

Background to the Supporting Document # 25

The City Clean Up program was originally created by a consultant for the City in 200█. The next year City Council approved it as a core program and it was moved into the Environmental Branch. The public education, volunteer programs and outreach components became part of my responsibility.

The program was considered a high priority by City Council and my manager expected me to manage all the elements of this comprehensive outreach program in addition to my regular responsibilities. I shifted priorities for my section, redirected resources and provided guidance to my staff who were given new and demanding assignments. I encouraged them by reminding them of the importance of the program and guided them in shifting their priorities.

Note: The highlighted programs were added to my scope of responsibility in 200x.

CITY CLEAN UP 200█

The City Clean Up (CCU) program was launched in 200█ as a pilot program to reduce litter in City. The following year, it was expanded to become a city-wide program. Three years later, the mandate of CCU will be expanded to include graffiti management.

(The full cost of the litter component is \$1,861,718. The full cost of the recommended graffiti program is \$927,000 in year one.)

Major Litter Operations

Program / Initiative	Description	Department/Branch Responsibility	Timing
Litter Receptacle Collection	1020 litter receptacles in high traffic areas	AM&PW, Environmental Management	Year-round Frequency of servicing varies from twice weekly to every day (downtown).
Big Bin Events	12 weekend events in neighbourhoods throughout the city for residents to bring large household items free of charge	AM&PW, Environmental Management	May to September
Litter Collection	Hand collection of litter on major roadways; 12 major city entrances and 16 major arterial roads, plus downtown and 5 secondary areas	Transportation, Streets Engineering	Starts when most snow has melted, usually mid April
Bus Stop / LRT litter receptacles	Litter receptacle collection and sanitation – close to 1400 receptacles	Transit	Year-round
Downtown parks	Litter receptacles and cleaning of furniture in downtown parks	AM&PW, Parks	Year-round
Street Cleaning	Flushing and/or sweeping of streets in █s	Transportation, Streets Engineering	Weather dependent, end of April to Fall
Public Education	Social marketing to change behaviors, school programs at all 3 levels, and media sponsorships	AM&PW, Environmental Management	Year-round, with emphasis April - June

Major Letter Programs with Community Involvement

Program / Initiative	Description	Department/Branch Responsibility	Timing
Adopt-a-Block Volunteer program	Businesses and residents adopt a block in their neighbourhood or business area – goal for 200 is 740 residential and 85 businesses.	AM&PW, Environmental Management	Cleanup runs for 16 weeks from April 28 – August 17
Business Supporting Community	Businesses pay not-for-profits for cleanup in a one block radius of their business location. Goal for 200 is 70 locations.	AM&PW, Environmental Management	April 28 – August 17
River Valley Clean Up	More than 4,000 volunteers remove litter from the River Valley park system and City green spaces.	AM&PW, Parks	Held the first Sunday in May, (though many people choose alternate days)
Adopt-a-Road	Groups adopt a section of roadway or right-of-way to keep clean.	Transportation, Streets Engineering	Volunteers commit to two cleanups per year (once in spring and again in fall)

Major Components of Graffiti Strategy

Program / Initiative	Description	Department/Branch Responsibility	Timing
Graffiti Free Zones in 6 BRZs	City to provide 1 st cleaning, options provided to property owners for additional cleaning.	AM&PW, Environmental Management	April - December
Graffiti Removal Fund for Community Groups	Funding support for community groups involved in graffiti removal.	AM&PW, Environmental Management	April - Fall
Enforcement	Enhanced legislation requiring property owners to remove graffiti.	Planning & Development, Development Compliance	Effective April 1, 200
Public Education	Teaches public to call 911 for graffiti in progress and how to remove graffiti; includes school component	AM&PW, Environmental Management	March - August