



Corporate Report

NO: R057

COUNCIL DATE: APRIL 2, 2007

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **March 29, 2007**

FROM: **General Manager, Engineering** FILE: **0350-01**
General Manager, Parks, Recreation & Culture

SUBJECT: **Crime Reduction Strategy Initiative: City-Wide Clean-Up Event**

RECOMMENDATION

The Engineering and Parks, Recreation & Culture Departments recommend that Council endorse a week-long City-wide litter and graffiti clean up initiative, involving Surrey residents, existing Surrey volunteers, businesses, schools, community groups and City staff, which will be “kicked off” on April 21, 2007 and will run for a week through to April 28, which includes Sunday, April 22, Earth Day.

DISCUSSION

The “Safe Communities” interventions as recommended in the Surrey Crime Reduction Strategy, include:

1. Engage neighbourhoods in neighbourhood maintenance;
2. City beautification; and
3. Zero tolerance for graffiti.

Having public streets, parks and properties that are properly maintained can have a significant positive effect on neighbourhood safety. As an initiative in support of the Crime Reduction Strategy, it is proposed that the City combine efforts with the community in a Citywide clean-up effort this spring geared towards litter clean-up and graffiti removal throughout all communities in Surrey.

The “kick off” date for the event is proposed to be Saturday, April 21, 2007. The community clean-up initiative will run for the entire week (from April 21, 2007, to Saturday, April 28, 2007).

To encourage community interest and participation in the week long event, staff is in the process of mobilizing the City’s volunteer groups such as Adopt-A-Street, Partners-in-Parks, Lend-A-Hand, etc. These volunteer groups include many of Surrey’s schools, businesses, and community associations and groups. In addition, the General Manager of each department will be encouraging their staff to volunteer some of their time on April 21 to assist in the clean-up initiative. Staff will also be coordinating an advertisement

campaign geared towards attracting interest from the public at large. Publicity will include press releases, a media event for Mayor and Council, advertisements in Surrey's local newspapers and information on the City's website.

City support for the clean-up activities will include staff involvement in the clean-up activities, the provision of garbage bags to organized crews, the collection of filled garbage bags as outlined below, and the supply of graffiti removal materials where appropriate.

Volunteers will be encouraged to dispose of any collected litter through their existing garbage bins (businesses) or with their curbside garbage (residents). Accordingly, the City will allow all Surrey residents to place an additional bag/can of garbage at curbside during the week-long event at no additional cost (i.e., one additional bag/can over the weekly 2-can limit). In addition, staff will arrange for the collection of any additional full garbage bags that have been left along the roadside or in parks, at designated locations, by participating volunteers. This program is intended to clean the City's public areas (e.g., roadways, boulevards, parks and plazas) but is not intended to be a replacement program for the Clean-up Week curbside collection of unlimited quantities of private waste. The event is focused on encouraging residents and businesses to clean and tidy up their own properties and adjacent public property for an overall improvement in neighbourhood appearance. Private waste can be disposed of at the North Surrey transfer station where a tipping fee must be paid and the bulky item residential pick-up program remains in effect for large items that qualify for this program.

This event is intended to concentrate publicity and volunteer activity into a one-week event to heighten public awareness of the need to keep the City clean and tidy. It will build on the capacity of the volunteer groups previously established and, hopefully, prompt new groups to be formed.

The cost for this event will be absorbed through the Engineering Operations' Street Sanitation Budget and the Parks Operations' Budget.

Street sweeping of winter snow and ice control sand and other roadside waste has already begun and will continue through to mid-May.

CONCLUSION

In accordance with the recommendations of the Crime Reduction Strategy, the City is arranging a City-wide litter and graffiti clean-up event geared towards community involvement in litter pick-up and graffiti removal. The week-long event will be initiated on April 21, 2007, and will run until Saturday, April 28, 2007 and will include Earth Day, which is Sunday, April 22, 2007.

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