CITY OF HAMILTON

PUBLIC WORKS DEPARTMENT
Operations and Waste Management Division

TO: Chair and Members Public Works Committee	**WARD(S) AFFECTED:** CITY WIDE
COMMITTEE DATE: December 5, 2011	
SUBJECT/REPORT NO: Clean City Strategy 2012 Work Plan (PW11052a) - (City Wide) (Outstanding Business List)	
SUBMITTED BY: Gerry Davis, CMA General Manager Public Works Department **SIGNATURE:**	**PREPARED BY:** Philip A. Homerski (905) 546-2424, Extension 5620

RECOMMENDATION

(a) That the 2012 Clean City Strategy Work Plan outlined in Report PW11052a as Appendix A be received;

(b) That the item referring to the Illegal Dumping, Litter and Escaped Waste, recommendation (a) be removed from the Public Works Outstanding Business List.

EXECUTIVE SUMMARY

On July 6, the General Issues Committee (GIC) dealt with Report PW11052/PED11127 concerning *"Illegal Dumping, Litter and Escaped Waste"*. The recommendations of GIC included:

"(a) That the General Manager of Public Works be directed to:
(i) report back to the Public Works Committee with the 2012 work plan for the Clean City Strategy before the end of 2011;
(ii) provide a semi-annual Clean City Strategy progress report to the General Issues Committee."

This report aims to fulfil Council's direction to staff to provide a work plan for the Clean City Strategy and will establish a semi-annual progress report to the General Issues Committee on Clean City Strategy initiatives.

The 2012 Clean City Strategy Work Plan, outlined in Report PW11052a as Appendix A, provides specific objectives that support the strategic directions of remediation, containment and avoidance of litter and graffiti. The objectives provide measurable steps toward encouraging and maintaining clean and green neighbourhoods.

The work plan includes:

1. Continuing the Hamilton Trillium Awards Program
2. Continuing Recreation and Parks Month Activities
3. Continuing Extreme Park Makeover Program
4. Continuing Hamilton in Bloom Program
5. Maintaining Volunteer Citizen Engagement
6. Extending the Clean & Safe Railway Neighbourhood Project
7. Initiating a Social Marketing Program to Prevent Illegal Dumping
8. Increasing Volunteer Citizen Engagement in City Beautification Programs
9. Implementing a Graffiti Reporting and Tracking System for City Assets
10. Developing a Sustainable Sponsorship Program
11. Revising the Festivals Waste Management Program
12. Implementing a Parks Cigarette Litter Prevention Program
13. Initiating a Clean City Strategy Review

The Clean City Strategy 2011 Progress Report, outlined in Report PW11052a as Appendix B, provides a review of activities undertaken in 2011 and will provide the basis for semi-annual Clean City Strategy progress reports. Future progress reports will be provided to the General Issues Committee in June and December of each year.

Alternatives for Consideration - See Page 8

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial: The Clean City Strategy 2012 Work Plan activities will be funded from the existing Operations & Waste Management Division budgets and the Clean City Liaison Committee's Legislative Budget as approved. Full implementation of the Work Plan objectives will provide a value of more than $650,000 of in-kind service provided by citizen volunteers.

Staffing: Citizen volunteer litter and graffiti remediation on public assets allows City operational staff to focus on core service provision. The 2012 work plan will be implemented by the existing staff complement.

Legal: Not applicable.

HISTORICAL BACKGROUND

At its April 27, 2007 meeting, Council adopted the Clean City Strategy "in principle" for implementation by staff as a means of reducing litter and graffiti within the City of Hamilton. In August 2007 the Clean City Liaison Committee (CCLC) was formed to assist in engaging the wider community, businesses and organizations outside of City operations in clean and green behaviours.

Since 2008, the Clean City Liaison Committee has provided annual updates to the Public Works Committee on CCLC and City initiatives and projects related to the Clean City Strategy. A Clean City Liaison Committee work plan was appended to the Clean City Strategy document and spanned the 2007-08 period. Subsequent CCLC work plans were submitted as strategic objectives as part of each year's budget submission report. No similar broader Clean City Strategy work plan has been developed, although a number of initiatives are carried out as part of the Community Outreach work plan for the Operations & Waste Management Division, (e.g.: Adopt-a-Park and Neighbourhood Clean Team).

On July 6, 2011, the General Issues Committee (GIC) dealt with Report PW11052/PED11127) concerning *"Illegal Dumping, Litter and Escaped Waste"*. Staff was directed to report on a work plan for the Clean City Strategy and also to report to the General Issues Committee semi-annually on Clean City Strategy initiatives.

This report is intended to fulfil Council's direction to staff to provide the Public Works Committee with a Clean City Strategy 2012 Work Plan and to establish the foundation for a semi-annual progress report to the General Issues Committee.

POLICY IMPLICATIONS

The 2012 Work Plan outlined in this report will fulfil the priorities established in the Public Works Business Plan within "Communities" as it as it reflects our desire to "be a leader in the "greening" and stewardship of the city" as well as "establish mutually beneficial charters with external customers."

Corporate sponsorship program development will be continued in accordance with the City's Commercial Advertising and Sponsorship Policy (2008).

RELEVANT CONSULTATION

In the preparation of this report staff has consulted with Municipal Law Enforcement, Customer Services - Corporate Services, Culture - Community Services and the Clean City Liaison Committee.

Municipal Law Enforcement staff supports the tracking, collection of data and regular reporting on graffiti incidences since the initiation of the City Graffiti Working Group in 2009. The collection and analysis of graffiti data is seen as being helpful in developing graffiti management strategies and plans.

Consultation with Customer Services - Corporate Services staff focused on that section's continued operational support of the centralized graffiti reporting process, the Team Up to Clean Up registration and supplies logistics. Customer Services will continue to support these citizen engagement initiatives using existing staff resources.

Discussions on the implementation of a revised festivals waste management program have been initiated with the Festivals and Events staff of Community Services' Culture division. Culture staff is supportive of a revised program that may help avoid post-event cleanup issues in 2012.

The Clean City Liaison Committee will continue its role as encouraging citizen engagement through the sponsorship of the Team Up to Clean Up spring event. Current members of the CCLC have also participated in the Clean and Safe Crown Point Railway Neighbourhood pilot project and support the expansion of the program in 2012 with CCLC representation in the neighbourhood stakeholders' group.

ANALYSIS / RATIONALE FOR RECOMMENDATION

To fulfil Council's direction to staff to provide the Public Works Committee with a Clean City Strategy 2012 Work Plan and to establish the foundation for a semi-annual progress report to the General Issues Committee, staff developed the Clean City Strategy 2012 Work Plan outlined in Report PW11052a as Appendix A be endorsed by Council. The 2012 Work Plan incorporates thirteen elements:

1. Continue the Hamilton Trillium Awards Program
2. Continue Recreation and Parks Month Activities
3. Continue Extreme Park Makeover Program
4. Continue Hamilton in Bloom Program
5. Maintain Volunteer Citizen Engagement
6. Extend the Clean & Safe Railway Neighbourhood Project
7. Initiate a Social Marketing Program to Prevent Illegal Dumping
8. Increase Volunteer Citizen Engagement in City Beautification Programs
9. Implement a Graffiti Reporting and Tracking System for City Assets
10. Develop a Sustainable Sponsorship Program
11. Revise the Festivals Waste Management Program
12. Implement a Parks Cigarette Litter Prevention Program
13. Initiate a Clean City Strategy Review

The rationale for these elements is as follows:

1. Continue the Hamilton Trillium Awards Program

The Hamilton Trillium Awards program promotes and encourages beautification and community pride through the recognition of excellence in landscape design, maintenance and effort to beautify residential and commercial properties across Hamilton. One of the largest beautification programs in North America, it is also one of the oldest having been in existence since 1956. The program is coordinated by a dedicated volunteer committee and volunteer judges. Operations & Waste Management staff will continue to provide clerical support, advice and funding to the volunteer committee.

2. Continue Recreation and Parks Month Activities

The celebration of National Recreation and Parks Month through Park Appreciation Days allows for greater volunteer citizen engagement. Adopt-a-Park group participation in Park Appreciation Days increased from 46% of groups in 2009 to 60% in 2010 and 2011. Citizen engagement advice, acknowledgement, supplies and equipment will continue to be available to participating Adopt-a-Park groups that coordinate events which include such activities as litter and debris cleanup, graffiti removal, weeding and mulching shrub beds and wood chipping around trees.

3. Continue Extreme Park Makeover Program

The Extreme Park Makeover program increases citizen engagement and sponsorship opportunities in neighbourhoods where parks have been identified as being in need of enhancements. Continuation of this program in the Keith Neighbourhood, Stinson Neighbourhood and/or Stadium Precinct will complement the City's Neighbourhood Development Strategy.

4. Continue Hamilton in Bloom Program

The Hamilton in Bloom program is a traffic island sponsorship program that serves to beautify the City and enhance civic pride. Continuation of this beautification program allows for sponsorship revenues of a minimum of $42,000 in 2012.

5. Maintain Volunteer Citizen Engagement

The 2012 Work Plan has been developed based on sustaining citizen engagement in litter remediation programs at 31,000 participants, which was achieved in 2011. At this participation level, the Tim Hortons Team Up to Clean Up Spring Event, Team Up to Clean Up year-round program, the Neighbourhood Clean Team program and the Adopt-a-Road program will provide a minimum value of $645,000 of in-kind service provided by citizen volunteers.

Existing staff complements in Community Outreach, Roads Maintenance, Parks and Waste Collections would be utilized at 2011 levels. Volunteer supplies expenses (work gloves, special garbage bags, clear recycling bags and graffiti wipes) are estimated at $10,700 which will continue to be funded through corporate sponsorships, Clean City Liaison Committee funds and Operations & Waste Management operating funds.

The Clean City Liaison Committee is an important aspect of citizen engagement and support of this Committee will be included in the 2012 work plan.

6. Extend the Clean & Safe Railway Neighbourhood Project

The Clean & Safe Crown Point Railway Neighbourhood Pilot Project implemented in 2011, as outlined in Report PW10084a, demonstrated that critical to the success of implementing illegal dumping prevention strategies is the application of community-based social marketing methodology on a neighbourhood-by-neighbourhood basis. This process ensures appropriate stakeholder involvement and acknowledges the unique characteristics of each neighbourhood that can impact differently on similar dumping and security issues.

Based on the results, a second Clean & Safe Railway Neighbourhood will be implemented as part of the 2012 work plan to replicate the lessons learned in Crown Point. The Landsdale Neighbourhood in Ward 3 will be pursued as the next Clean & Safe Railway Neighbourhood Project due to evidence of similar illegal dumping, litter and security issues as in the Crown Point neighbourhood, as well as the opportunity to build on previous Landsdale Neighbourhood initiatives to combat these issues.

7. Initiate a Social Marketing Program to Prevent Illegal Dumping

Staff has initiated some analysis on data compiled on illegal dumping, litter and escaped waste. The analysis indicates that, with improved data collection, neighbourhoods where illegal dumping seems to be prevalent could be identified. Staff will be moving forward with a data be validation process and then using it to identify desirable behaviours for community-based social marketing initiatives in select neighbourhoods in 2012. Special consideration will be given to implementing programs in the Keith Neighbourhood, Stinson Neighbourhood and Stadium Precinct to complement the City's Neighbourhood Development Strategy.

8. Increase Volunteer Citizen Engagement in City Beautification Programs

Adopt-a-Park and Neighbourhood Clean Team volunteers are engaged in clean up and beautification activities on specific public properties (parks, streets, and open spaces). The Adopt-a-Park program requires a longer term commitment by volunteers. In addition to litter and graffiti clean up, these groups plant trees, maintain flowerbeds and spread wood chips at least four times per year. The Neighbourhood Clean Team program allows flexibility for volunteers and can be as single event. Operations & Waste Management staff administer the programs, coordinate operational support and provide volunteer training.

The programs will be expanded to specifically include alleyways in 2012, as outlined in Report PW07033a - Alleyways Management Program - Development Strategy. Establishing an Adopt-an-Alley volunteer program for alleyways was identified as a short term action item in the Alleyways Management Program. Alleyways will also be included in the Neighbourhood Clean Team program.

The number of Adopt-a-Park groups and Neighbourhood Clean Team groups have seen annual increases of 18% and 7% respectively since 2009 (see Table 1). A 10% in participation for 2012 can be supported by existing resources.

Table 1 - Volunteer Citizen Engagement in City Beautification Programs *(number of groups)*

Program	2009	2010	2011
Adopt-a-Park Groups	31	36	38
Neighbourhood Clean Team/Adopt-a-Road Groups	18	22	24
Total	49	58	62

9. Implement a Graffiti Reporting and Tracking System for City Assets

In 2010, Public Works' Operations & Waste Management Division initiated a process to track work orders of graffiti removal requests to ensure follow up is completed and staff is aware of priority response (timeline) requirements. The process of tracking graffiti removal on public assets from report of the incident through to final resolution/removal and the tracking of contractual, volunteer and internal labour costs, will be formalized in 2012 with reports included in the Clean City Strategy fall update.

10. Develop a Sustainable Sponsorship Program

Operations & Waste Management staff initiated a sponsorship program for the Put Waste in the Right Place public space waste management social marketing initiative in 2010. The sponsorship program related to the design, production and application of promotional material on City waste and recycling containers is for a three-year term. Staff has identified other opportunities for increasing the reach of the Put Waste in the Right Place messaging.

Tim Hortons' title sponsorship of the Team Up to Clean Up program in 2011 helped offset promotional, equipment and supplies costs for the community cleanup program and generated the highest volunteer citizen engagement in recent history of the spring cleanup event. The sponsorship program also allowed for the inclusion of other sponsor opportunities that helped offset costs of volunteer supplies such as special garbage bags.

Staff will continue to pursue a sustained sponsorship program to broaden the reach of these initiatives while reducing the impact on City operating budgets.

11. Revise the Festivals Waste Management Program

A limited number of 2012 festivals organizers will be requested to implement a pilot waste management program at their event aimed at increasing waste diversion and decreasing cross-contamination of recyclables and organics. The pilot program concept is based on providing patrons with recycling station(s) for self-sorting recyclables, organics and garbage with the guidance of City-trained volunteers. Results of the pilot and recommendations for 2013 will be included in the Clean City Strategy fall update.

12. Implement a Parks Cigarette Litter Prevention Program

Operations & Waste Management staff will be working with Public Health Services on implementing a cigarette litter prevention program pilot in conjunction with the Smoke-Free Outdoor Recreation Areas By-law public awareness campaign in a small representative group of parks across the City. Results of the pilot will be reported in the fall of 2012 to the Board of Health as part of the Smoke-Free Outdoor Recreation Areas update and to the Public Works Committee as part of the Clean City Strategy update.

13. Initiate a Clean City Strategy Review

Since the Clean City Strategy's endorsement by Council in 2007, the City's and Clean City Liaison Committee's litter and graffiti management programs and beautification programs have grown and matured. Tracking of volunteer hours in litter remediation and beautification programs over the past three years has shown a steady increase in citizen and stakeholder engagement. This, with the desire to positively promote our City and be ready for the 2015 Pan Am Games, provides a timely opportunity to review the Clean City Strategy to ensure it is a sustainable guide for Council, City staff, residents and businesses to keep Hamilton clean and green.

A task force, comprised of representatives from the Clean City Liaison Committee, community stakeholders and City staff will be struck to review the 2007 Clean City Strategy document. The task force will make recommendations for an updated Strategy, which will be brought back to Public Works Committee for approval by June 30, 2012.

ALTERNATIVES FOR CONSIDERATION

1. Implement the Work Plan as set out in Appendix A

Implementation of a Clean City Strategy 2012 Work Plan fulfill's Council's direction to staff as passed at the July 6, the General Issues Committee (GIC) meeting dealing with Report PW11052/PED11127 concerning *"Illegal Dumping, Litter and Escaped Waste"*. A Work Plan provides a basis for evaluating the progress of the Clean City Strategy implementation for the Council directed semi-annual reports to the General Issues Committee. The Work Plan also provides measurable objectives for staff and volunteers in their respective contributions to the Clean City Strategy vision of a cleaner and greener City.

2. Do not implement a Work Plan

Without a Clean City Strategy Work Plan, opportunities for cost control, volunteer engagement, and coordination of litter, graffiti and illegal dumping remediation and prevention activities and programming would not be efficiently managed. Operating groups would be required to spend more time on clean up activities taking away from their core duties.

3. Conclusion

The initiatives undertaken relative to the Clean City Strategy contribute to a cleaner City, allow operating groups to focus more on their core duties and provide the City with significant volunteer value. It is recommended that the 2012 work plan for the Clean City Strategy be received.

CORPORATE STRATEGIC PLAN

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

Skilled, Innovative & Respectful Organization

- More innovation, greater teamwork, better client focus

  Establishing specific objectives for a 2012 Clean City Work Plan establishes targets and expectations for all stakeholders and allows for greater teamwork and collaboration.

Financial Sustainability

- Delivery of municipal services and management capital assets/liabilities in a sustainable, innovative and cost effective manner

  The continuation of the Clean City initiatives as outlined in the 2012 Work Plan should result in moving from costly remediation activity to the less resource intensive preventative model of managing litter, illegal dumping and graffiti on public property.

Growing Our Economy

- An improved customer service

  Working in collaboration with business and corporate stakeholders adds value to partnerships that help grow our City's economy.

Environmental Stewardship

- Reduce the impact of Hamilton's industrial, commercial Private and Public operations on the environment

  The overall goal in the reduction of litter and illegal dumping on public lands will help reduce negative impacts on terrestrial and riparian ecology.

Healthy Community

- An engaged Citizenry

  The 2012 Work Plan elements that include the community-based social marketing process and the continued support of volunteer programs engages all stakeholders in taking greater responsibility for improving our Hamilton community environments.

APPENDICES/SCHEDULES

Appendix “A” - 2012 Clean City Strategy Work Plan
Appendix “B” - Clean City Strategy 2011 Progress Report

Clean City Strategy 2012 Work Plan

The purpose of this Work Plan is to provide measurable objectives for staff and volunteers in their respective contributions to the Clean City Strategy vision of a cleaner and greener City. This Work Plan will provide a basis for evaluating the progress of the Clean City Strategy implementation for the Council directed semi-annual reports to the General Issues Committee.

1. Continue the Hamilton Trillium Awards Program

The Hamilton Trillium Awards program promotes and encourages beautification and community pride through the recognition of excellence in landscape design, maintenance and effort to beautify residential and commercial properties across Hamilton. Operations & Waste Management staff will continue to provide clerical support, advice and funding to the volunteer committee and judges. Staff will also continue to coordinate and support the Hamilton in Bloom Celebration event where the Trillium Award winners are announced and recognized.

Objective:

Continue to deliver the Trillium Awards program in 2012 with meeting and operational expenses funded from the existing Operations & Waste Management Division budgets.

2. Continue Recreation and Parks Month Activities

The Operations & Waste Management Division celebrates National Recreation and Parks Month (June) through Park Appreciation Days. Staff encourages the Adopt-a-Park groups to engage in volunteer cleanup and beautification events in their adopted park during the month of June. Citizen engagement advice, acknowledgement, supplies and equipment are available to participating groups that coordinate events which include such activities as litter and debris cleanup, graffiti removal, weeding and mulching shrub beds and wood chipping around trees.

Adopt-a-Park group participation in Park Appreciation Days increased from 46% of groups in 2009 to 60% in 2010 and 2011.

Objective:

Continue to encourage Adopt-a-Park group participation in Recreation and Parks Month Activities through the coordination of a Park Appreciation Day event in their park with the goal of overall Adopt-a-Park group participation of 75% in 2012.

3. Continue Extreme Park Makeover Program

The Extreme Park Makeover is a unique partnership, involving Public Works staff, sponsors, volunteers and partners from the Adopt-a-Park program. Operations & Waste Management staff identify parks in need of enhancements and coordinate citizen engagement and sponsorships as required.

In 2012, special consideration will be given to implementing the Extreme Park Makeover program in the Keith Neighbourhood, Stinson Neighbourhood and/or Stadium Precinct to complement the City's Neighbourhood Development Strategy.

Objective:

Continue to deliver the Extreme Park Makeover program in 2012 in up to three parks designated for enhancements with special consideration to parks within areas identified in the Neighbourhood Development Strategy.

4. Continue Hamilton in Bloom Program

The Hamilton in Bloom program is a traffic island sponsorship program that serves to beautify the City and enhance civic pride. Participating businesses, service clubs, groups, organizations and individuals and sponsor traffic island plantings that are designed, planted and maintained by the City's horticulture staff.

Sponsorship revenues declined slightly in 2011 to $39,556, down from $42,065 in 2010. The 2012 goal will be to recover sponsorships to the 2010 level of $42,000 at minimum.

Objective:

Continue to deliver the Hamilton in Bloom traffic island sponsorship program increasing sponsorship revenue to $42,000 in 2012.

5. Maintain Volunteer Citizen Engagement

In 2011, the Tim Hortons Team Up to Clean Up Spring Event, Team Up to Clean Up year-round program and the Neighbourhood Clean Team program (formerly Adopt-a-Road) engaged just over 31,000 participants. These participants provided an estimated 26,000 hours of volunteer at a value of service-in-kind of $645,000. The three year average of volunteer participants in City and CCLC litter remediation programs is 24,000. The 31,000 participant level was the highest participation in volunteer litter remediation programs in at least the past five years. Citizen engagement in litter remediation programs (Tim Hortons Team Up to Clean Up, Adopt-a-Park, Neighbourhood Clean Team and Adopt-a-Road programs) will continue to be promoted and maintained at 31,000 participants in 2012.

The Clean City Liaison Committee is a volunteer committee that helps the City support and coordinate a wide range of initiatives for a cleaner Hamilton. Staff provide support to the Committee and an annual budget of $18, 250 is supported for a range of projects identified in their annual work plan. The 2012 budget request has been made through report PW11090.

Objectives:

Maintain volunteer citizen engagement in 2012 litter remediation programs at 31,000 participants.

Maintain staff support and funding for the Clean City Liaison Committee

6. Extend the Clean & Safe Railway Neighbourhood Project

The Clean & Safe Crown Point Railway Neighbourhood Pilot Project Report PW10084a, indicates that the engagement of the community stakeholders from the start of the pilot project resulted in the recommendation of strategies to combat dumping and security issues that are cost effective, sustainable and measurable. Critical to the success of implementing illegal dumping prevention strategies is the application of community-based social marketing methodology on a neighbourhood-by-neighbourhood basis. This process ensures appropriate stakeholder involvement and acknowledges the unique characteristics of each neighbourhood that can impact differently on similar dumping and security issues.

The Landsdale Neighbourhood in Ward 3 has been identified as the next Clean & Safe Railway Neighbourhood Project due to evidence of similar illegal dumping, litter and security issues as in the Crown Point neighbourhood, as well as the opportunity to build on previous Landsdale Neighbourhood initiatives to combat these issues.

Objectives:

Maintain the Crown Point Clean & Safe Railway Neighbourhood Project in 2012.

Initiate a Clean & Safe Railway Neighbourhood Project in the Landsdale Neighbourhood (Ward 3) in the spring of 2012 and continue implementation into 2013

7. Initiate a Social Marketing Program to Prevent Illegal Dumping

Staff has initiated some analysis on data compiled on illegal dumping, litter and escaped waste. The analysis indicates that, with improved data collection, neighbourhoods where illegal dumping seems to be prevalent could be identified. This data needs to be validated and then used to identify desirable behaviours for community-based social marketing initiatives in select neighbourhoods. Special consideration will be given to implementing programs in the Keith Neighbourhood, Stinson Neighbourhood and Stadium Precinct to complement the City's Neighbourhood Development Strategy.

Objective: In Q1 of 2012, analyze data to identify neighbourhoods where illegal dumping is most prevalent. Using this analysis, in Q2 initiate a community-based social marketing pilot program to prevent illegal dumping in identified neighbourhoods.

8. Increase Volunteer Citizen Engagement in City Beautification Programs

Adopt-a-Park and Neighbourhood Clean Team volunteers are engaged in clean up and beautification activities on specific public properties (parks, streets, and open spaces) providing welcome enhancements to public assets and neighbourhoods.

The number of Adopt-a-Park groups and Neighbourhood Clean Team groups has grown by 27% since 2009, with a total of 62 in 2011. Current resources will support a 10% participation increase in 2012.

The programs will be expanded to specifically include alleyways in 2012, as outlined in Report PW07033a - Alleyways Management Program - Development Strategy.

Establishing an Adopt-an-Alley volunteer program for alleyways was identified as a short term action item in the Alleyways Management Program. Alleyways will also be included in the Neighbourhood Clean Team program.

Objective: Increase volunteer citizen engagement in the Adopt-a-Park program to a total of 42 groups in 2012 and Neighbourhood Clean Team groups to a total of 26 groups in 2012.

9. Implement a Graffiti Reporting and Tracking System for City Assets

Since the centralization of graffiti incident reporting through the Customer Contact Centre in 2007 and streamlined reporting within the Operations & Waste Management Division, the following program improvements have been implemented:

- statistics have been captured to ensure accurate data collection for reporting and compliance measures,
- consistency in the application of maintenance operating procedures regarding the removal of graffiti from public assets
- compliance with the Property Standards By-laws within prescribed compliance timeframes.

In 2010, Public Works' Operations & Waste Management Division initiated a process to track work orders of graffiti removal requests to ensure follow up is completed and staff is aware of priority response (timeline) requirements.

The process of tracking graffiti removal on public assets from report of the incident through to final resolution/removal and the tracking of contractual, volunteer and internal labour costs, will be formalized in 2012 with annual reports included in the Clean City Strategy fall update.

Objective: Implement a formal reporting and tracking system for the removal of graffiti from public assets to ensure compliance with applicable By-laws.

10. Develop a Sustainable Sponsorship Program

Operations & Waste Management staff initiated a sponsorship program for the Put Waste in the Right Place public space waste management social marketing initiative in 2010. The sponsorship program related to the design, production and application of promotional material on specific City assets for a three-year term. Staff have identified other opportunities for increasing the reach of the Put Waste in the Right Place messaging.

A successful sponsorship program of the Team Up to Clean Up program in 2011 secured title sponsorship for Tim Hortons through to the end of 2013. The sponsorship program also allowed for the inclusion of other sponsor opportunities that helped offset costs of volunteer supplies such as special garbage bags.

A sustained sponsorship program will be developed to broaden the reach of the various Clean City initiatives, while reducing the impact on City operating budgets.

Objective: Develop a sustainable sponsorship program for private sector support of public space waste diversion and litter containment programs.

11. Revise the Festivals Waste Management Program

Operations & Waste Management staff partnered with the Hamilton Conservation Authority to design and implement a festivals waste diversion pilot program at HCA's Harvest Picnic event on August 27, 2011. Results of the pilot program – which focused on Recycling Stations where the self-sorting of recyclables, organics and garbage containers was overseen by trained volunteers – indicated high patron compliance and low waste cross-contamination levels sufficient to repeat the program at the Christie Antique Show on September 10, 2011. Operations & Waste Management staff will identify a limited number of 2012 festivals and events through the SEAT process to assist the event organizers in implementing a pilot waste management program at their event. Results of the pilot and recommendations for 2013 will be included in the Clean City Strategy fall update.

Objective: Implement a festivals and special events waste management pilot program at up to six SEAT approved special events in 2012.

12. Implement a Parks Cigarette Litter Prevention Program

In the summer of 2011, the Clean City Liaison Committee implemented a Keep America Beautiful Cigarette Litter Prevention Program pilot at the waterfront parks (Bayfront Park, Pier 4 Park and Pier 8). The program included the purchase and placement of ash receptacles at strategic park access areas and beach access areas with signage that included a reminder of the implementation of the Smoke-Free Outdoor Recreation Areas By-law in 2012. Operations & Waste Management staff will be implementing a cigarette litter prevention program pilot in conjunction with the Smoke-Free Outdoor Recreation Areas By-law public awareness campaign in a small representative group of parks across the City. Results of the pilot will be reported in the fall of 2012 to the Board of Health as part of the Smoke-Free Outdoor Recreation Areas update and to the Public Works Committee as part of the Clean City Strategy update.

Objective: In partnership with Public Health Services, develop and implement a public awareness program and cigarette litter prevention program pilot in six parks (two in each Parks District) in conjunction with the implementation of the Smoke-Free Outdoor Recreation Areas By-law.

13. Initiate a Clean City Strategy Review

To ensure the Clean City Strategy remains a viable and relevant guide for Council, City staff, residents and businesses to maintain sustainable activities and programs that keep Hamilton clean and green, a review will be initiated in 2012.

A task force, consisting of the Clean City Liaison Committee, community stakeholders and City staff, will be struck to undertake the review. The resulting recommendations will be brought back to Public Works Committee for approval by Q2 of 2012. The Task Force will review the Strategy to ensure its vision and direction are still relevant and

congruent with corporate and departmental strategic directions. The Task Force may recommend enhancements to ensure the Strategy remains as a guiding document for the next four years and beyond.

Objective: Strike a Clean City Strategy Task Force in late 2011 to review the 2007 Clean City Strategy document with recommendations for an updated Clean City Strategy to be provided for Council's consideration by June 30, 2012.

Semi-Annual Reporting

As requested by Council, a semi-annual report will be presented to the General Issues Committee on the work plan activities and initiatives related to the Clean City Strategy. These reports will be issued in June following the spring clean up activities, and in December to wrap up the year.

Objective: To report to the General Issues Committee semi-annually in June and December to update on the Clean City Strategy work plan

CLEAN CITY STRATEGY 2011 PROGRESS REPORT

A number of educational and outreach activities contribute to fulfil the goals of the Clean City Strategy. These activities focus on being proactive about appropriate behaviours, and engaging the public in volunteer pursuits. The following will service as an update which will become the semi-annual report in 2012. It is proposed that the reporting be undertaken in June following the April clean up month and then in November or December to complete the year.

Resources to implement these activities are funded in part from the Operations & Waste Management Division budget for Community Outreach and the annual budget for the Clean City Liaison Committee.

The following is a summary of the Clean City Strategy Activities for 2011.

1. Clean City Liaison Committee (CCLC)

In addition to their coordinating role in the Team Up to Clean Up (TUTCU) programs, the CCLC is active in community workshops, cigarette litter prevention and the battle against graffiti.

Initiated in 2009, the Clean & Green Business Workshops have successfully brought together the stakeholders of corporate Hamilton to discuss sustainable clean programs and best business practices for reducing litter and graffiti. Although there was not a workshop in 2011, it is proposed to have one in 2012 around the theme of the role of business in preventing illegal dumping.

In the summer of 2011, the CCLC implemented Keep America Beautiful's Cigarette Litter Prevention Program in three pilot sites – Downtown Hamilton, James Street North and the Waterfront (Pier 8, Pier 4 Park and Bayfront Park). The program requires cigarette litter scans before, immediately after and one year after the installation of cigarette ash receptacles and a public awareness campaign. CCLC is working in collaboration with Public Health Services staff on results of the pilot to inform the public education program for the Smoke-Free Outdoor Recreation Areas By-law implementation in 2012. Compilation of the data and recommendations is currently in progress.

The CCLC has helped fund the City's graffiti prevention pamphlets and posters. In 2010/11, CCLC partnered with Hamilton Police Service to produce the Safeguard brochure – a public education program aimed at preventing residential break and enters and graffiti.

2. Tim Hortons Team Up To Clean Up (formerly Pitch In Week)

In partnership with Tim Hortons, the annual Team Up To Clean Up (TUTCU) spring clean up took place through April. Coordinated by the Clean City Liaison Committee (CCLC) and City staff, a record 31,000 volunteers registered, including 11,000 students and staff from 22 elementary and 4 secondary schools. In addition 2,300 citizens registered as individuals or groups to participate in nine Ward clean ups sponsored by six Councillors. It is estimated the volunteers offered almost 26,000 hours, with a value of $645,000.

Tim Hortons' title sponsorship of this program is valued at $75,000. In 2011, Dell Pharmacies contributed $1,000 to the sponsorship of the special garbage bags.

Event tracking is voluntary, but still returns 29% of the potential reports. These results show 4,124 bags of garbage and 1,912 bags of recyclables collected, and 1,000 graffiti tags removed.

3. TUTCU Year-Round Program

Since 2010, community volunteers wishing to undertake community cleanups at any time of the year can register either on-line (hamilton.ca/teamuptocleanup) or by telephone (905-546-CITY) to obtain their clean up supplies (garbage and recycling bags, work gloves, graffiti wipes, safety information and reporting form). If the groups anticipate large quantities of material, staff will assist with collection arrangements. Twenty-seven groups and individuals have registered a clean-up event through this year-round program as of September 30, 2011.

4. Adopt-a-Park, Adopt-a-Road and Neighbourhood Clean Team Programs

Coordinated by Operations & Waste Management's Community Outreach staff, volunteers are engaged in clean up and beautification activities on specific public properties (parks, streets, and open spaces). In addition to litter and graffiti clean up, these groups plant trees, maintain flowerbeds and spread wood chips at least four times per year.

To date in 2011, 62 groups have engaged 1,642 volunteers to contribute 7,482 hours of cleanup and beautification time. They have collected 1,438 bags of garbage and 496 bags of recyclable and yard waste materials, and removed 1254 graffiti tags.

2011 Program Results as of September 30	2009	2010	2011
Number of Adopt-a-Park Groups	31	36	38
Neighbourhood Clean Team & Adopt-a-Road Groups	18	22	24
Number of Community Clean Trailer Requests	22	109	157
Total Number of Volunteers – All programs	585	1,399	1,642
Total Number of Volunteer Hours-All Programs	2,320	5,330	7,482
Garbage Bags Collected-All programs	335	709	1,438
Recycling/Yard Waste Bags Collected-All programs	346	355	496
Graffiti Tags Removed-all programs	113	867	1,254

5. City Graffiti Working Group

In 2008, the City's Municipal Law Enforcement section organized a working group of staff representatives from Municipal Law Enforcement, Operations & Waste Management, Facilities, Transit, Recreation, Corporate Services and Hamilton Police Service to develop strategies for compliance with the Property Standards By-Law #03-117 on publicly owned assets.

Work to date has been focused on centralized reporting/data collection, by-law compliance for public assets, public education and innovative problem solving. Graffiti incidents reported by telephone (905-546-CITY) and on-line (hamilton.ca/graffiti) spiked in 2009 with a public awareness campaign that encouraged members of the public to take pride in their neighbourhood, report graffiti in progress to 911 and all other graffiti to 905 546-CITY (2489). Yearly statistics are presented in the following table:

City of Hamilton – Number of Graffiti Incidents Reported

Location	2008	2009	2010	2011 (Jan – Sept)
City Property	216	752	672	468
Private Property	147	612	534	425
Police Action (Hate/Bias)	49	172	100	99
Total	**412**	**1536**	**1306**	**992**

In 2011, Operations & Waste Management staff provided support for a recycled paint program at the City's three Community Recycling Centres where victims of graffiti can obtain returned exterior paint for graffiti paint-overs on private property.

6. Hamilton Trillium Awards Program

This program promotes and encourages community pride through the recognition of excellence in landscape design, maintenance and effort to beautify properties, making a positive contribution to the City. Volunteer judges visit every area (zone) using the criteria for judging a property to select Trillium Award winners. The 2011 Trillium Awards were presented at the Hamilton in Bloom Celebration event on October 20, 2011 at Gage Park.

Hamilton Trillium Awards	***2009***	***2010***	***2011***
Number of Volunteers	*12* +205***	*14* + 322***	*14* + 337***
Total Volunteer Hours	*2313*	*2410*	*2515*

** Executive Committee members ** Judges*

7. Recreation and Parks Month

National Recreation and Parks Month was celebrated by the Operations & Waste Management Division through Park Appreciation Days, a series of volunteer cleanup and beautification events in selected parks during the month of June. The Park Appreciation Days involved such activities as litter and debris clean-up, graffiti removal, weeding and mulching shrub beds and wood chipping around trees. A complete report of the month's activities including individual and group stories is available on line at www.hamilton.ca/adoptapark.

June Results	**2009**	**2010**	**2011**
Number of Park Appreciation Days	12	21	22
Number of Adopt-a-Park groups	26	35	37
Number of Community Clean Trailer Requests	17	21	25
Number of Volunteers	231	286	298
Number of Volunteer Hours	801	1567	1730
Number of Garbage Bags Collected	121	125	93
Total Number of Y*ard Waste & Recycling bags Collected*	62	92	151
Number of Recycling Bags Collected (separated by stream for 2011)	n/a	n/a	42
Number of Yard Waste Bags Collected (separated by stream for 2011)	n/a	n/a	109
Number of Graffiti Tags/sites Removed	25	297	403
Yards of Woodchips	22	25	93

8. Extreme Park Makeover

In 2011, the Operations & Waste Management Division hosted two Extreme Park Makeovers. The Extreme Park Makeover is a unique partnership involving Public Works staff, sponsors, volunteers and partners from the Adopt-a-Park program.

The first Extreme Park Makeover at Birge Park was very unique as we had the opportunity to partner with Sinking Ship Entertainment. Birge Park was selected by Sinking Ship Entertainment's Giver Project to receive a new play structure and a playground makeover and be part of their TVO series. The episodes of the Giver were filmed over three days and will be broadcast on TVO in 2012.

As part of the project six young people from this community helped envision, design and build the playground. The Birge Park Extreme Park Makeover involved over 300 volunteers in the installation of a new play structure including softile surface, removal of graffiti, new trees and plant material, a freshly painted pool area with new Muskoka chairs and umbrellas, wall art boards created by local youth involved in the Rotary Summer Literacy Program and a great open space court for hockey and basketball.

The second Extreme Park Makeover is taking place at Jackie Washington Rotary Park. Work started in June during Recreation and Parks Month. Volunteers from the Rotary Club of Hamilton planted over 50 shrubs and bushes, mulched the beds and conducted graffiti removal. The installation of Hamilton's second GreenGym is scheduled for November to complete this Extreme Park Makeover. The 10 piece outdoor exercise equipment has been donated by the Hamilton Spectator – Kids Unlimited Program. The partnership with the Spec Kids Unlimited program is valued at over $50,000.

9. Clean & Safe Crown Point Railway Neighbourhood Pilot Project

The Public Works Committee recommended on September 20, 2010, and Council approved on September 29, 2010, the following:

> *"(a) That Public Works (Operations & Waste Management) staff, Planning and Economic Development (Municipal Law Enforcement) staff and Canadian National Railway (CN) officials continue to work collaboratively to respond to complaints of littering, dumping and security on and abutting railway properties;*
>
> *(b) That staff and stakeholders develop a pilot preventative public education program for implementation in the spring of 2011 to prevent litter, illegal dumping and security issues on railway properties and on properties abutting the CN railway mainline, with costs funded from existing Operations & Waste Management Division's Public Education budget resources.;*
>
> *(c) That the item "Littering, illegal dumping and security issues affecting municipal properties abutting railway Lands" be identified as completed and removed from the Public Works Committee Outstanding Business List;*

(d) That staff report back to Committee on the results of the pilot public education program in November 2011."

In 2011, a pilot project was initiated for the area between Ottawa Street North and Parkdale Avenue to address issues of litter, illegal dumping and security. Residents and business property owners were engaged in the development of the strategies in collaboration with CN Rail and City staff.

A full report of the pilot project is scheduled to be submitted to the Public Works Committee in December 2011.

10. Hamilton in Bloom

The Hamilton in Bloom traffic island beautification program continues to attract civic minded businesses, service clubs, groups, individuals and organizations to sponsor traffic island plantings that are designed, planted and maintained by the City's expert horticulture staff. In 2011, four new sponsors joined the program at the $500 Silver Bloom sponsorship level. Sponsorship revenues declined slightly in 2011 to $39,556, down from $42,065 in 2010, however staff is in discussion with a business organization interested in a multi-year, multi island sponsorship program.

11. Clean City Strategy - Summary

The activities reviewed in this section represent a great deal of good work that is being done in the community around illegal dumping prevention, litter and graffiti remediation and civic beautification. The items will help form the basis for the semi-annual reporting commencing in 2012.