



**LITTER PREVENTION FORUM**  
**February 25<sup>th</sup>, 2004**  
**Metro Hall Room 308/309,**  
**55 John Street, Toronto, ON M5V 3C6**

**1.0 Welcome**

*Mayor David Miller, City of Toronto*

**Councillor Jane Pitfield** called the meeting to order at 9:30 a.m and described the agenda. She welcomed Mayor Miller.

**Mayor David Miller** said it is a pleasure to be at the meeting and to see representatives from municipalities, local businesses, manufacturers and City staff working together on this issue. The people of Toronto have identified cleanliness as a key issue for the City. Today's forum will provide an opportunity to develop new ideas and act on the litter issue through cooperative efforts.

Mayor Miller thanked the Clean Streets Working Group for their work. A roundtable has been established to advise council on measures to enhance the City's cleanliness and attractiveness. It will provide an ongoing opportunity for Council to receive input from community groups, residents, design and development interests, businesses, business improvement areas, and others. As a first step, a clean-up day has been scheduled for Saturday April 24<sup>th</sup>. Additionally, everyone in Toronto will be asked to do a twenty-minute clean-up blitz on Friday April 23<sup>rd</sup> at 2 p.m. Toronto has a long-standing reputation as a very clean and beautiful city. This reputation should be maintained and enhanced.

**2.0 Assessing and Measuring Litter Management**

€ Quantity and Composition

€ Attitudes and Behaviour

*Jason Ten-Pow, On-Survey*

*Mark McKenney, MGM Management*

**Jason Ten-Pow** described research conducted in February-March 2003 on behalf of Toronto Works and Emergency Services to determine residents' attitudes towards litter: who is doing it and why, and what would motivate them to stop. On-Survey Inc. conducted a ten-minute telephone interview with 1,200 City of Toronto residents aged 15 and older, and held four one-hour online focus groups involving both youth and adults.

The survey asked why people litter, ranked what people consider the most offensive types of litter, and asked how to reduce litter. Results included the following observations:

- € A total of 80% of Torontonians are concerned about litter. Torontonians are concerned about litter in their own neighborhoods and in the downtown core.

Public spaces that are of concern include streets and sidewalks. Our parks are considered some of the cleanest public spaces.

- € Almost one-half of respondents admitted to littering within the past month.
- € Those who litter tend to be young, new residents to the City (1-5 years), or people in lower income categories. Young people are less likely to feel guilty when they litter.
- € 71% believe that littering is a serious offence but only 40% are aware that littering is a crime. Only 28% of those under the age of 18 are aware that littering is a crime.

The focus group elicited discussion of issues such as laziness, convenience, consequences, why people litter, and the existence of fines for littering.

**Mark McKenney** provided a presentation on municipal litter audits. He described the rationale and methodology of the 2002-2003 GTA litter audit. The audit involves counting large litter on the ground, counting small litter on the ground, identifying brand names of products, and analyzing and archiving all data to produce a final report and a brand report.

Audit sites are selected randomly. Large litter and small litter are divided into categories. The brands of litter are identified to locate manufacturers of products that are littered, to understand brand sources and littering patterns, and to determine whether cooperative litter abatement programs might be possible.

Mark McKenney’s presentation included the results of the 2002-2003 GTA litter audit. Future audits should include detailed litter audit plans & budget, reports on large litter and details on small litter, a report on brands of litter (if requested), and observations of litter problems as witnessed by field crews ( i.e. clean up frequency, litter bins, parks, proximity to food service etc).

The following is a summary of the discussion following the presentations:

<u><i>Question/Comment</i></u>	<u><i>Answer</i></u>
(Councillor Hall) A survey conducted in Albion Mall showed that cleanliness and safety are the highest areas of concern for citizens. The municipal litter audit was not conducted in my ward.	(Mark McKenney) The 2002 audits covered one or two sites in each ward. The majority of the sites were in the downtown area.
The school system can be used to educate youth about the fines. Enforcement is a more difficult issue. What can be done to enforce litter by-laws?	(Jason Ten-Pow) A big part of the litter issue is enforcement. Understanding that littering is an offence is a first step. This year, there were advertisements to inform people about the fines.

<p>Did the survey or audit ask why people don't litter?</p>	<p>(Jason Ten-Pow) This question was not asked specifically in the online survey but comments alluded to the relationship between reduced litter and the general betterment of the community.</p>
<p>Did the litter study look at pet waste and chewing gum?</p>	<p>(Mark McKenney) No. The study adhered to the traditional methodology.</p> <p>(Geoff Rathbone) Chewing gum will be addressed later in the agenda under "International Case Studies".</p>
<p>The belief that youth litter more is false. Everybody litters. What led you to the conclusion that youth litter more?</p>	<p>(Jason Ten-Pow) The survey may have been biased because it asked for a response. Older respondents are less likely to admit to littering because, unlike youth, they are aware that littering is morally reprehensible.</p> <p>(Geoff Rathbone) The online survey primarily attracted young respondents and elicited very honest and immediate responses.</p>
<p>Your work shows that litterers are young people who recently came to the community who are either in the process of forming a stake in the community or are refusing to do so. What is most important in dealing with this problem? Is enforcement more effective than education?</p>	<p>(Jason Ten-Pow) The cost of enforcement is a big issue. Education is ultimately the biggest issue. It is important to promote the concept of the city as a community and to convey how litter affects the city.</p> <p>(Mark McKenney) The most successful programs in North America are built on education. These programs communicated a message of civic pride and also informed the public about the cost of litter. Programs in Florida, Texas, and Oklahoma are built on the idea of state pride.</p>
<p>Were the successes of Florida and Texas built on enforcement or education?</p>	<p>(Mark McKenney) The successes of Florida and Texas were mostly built on education, knowledge-sharing, and attitudinal shift. Enforcement is relevant because people were informed about the legal implications of littering. Florida's campaign emphasized state pride and also focused on particular types of</p>

	litter that were most problematic or costly to the city.
Were non-deposit bottles such as liquor bottles found in the audit? These items have a greater visual impact though they are counted in the same way as smaller objects.	(Mark McKenney) Liquor and wine bottles are only a small part of the problem as very few liquor and wine bottles were found in the audit. While larger objects may have a greater visual impact, their cleanup costs the same amount as that of small objects. Consequently, the study counts small and large objects in the same way.
Did any of your work find changes after the implementation of communications and education programs?	(Mark McKenney) A reduction in litter was reported in Florida, Texas, and Oklahoma.
Do you have any information about litter thrown from cars?	(Mark McKenney) We did not measure litter thrown from cars. We only measured accumulated waste on the ground. 1-2% of litter is comprised of things that have fallen off cars.
Did any of the American jurisdictions studied attempt a two-pronged approach, with pick-up programs and litter prevention programs?	(Mark McKenney) Many places in the United States have clean-up days. A lot of people get involved with these.
Are one-off pick-up programs more effective than ongoing programs?	(Mark McKenney) I do not know, as most places have one-time cleanup events.
Did you look at ravines in your audit?	(Mark McKenney) No. The audit methodology involved random sampling and was based on road data. Ravines were not studied unless the road being studied went through a ravine.
(Councillor Hall) There are two major ravine cleanups per year in my ward. High school students can count their participation in ravine cleanups towards 40 hours of mandatory community service. Objects found during the ravine cleanups include beds, mattresses, computers, shopping carts, and liquor bottles.  I am concerned that sites selected in the audits would be the only sites that we address. We may miss problem areas.	(Mark McKenney) I agree that there are problem areas that the audit may not identify. For example, we may not have looked at parks closely enough as many parks have problem areas.
In other jurisdictions, do other economic benefits flow from litter-reduction	(Mark McKenney) I do not know.

programs?	
A two-pronged approach is required to deal with both littering and illegal dumping.	
Are Toronto audit results similar to what we would find in the Region of Waterloo?	(Mark McKenney) Yes.
(Councillor Pitfield) The last audit was conducted in June 2002 and another audit may be conducted in June 2004. Will the same sites be selected for comparison purposes?	(Mark McKenney) The same sites will be used, as the randomness of the site selection is still valid.
Did survey respondents express any opinion about the role of industry?	(Jason Ten-Pow) The survey did not address this issue specifically but the survey detected some desire for discussion at a higher level.
Are there any litter hotspots such as off-ramps?	(Mark McKenney) Major on-ramps and off-ramps are hotspots. Other hotspots exist around transit stops, strip malls, high schools, some primary schools, and some take-out food establishments.
Was inconvenience a greater factor in littering than laziness?	(Jason Ten-Pow) Inconvenience and laziness are closely related. For both problems, education is essential to motivate people to take easy steps to avoid littering.
It is important to have resources to manage waste bins. Combined recycling and waste bins are normally used properly. However, when one section is full, people put waste in the wrong section. When the entire bin is full, people leave waste on the ground.	

### 3.0 Municipal Experiences in Litter Management

*Sandra Desrochers, City of Mississauga*

*Bill Lacasse, City of Windsor*

*Janice Hillary Dama, City of Windsor*

*Geoff Rathbone, City of Toronto*

**Sandra Desrochers** described the various elements of Mississauga’s anti-litter campaign.

The anti-litter campaign involves initiatives such as the “LitterNot Volunteer Cleanup Program” in which groups can adopt a street, park or watercourse. Mississauga’s anti-litter public awareness campaign slogan is “Don’t be a litterbug”. It provides a clear, simple and direct message. This slogan appears on ads, stickers and litter bags. Ads

appear in theatres, on buses and bus stops, in radio commercials, in newspapers and in schools.

The general ad campaign is complemented by by-law enforcement initiatives. Mississauga recently increased fines for littering to \$305. The enforcement campaign includes messages such as “\$305 Littering Fine Enforced” and “Stash your trash or lose your cash”. A web reporting form gives people the option to submit complaints to the enforcement division.

Mississauga has an education campaign directed at children and an awareness campaign directed at youth/teens. Junk Yard Dog (Jerome Williams) has endorsed this initiative and has participated in the “Pledge not to litter your school” campaign. Junk Yard Dog also participated in the anti-litter launch and news conference.

Mississauga’s mayor has wholeheartedly supported the anti-litter campaign. Other municipal partners have borrowed from the “Don’t be a litterbug” campaign’s symbols, slogans and enforcement and implementation strategies.

**Bill Lacasse** described how Windsor has been fighting litter for years. He noted that visitors from the United States come to Windsor to visit bars because the drinking age in Ontario is lower. This results in a significant amount of litter, though there are numerous garbage bins in the neighborhood of the bars. Bill Lacasse emphasized the value of a networking function between municipalities to share information and advice on litter prevention.

**Janice Hillary Dama** described the activities of Windsor’s Clean City Committee. Job Creation Partnerships brings community partners together comprising 1) local employers and 2) EI recipients or persons who were in receipt of EI during the last 3 years. HRDC funding pays for the Job Creation Partnership program. These funds enable Windsor to hire staff for litter abatement programs at minimal cost.

Windsor has also implemented the Rose City Clean Sweep program. This program is one month long in the spring and two weeks long in the fall. The cleanups involve pre-project and post-program initiatives such as the distribution of promotional materials and press releases.

Windsor encourages citizens and groups to adopt an area or neighborhood to maintain throughout the year. Windsor’s Clean City Committee also launched a litter hotline in 2003 to send out the message that littering is unacceptable and people will report such activity. The ad for the campaign depicts a phone number inside a license plate, which signals that people can use the license plate to identify offenders. First time offenders receive postcards as part of a shame campaign. Second time offenders receive a letter warning them of future action by a provincial offences officer if a third complaint is received, plus a litterbag for their vehicle promoting the Litter Hotline, and a resident’s brochure featuring tips for preventing litter. Since the hotline was launched, over 260 complaints have been logged for 2002-2003.

Some promotion and sponsorship funding can be achieved through solicitation to the private sector. In conjunction with GreenCore, Windsor's Clean City Committee is collecting toner cartridges in an effort to divert hazardous materials from reaching the landfill and as a fundraiser for the Clean City Committee.

The Clean City Committee has various education initiatives for daycamp and elementary school students, secondary school students, post-secondary students, new drivers, and new citizens. Accomplishments of the Clean City Committee include Rose City Clean Sweep, a litter hotline, grade school and high school presentations, a review of illegal dumpsites, spring cleaning university, collecting toner cartridges, and securing sponsors and fundraising.

**Geoff Rathbone** discussed litter in the City of Toronto. Because litter is universal, Toronto's focus is on reducing the problem rather than completely eliminating it. Litter cleanup costs approximately \$16 million per year. The City receives some revenue from recyclables, the WDO and ads on bins.

The city cannot change littering behaviour by itself. Because it is difficult to keep up with all new sources of litter, Toronto needs the co-operation of brand owners who make the products that end up as litter. The 'Clean Streets Working Group', chaired by Councillor Jane Pitfield, includes city staff, the Toronto Board of Trade, Business Improvement Areas and brand owners.

Council has approved a litter prevention plan with a five-year 50% litter reduction target. The plan's three guiding principles are education, enforcement, and efficient collection. As part of its Litter prevention campaign, the City increased the litter fine from \$105 to \$305 in 2003. An ad campaign featured on transit shelters, litter bins, and in newspaper ads raised awareness of the fine.

The multiple departments and responsibilities in the City can lead to some confusion over responsibility for litter. Depending on where it is found, litter can be the responsibility of Solid Waste Management, Transportation Services, Parks and Recreation, Water and Wastewater, Viacom (garbage bins), and Property Standards.

Toronto's long-term strategy includes developing a better understanding of where litter is generated, proper resource allocation, increasing automated collection, and working toward changing public behavior and perception. Steps for the future include improving Blue and Gray Boxes as they can be a source of litter. The Adopt-a-bin program allows businesses to serve as "Eyes in the Community" by reporting misuse or overuse of litter bins. In turn, the City will use this information to adjust litter routes and litter collection schedules.

The following is a summary of the discussion following the presentations:

<b><u>Question/Comment</u></b>	<b><u>Answer</u></b>
Has anybody considered the synergies between the recycling and litter programs? Recyclable waste is valuable. People should be taught to recycle both at home and in public.	(Bill Lacasse) Proper education about recycling is necessary. Some information is being included in Windsor's materials.  (Geoff Rathbone) Any recyclable litter is disposed of as non-recyclable waste. Recycling is the better option but we can only recycle waste that is put in the recycling bins.
Activities in Mississauga have been quite impressive in terms of getting well-known celebrities involved.	(Sandra Desrochers) Our program was very low-cost. Jerome Williams' endorsement was worth \$70 000 but he decided to help Mississauga at no cost following our presentation of the campaign as a community and youth cause. One full-time staff member and one part-time staff member administered this program. Mississauga Transit buses belong to the City of Mississauga; therefore advertising space on the buses was provided at no cost.
Do Mississauga's slogans work on the 60% multicultural population of the city?	(Janice Hillary Dama) Our materials use visual imagery to communicate messages.  (Sandra Desrochers) We used symbols to communicate our message.
Is there any indication that the Mississauga radio ads have had any impact outside the Mississauga area?	(Sandra Desrochers) Mississauga ads were broadcast over a two week period on the two Toronto stations (103.5 FM and 92.5 FM) most popular with Peel youth. The ad was very generic and only mentioned Mississauga at the end. Thus, it could appeal to non-Mississauga residents. During the two week broadcast period, visits to Mississauga's litter website increased by forty percent.
The "Tidy Town" project generated competition between communities in Australia. Are you considering any similar initiatives?	(Janice Hillary Dama) Our campaign tells kids about the "Tidy Town tragedy", in which litterbugs destroy the town's the zero litter tradition.  (Sandra Desrochers)

	Such a program requires a provincial coordination effort.
Each municipality has a different promotion logo, slogan and approach for both litter and blue box programs. As a result, the message has less impact in reminding citizens of what they have to do.	(Janice Hillary Dama) It may help to have more messages out there. Different communities and subcultures respond differently to different messages.
Municipalities can partner with different organizations. For example, “Communities in Bloom” is an international organization with a message of civic pride. This organization focuses on eight areas, including tidiness.	

#### 4.0 International Case Studies of Litter Prevention Programs

*Maria Kelleher, RIS International Ltd.  
Bernard Sullivan, New York City*

**Maria Kelleher** gave a presentation on a study of litter prevention programs conducted for the Irish government. Economic instruments can provide an economic incentive to achieve environmental goals. It is critical to identify goals and objectives to choose appropriate instrument. Typical goals of economic instruments are to raise funds to finance environmental infrastructure, to increase recovery of particular materials such as tires, batteries, or soft drink containers, to reduce the amount of waste generated, to alter behaviour or a current practice.

Economic instruments and extended producer responsibility (EPR) mechanisms include taxes, levies, deposit-return, and variable rate pricing. Other policy measures for environmental goals include product bans, mandatory targets, and mandatory actions such as mandatory product take-back (e.g. computers) or mandatory service (e.g. curbside recycling).

The presentation described many international government actions with respect to fast food packaging. These included product bans, packaging bans, taxes and levies. The policy research for the Irish government led to several conclusions. Fast food packaging should be dealt with either through product bans or through levies imposed on manufacturers or importers. Point of sale levies have not been identified so far. The instrument chosen depends on the objective such as litter reduction or revenue generation). Most activity on chewing gum and fast food packaging has been done in Asian countries (Taiwan, Korea, China, Japan).

Various options for new Irish litter policies were brought forward following consultations with industry in November 2003. The final report to the Irish government was delivered on February 16th, 2004 but the government’s decision has not been made public yet.

**Bernard Sullivan** presented statistics relating to street cleaning in New York City. He also described street cleaning strategies. Alternate Side Street Cleaning Rules are in effect in 54 out of 59 of the city’s districts. Section Supervisors in each district enforce parking regulations to enable cleaning. On average, 200 mechanical sweepers are used daily. Litter basket collection service is provided on schedule. Notices of violations are issued for violations of the 18 inch law, for dirty sidewalks, failures to store, and the illegal use of D.S. baskets.

New York City works in collaboration with the community through 46 active Business Improvement Districts (BID) and a Neighborhood Intensive Cleanup Effort (NICE) program. Local businesses are responsible for cleaning their own sidewalks, and an hour is allocated each morning and afternoon in which businesses must clean their sidewalks. Based on citizen complaints and Scorecard cleanliness ratings, the Sanitation Department targets and assigns personnel to problematic areas. Business owners are sent a summons if they have not been cleaning their area as required. The City has partnered with community leaders and other city agencies to focus on cleaning issues. The Adopt-A-Basket Program allows citizen participation in litter reduction efforts.

New York’s Scorecard Program is an inspection program run by the New York City Mayor’s Office of Operations. It provides a measurement of cleanliness of City streets and sidewalks. It is also a source of information for various parties. The Department of Sanitation uses scorecard results for policy development, planning and evaluation of citywide operations. The Mayor’s Office uses scorecard results for tracking and monitoring the City’s cleanliness over time. Community Boards and other public interest groups use scorecard results to learn about cleanliness conditions in local neighborhoods. Business Improvement Districts (BIDS) use scorecard results to evaluate the conditions of neighborhood shopping and central business districts. Bernard Sullivan’s presentation described Scorecard cleanliness measures, the Scorecard Rating Scale, Scorecard rating procedures, and quality control for scorecard ratings.

The following is a summary of the discussion following the presentations:

<b><i>Question/Comment</i></b>	<b><i>Answer</i></b>
In New York City, who is responsible for litter on sidewalks in front of public parks and buildings?	(Bernard Sullivan) The agencies in charge of these public properties will also be in charge of the sidewalks. The mayor’s office sent a litter to all agencies informing them of their responsibility.
How does New York City deal with sidewalks adjacent to vacant lands owned by delinquent owners?	(Bernard Sullivan) The owners are located using maps. Delinquent owners are sent a letter informing them that the city will clean the sidewalks and bill the owner if no response is received within seven days.

Who is responsible for cleanup after parades?	(Bernard Sullivan) The City of New York is responsible for cleanup after parades. If a parade generates revenue for a group, the group will be billed. Otherwise, the department of sanitation pays.
Mayor Bloomberg cancelled the Blue Box program. Did that impact the litter situation?	(Bernard Sullivan) Plastic and glass recycling were cut, not paper recycling. The plastic recycling program was resurrected quickly and the glass recycling program will return soon. After the change in the recycling program, scorecard results remained steady. Specifically, the level of glass litter remained steady, perhaps because of glass bottle deposits.
How many summonses has New York issued and what is the revenue from the summonses?	(Bernard Sullivan) I do not have any numbers with me at this time.
How did the improvements in New York's litter situation come about?	(Bernard Sullivan) The mayor gave us support we needed, in terms of raising public awareness, providing money for overtime and additional staff, and facilitating police cooperation. The mayor's office helped by making the issue a priority.
Why did the Irish government say it did not want more communications initiatives?	(Maria Kelleher) The Irish government wanted something more solid than recommendations. It is unlikely that they thought communications do not work.
Did New York City have a communications campaign directed at the public?	(Bernard Sullivan) A lot of materials were distributed through the press office. Specifics can be provided upon request.
How has the ban on cigarettes in public places affected business owners who are responsible for sidewalk cleanup?	(Bernard Sullivan) Most bar owners are very upset by the ban on cigarettes. This problem has been dealt with mostly by bar owners who have put out garbage bins. The effect of the ban is visually noticeable, in terms of an increase in cigarette litter. However, this increase has not been reflected in the scorecards. Scorecard administrators have been contacted about this.
The plastic bag ban in Ireland has received	(Maria Kelleher)

some press. The province of Ontario is considering such a ban. Have you heard anything about this ban spreading to North America?	Our study did not really look at North America. There is interest in North America, but nobody has done a lot about it. Australia and Asia are interested, and many Asian countries have implemented a ban.
Has New York City tried to add recycling components to public waste bins?	(Bernard Sullivan) We have considered this but New York faces limited curb space.
Is recycling required at permitted street fairs in New York City?	(Bernard Sullivan) I am not aware of any such requirement. The recycling office provides information about recycling and requests that fair holders recycle.
Has there been any adverse reaction to the disposal of homeless people's possessions which are left on public space?	(Bernard Sullivan) The police and homeless outreach staff help homeless people get to a shelter with their belongings, after which the sanitation department cleans up any remaining belongings.

## 5.0 Roles and Responsibilities – Panel Discussion featuring manufacturing, local business, media and political representatives

### *MODERATOR:*

*Guy Crittenden, Solid Waste and Recycling Magazine*

### *PANELISTS:*

*Damian Bassett, Corporations Supporting Recycling*

*Bruce McKelvey, CDI Education Corporation (Past Chair, Toronto Board of Trade)*

*Ryan Parks, Government Relations at Ontario Restaurant, Hotel and Motel Association*

*Councillor Jane Pitfield, City of Toronto Chair of Works Committee*

Panelists were asked to answer four prepared questions as well as questions from the floor.

**Panel Question #1:** *With all we've heard today about litter reduction in our cities, it would seem that an end to litter on our streets is just around the corner. How will we know when we've achieved our goal of a clean city?*

### *Bruce McKelvey*

It is important to have a relatively standard measurement approach, such as a scorecard. One of the biggest challenges is getting a benchmark we all accept. Collecting quantitative data is very important for assessing our success. Being defined by others as

role models and sought out for advice as leaders or “best practices” providers is a marker of success. We will also know we’ve achieved our goal when people see cleanliness as part of the municipality’s brand, and as one of the municipality’s assets or attractions.

Councillor Jane Pitfield

It is optimistic to say an end to litter is just around the corner. For the last 20-25 years, Toronto has not had a serious anti-litter campaign. The average person does not realize there is something wrong with littering. Our original goal was to reduce litter by 50% in a five-year period. Best practices would help us reach our goal. The solution is not to throw money at the problem but to change behavior. This can be achieved through a multi-faceted effort including education in the schools. As an elected official, I hear that residents do not want to travel south of St. Clair because they consider downtown dirty.

We will know we’ve achieved our goal of a clean city when we can spend less money on litter reduction, when we can be described as clean by both residents and tourists, and when every person is prepared to watch out for and confront litterers. A broader measurement is needed in addition to the audit.

Ryan Parks

Benchmarking is important for understanding the litter program. Public perception is not always reliable therefore studies and random sampling are good practices. It is important that the larger brands have access to programs to implement in all their stores, such as in the “Keep it beautiful” campaign. Cleanliness is important for marketing Ontario, and improving tourism. Also, education efforts will not reach visitors to Toronto therefore initiatives such as improving waste collection bins are also necessary.

Damian Bassett

Empirical data is required, as opposed to just anecdotal data. Public perception of cleanliness is important as it reflects the quality of our efforts. For example, film crews throw waste onto Toronto streets to make them resemble those of other cities. To reduce litter, we need to create the incentive and opportunity to do the right thing.

The following is a summary of the discussion following Panel Question #1:

<u>Question/Comment</u>	<u>Answer</u>
Have there been studies on the economic benefits of litter reduction? How could we measure such economic benefits?	(Bruce McKelvey) New Orleans is also a tourist destination that has made tremendous improvements.
Over the few last years, there have been incredible improvements in the cleanliness of New York City.	Cities have certain signature zones, such as Manhattan for New York City. Positive effects flow from taking care of these signature zones. Toronto needs to be rebuilt as a destination.
What do you think of a by-law similar to that of New York City, which makes	(Bruce McKelvey) The Board of Trade would support such a

<p>business owners responsible for sidewalk cleanup?</p>	<p>by-law. Analysis of New York's efforts shows that sanctions create both revenue and an environment that leads to behavior change.</p> <p>(Ryan Parks) The hospitality industry may be willing to support such a by-law because of the benefits for the industry.</p>
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**Panel Question #2:** *If each of the panelists had a dollar to spend to reduce litter and help achieve a clean city, how would they spend it? Identify where we should be putting our money, and our effort?*

- € *Education*
- € *Enforcement*
- € *Source reduction*
- € *More litter bins, and more litter sweepers*
- € *Deposit return*
- € *Other ideas*

*Bruce McKelvey*

I would spend this money on civic programs such as cleanup days. Initiatives such as cleanup days provide opportunities for enterprises to participate and be recognized for positive behaviour.

*Councillor Jane Pitfield*

I would spend my dollar on education. We live in the most multi-ethnic city in Canada. Through the school system, we can educate children about litter reduction and they will in turn teach their parents and grandparents who may not be fluent in English.

*Ryan Parks*

I would spend the majority of the dollar on education but I would also allocate funds to enforcement. Education can engender a sense of personal responsibility, but we need to show that by-laws will be enforced.

*Damian Bassett*

Investment in litter reduction can be leveraged much further if Toronto partners with neighbouring regions. Money should be spent on communications, as we need to constantly reinforce the message of litter reduction. If we are not going to enforce by-laws, we should take them off the books.

**Panel Question #3:** *Generally cities have limited advertising budgets, but the issue of communicating a large-scale behavior change with respect to litter still exists. What are some opportunities for new or expanded partnerships with business and brand owners, to communicate our anti-litter message to the average citizen?*

Damian Bassett

A coordinated response involving the WDO is required.

Ryan Parks

In other jurisdictions, we have talked about taxes in packaging products. Officially now, every piece of packaging will be taxed. Fifty percent of the tax goes directly to the municipality to help pay for the blue box. Cities may want to use this money towards projects such as an anti-litter campaign. I appreciate Toronto's \$16 million expenditure on litter reduction; however, there is new money in the municipal budget to pay for these costs. Businesses are willing to partner with the city to deal with this problem.

Councillor Jane Pitfield

We need to improve relations with B.I.A.'s. We need more small businesses to buy into the "Adopt-a-bin" program. We also need to encourage fast food restaurants to communicate the "Don't litter" message on their packaging. There are 5360 police officers in Toronto and 27 by-law inspectors to enforce the litter by-law. Seven to eight new by-law officers will be hired. We could ask police officers to help by informing litterers that they are committing an offence.

Bruce McKelvey

There are very few new ideas. The key is good execution of existing ideas. The cooperation between municipalities on this issue, demonstrated at this conference, is impressive. The business community is looking into supporting these initiatives.

The following is a summary of the discussion following Panel Question #3:

<u>Question/Comment</u>	<u>Answer</u>
Has anybody on the panel spoken to the Minister of Tourism about the province's role?	(Bruce McKelvey) We have had a lot of contact with the Minister of Tourism lately; however, we have not talked about this issue in particular. We have had some discussion about branding.
In discussions with the province, can you raise the issue of off-ramps into Toronto? Litter is a foot deep and the grass is never cut. This is the province's responsibility.	
How are the bins with advertising working?	(Councillor Jane Pitfield) The bins work very well because they provide the opportunity to recycle. The challenge is to ensure efficient collection of waste from the bins. It is important to have a number that businesses can call when the bins are full.

	<p>Eucan has replaced OMG. It is now running the bins and will also provide 100 new bins. The school boards are interested in taking new bins.</p> <p>There have been some design issues with the bins. Some people are not happy about having advertising on waste bins. Also, bus shelters and garbage bins are not supposed to be close to each other because of conflicting advertising space; however, this is impractical for reducing litter.</p>
How contaminated is the recycling component of the ad bins?	<p>(Geoff Rathbone) A more detailed audit will be done this summer. Roughly 50% of what goes into the bins gets recycled.</p>
It is encouraging to hear that industry would support partnerships with government to address this problem. The Ontario Restaurant, Hotel and Motel Association said that provincial involvement is critical for securing cooperation from industry.	<p>(Ryan Parks) Support is easier to secure if initiatives are province-wide.</p>
I was assigned to work on a litter reduction campaign similar to Mississauga's. Would Stewardship Ontario or the WDO be able to provide direction in order to avoid duplication of effort?	<p>(Damian Bassett) I am not sure a model exists, but the WDO would be the best vehicle for developing and sharing a model.</p>

**Panel Question #4:** *Please examine the pictures on the screen (4 pictures of “difficult” litter were shown). Who is responsible for cleaning and preventing these kinds of litter and to what degree?*

Bruce McKelvey

These pictures underscore the role of personal responsibility. As citizens, we have the primary responsibility to protect the environment in which we live and work.

Councillor Jane Pitfield

If this is a private lot, then the litter is the responsibility of the lot owner. The city should come down harder on lot owners because a lot of people empty garbage from their cars when inside parking lots. The pictures show that litter may not always be the primary responsibility of the city.

Ryan Parks

Ultimately, the responsibility lies with the city. Practically, the city will have to incur costs with respect to litter collection. The money should come from industry which

creates packaging. The tax on packaging which is allocated to blue box funding in the WDO formula is not used when this packaging waste ends up as litter; thus, the money is still available for the City to allocate to litter reduction.

Damian Bassett

Litter is everybody’s problem.

The following is a summary of the discussion following Panel Question #4:

<u>Question/Comment</u>	<u>Answer</u>
<p>The pictures show that people are putting their waste into any gaps or containers they can find. This may indicate that more waste bins are needed.</p>	
<p>In Guelph, we do not have an anti-litter by-law. Unlike other municipalities who want to bring attention to the enforcement issue, we do not want to bring attention to our lack of a by-law. Guelph is currently focusing on education and investigating the feasibility of enacting a by-law. Can the panelists comment on whether an anti-littering by-law can be helpful?</p>	<p>(Damian Basset) The success of many of the programs has been based on the effectiveness of the message and the medium.</p> <p>(Ryan Parks) Harnessing civic pride may be a possibility. Guelph can emphasize the fact that it does not even need a by-law.</p> <p>(Councillor Jane Pitfield) Ninety percent of residents will respond to a “do the right thing” message. The remaining ten percent of the population poses a problem. A positive message is important but by-laws show we are serious about litter prevention.</p> <p>(Bruce McKelvey) Litter is a problem because of the cumulative effect of small transgressions. Some kind of sanction is important. It is important to set standards and deliver on those standards.</p> <p>If the law is not enforced, then it is only a suggestion. Enforcement is a deterrent. Ministry of the Environment enforcement data shows that for every 100 charges, 1000 offenses are deterred.</p>

**Geoff Rathbone** thanked the panel for its participation.

## **6.0 Closing**

**Commissioner Barry Gutteridge** thanked the panelists and speakers for their participation and thanked City of Toronto staff for organizing the forum. The meeting proceedings will be on the City of Toronto website. Any additional information, comments or questions can be addressed to **Matthew Green**.