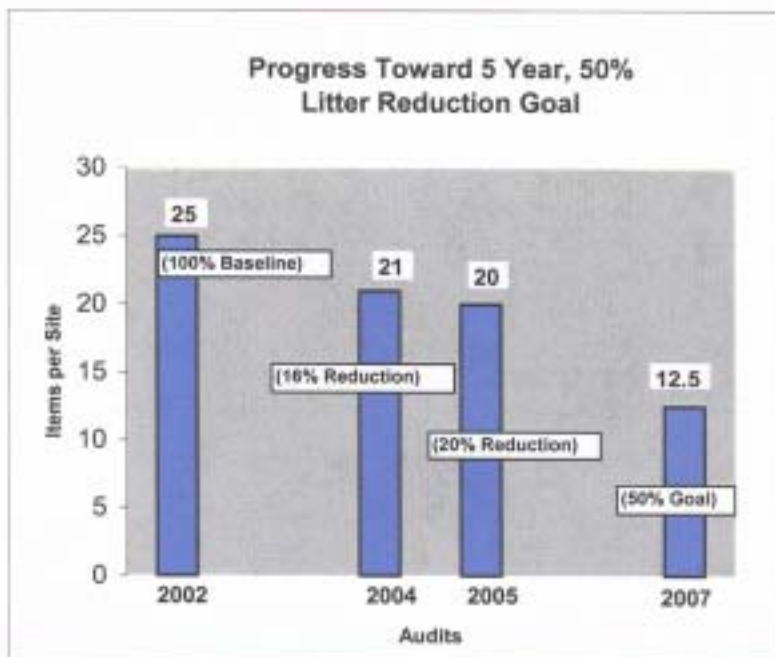

Backgrounder

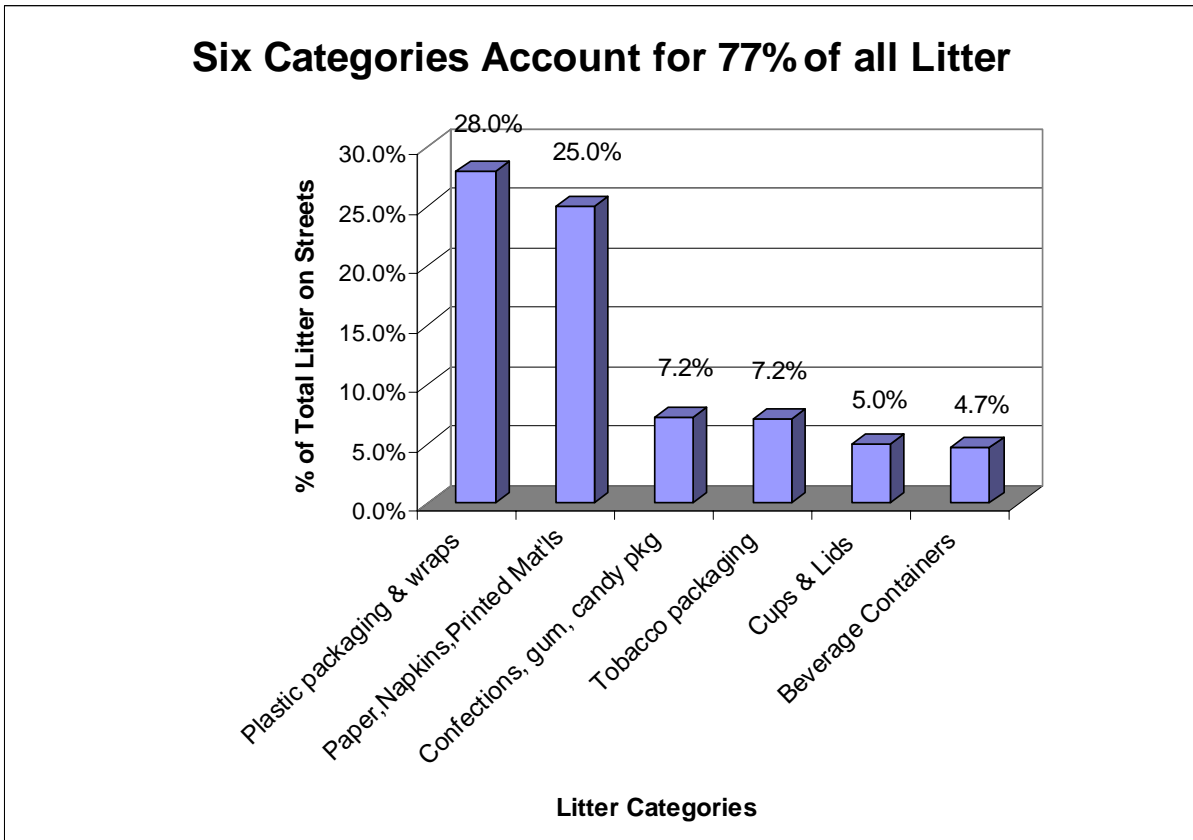
October 6, 2005

City of Toronto 2005 Litter Audit Results

Audit Results:

- 20% reduction in litter in 2005 compared to 2002 baseline audit results and a 4% reduction compared to 2004 results
- In 2005 there were, on average, 20 pieces of litter per site vs. 21 pieces per site in 2004 (vs. 25 pieces of litter per site in 2002)
- Reducing litter by 20% over three years represents significant progress towards achieving City's 50 percent reduction goal over the five-year timeframe of 2002-2007
- The City of Toronto conducts litter audits to develop a trend analysis for the purpose of measuring the impact of litter reduction programs. Audits report the composition and occurrence of litter in the City and provide guidance in focusing litter management efforts. An understanding of the composition of litter is also essential for future discussions regarding the possible inclusion of municipal litter management costs in Waste Diversion Ontario funding. Previous audits, done in 2002 and 2004 were reported to the Clean Streets Working Group, through Works Committee and then to City Council.





Six Categories = 77% of Litter

Plastic packaging & wraps	28.0%
Paper, Napkins, Printed Materials	25.0%
Confections, gum, candy packaging	7.2%
Tobacco packaging	7.2%
Cups & Lids	5.0%
Beverage Containers	4.7%
	77.0%

Large litter audit results:

- For the first time since Toronto began conducting litter audits in 2002, plastic items are the most significant type of litter observed – equal to 28% of total litter counted (1,526 out of 5,412 pieces). In 2002 and 2004, paper products were the most prevalent material found.

Littered plastics include plastic packaging, wrap, retail and non-retail bags, drink cups, jars and bottles, composite packaging, utensils, zipper and sandwich bags, beverage containers, trays, plates, carrying rings and miscellaneous plastic items.

- Paper products are the second most significant material type of litter observed in the 2005 audit. Paper products comprise 25% of large litter items counted (1,357 out of 5,412 pieces).

This measurement is less than the 2004 litter audit finding of 39% and the rate of 42% found in 2002. Paper materials include writing and business papers, paperboard, cardboard, towels and napkins, newspapers, books, flyers, printed materials, business forms, and stationery.

Top five least-littered sites sampled (below average # of <20 litter items per site):

- 1) Moorefield Dr. in Scarborough community (Lawrence & Port Union area, on Moorefield just west of Brimforest Gate)
- 2) Woodland Heights in Toronto community (Queensway & Parkside area, west of Grenadier Pond, Hyde Park on Woodland Heights, up a hill, past the 'Y' intersection)
- 3) Beffort Rd. in North York community (Dufferin & Wilson area, north of Wilson, Dufferin becomes Beffort Rd., site is 200 ft. north of street name change)
- 4) Heaton St. in North York community (Sheppard & Bathurst area, on Heaton St., off Codsell, just north of Sheppard off Bathurst)
- 5) Burnamthorpe Park Boulevard in Etobicoke community (Burnamthorpe & Kipling area, on Burnamthorpe just west of Wembley)

Top five most littered sites sampled:

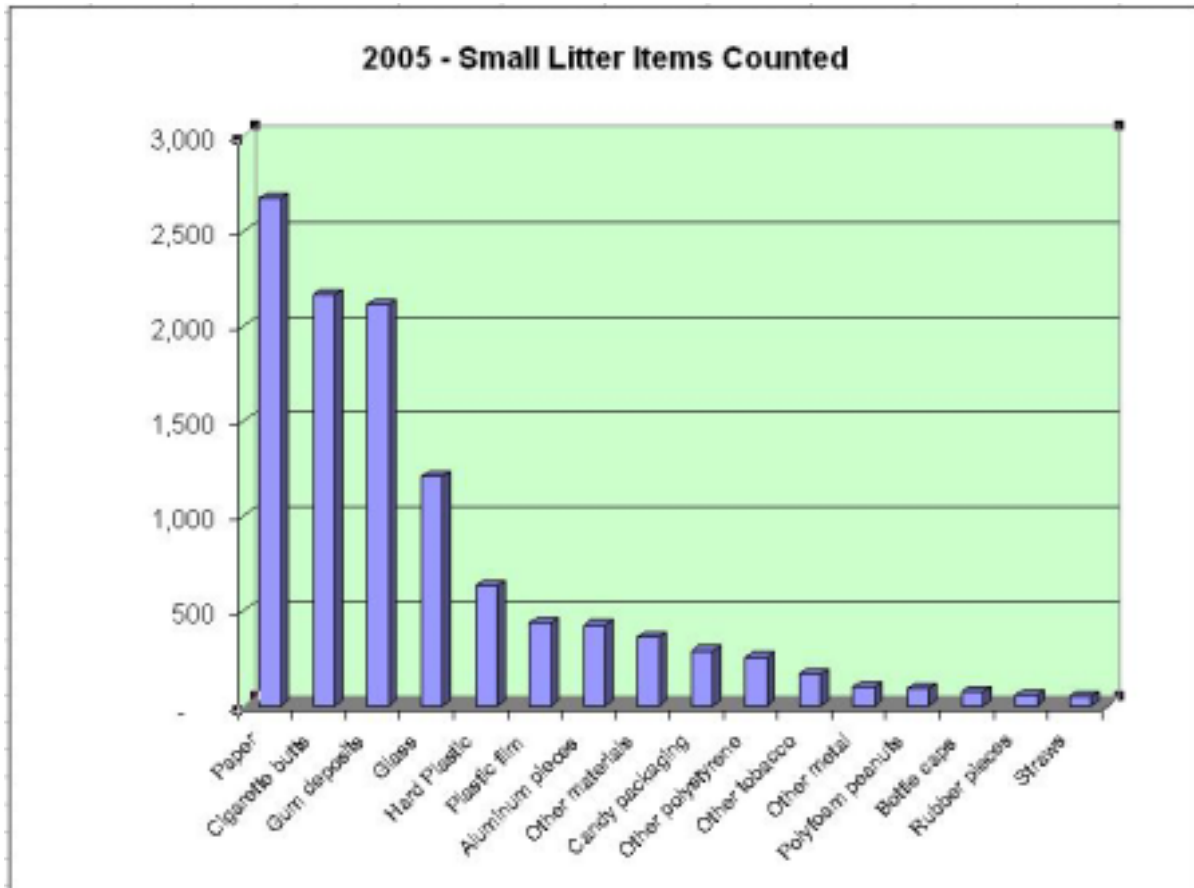
- 1) Browns Line in Etobicoke community (Browns Line & Lakeshore area, north of Lakeshore on east side of Browns Line just over the bridge and before Dover Dr.)
- 2) Cooper St. in Toronto community (Yonge & Queens Quay E. area., Cooper is north of Queens Quay and east of Yonge)
- 3) Dundas St. E. in Toronto community (Dundas & Sherbourne area, on Dundas between Sumach and Wyattmark)
- 4) Caledonia Rd. in Toronto community (Caledonia & St. Clair Ave.W. area, on Caledonia just 50 ft. north of St. Clair)
- 5) Booth Ave. in Toronto community (Queen & Broadview area, on Booth just 500 ft. south of Eastern Ave.)

Methodology:

- The 2005 litter audit follows up on the 2004 and 2002 baseline litter audits and used the same methodology. The same professional firm, MGM Management conducted all the litter audits.
- The 2005 audit examined a total of 270 sites chosen by computer using GIS (Geographical Information System) software. Audited the same 247 randomly selected sites as 2002/2004, which included at least two sites in each Ward, with the addition of 23 new sites to broaden the number of sites audited to ensure randomness of site selection
- Litter classified into two primary groups: **large litter** is an item over four square inches (>4 sq.”) and **small litter** is anything below that size (<4 sq.”). Often this small litter could be less than 25 cm², making it difficult to identify and count in a reasonable time frame.
- Auditor marked out a 350 square metre (350m²) site, measured the number of pieces and type of litter, photographed each site, tape-recorded and transcribed observations, noting pertinent information, such as the nearby presence of a convenience store, transit stop, EUCAN silverbox
- In 2004 small litter methodology was enhanced to conduct a statistically valid small litter sample at 47 “Super Sites” (these “Super Sites” were selected from the most littered sites). This small litter count forms the baseline for comparison in the 2005 and other future audits
- In 2005, the number of Super Sites examined was increased to 68 locations for detailed small litter sampling. These Super Sites all had above average large litter counts. In 2005, a total of 51,659 pieces of small litter were counted at the Super Sites.

Summary of 2005 small litter items audit:

- Chewing gum, cigarette butts, paper and glass comprise the top four items or 81% of the small litter observed
- 38% of small litter was chewing gum (~19,569 deposits). While one 2005 site had over 3,000 gum deposits in a 200’ x 8’ area, the average concentration of gum deposits = 288 per site.
- 22% of small litter was cigarette butts, with some sites recording 580 butts
- Tobacco litter (foil/paper packaging, matches, cellophane, cigarette and cigar butts) comprise 7.2% of total litter observed in 2005
- The occurrence of smoking outside of public buildings is likely a factor.
- The gum and cigarette butt counts point to the need for specialized litter receptacles for these items to provide a safe and convenient alternative to littering.



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