



Hamilton

INFORMATION UPDATE

TO:	Mayor and Members City Council
DATE:	April 25, 2019
SUBJECT:	Cigarette Litter Prevention Program (ES19014) (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Craig Murdoch Director, Environmental Services Public Works Department
SIGNATURE:	

This Information Update is to inform the Mayor and Members of Council about the Cigarette Litter Prevention Program activities and awareness and education program that began April 15, 2019.

The Cigarette Litter Prevention Program (CLPP) was created following a motion to the General Issues Committee on May 2, 2018 and approved by Council May 9, 2018 recommending:

- (a) That staff be directed to investigate and identify potential funding sources, in the approximate amount of \$35,000, to develop an education campaign to address the littering of cigarette butts; and,
- (b) That staff be directed to investigate the feasibility, costs and other considerations of targeted enforcement measures to address cigarette butt litter and report back to the Planning Committee.

In reference to the first recommendation, staff identified the Main Street Revitalization Initiative provided by the Ontario Ministry of Agriculture, Food and Rural Affairs and administered by the Association of Municipalities of Ontario as a funding source for the CLPP. The Main Street Revitalization Initiative helps municipal governments undertake main street revitalization activities that support and benefit small businesses.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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Respecting the second recommendation, report PED18154(a) went to Planning Committee on September 18, 2018 which summarized the feasibility, costs and other considerations of targeted enforcement measures to address cigarette butt litter. On September 26, 2018, Council approved a motion for a one-year pilot program to implement enforcement measures to address cigarette butt litter following a nine-month awareness and education campaign.

The Cigarette Litter Prevention Program Awareness and Education Campaign:

The CLPP is supported by the Keep Hamilton Clean & Green Volunteer Advisory Committee and community partners including the Downtown Hamilton BIA, International Village BIA, Barton Village BIA and Green Venture.

The goals of the CLPP are:

- Contribute to an enhanced quality of life for our citizens through clean and green initiatives;
- Support community and stakeholder engagement through partnerships, collaboration and consultation; and
- Contribute to the social, economic and environmental wellbeing of Hamilton.

The objectives of the CLPP are to reduce the negative environmental, economic and quality of life impacts associated with cigarette litter by:

- Increasing the availability of cigarette waste receptacles in public spaces;
- Decreasing the amount of existing cigarette litter in public spaces, and;
- Raising public awareness and encouraging smokers to manage their waste responsibly and safely.

An awareness and education campaign has been developed to address the negative impact of cigarette litter. The campaign messaging:

- Is factual and informative;
- Utilizes images of cigarette butts to remind readers and viewers of the unsightliness of cigarette litter;
- Uses bold colours to stand out against common colours in nature and architecture; and
- Asks Hamiltonians to consider why cigarette litter is an issue when disposing of cigarette butts properly is simple.

Sample images from the campaign are included in Appendix "A".

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Since April 15, the following tactics have been used to achieve the CLPP goals and objectives:

- Visual cigarette litter audits in Downtown BIA, International Village BIA and Barton Village BIA to establish a baseline measure of cigarette litter and identify cigarette litter “hotspots”;
- Wrapping free standing litter (Jubilee) containers with ashtrays with a brightly coloured adhesive wrap to help smokers easily locate existing ashtrays;
- Installing additional cigarette receptacle units in underserved yet high pedestrian traffic areas;
- Transit shelter advertising in 20 locations on James Street (North and South), John Street South, York Boulevard, Main Street (East and West), King Street (East and West), Wilson Street, Barton Street East, Ottawa Street North and Cannon Street East;
- Advertising in print, radio and online;
- Ongoing social media posts from the City of Hamilton’s Twitter and Instagram accounts and the Clean & Green Facebook account;
- Posters sharing factual messaging about the impact of cigarette litter distributed to public facing City facilities (libraries, Municipal Service Centres, recreation centres, arenas), City offices and BIAs;
- Coasters for bars and restaurants to share with their customers; and
- Creative community partnerships and engagement to raise awareness about the impact of cigarette litter and encourage smokers to put their waste in the right place.

Each year, A Greener Future coordinates a Canada wide cigarette litter clean-up called the Butt Blitz. This year, the City of Hamilton is partnering with A Greener Future to host the Butt Blitz ‘grand finale’ in five different locations in Hamilton on Saturday, April 27. The goal is to engage residents to collect 50,000 cigarette butts which will be sent to be recycled. Local clean-ups will be led by the Downtown Hamilton BIA, International Village BIA, Barton Village BIA and Green Venture (Kenilworth Avenue North). City staff will be invited to participate in the Butt Blitz clean-up on April 27. The Butt Blitz event poster is included in Appendix “B”.

Should you have any questions regarding the CLPP, please contact Angela Storey, Manager of Business Programs, at extension 6483.

APPENDICES AND SCHEDULES ATTACHED

- Appendix “A” – Cigarette Litter Prevention Program promotional items
- Appendix “B” – Butt Blitz event poster