

NO: R068

COUNCIL DATE: April 11, 2022

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **April 7, 2022**

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

SUBJECT: **2022 Love Where You Live Campaign**

RECOMMENDATION

The Parks, Recreation & Culture Department and Engineering Department recommend that Council:

1. Receive this report for information; and
2. Endorse the 2022 Love Where You Live Campaign, as described in Appendix “I”.

INTENT

The purpose of this report is to provide Council with information on the fourth annual “Love Where You Live” (“LWYL”) Campaign, set to be launched on April 23, 2022.

BACKGROUND

In April 2019, the City launched the first LWYL campaign which introduced an enhanced focus on litter clean-up, illegal dumping clean-up, graffiti removal and beautification throughout all neighbourhoods, streets, parks, and properties in Surrey.

The campaign challenged residents, businesses, schools, and community groups to show their civic pride and work together to enhance the overall cleanliness of the city. By focusing on various clean-up and beautification projects throughout the city, the LWYL campaign has demonstrated the City’s commitment to civic beautification and encouraged the public to get involved in this clean-up initiative to ensure a clean, safe, and healthy community.

DISCUSSION

Since its inception in 2019, the LWYL campaign has been well received and has delivered positive results. Each year, LWYL mobilizes community members and City staff to make Surrey cleaner and more beautiful. The LWYL campaign is based on the following goals:

- Demonstrating the City's commitment towards providing a clean, safe and healthy community;
- Challenging residents, volunteers, businesses, schools and community groups to show their civic pride and work together to further enhance the overall cleanliness and beautification of the city;
- Focusing staff and operational resources on strategic clean-up and beautification projects throughout the city; and
- Raising public awareness on the impacts of litter, dumping and graffiti, while also promoting City clean-up and beautification programs and services.

The 2020 and 2021 LWYL campaigns were adjusted to support activities that adhered to physical distancing protocols associated with the COVID-19 pandemic. There was less emphasis on large group clean-up projects, and more emphasis on small projects and individual actions. The 2022 LWYL campaign will continue with the successful emphasis on small projects and individual actions and will also begin to reincorporate support for large events into the campaign programming. Staff will continue to observe public health measures and plan programming accordingly.

2022 Love Where You Live Campaign and Kick-Off Event

Building on the success of the previous campaigns, the City will launch the fourth annual LWYL campaign on April 23, 2022. A kickoff event will be held on that date in partnership with the Newton Green Team - a group of community members who perform weekly clean-ups of their neighbourhoods. The event will take place at Cougar Creek Park and will include a natural area planting and a clean-up.

The LWYL campaign will follow the same overall framework as in previous years such as a focus on litter reduction, illegal dumping clean-ups, graffiti removal, and beautification throughout all neighbourhoods, streets, parks, and properties in Surrey.

Appendix "I" provides an overview of the various components and activities of the 2022 LWYL campaign. Monthly communications will be shared with Council regarding the events and clean-up initiatives planned.

Central Surrey Recycling and Waste Centre

The new Central Surrey Recycling and Waste Centre at 6711 – 154 Street is anticipated to open in June 2022. The facility will support the LWYL campaign by providing residents and businesses a year-round convenient location for Surrey residents and business to drop-off their recycling and garbage. The facility will be instrumental with reducing illegal dumping which is one of the core goals of the LWYL campaign. The facility will accept various categories of recyclables such as mattress, electronics, gypsum, furniture, appliances, paints, textiles, books, green waste ensuring waste is diverted from landfill.

FUNDING

Funding for the Love Where You Live campaign, as described in this report, is available in the 2022 Parks Recreation & Culture Department and Engineering Department Operating Budgets.

SUSTAINABILITY CONSIDERATIONS

This initiative supports the objectives of the City's Sustainability Charter 2.0. In particular, the initiative supports the Sustainability Charter 2.0 themes of Inclusion, Public Safety, and Ecosystems. Specifically, this initiative supports the following Desired Outcomes ("DO"):

- Community Pride and Engagement DO20: Surrey residents are proud of their community;
- Community Pride and Engagement DO21: All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life;
- Community Pride and Engagement DO23: Numerous active local clubs, groups and agencies contribute to the community's well-being;
- Community Safety and Emergency Services DO1: Residents are safe and have a strong sense of security in all neighbourhoods and throughout the City; and
- Natural Areas, Biodiversity and Urban Forest DO2: Surrey actively protects, enhances and restores its natural environment and habitats.

CONCLUSION

The 2022, Love Where You Live campaign will focus on litter clean-up, illegal dumping clean-up, graffiti removal and beautification throughout all neighbourhoods, streets, parks, and properties in Surrey. The initiative challenges staff, residents, businesses, schools, community groups, business improvement associations, community associations, and volunteers to work together to enhance the city.

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Appendix "I": 2022 Love Where You Live Campaign Summary

2022 Love Where You Live Campaign Summary

Programs and activities included in the 2022 Love Where You Live Campaign are outlined in this appendix, and include:

1. Love Where You Live Communications Campaign
2. Public Program and Participation Opportunities
3. Intensifying Internal Clean-up and Beautification Initiatives

1. Love Where You Live - Communication Campaign

This is a robust communications strategy that encourages and celebrates individual contributions to a cleaner and more beautiful Surrey and is a key component of the LWYL campaign. The overall goal of the LWYL communication campaign is to “promote and generate civic pride to ensure a clean and beautiful community.”

Key features of the communication strategy will include:

- Storytelling and profiling positive activities that residents, businesses and organizations are engaged in.
- Promotion of clean-up programs and participation opportunities open to the public.
- Education regarding positive behaviours and available resources to keep Surrey clean and beautiful.
- Showcasing the work of the City of Surrey in making Surrey clean and beautiful.

The campaign will be rolled out through the City’s website, social media channels, physical signage, and new “Love Where You Live” street banners.

2. LWYL Public Program and Participation Opportunities

Love Where You Live - Kickoff Event (2022 Program Expansion)

The Love Where You Live campaign will launch with a kickoff event on April 23rd at Cougar Creek Park.

School Programming (2022 Program Expansion)

LWYL is offering a new stream of programming focusing on schools and student participation. This includes resources to support school clean-up activities and also includes a variety of beautification and enhancement focused activities for students to show their pride for where they live.

Love Where You Live - Launch Video

The Love Where You Live campaign will launch during the week of April 11th with a video celebrating the range of contributions from community members and staff that contribute to keeping Surrey clean and beautiful. This will also function as a call to action to motivate people to get involved once the campaign launches.

20 Minute Cleanup Challenge

The 20 Minute Cleanup Challenge is a volunteer opportunity, that challenges residents to commit to cleaning their neighbourhood for a minimum of 20 minutes per week over the course of the

campaign. Challenge participants can track their hours and receive graduation credits. Equipment (litter pickers and bags) will be provided to volunteers at designated pick-up locations and times during the campaign period. All volunteers will take part in an online training module that teaches litter-picking safety, how to avoid damaging natural areas, and what to do when encountering issues such as illegal dumping.

Neighbourhood Clean-up Registration

Community members and businesses can register their clean-up event on the LWYL webpage. The City will support residents by providing equipment, picking up litter, and providing additional support for picking up bulky items.

Repair and Reuse Event

Staff will pilot a “Repair and Reuse” event. The event will provide an opportunity for residents to work with selected repair specialists to learn how to repair household items. Items may include small appliances, computers, electronics, and bikes. The event will provide options to sustainably manage the life cycle of household items instead of tossing them in the garbage when they are no longer working.

Large Item Pick-up

The City provides the Large Item Pickup (“LIPU”) service to single-family households and apartment buildings. The LIPU service is a convenient and free disposal option for residents to get rid of their unwanted items throughout the year. Items include mattresses, furniture, large appliances, electronics, tires, and other small household items. The City collects over 68,000 items from households, keeping these items off city streets, parks, and other property. This service is integral to maintaining a clean city and as part of the LWYL campaign. Staff will be promoting and raising awareness of the LIPU service to increase participation and ensure that bulky items are properly disposed of.

Pop-up Junk Drop Event

The Pop-up Junk event taking place on June 26 will allow Surrey residents to dispose of unwanted items at one convenient location and at no cost. Items that are dropped off, will be separated into the various waste streams on site, to ensure maximum diversion from landfills. This event has proven to be very popular, with approximately 1,800 visits by Surrey residents in prior years.

Beautification and Enhancement Grants

The Community Enhancement Partnership (“CEP”) Program provides Neighbourhood Enhancement Grants of up to \$3,000 for a neighbourhood beautification project, or up to \$1,000 for an event that helps connect people. The Neighbourhood Enhancement Grant guidelines will be updated to require a plan for social distancing as part of the application. This grant will be promoted throughout the LWYL campaign, with examples of beautification projects and activities that are safe and fun.

Park Clean-Ups

“Pop-up” clean-ups will be organized in popular parks after busy use days, to provide park visitors with the opportunity to help clean up litter. Key parks include Bear Creek Park and other highly used spaces. This program helps residents take care of their favourite parks.

Business Engagement

Businesses will be engaged in LWYL through a variety of business-oriented opportunities. This includes the CEP Program that offers grants to businesses to beautify their façade and enhance streetscapes. This grant opportunity will dovetail with the Love Where You Live campaign by

encouraging businesses to take advantage of the grant and commit to cleaning their local area. Businesses that make a difference in keeping Surrey clean and beautiful will be profiled on social media.

3. Intensifying Internal Clean-up and Beautification Initiatives

City-wide Clean-up Blitz

City staff, along with contractors, will be mobilized to complete a two-week clean-up blitz to enhance clean-up coverage of the city. The following will take place in each town centre area:

- Street sweeping, litter pick-up, dumped item removal, and graffiti removal;
- Clean-up of unsightly properties; and
- Clean-up and maintenance of park assets.

The Clean-Up Blitz will start in City Centre and move to different town centres through the course of the campaign.

All-Season Placemaking Lighting

All-season decorative lighting will be installed and maintained in areas of high pedestrian activity. Enhanced lighting in tree canopies will beautify areas and provide an increased feeling of safety.

Love Where You Live Street Banners (2022 Program Expansion)

This year, Love Where You Live street banners will be added to strategic locations to raise awareness of the campaign. Starting in April, the City will begin rolling out its 2022 street banners. The rollout of all street banners will take place from April through May. The purpose of street banners will be to enhance beautification, build a stronger sense of community, and boost civic pride.

Natural Areas Clean-Up

The Surrey Natural Areas Partnership (“SNAP”) will be active throughout the summer removing invasive plant species and cleaning up natural areas throughout Surrey.