



- Welcome to the City of Windsor's Clean City Committee portion of the Litter Forum
- Fighting litter and litterbugs is not anything new. Pennsylvania state coined the phrase don't be a litterbug in 1952. Another campaign started in the 90s by the boating industry, stash your trash, and also used by the empire theatre chain on the east coast, is another idea we utilize in our battle to fight litter.
- We do not claim to have something new, but we hope we put a Canadian stamp on litter abatement programs everywhere.
- The Clean City Committee focuses on: education and prevention through both pro-active and re-active methods.



Some brief history on Windsor litter-abatement programs.

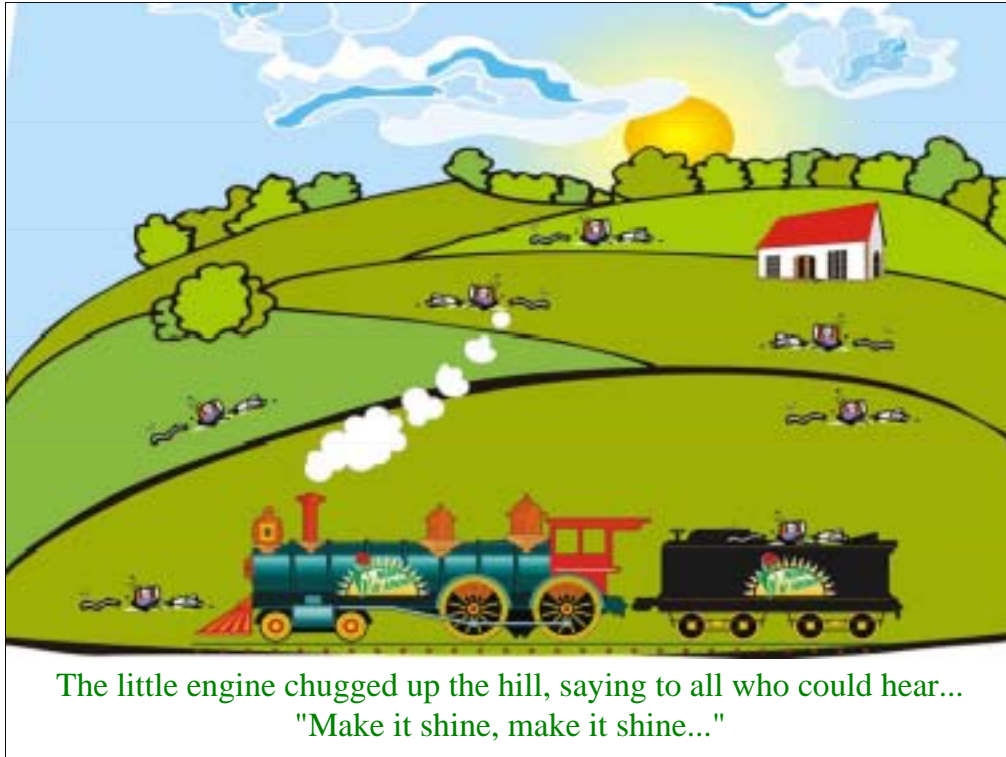
- In 1988, the Public Works Department partnered with Pitch-In Canada to conduct weeklong cleanups twice a year.
- In 1992, the Litter and Recycling Awareness Board was created consisting of a volunteer base from local Businesses, the Business and Convention Bureau and City employees. Its efforts to offer litter education and awareness were limited as they depended solely upon volunteers.
- In response to a need for litter education, the Ricky Receptacle character visited schools educating children on recycling and litter abatement. Unfortunately, this campaign was short-lived due to financial limitations.



- A re-emphasis on cleaning up our city eight years later was responded to by the creation of the Clean City Committee in September 2001.
- The Clean City Committee would build upon both Pitch-In cleanup campaigns and the Litter and Recycling Awareness Board, this time with full-time staff members to be provided through a Human Resources Development Canada grant.
- The first HRDC staff member was hired in February 2002.
- The Clean City Committee was created as a subcommittee of the Windsor Environmental Advisory Committee. A chair was appointed from the Business and Convention Bureau and Bill Lacasse from Environmental Services was selected to oversee the staff.



- In an effort to combat the problems of litter, the biggest obstacles that municipalities face are money, manpower and resources. Presented here are some solutions to these challenges.




Describe JCP requirements

The CCC started off as a small JCP project

- Putting together community partners consisting of:
 - Local employers
 - EI recipients or persons who were in receipt of EI during the last 3 years
- Linked directly to the community planning process and supports the active collaboration of partners to create sustainable employment
- JCP is a flexible measure at the local level to respond to the needs of unemployed individuals and local communities
- Must have union concurrence

**YOUR MUNICIPALITY
CONTRIBUTES:**

- Office space
 - Office supplies
 - Safety training
 - Use of City vehicle
 - Supplies for cleanups
 - In-kind staff supervision
- 

- The employer must contribute towards the employment – in kind – office space, equipment use, supervision, etc in lieu of funds

YOUR MUNICIPALITY CONTRIBUTES:

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- Safety training
- Use of City vehicle
- Supplies for cleanups
- In-kind staff supervision

“2002 JCP Staff”

- Wages covered by unemployment benefits
- Each staff member is paid \$413 weekly – deductions = \$370
- Contracts can be negotiated up to one year (52 weeks)

Prior staff included: environmental sciences, graphic designer, legal assistant & journalism media

In 2002 JCP Staff

- Wages were covered by unemployment benefits
- Each staff member was paid \$413 weekly – deductions = \$370 (CCC staff worked a 37.5 hour work week)
- They must continue to seek out full-time employment while on placement and must be allowed to seek out employment with the employer (clerks pool, etc)
- Contracts can be negotiated up to one year (52 weeks)
- *Prior skills included: environmental sciences, graphic designer, legal assistant & journalism media*



3 staff x 23 weeks x \$413 = \$28,497

A matching budget of \$28,497 is allotted for expenditures, such as

ADVERTISING

OFFICE EQUIPMENT + SOFTWARE

PROMOTIONAL EQUIPMENT

MILEAGE

- HRDC Budget matches the staff salaries
- For example
 - 3 staff x 23 weeks x \$413 = \$28,497
 - A matching budget of \$28,497 is allotted for project expenditures, such as
 - ADVERTISING
 - OFFICE EQUIPMENT + SOFTWARE
 - PROMOTIONAL EQUIPMENT
 - MILEAGE



LITTER ABATEMENT PROGRAMS

- Although the City of Windsor has dedicated and hardworking staff, programs and systems in place to deal with the regular collection of garbage, recycling and yard waste, there is a significant need to pick up the extraneous pieces of litter, like candy wrappers, cigarette butts and papers, that are found along major streets, parks and neighbourhoods.
- This needs to be done on a daily basis in order to keep our City within a respectable level of cleanliness, so new avenues were explored to deal with litter and illegal dumping issues.
- We believe citizen participation is key to a clean city. The programs the CCC utilizes are not restricted to the after-effects of debris ending up on our streets; our goal is litter prevention in the first place. Two successful reactive programs the City of Windsor have implemented are the Rose City Clean Sweep and Litter Hotline.



Spring into Action

- Expanded upon pitch-in with city-wide cleanup campaign
- Spring – 2-week campaign expanded to a full month
- Fall – 2-week campaign
- Mayor visits Ottawa and is influenced by the Capital's spring cleanup



- Rose City Clean Sweep was an expansion on the National pitch-in cleanup campaign
- Spring – the 2-week campaign was expanded to a full month
- Fall – 2-week campaign
- Mayor Michael Hurst visits Ottawa and is exposed to the Capitals spring cleanup
- Mayors presence crucial to program and citizen participation



Don't let litter

- Promotion: brochures, billboards, media release, radio spots, etc
- Invite media, Mayor and city council to launch
- Thank participants and sponsors – ad, letter, and Certificate of Appreciation





Fall by the wayside



- Adopt an area – citizens and groups are encouraged to conduct cleanups when needed of adopted area
- Litter Patrol – directed more towards schools to encourage students to maintain schoolyard and surrounding neighbourhood

- With the support of the Mayors Office, the Clean City Committee launched a successful month-long Spring cleanup campaign during April 2003.
- Some groups committed to conduct year-round cleanups under the guidance of the CCC staff.
- The Clean City Committee arranges dumpsters, special pickups, provides material, training and support for such cleanups.



Grocery carts

- In a recent cleanup, there were 75 carts collected in a 600 metre zone
- The carts were valued between \$250-300 each, totaling to \$20,000
- Of those carts, only one belonged to Zehrs



- In a recent cleanup, there were 75 carts collected in a 600 metre zone
- The carts were valued between \$250-300 each, totaling about \$20,000
- Of those carts, only one belonged to Zehrs that has the .25 cent deposit fee
- All businesses were contacted to collect their carts, but only one picked theirs up
- Carts that were found include: Zehrs, Zellers, Walmart, Sobeys and Food Basics



LITTER HOTLINE

- Littering is an unacceptable habit
- Hotline provides an outlet for citizens who want to put an end to litter in Windsor
 - The litter hotline was created as a means to collect information necessary to warn and prosecute unlawful litterbugs
- License plate is used to attribute a name with the crime
 - 24-hour hotline launched on August 27, 2002



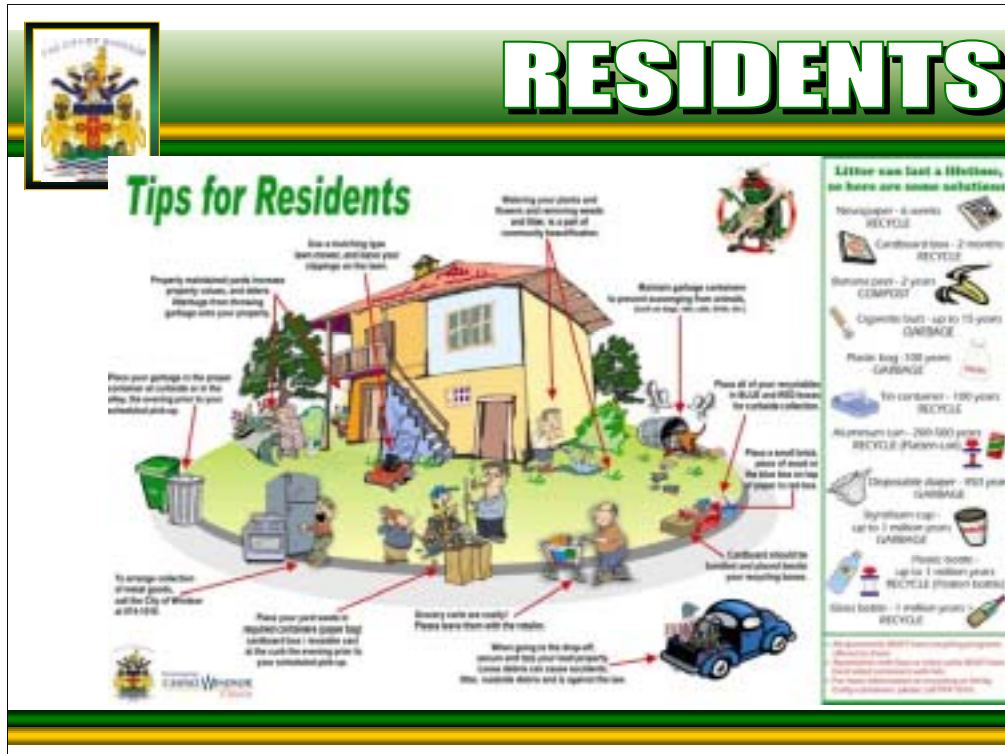
LITTER HOTLINE

- Over 260 calls were logged since launch
- Hotline encompasses illegal dumping and property complaints with the assistance of both Building & By-Law Departments
- An illegal dumper has been charged, by By-Law Enforcement due to the Hotline
- The Litter Hotline would not be possible without the help of the Windsor Police Department in supplying the offenders contact information

- Perception of enforcement determines the effectiveness of the program, however, long-term public education must remain the goal



- Information collected on the report includes license plate, vehicle make/colour, time and location of incident, type of litter/dumping material
- Contact information of the person reporting the littering or dumping is required, particularly when the offender has littered 3 times or more or if the dumping will be pursued with fines of enforcement.
- Witnesses may be asked to testify, when prosecuting accused
- The staff follow up on complaints by visiting and photographing dump sites, interviewing complainants and coordinating cleanups.
- They also respond to complaints of littered alleyways, littered properties and illegal dumpsites.
- The postcards are tailored to suit complaints



- Second time offenders are also sent a letter with a stern *warning of action by provincial offences* and a litterbag for their vehicle promoting the Litter Hotline.
- They also receive a brochure on litter prevention tips for residents.
- We want the postcard to be the first contact, as part of a shame campaign, whereas the letter and litterbag are concealed in an envelope



- Staff have also created and distributed brochures for businesses on Litter Prevention Tips.
- They are distributed to local businesses and the Environmental Services Department.
- Brochures are available at: community centres, secondary and post-secondary schools, United Way, City Hall and other city locations.



Testimonial

“Right now my company is pleased to be assisting the City Centre Business Improvement Area and the member merchants in the downtown area with litter pick-up Saturday, Sunday and Monday mornings....Work of this nature is being done now for Windsor residents, by Windsor residents who are proud to be doing it.”

Steve Pronger
Windsor

- Business owners and managers should be held accountable for the appearance of their facility.
- Dirty businesses impair the image of a neighbourhood.
- Residents appreciate the convenience of community grocery stores, cleaners, gas stations, etc.
- The entire community appreciates responsible businesses that take pride in the inside and outside appearance of their properties.



PASS OR FAIL

Did your business pass the Litter Patrol test?

Pass, keep up the good work
 Fail, see problem areas below

On a scale of 1-10, (10 is best, 1 needs improvement) you rated:

Pedestrian trash receptacles:
Fail 1 2 3 4 5 6 7 8 9 10 **Pass**


Entranceway debris status:
Fail 1 2 3 4 5 6 7 8 9 10 **Pass**

Greenery free of debris:
Fail 1 2 3 4 5 6 7 8 9 10 **Pass**

Business trash container preparation and storage:
Fail 1 2 3 4 5 6 7 8 9 10 **Pass**

Recycling program (for City pickups ONLY):
Fail 1 2 3 4 5 6 7 8 9 10 **Pass**

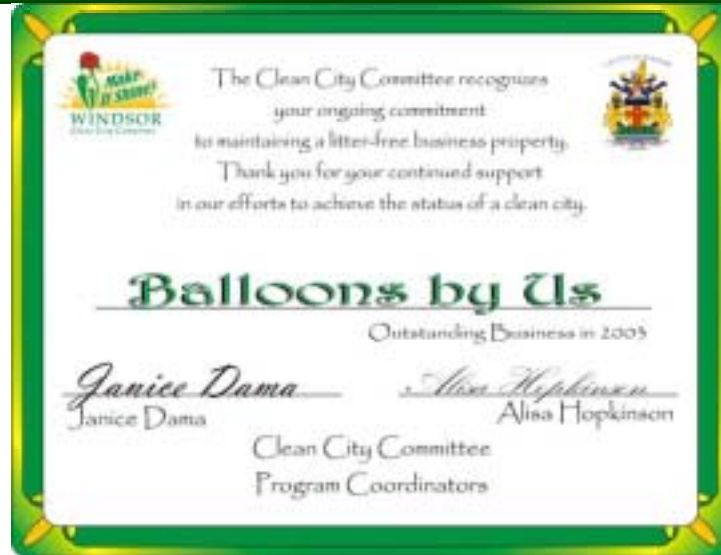
Property surrounding business status:
Fail 1 2 3 4 5 6 7 8 9 10 **Pass**

Property clear of graffiti:
Fail 1 2 3 4 5 6 7 8 9 10 **Pass**


- A **Pass/Fail card system** was created for businesses in response to complaints from local Business Improvement Areas about business cleanliness.
- Committee members visit local businesses and grade their cleanliness.
- If the businesses fail to meet the Clean Test they are revisited and re-evaluated to ensure they comply.
- The grading system includes: pedestrian trash receptacles, greenery free from debris, business trash container preparation and storage, recycling program, property surrounding business, and property clear of graffiti.



Tidy Business Award



- Rewards and public recognition add attractive incentive to participate in clean business practices.
- A newly developed program recognizes and rewards the efforts of businesses to combat litter and beautify their area.
- Citizens can nominate a business they deem worthy for the reward and the committee will review all nominations with surprise on-site visits.
- A Clean Business certificate will be presented to the businesses which meet cleanliness standards



SPONSORS

CASINO WINDSOR[™] *Cares*

CAW – Local 444	Canadian Waste Management
Windsor – Essex County Real Estate Board	Ecolad
Pillette Village BIA	Wheelers Printing and Copying
Wyandotte Towne Centre BIA	GreenCore Enterprises Inc.
Historic Olde Walkerville BIA	WestJet Airlines

- Although the private sector is not expected to cover the costs of staff and administration, some promotion and sponsorship funding can be achieved through solicitation to the private sector.
- It is important to persuade the private and not-for-profit sectors to participate in the funding and in-kind support needed for the purpose of supporting marketing, education and volunteer recognition



CASINO WINDSOR



- Casino Windsor Cares is our presenting sponsor for 2003 and 2004. It is with their assistance we have promoted our Litter Hotline on traffic signs throughout the City.



ECOLAD



- Ecolad has donated 100 locations throughout the City of Windsor to display our no litterbugs and stash your trash messages.



FUNDRAISING

- To raise funds for the CCC and to divert hazmat from landfills
- Toner cartridge collection is now corporate wide



- The CCC in conjunction with GreenCore is collecting toner cartridges, Corporate-wide, in an effort to divert hazardous materials from reaching the landfill and as a fundraising venture for the Clean City Committee.
- Bins have been set up at different locations to collect all cartridges, with most being used for research to discover alternative uses of the plastic container.



EDUCATION

- Litter does not take a break in the summer, neither does education
- Education leads to prevention
- Staff have visited both schools and day camps



- We also believe educating citizens, both young and old, is key to preventing litter from ending up on streets, alleyways and vacant lots.
- It is the philosophy of the CCC that, since litter does not take a break in the summer, neither does education.
- For starters, the staff have visited grade schools and daycamps with requests from school principals and daycamp coordinators to re-visit.



40 HOURS

Forty Hours of Community Service? No Problem!

- Target high school students with United Way
- Attend volunteer fairs
- Meet with volunteer coordinator to discuss options



- Litter in and around high schools is a major problem facing local residents.
- Prior to graduating from high school, students are required to complete 40 hours of volunteer service.
- Invite students to register for a cleanup to benefit both the environment and the student collecting the hours.



40 HOURS



- Presentation assistant
- Create an educational presentation
- Conduct a litter audit
- Help promote the Clean City Committee initiatives.
- Create a mini-film on the effects of litter on citizens and their community

Other options available for community service are:



UNIVERSITY



- A university spring “clean out” is in the works to alleviate illegally dumped furniture in the university core
- A charitable organization will collect the usable furniture for fundraising

•Great Move-Out Day: It is a furniture exchange and throw out event for University of Windsor students at the end of the school year. It is aimed at reducing the amount of furniture lying around on the boulevards throughout the university area once the students move out in the spring.

•How it works: Volunteers from the university would be responsible for coordinating this effort and moving the furniture that is no longer useable into the roll off bin. Since it will be contained on the university parking lots there isnt any need to close off any streets, etc.

•Any horrible furniture goes into the roll off container, and the rest can be collected by the participating charity. At the end of the day the leftovers can be put in the roll off containers so you dont have a big mess left on your hands.



NEW DRIVERS



- Educating new drivers as to the rules of the road regarding proper waste disposal

- New Driver Program educates the new drivers on litter abatement habits and the fines and bylaw violations associated with littering and dumping.
- This program was created due to the number of complaints received on the Litter Hotline.
- Once in their vehicles, people experience a sense of anonymity which allows them to litter and dump without fear of repercussion. Driver education programs (such as CAA) distribute the brochures to their students.
- The brochures specifically promote safe driving habits and environmentally responsible behaviour.
- *It is often the case that people talk about driving in terms of it being a right that they possess.*



NEW CITIZENS

- Provide multi-lingual brochures, specifically designed to educate new citizens on litter prevention and responsibilities of proper refuse disposal for Windsor



- New Citizens Program aims to combat litter and illegal dumping by overcoming cultural attitudes towards refuse disposal and litter standards.
- Towards this end, new citizens to Windsor, receive multi-lingual brochures, specifically designed to educate on litter prevention and proper refuse disposal.
- They are distributed through new immigrant associations, landlords and non-profit organizations



VOLUNTEER

- Volunteer brochures are distributed to:
- United Way in an effort to reach persons interested in volunteering for clean-ups and community service opportunities
- They are also given to high school volunteer coordinators to reach the students



- **Volunteer** brochures are distributed to the United Way in an effort to reach persons interested in volunteering for cleanups and community service opportunities.
- They are also given to volunteer coordinators at high schools to encourage students to earn their volunteer hour quota doing something not only helpful for our environment but also in a way offers presentation and communication skill-building.



PAST...PRESENT...FUTURE

- PITCH-IN
- RICKY RECEPTACLE
- ROSE CITY CLEAN SWEEP
- LITTER HOTLINE
- TIDY BUSINESSES
- GRADE SCHOOL PRESENTATIONS
- REVIEW ILLEGAL DUMPSITES AND LITTER COMPLAINTS
- HIGH SCHOOL PRESENTATIONS
- NEW CITIZENS
- NEW DRIVERS
- SPRING CLEANING THE UNIVERSITY
- COLLECTING TONER CARTRIDGES
- SPONSORS AND FUNDRAISING

- The staff have worked to create a comprehensive Litter Abatement program to meet a variety of complaints / needs.
- New programs are created in response to new complaints to meet the needs as they arise (supply/demand theory)



- A partnership was formed consisting of a Clean City Office in the Environmental Services Division requiring two (2) full-time Promotion/Marketing/Volunteer Coordination staff.
- This office is supported by a Council appointed Committee-the Clean City Committee to help oversee the work of the Clean City Office and persuade the private and not-for-profit sectors to participate in the funding and in-kind support needed for the Offices Program re: marketing, education, volunteer recognition, etc.
- The CCC is now an official committee of council.



- Due to the achievements of the CCC, the City of Windsor has made a commitment to create a Clean City Office to allow staff to focus less on the task of fundraising and more upon the creation and implementation of new programs.
- Furthermore, a commitment by the City allowed more permanency in staffing and provided more consistency for the Clean City program.



ALL TOO FAMILIAR



- Without the Clean City Committee, scenes like this could become a mainstay in Windsor. This is NOT the image Windsor wishes to convey to residents or tourists.
- Does this image seem familiar to you?

Improving Windsor's environment and economy through public education, community beautification, graffiti abatement and litter awareness programs.

Larger goal beyond Windsor is to work with other municipalities, by forming contacts through the development of a network of a **Clean City Community.**

- The goal of the Clean City Committee is...



CLEAN CITY COMMUNITY



- Welcome to a Clean City Community.



For more information on this presentation please contact:

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