




INFORMATION REPORT

TO:	Chair and Members Public Works Committee
COMMITTEE DATE:	June 17, 2020
SUBJECT/REPORT NO:	Clean and Green Hamilton Strategy 2019 Year-End Update (PW20030) (City Wide)
WARD(S) AFFECTED:	City Wide
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SUBMITTED BY:	Craig Murdoch Director, Environmental Services Public Works Department
SIGNATURE:	

COUNCIL DIRECTION

Staff were directed to provide a progress update on the Clean and Green Hamilton Strategy on an annual basis to the Public Works Committee.

INFORMATION

This report summarizes the 2019 Clean and Green Hamilton Strategy accomplishments.

The Clean and Green Hamilton Strategy contains five pillars including litter, illegal dumping, graffiti, beautification and environmental stewardship. Information included in this report highlights the 2019 accomplishments within each pillar and activities undertaken by local citizens, organizations and community groups whose work supports the goals of the Clean and Green Hamilton Strategy.

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.

Pillar #1 – Litter

Litter Remediation

The City of Hamilton coordinates and supports several volunteer programs which include litter remediation activities, such as Team Up to Clean Up and Adopt-A-Park, and other community-led litter remediation activities. Litter remediation program supplies are funded by the Keep Hamilton Clean and Green Committee. Community groups that organize larger scale litter clean-ups with support from City staff include:

- Beautiful Alleys – a volunteer-led group that engages community members to maintain and beautify alleyways. Beautiful Alleys organizes two city-wide alley clean-up days each year.
- The Escarpment Project – a non-profit organization founded in 2011 that provides litter remediation and stewardship of the Niagara Escarpment. The group organizes annual spring clean-ups at various locations along the Escarpment in the Greater Hamilton Area to remove litter and debris.

The results of litter remediation activities are summarized in Table 1. Notably, there was a significant increase in the number of registered Team Up to Clean Up events, from 181 events in 2018 to 234 events in 2019.

Table 1

Program	Volunteers	Garbage (bags)	Recycling (bags)	Volunteer hours	Value of volunteer hours ¹
Team Up to Clean Up	16,983	2,722	1,297	51,115	\$1,236,460
Adopt-A-Park	353	192	55	810	\$19,606
Community-led activities	803	5,048	88	4,824	\$116,693
2019 Total	18,139	7,962	1,440	56,749	\$1,372,759

Cigarette Litter Prevention Program

The Cigarette Litter Prevention Program (CLPP) is an awareness and education campaign launched on April 15, 2019 to address the negative impact of cigarette litter. The 2019 program was funded by the Ontario Main Street Revitalization Initiative and the Hamilton Water Division of the Public Works Department, with support by the Keep

¹ Value based on hourly staff rate for a 'Labourer (Waste)' position

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Hamilton Clean and Green (KHCG) Advisory Committee, the Downtown Hamilton BIA, International Village BIA, Barton Village BIA and Green Venture. The program aims 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 cigarette litter in public spaces, and raising public awareness and encouraging smokers to manage their waste responsibly and safely. The approximate cost of the CLPP tactics and key outcomes or impacts are summarized in Table 2.

Table 2

Tactic	Key outcome/impact	Approximate cost
Creative marketing and advertising using traditional and digital/online tools including transit shelters, radio ads, digital ads and an educational video	The animated promotional video generated over 90,000 views on the City's YouTube page. Advertising plan provided 125,000 digital impressions, a reach of 16,000 listeners to radio advertising and 9 million cars passing the transit shelters.	\$23,000
Bright pink adhesive wraps installed on the ashtray tops of sidewalk litter containers to increase visibility	Audit results demonstrate that the average number of cigarette butts disposed in ashtrays increased after the adhesive wraps were installed	\$ 9,150
New pole mounted ashtrays in pedestrian areas in three BIAs and on James Street North	Positive feedback received from BIA staff and nearby business owners	\$9,000
Pocket ashtrays available free of charge at Municipal Service Centres and other municipal locations city-wide	Approximately 6,500 pocket ashtrays were distributed in 2019	\$9,000
Creative community partnerships and events including Hamilton's first 'Butt Blitz' cigarette litter clean-up event in April 2019 in partnership with A Greener Future and three BIAs	The 'Butt Blitz' resulted in collection and proper disposal of over 37,000 cigarette butts	\$3,000

Pillar #2 – Illegal Dumping

Since September 2018, illegal dumping on City property is the responsibility of Waste Collection Municipal Law Enforcement Officers (MLEO) in the Environmental Services Division of the Public Works Department. The MLEOs enforce Parks By-Law 01-219 and

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Solid Waste Management By-Law 09-067 for waste related violations. Illegal dumping on private property through the enforcement of the Yard Maintenance By-Law 10-118 is the responsibility of MLEOs in the Planning & Economic Development Department (PED).

PED MLEOs continue to work with CN and CP stakeholders to reduce dumping on these lands and other members of the community experiencing unwanted waste on their properties. The Administrative Penalty System (APS) provides MLEOs with an additional tool in their response to those who engage in illegal dumping activity. Three APS penalty notices were issued in 2019 with a fine of \$225 each. No Provincial Offences Notices (PON) were issued in 2019 for dumping on private property. PED staff investigated approximately 450 calls. Staff issued seven verbal warnings and ten written courtesy warnings. In the remaining cases, evidence was deemed insufficient to pursue charges.

From January 1 to December 31, 2019, Waste Collection MLEOs responded to 6,053 service requests, conducted 6,884 visits to parks and other City properties and issued 2,706 verbal and written warnings or directions related to the Parks By-Law 01-219 and Solid Waste Management By-Law 09-067.

Pillar #3 – Graffiti

Graffiti Enforcement Program

Between January 2018 and December 2019, the Licensing and By-law Services Section in PED employed two co-op students as MLEOs as part of the two-year Graffiti Enforcement Program pilot. The student MLEOs provided a proactive, solution focused, graffiti enforcement strategy by working with property owners to obtain compliance with the Yard Maintenance By-law. Report PED20079 prepared by PED and received at General Issues Committee (Budget) on March 4, 2020 reports the results of the Graffiti Enforcement Program pilot.

Victim Assistance Gift Cards

Through Licensing and By-law Services' Graffiti Enforcement Program pilot, the KHCG Committee provided financial support for gift cards to be distributed by student MLEOs to victims of graffiti. Throughout the program, 103 gift cards were distributed and resulted in an 88% compliance rate in the removal of graffiti by property owners from their property. Combined with educational materials, the gift cards helped MLEOs maintain strong communication with property owners who are frequent victims of graffiti and led to increased rates of graffiti removal in a timely manner.

Woodlands Park Legal Art Wall

In September 2019, Hamilton's first legal wall for street art was constructed at Woodlands Park in Ward 3. The 100-foot by eight-foot wood wall is a space for emerging street artists to display their artwork and develop their skills. The wall is monitored by Parks and Cemeteries Section staff and will be repainted if needed.

The legal art wall initiative was developed by PED's Public Art, Placemaking & Projects Section in consultation with the founders of the Concrete Canvas Festival, who are members of Hamilton's street art community. The initiative was supported by the Ward 3 Councillor and the KHCG Committee.

Traffic and Utility Box Wraps

Staff in the Public Works Department, Transportation, Operations and Maintenance Division and PED's Public Art, Placemaking & Projects Section collaborated to commission temporary public art on 30 traffic signal cabinets and six electrical boxes located in the Downtown Hamilton Community Improvement Project Area. The art pieces were selected by a volunteer citizen jury based on public feedback and on how the artist addressed one or more of the following themes: Hamilton Through the Ages; Hamilton Stories; and Hamilton Communities/Street Life. Installation of the selected art pieces was completed in October 2019. This initiative reflects how engagement of the local arts community to create street art that adds vibrancy to urban spaces which is also used as a strategy to prevent graffiti.

Pillar #4 – Beautification

Adopt-A-Park

Adopt-A-Park groups contributed to year-round beautification in 47 municipal parks. In addition to collecting litter (see Pillar #1 – Litter for results), volunteers reported removing 35 bulk items and 23 graffiti tags while filling 233 leaf and yard bags, weeding 51 shrub beds, and laying woodchips around 148 trees. 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 public spaces.

Community Clean-Up Trailers

The Environmental Services Division currently has a Community Clean trailer and a Clean & Green trailer with gardening and maintenance tools to provide volunteers with the necessary supplies for community-led beautification projects in City parks, alleyways, trails and neighbourhoods. Staff deliver the trailers to a pre-selected location on the day

of the volunteer clean-up. The trailers were used at 40 community beautification events in 2019.

Hamilton in Bloom

The Hamilton in Bloom Traffic Island Sponsorship Program continued to be a popular corporate sponsorship program in 2019. In total, 45 traffic islands were sponsored by 27 program sponsors with revenues of approximately \$51,000 which aided in offsetting operational costs in the Forestry and Horticulture Section of the Environmental Services Division.

Hamilton Trillium Awards

The Trillium Awards Program promotes and encourages community pride by recognizing residents' excellence in landscape design, maintenance and effort to beautify properties making a positive contribution to the City.

The Trillium Awards Program is coordinated by a volunteer committee. The Trillium Committee introduced a new nomination process in 2019, which helped to nominate 1,091 properties across the City for consideration for a Trillium Award. With the support of City staff, the committee recruited and trained over 146 volunteers who travelled throughout the City to score each nominated property. The top 20 properties in each ward received a White Trillium Award. The top property in each ward received a Pink Trillium Award and the overall winner in the City receives a Red Trillium Award. Businesses are eligible to win an Award of Excellence. In 2019, 280 White Trilliums, 14 Pink Trilliums, 22 Trillium Awards of Excellence (commercial properties), and 1 Red Trillium were awarded.

Garden Shows

The annual Spring Tide Bulb Show was held March 8 – 17, 2019. Approximately 11,500 people visited the free Spring Tide Bulb Show in 2019, contributing an estimated \$8,400 worth of food donations to Hamilton Food Share.

The 99th annual Hamilton Fall Garden & Mum Show was held October 18 – 27, 2019. The event drew approximately 15,500 visitors to view floral displays, attend gardening demonstrations and participate in workshops hosted by the City's horticultural experts.

Pillar #5 – Environmental Stewardship

Clean & Green Neighbourhood Grants

The KHCG Committee supports community-led initiatives by awarding small grants for neighbourhood clean and green projects. Four community groups each received \$500

from the KHCG Committee to support their grassroots environmental stewardship initiatives and special projects. The KHCG Committee reviewed and revised the Clean & Green Neighbourhood Grants program guidelines in 2019 to help streamline the grants process for future years.

APPENDICES AND SCHEDULES ATTACHED

Not applicable