



CITY OF HAMILTON
PUBLIC WORKS DEPARTMENT
Transportation Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	April 5, 2017
SUBJECT/REPORT NO:	Clean and Green - Hamilton Strategy 2016 Year-End Update (PW11052k) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Deirdre Connell Clean and Green Coordinator 905-546-2424, Extension 5089
SUBMITTED BY:	John Mater, C.E.T. Associate General Manager and Director of Transportation Public Works Department
SIGNATURE:	

RECOMMENDATION

That progress updates on the Clean and Green Strategy be revised to annual from semi-annual reporting to General Issues Committee for their information.

EXECUTIVE SUMMARY

The purpose of the Clean and 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 Report reflects the progress in each of the five pillars of the Clean and Green Hamilton Strategy (litter, illegal dumping, graffiti, beautification/greening and environmental stewardship). This report also extends beyond City of Hamilton programs to highlight the initiatives of local citizens, organizations and community groups whose work supports the goals of the Clean and Green Hamilton Strategy.

Currently, staff report to council on a semi-annual basis on the City of Hamilton’s Clean and Green Strategy. As an affiliate of Keep America Beautiful (KAB), the City of Hamilton submits annually on the performance of clean and green programs focused on litter, graffiti and beautification. Adjusting the reporting schedule to annually from semi-annually will allow staff to gain efficiency by synchronizing these reporting cycles through a more efficient use of resources by reducing the amount of data collection and analysis required.

Alternatives for Consideration – See Page 8

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FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: No financial impact associated with the recommendation.

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

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 report aims to fulfil Council's direction in recommendations (a) (ii) above, as the year-end progress report for 2016.

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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 of Hamilton programs each have individual 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 2016 was 27,071, which is a 3.4% increase over 2015 and a 46.3% 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 6,645 bags of garbage, plus 2,791 bags of recyclables diverted from the landfill. It is estimated that in 2016, citizen volunteers invested 45,164 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 of Hamilton. Detail on the City of Hamilton's citizen engagement programs is provided in Table 1.

Table 1 – Citizen Engagement Litter Remediation Programs 2016 Results

Program	Volunteers	Garbage (bags)	Recycling (bags)	Volunteer hours	Value of volunteer hours (\$)*
Team Up to Clean-Up Spring Blitz (April)	27,071	5,328	2,580	27,188	\$606,825
Year-round Team Up to Clean-Up program and other volunteer programs (Adopt-a-Park, Neighbourhood Clean Team)	6,507	1,317	2,11	17,977	\$401,235
TOTALS	33,578	6,645	2,791	45,164	1,008,060

*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 450 volunteers in 18 clean-up events along Hamilton area shorelines, creeks and waterfalls in 2016. Data obtained from the 2016 local clean-up events show that volunteers extracted more than 800 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 and 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 and Green Committee's 2017 work plan includes engagement of three additional Hamilton BIAs to champion a cigarette litter prevention program in their business district.

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2. Illegal Dumping

The Pilot Project 'Trash Talk' was confirmed permanent in December 2015 by Council through Report PED11127(g)/PW11502(i). The Illegal dumping team has been integrated into the Municipal Law Enforcement's Environmental Team and continues to conduct surveillance and investigations throughout the City of Hamilton. The team has continued to carry on Joint Force Operations with CN Police and Rail staff through mini cleanups on CN affected property throughout 2016 and 2017. MLE supports the King Street Alleyway project by inspecting dumped bags, educating and charging those found to be in violation of the Yard Maintenance and Solid Waste Management Bylaws.

Since the program's inception in October 2012, over 160 charges have been issued for dumping on both City and Private Property.

All current and past relationships with internal and outside agencies are continuing.

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 75 graffiti tags were removed in 2016, a 25% decrease from 2015.

Through on-going review of the City's Graffiti Management Strategy, staff and the Keep Hamilton Clean and Green Committee will develop a victim assistance program where victims are supplied with gloves, masks, solvents, proper cleaning tools and a safety and instruction manual to help remove the unwanted graffiti with the goal of early remediation and the reduction of repeated unwanted behaviour and 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 in 2015 to address graffiti on wooden fences abutting City property.

The first stage of the pilot was the installation of a fedge at Lisgar Park in July 2015. The fedge is a fence made up of willow plants somewhat resembling a hedge. The fedge is used as a graffiti prevention method by blocking the fence line from graffiti artists. The second stage of the pilot project was painting of the fence line abutting Fay Avenue Park and Lisgar Park to remove all indications of graffiti. The painting was completed late 2015.

The final course of action was the installation of a security camera in Fay Avenue Park as part of a one-year pilot. In June 2016, a motion-activated camera was installed along the fence line of the park. Public Works' staff administers the use of the camera and work with Municipal Law Enforcement to ensure any parties participating in illegal

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activity on camera are investigated. Since the beginning of the pilot there have not been any instances of graffiti at Fay Avenue Park.

After the one-year pilot is completed, staff will evaluate the effectiveness of the camera and fedge and report to Council on recommendations for future use.

4. Beautification

City of Hamilton Programs: Adopt-a-Park, Extreme Park Makeovers, Hamilton in Bloom, Hamilton Trillium Awards and Neighbourhood Clean Team

Adopt-a-Park

Sixty-eight (68) Adopt-a-Park groups contributed to year-round maintenance and care for trees, flowerbeds and shrubbery in 71 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.

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 two Extreme Park Makeovers in 2016 at Lucy Day Park and Woodlands Park.

Community members, the adopt-a-park group and local children helped to beautify Lucy Day Park. This small but well used park received a facelift, including the addition of art panels and freshly painted murals, and pollinator patches and shrub beds to the park. A small reading nook was also built and dedicated to the parks namesake, Lucy Day, who would read stories to local children.

The development of the Literacy Trail at Woodlands Park eliminated an old weed & litter infested alley and created a Literacy Trail extension in the park. This greening project has created a trail with large shade trees, gardens and pollinator patches. The trail also focuses on a Literacy theme, opportunities for literacy education; learning about butterflies, trees and wildlife. The Literacy Trail includes reading pods with seating to encourage children, youth and families to enjoy a book under a tree or surrounded by green vegetation. Solar powered lighting provides lights year round and a Park & Charge Unit offers users the opportunity to utilize and charge their technology. The Literacy Trail is a safe naturalized area for everyone to enjoy and learn.

Hamilton in Bloom

The Hamilton in Bloom traffic island sponsorship program continued to be a popular corporate sponsorship program in 2016. This year, 22 different sponsors sponsored 33 traffic islands. Total revenues from the program were \$35,600, which aided in offsetting costs.

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Hamilton Trillium Awards

One of the oldest and largest beautification programs in North America, the Hamilton Trillium Awards Program has been a Hamilton institution since 1956. The Hamilton Trillium Awards Program recognizes those residents who, by landscaping and maintaining their property, have contributed to a more attractive neighbourhood and community.

The program is operated by volunteers and supported by the City of Hamilton. Each fall, the Public Works Department holds a celebration event to showcase and recognize our Horticulture Section and their programs. The program from the event highlights the annual Hamilton Fall Garden & Mum Show, Hamilton in Bloom Sponsors and the Hamilton Trillium Award recipients. In 2016, the theme of the annual Hamilton Fall Garden & Mum Show was Mardi Gras.

5. Environmental Stewardship

City of Hamilton Programs: Forestry Outreach & Education, and Festival Waste Management

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 23 presentations to Grade 3 students on the benefits and care of trees. Over 600 students have participated in this outreach program.

Festival Waste Management

Public Works staff continued Put Waste in the Right Place Festival Waste Management through 2016 in coordination with the City's Special Events Advisory Team (SEAT). From January 1st to October 7th, seven events participated in the City's full diversion program collecting recyclables, organics and waste. Eight additional festivals and events collected recyclables and garbage, and five events collected garbage only. The James Street Supercrawl offered a waste diversion program managed through a private contractor. The Waterdown Arts and Music Streetfest, Oh Canada! Ribfest, Dundas International Buskerfest and Dundas Cactus Festival are the most notable for their hard work to put waste in the right place. We also saw great efforts put forward to divert organics from the Winona Peach Festival, Binbrook Fair, Ancaster Fair and the Waterdown Arts & Music Streetfest. Public Works staff will continue to encourage and engage event coordinators to divert waste at festivals and special events through the City's Special Event Advisory Team (SEAT) process.

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

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escarpment to revitalize the escarpment by removing litter and debris that has been illegally dumped.

The clean-up took place Sunday, April 24, 2016, where over 823 volunteers removed over 850 bags of litter plus numerous pieces of furniture, car parts, bikes, shopping carts, computers, TVs and more. In 2016, the Escarpment Project expanded their project area to include Grimsby, now drawing in volunteers to clean and revitalize the Niagara Escarpment from Grimsby to Dundas. The Escarpment Project also engaged the Alpine Club of Canada – Toronto Section, scaling Devil’s Punchbowl to remove litter from the steep cliff face that is not removable without skilled climbers.

The 2017 event is scheduled for Sunday, April 30th, 2017 (escarpmentproject.ca). This year, the event will also include a community barbeque and celebration with food and drink, local bands, and local environmental vendors.

Beautiful Alleys

Beautiful Alleys is a volunteer community group whose goal is to create and renew green spaces for people of all ages and abilities to enjoy. The group 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. Two formal clean-up events are scheduled each year, with volunteer teams organized at a number of locations across the City of Hamilton, and a team lead responsible for coordinating health and safety procedures, sorting of recyclables, handling of trash, proper collection of yard waste, reporting of bulk items and illegal dumping, and drop off locations. The results of each formal clean-up are seen in Table 2 below. Not included in this table are the numbers associated with volunteers who regularly maintain their alleyways throughout the year.

Table 2 – Beautiful Alleys Clean-Up Results

	Volunteers	Garbage (bags)	Recycling (bags)	Yard Waste (bags)
Spring 2016	650	1,300 total		
Fall 2016	100	71	25	52

The City of Hamilton provides garbage and recycling bags, protective gloves, and yard waste bags through the Team Up to Clean Up program. Beautiful Alleys operates with support from the Keep Hamilton Clean and Green Committee’s Neighbourhood Clean and Green Grant, which helps the group cover expenses associated with managing this program. Through these and many more community partnerships, tons of waste is diverted from landfill, decomposing trash is collected removing health and safety risks

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and protecting groundwater, awareness is created and shared, and relationships between neighbours are formed. The upkeep of the alleys and laneways has made a noticeable impact on Hamilton's neighbourhoods for participants in this program. 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.

In 2016, Beautiful Alleys initiated the Urban Art Project. This project included six art installations where outdoor application is practical, such as garage doors and fences. Funded by a grant from the Hamilton Community Foundation, and supported through donations from local businesses, urban art creates an inclusive enjoyment of public spaces regardless of age, status, gender, race, religion, or ethnicity, with no language or cultural barriers. Six murals are now complete and on display in a number of locations across the City of Hamilton.



POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

Keep Hamilton Clean and Green Volunteer Advisory Committee

Municipal Law Enforcement, Planning and Economic Development Department

Environmental Services, Public Works Department

Operations Support, Public Works Department

The Escarpment Project

Beautiful Alleys

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Currently, staff report to council on a semi-annual basis on the City of Hamilton's Clean and Green Strategy. In addition, the City of Hamilton is an affiliate of Keep America

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Beautiful (KAB). To remain in Good Standing as an affiliate of KAB, affiliates are required to report annually on the performance of Clean and Green programs focused on litter, graffiti and beautification.

Adjusting the reporting schedule to annually from semi-annually will allow staff to gain efficiency by synchronizing these reporting cycles through a more efficient use of resources by reducing the amount of data collection and analysis required.

ALTERNATIVES FOR CONSIDERATION

Do not change – Staff continue to report on progress semi-annually. This process is time-consuming and provides little added benefit to management or members of council as many components of the Clean and Green Strategy are now mature programs with significant metrics and/or evaluation and therefore do not require frequent or detailed analysis to identify trends.

No reporting at all – Without at least an annual report, council will not receive an assessment of staff and community's progress on the Clean and Green Strategy or details such as goals accomplished, resources expended, challenges or lessons learned. These reports help to determine whether changes are necessary to strengthen this on-going effort.

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.

Built Environment and Infrastructure

Hamilton is supported by state of the art infrastructure, transportation options, buildings and public spaces that create a dynamic City.

Our People and Performance

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

APPENDICES AND SCHEDULES ATTACHED

None