



CIGARETTE LITTER PREVENTION PROGRAM (CLPP) UPDATE

**CLEANLINESS AND SECURITY IN THE DOWNTOWN
TASK FORCE**

May 30, 2019

Diedre Rozema, Clean & Green Coordinator

Diedre.Rozema@Hamilton.ca

905-546-2424 ext. 5089

PUBLIC WORKS
ENVIRONMENTAL SERVICES

CAMPAIGN SUMMARY

PROGRAM LAUNCH: April 15

FUNDING: Ontario's Main Street Revitalization Initiative through the Ontario Ministry of Agriculture, Food and Rural Affairs

PARTNERS: Downtown, International Village and Barton Village BIAs; Green Venture; A Greener Future (Butt Blitz cleanup)

OBJECTIVES: To reduce the negative environmental, economic and quality of life impacts associated with cigarette litter by:

- increasing the availability of cigarette waste receptacles in public spaces;
- decreasing the amount of existing litter in public spaces, and;
- raising public awareness and encouraging smokers to manage their waste responsibly and safely.

MESSAGING: Factual and educational in tone; focuses on environmental and aesthetic impacts of cigarette litter; encourages smokers to adopt positive habits


**CIGARETTE BUTTS
ARE LITTER
SO WHY NOT
KEEP OUR
SIDEWALKS AND
STREETS CLEAN?**

HAMILTON.CA/CIGARETTELITTER

 **CIGARETTE FILTERS MAY CONTAIN PLASTIC WHICH
WILL NOT BREAK DOWN NATURALLY. #CLEANHAMONT**

**YOU CARE
ABOUT THE
ENVIRONMENT
SO WHY TREAT
IT LIKE AN
ASHTRAY?**

HAMILTON.CA/CIGARETTELITTER

 **CANADIANS LITTER 8,000 TONNES OF CIGARETTE
BUTTS EACH YEAR. #CLEANHAMONT**

TACTICS

TRADITIONAL MEDIA: Media release, Y108 radio ad, newsletter content

ONLINE: Website, scheduled social media posts (Twitter, Facebook, Instagram), digital advertising, Spectator online ads, [animated video](#)

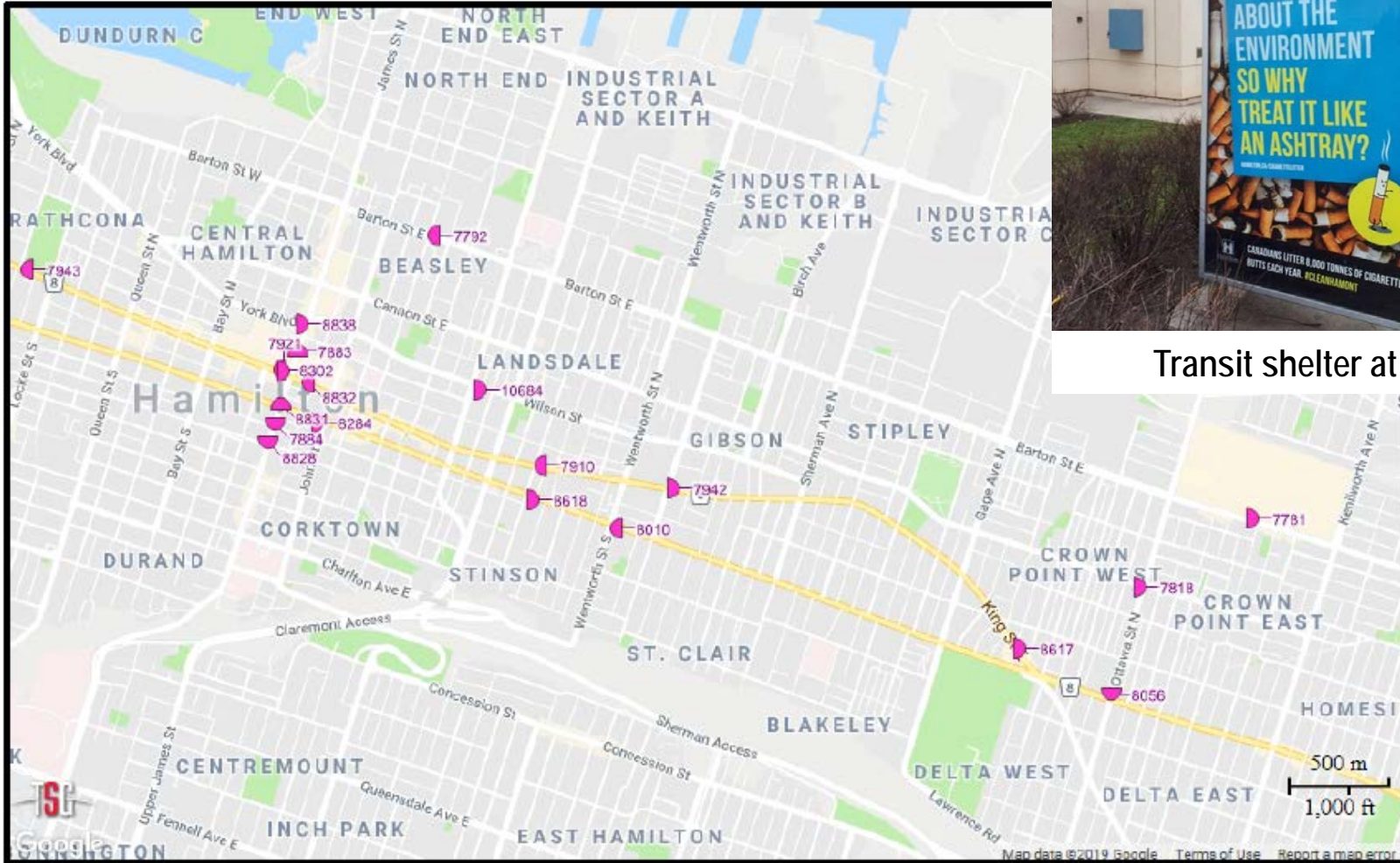
PRINT MATERIALS: Waste receptacle wraps, transit shelter posters, posters, coasters, pocket ashtrays

EVENTS: Butt Blitz cleanup, 100in1Day intervention

OTHER: HWCDSB partnership, visual cigarette litter audits



TRANSIT SHELTER POSTER LOCATIONS



Transit shelter at Centre Mall

RESULTS TO DATE

MEDIA COVERAGE: Global News, CHCH, The Spectator, Urbanicity

STAFF NEWSLETTER: Distributed to approximately 500 staff

OUR FUTURE HAMILTON NEWSLETTER: 2476 general distribution + 36 Council and staff

DIGITAL ADVERSITING: 125,694 impressions, 94 clicks (0.07% click rate)

TRANSIT SHELTERS: 13,270,800 (2 weeks paid) + 2,142,500 (bonus) impressions

COASTERS: at least 7 restaurants/organizations

POSTERS: At least 10 storefronts in 3 BIAs, 70 City of Hamilton offices, 6 municipal service centres, 3 seniors recreation centres, 21 community centres, 19 arenas, 30 libraries

BUTT BLITZ: 35 volunteers, 5 locations cleaned, over 37k butts picked up & recycled

AUDITS: 18 locations audited to date (2nd audit scheduled for mid June)

RESULTS TO DATE (continued)

TWITTER: 10 tweets; 90,330 impressions; 259 retweets; 644 likes; 140 clicks

INSTAGRAM: 3 posts; 21,250 impressions; 804 likes; 43 shares

YOUTUBE: 1 video; 19,000+ views



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pamela_warren56 🍌
5w Reply

earthling_t @mnabi1991
5w 1 like Reply

tonika.ellen This is absolutely and amazing idea!
5w Reply

391 likes
APRIL 15

Log in to like or comment.

City of Hamilton
@cityofhamilton

Follow

A disgusting total of 37,052 cigarette butts were collected by some amazing volunteers across the lower city today - thank you for your time today, and a reminder to everyone that the earth is not an ashtray! #HamOnt #CleanHamOnt



12:49 PM - 27 Apr 2019

143 Retweets 446 Likes

DowntownHamiltonBIA, Barton Village BIA, InternationalVillage and A Greener Future

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NEXT STEPS

AUDITS: continue to measure and evaluate program impact

PROGRAM MATERIALS: continue to share and distribute

WASTE RECEPTACLES: continue to wrap existing receptacles; pilot pole mounted receptacle models; broader pocket ashtray distribution

REPORTING: Council update anticipated in late 2019





Hamilton

QUESTIONS?