



CITY OF HAMILTON
PUBLIC WORKS DEPARTMENT
 Corporate Assets and Strategic Planning Division

TO:	Chair and Members Public Works Committee
COMMITTEE DATE:	October 31, 2016
SUBJECT/REPORT NO:	2017 Volunteer Committee Budget - Keep Hamilton Clean and Green Committee (PW16093) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Lugene Donelson Business Initiatives Coordinator 905-546-2424, Extension 2199 Jennifer DiDomenico Manager, Policy & Programs 905-546-2424, Extension 5596
SUBMITTED BY:	Robert Norman BLA, OALA, CSLA Director, Strategic Planning Public Works Department
SIGNATURE:	

RECOMMENDATION

That the Keep Hamilton Clean and Green Advisory Committee's 2017 base budget submission attached as Appendix A to Report PW16093 in the amount of \$18,250, be approved and referred to the 2017 budget process for consideration.

EXECUTIVE SUMMARY

The Keep Hamilton Clean & Green Committee has prepared a request for annual funding for proposed activities in 2017. With the endorsement of the Committee members, this request for funding is submitted to Public Works Committee (Appendix A to Report PW16093) for review and consideration during the 2017 budget process.

The Keep Hamilton Clean & Green Committee is requesting an \$18,250 budget for 2017, which is consistent with previous years' subsidies.

Alternatives for Consideration – See Page 4

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial:

For 2017, the Keep Hamilton Clean & Green Committee has requested a budget of \$18,250 for department ID 300361. This request is consistent with previous budget allocations.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

The funds will allow the committee to continue to deliver on its mandate to effect behaviours and attitudes conducive to a clean, healthy and safe community through leadership and action. Specifically, the funds will support the Committee's on-going work of engaging citizens to take greater responsibility for improving our community environments through programs and initiatives aimed at litter prevention, illegal dumping prevention, graffiti management, neighbourhood beautification and environmental stewardship.

Expenditures in 2016 included Team Up to Clean Up supplies, the awarding of five (5) Clean & Green Neighbourhood Grants, two (2) Environmental Stewardship Grants, the deployment of a second Community Clean Trailer, support and growth of a Cigarette Litter Prevention Program, volunteer recognition, Keep America Beautiful (KAB) affiliate fee and expenses associated to one volunteer committee member's attendance at the KAB National conference.

Staffing:

Public Works staff will continue to act as staff liaison to the Keep Hamilton Clean & Green Committee. Due to its cross-program mandate, the Keep Hamilton Clean & Green Committee also includes staff representation as required from Municipal Law Enforcement, Hamilton Police Services, various divisions of the Planning and Economic Development and Public Works departments.

Legal: N/A

HISTORICAL BACKGROUND

A Council-endorsed citizen volunteer group has existed since municipal amalgamation to address litter, graffiti and beautification issues across the City. The committee's name was changed in October 2013 from the Clean City Liaison Committee to the Keep Hamilton Clean & Green Committee to better reflect its alignment with the vision, principles and objectives of the Clean & Green Hamilton Strategy.

The Keep Hamilton Clean & Green Committee has coordinated and promoted litter and graffiti remediation and prevention programs as well as beautification and environmental stewardship programs in the community. Acting as the Board of the City's Keep America Beautiful (KAB) affiliate, Keep Hamilton Clean & Green has initiated KAB programming such as the Cigarette Litter Prevention Program and has been successful in obtaining KAB grants and other benefits as a KAB affiliate.

In the fall of each year the City's Volunteer Committees are requested to submit a proposed budget for the following operating year. The 2017 Budget Request attached to Report PW16093 as Appendix A was produced in consultation with the members of the Keep Hamilton Clean & Green Committee.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

The recommendations provided in this report supports the Vision and Mission of the City of Hamilton's 2016-2025 Strategic Plan and is fully aligned with the Clean and Green Priority.

The recommendations also support the three key principles of the Clean & Green Hamilton Strategy, as they:

- Contribute to an enhanced quality of life for our citizens through clean and green initiatives;
- Support community and stakeholder engagement through partnerships, collaboration and consultation, and;
- Contribute to the social, economic and environmental wellbeing of Hamilton.

RELEVANT CONSULTATION

In preparation of this report, Strategic Planning staff consulted with the members of the Keep Hamilton Clean & Green Committee who supported this budget request at its September 20, 2016 meeting. Ongoing consultation with Environmental Services' staff for the Public Works Department has resulted in helpful advice to the committee in developing this budget request.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The Keep Hamilton Clean & Green Committee is representative of Hamilton's citizen and business community, Hamilton's education sector and youth. Its mandate includes providing input and advice to staff and Council on engaging citizens to take greater responsibility for improving our community environments. Keep Hamilton Clean & Green's primary focus is on effecting behaviours and attitudes conducive to a clean, healthy and safe community through leadership and action.

Keep Hamilton Clean & Green's strategic objectives are categorized under the five focus areas of the Clean & Green Hamilton Strategy: litter, illegal dumping, graffiti, beautification and environmental stewardship as follows:

Litter

- Lead the development and marketing of a coordinated cigarette litter prevention program.
- Lead the promotion and collaboration with community partners for the implementation of Team Up to Clean Up.
- Administer Keep America Beautiful's Community Appearance Index survey in 2017.

- Support and promote City and community litter remediation and prevention initiatives.

Illegal Dumping

- Support the development of educational and communications tools to prevent illegal dumping.

Graffiti

- Support stakeholder engagement strategies and victim assistance initiatives with prevention and remediation tools and programs.

Beautification

- Recognize volunteer contributions to beautification initiatives and projects that support the Clean & Green Hamilton Strategy.
- Support neighbourhood beautification and greening initiatives as needed.

Environmental Stewardship

- Support and promote the engagement of citizen volunteers in programs and initiatives that encourage ecological integrity and minimize human impact on natural habitats and ecosystems on public and private properties.

The proposed 2017 Keep Hamilton Clean & Green budget supports the strategic objectives through seed funding and subsidies for community-based clean and green initiatives. Investments in community engagement initiatives yield favourable returns on cost avoidance for operating groups. Seed funding for neighbourhood development projects and large scale clean-ups also contributes to neighbourhood and community social, economic and environmental renewal.

The Keep Hamilton Clean & Green committee also acts as the Board of Directors of the Keep America Beautiful affiliate. As such, the Board's mission is to engage citizens to take greater responsibility for improving our Hamilton community environments.

ALTERNATIVES FOR CONSIDERATION

An alternative for consideration would be to eliminate or reduce support for the Keep Hamilton Clean & Green Committee in 2017.

If the Keep Hamilton Clean & Green Committee's 2017 budget requests are not approved in their entirety, the committee would have to adjust its 2017 work plans to accommodate a lower funding level. The Committee's 2017 activities would have to be reassessed and/or alternate forms of funding found for community clean-up events such as the Team Up to Clean Up events, sustainability for clean and green activities, the Committee's support of beautification and greening programs and litter, graffiti and illegal dumping prevention programs. The continuation of the grant programs for greening and beautification initiatives and for large-scale clean-up initiatives would have

to be reassessed. As the Board of the Keep Hamilton Beautiful affiliate, the Keep Hamilton Clean & Green committee and City staff would also need to reassess the City's affiliation with the Keep America Beautiful organization.

It is the opinion of staff that the Keep Hamilton Clean & Green committee's budget request of \$18,250 as an investment in grassroots neighbourhood development initiatives, environmental stewardship initiatives and behaviour modification represents good value for the City and should be approved for the purpose of including it in the 2017 budget deliberations. Staff would not recommend reducing the base budget request.

ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN

Community Engagement & Participation

Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.

Healthy and Safe Communities

Hamilton is a safe and supportive city where people are active, healthy, and have a high quality of life.

Clean and Green

Hamilton is environmentally sustainable with a healthy balance of natural and urban spaces.

Culture and Diversity

Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.

Our People and Performance

Hamiltonians have a high level of trust and confidence in their City government.

APPENDICES AND SCHEDULES ATTACHED

Appendix A - Keep Hamilton Clean & Green Committee 2017 Budget Submission