Hamilton litter remediation programs in 2015 was 26,173, which was a 25% increase over 2014. 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 6,154 bags of garbage, plus 2,172 bags of recyclables diverted from the landfill. It is estimated that in 2015, citizen volunteers invested 46,638 hours in clean-up and beautification activities across Hamilton. The volunteer hours would have a value of more than \$1 million, enhancing the services provided by the City. Detail on the City of Hamilton's citizen engagement programs is provided in Table 1.

**Table 1 – Citizen Engagement Litter Remediation Programs 2015 Results**

Program	Volunteers	Garbage (bags)	Recycling (bags)	Volunteer hours	Value of volunteer hours (\$)*
Tim Horton's Team Up to Clean-Up Spring Blitz (April)	23,865	4,800	1,630	37,406	\$834,902
Year-round Team Up to Clean-Up program and other volunteer programs (Adopt-a-Park, Neighbourhood Clean Team)	2,308	1,354	542	9,232	\$206,058
<b>TOTALS</b>	<b>26,173</b>	<b>6,154</b>	<b>2,172</b>	<b>46,638</b>	<b>\$1,040,960</b>

\*Value based upon average hourly staff rate for a 'Labourer (Parks)' position (\$22.32/hour)

### *Great Canadian Shoreline Clean-Up*

This annual national initiative involved more than 360 volunteers in 13 clean-up events along Hamilton area shorelines, creeks and waterfalls in 2015. Data obtained from the 2015 local clean-up events show that volunteers extracted more than 300 kilograms of trash from City shorelines. The detailed data reported, indicated 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 partnerships with Keep America Beautiful, the Keep Hamilton Clean & Green Committee aided three Hamilton Business Improvement Areas (BIA) in obtaining a shared Cigarette Litter Prevention Program Grant. The grant funding is being utilized to create marketing materials to educate visitors of the BIA that litter prevention measures are in place and available to be utilized by business owners and customers alike, in an attempt to decrease cigarette butt litter in City streets and sewers.

The Keep Hamilton Clean & Green Committee's 2016 work plan includes engagement of three additional Hamilton BIAs to champion a cigarette litter prevention program in their business district.

**2. ILLEGAL DUMPING**

*Project Trash Talk- Pilot Project*

With Municipal Law Enforcement (MLE) staff taking the lead, Project Trash Talk has continued to see positive improvements in reducing illegal dumping in Hamilton throughout 2015. Since the program's inception in 2014, over 140 charges have been issued for dumping on both City and private property. As seen in Table 2, the 2015 statistics indicate the pilot is contributing to the decrease of illegal dumping.

Table 2 – Annual Complaints Received by MLE

<i>Year</i>	<i>Complaints</i>
2013	1,900
2014	1,600
2015 (January 1 to September 30)	1,260

Project Trash Talk continues to develop relationships with both internal and external agencies in efforts to reduce dumping, these agencies include: Canadian National Railway and Canadian Pacific Police, Hamilton Police Services, Business Improvement Areas, private citizens and commercial property owners. In June 2015 a new part-time Environmental Officer was hired to complement the team with enforcement initiatives. The team continues to investigate and enforce illegal dumping violations on both City and private property. Staff will continue to use the opportunity to educate the public when investigating complaints. The pilot is set to expire in December 2015; MLE staff intend to report back to General Issues Committee with their project results and recommendations.

Municipal Law Enforcement staff proactively participated in the Beautiful Alleys clean-ups in 2015. Working with Public Works staff and event organizers, they identified and investigated cases of illegal dumping prior to the community clean-up. The support from the community, partnered with the enforcement of offenders is intended to stave off repeat illegal activities.

### **3. GRAFFITI**

#### *Public Works Volunteer Programs*

Over 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 approximately 100 graffiti tags were removed in 2015.

The Keep Hamilton Clean and Green Committee's 2016 work plan includes the introduction of a victim assistance 'Graffiti Kit' program. The committee volunteer members will focus on creating a process to provide residents with the tools required to remove graffiti from their private properties. The Graffiti Kits will provide residents with gloves, masks, solvents, proper cleaning tools and instruction to help remove the unwanted graffiti. The kits are being provided with the intention that early remediation will help in reducing repeated unwanted activity.

#### *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. In consultation with property owners, Staff have investigated and are implementing three courses of action. First, is to paint the fences and remove all indication of graffiti, which will take place in the Fall 2015. The fence will then be treated with an anti-graffiti coating that creates a barrier between the paint and the porous surface of the wood, which allows for easier cleaning should there be a reoccurrence of graffiti.

Second, the installation of a fedge was evaluated as a graffiti prevention measure in both parks to block access to the fence line. A fedge is a fence made up of living plants, especially willow, thus somewhat resembling a hedge. A fedge installation pilot in Fay Avenue Park was abandoned after site visits by Forestry staff and the vendor concluded that the light and soil conditions along the subject fence line was not conducive to successful growth. The fedge option was therefore restricted to a limited section of Lisgar Park. A 13 metre long fedge was installed abutting the wooden fence at the rear of 89 Moxley Drive facing Lisgar Park in early July 2015. This installation of 2.4 metre willow whips provided an immediate screen to render the chronically tagged fence, now made inaccessible to vandals. Following the vendor's watering instructions by the homeowner, the installation grew into a fulsome hedge within one month of installation. The performance of the fedge in its first season has proven it to be a very successful graffiti prevention tool. The integrity of the fedge will be assessed in the summer of 2016 to ascertain whether fedge installations should be considered as a viable graffiti prevention method.

The final course of action will be a pilot program in Fay Avenue Park using security cameras as a graffiti prevention mechanism. Cameras will be installed to monitor illegal activity along the fence-line of the park. Legal Services is in the process of developing a policy to allow for use of the cameras in public spaces. Parks staff will administer the use of the cameras, and work in partnership with Hamilton Police

Services and Municipal Law Enforcement to ensure parties participating in illegal activity on camera are investigated. The cameras are to be installed in Spring 2016 as a one-year pilot. Staff will evaluate the effectiveness of the cameras and provide recommendations for future use.

#### *Urban Art*

Urban Art is a style of art that relates to cities and city life often done by artists who live in or have a passion for city life. As a part of the Beautiful Alleys litter clean-up efforts that took place in 2015, organizers have enlisted the assistance of a local artist to create an Urban Art Action Plan in the Gibson-Landsdale Area. The intent is to bring together local artists and private property owners to beautify spaces that have been left blank or have been prone to graffiti tagging. Studies have shown where a space has been enhanced through art installations, graffiti tagging is reduced. This group's first urban art installation in the form of a mural was painted in October 2015 on private property in a Ward 3 in conjunction with the Beautiful Alleys Fall clean-up.

#### **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 the Extreme Park Makeover in 2015 at Lifesaver Park (Ward 3). More than 2,000 volunteer hours were contributed to this Extreme Park Makeover which saw the City's first solar powered charging station, for personal devices, installed within the park. Other key features of this makeover included the installation of bike racks, a bike repair station, new asphalt paths, new asphalt on the basketball court with new backboards and nets, and a movie/theatre screen installed for 'movies in the park'. The community volunteers worked to create new art installations in the park and enhanced the space with trees and flower beds. The makeover improved the park and gave great pride to all involved. Applications were received for the 2016 Extreme Park Makeover and Lucy Day Park has been chosen as the recipient.

##### *Hamilton in Bloom*

The Hamilton in Bloom traffic island sponsorship program continued to be a popular corporate sponsorship program in 2015. One new sponsor joined the program this year bringing the total to 46 traffic islands sponsored by 30 different sponsors. Total revenues from the program were \$44,000 which aided in offsetting costs.

##### *Adopt-a-Park*

The popularity of Public Works' volunteer citizen engagement program has grown tremendously in 2015. Fourteen new Adopt-a-Park groups registered with the City and participation continues to grow. Seventy-two Adopt-a-Park groups contributed to year-round maintenance and care for trees, flower beds and shrubbery in 68 municipal parks across Hamilton. This program continues to engage park users and community groups

in creating and preserving clean and safe parks for their neighbourhood, while taking pride and ownership of their community.

#### *Neighbourhood Clean Team*

The Neighbourhood Clean Team is a City managed volunteer program intended to help maintain beautification and cleanliness throughout unique areas within the City Of Hamilton. These areas can include local neighbourhoods, municipal properties, parking lots, alleyways, streets or roads. There are currently seven alleyways registered with the City as being actively monitored and maintained by neighbourhood volunteers. Four Adopt-a-Road groups were still active in 2015, where each group is committed to four clean-ups a year.

In 2015 there was a greater focus on the cleanliness and beautification of alleyways through the growth of a community group 'Beautiful Alleys'. The City supported this group in two major clean-ups throughout the City; one event in the Spring and the other in the Fall of 2015. The City provided tools to support their efforts with garbage, recycling and yard waste bags, gloves and the community clean trailer. A dumpster was provided at Powell Park, the main meeting point for the Spring event, for volunteers to dispose of what they had collected. In the Fall, Roads and Waste Collections crews collected the waste and debris the volunteers picked up from the alley as well as the debris put to the curb the week following the event.

#### *Beautiful Alleys*

Beautiful Alleys began as a small group of residents who identified a need to address cleanliness in their neighbourhood, specifically alleys. Individual residents who were concerned about their alleys had been taking it upon themselves to clean their alleys independently. As more residents became involved, the 'Beautiful Alleys' neighbourhood group was formed to bring together all people interested in cleaning and beautifying. The group has come together to include over 100 alleys in their clean-up efforts, each with their own resident leader. The group held two formal clean-up events, in the Spring and the Fall. The results of each clean-up are seen in Table 3 below.

Table 3 – Beautiful Alleys Clean-Up Results

	Volunteers	Garbage (bags)	Recycling (bags)	Yard Waste (bags)
Spring 2015	600	700	300	200
Fall 2015	150	104	86	250

The Spring event was the first City-wide event where volunteers thoroughly cleaned and removed large items that were dumped in the alley. At the Fall event, the organizers noted many residents that live abutting the alleys had continued cleaning through the Summer months. The upkeep of the alley's cleanliness had a direct correlation to the decrease in garbage collected at the second event. With the continued use and maintenance of the alleyways, the hope is these will become beautiful and useful public spaces again where safety and cleanliness are not a concern.

## **5. ENVIRONMENTAL STEWARDSHIP**

### *Escarpment Project*

The Escarpment Project Annual clean-up was started on September 14, 2011 and has continued to grow and develop into a staple event, engaging community members to get involved and take action. People of all ages gather at various locations along the escarpment from Dundas to Stoney Creek to revitalize the escarpment by removing litter & debris that has been illegally dumped. The last clean-up took place Sunday April 26, 2015, where over 475 volunteers removed approximately 800 bags of litter plus furniture, car parts, bikes, shopping carts, computers, TVs and more. The 2016 event is scheduled for Sunday, April 24<sup>th</sup>, 2016 ([escarpmentproject.ca](http://escarpmentproject.ca)).

### *Festival Waste Management*

Public Works staff continued *Put the Waste in the Right Place: Festival Waste Management* through 2015 in coordination with the City's Special Events Advisory Team (SEAT). From January 1 to September 30, thirteen festivals participated in the full Clean & Green Festival program collecting recyclables, organics and waste. Twenty-three additional festivals and events collected recyclables but not organics. Two large events (Hamilton Ribfest and James Street Supercrawl) offered a waste diversion program which was managed through a private contractor. Most notable was Dundas Cactus Festival that provided four Recycle Stations and covered sidewalk garbage containers that were not paired with blue barrels so they would not be used. Total waste diversion tripled from 2014 and garbage sent to landfill was one tonne less than 2014, this equates to an impressive amazing 45% decline. Tonnage of waste diverted from landfill recorded from all SEAT events in 2015 increased by almost 2% over 2014 total waste diverted.

In 2015, as host of the Pan Am Games soccer events, there was even greater opportunity to utilize and showcase the Clean & Green Festival Program. Community volunteers and members of the Keep Hamilton Clean & Green Committee provided their time at the waste tents to help separate garbage, recyclables and organics, as well as educate users of proper waste diversion practices. Throughout the 15-days of Pan Am activities, waste tents were utilized at the torch relay, promenade in Gore Park and other community events hosted throughout the City in support of Pan Am.

Public Works staff continue to encourage waste diversion at festivals and special events through the City's Special Event Advisory Team (SEAT) process.

### *Outreach and Education*

The City's environmental stewardship outreach and education initiatives include presentations to students on the topic of forestry. From January to September 2015, Environmental Services, Forestry Section delivered 24 presentations to Grade 3 students on the benefits and care of trees. Over 600 students have participated in this outreach program.