

NO: R192

COUNCIL DATE: November 14, 2022

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **November 10, 2022**

FROM: **General Manager, Parks, Recreation & Culture
General Manager, Engineering**

FILE: **0550-20**

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

RECOMMENDATION

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

1. Receive this report for information; and
2. Endorse the continuation of the Love Where You Live Campaign as generally described in this report.

INTENT

The purpose of this report is to provide Council with information on the Love Where You Live (“LWYL”) Program and the fourth annual campaign that ran from April to September 2022, and to receive Council endorsement to continue the campaign in 2023.

BACKGROUND

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

The campaign challenges 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 Program demonstrates the City’s commitment and encourages the public to get involved in this important initiative to ensure a clean, safe and healthy community.

DISCUSSION

The LWYL Program began in 2019 as a coordinated and intensive campaign to clean and beautify Surrey. The LWYL Program 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.

In 2019, the LWYL campaign was well received and delivered positive results. In 2020 and 2021, due to the public health measures associated with the COVID-19 pandemic, the campaign was adjusted to support activities that adhered to physical distancing principles and public health measures. There was less emphasis on large group clean up projects, and more emphasis on small projects and individual actions. The 2022 LWYL campaign continued to encourage small group and individual activities that promote a cleaner and more beautiful Surrey, and also began to return to the large group clean-up format.

The 2022 LWYL campaign had three streams of activity:

1. Communications Campaign;
2. Public Program and Participation Opportunities; and
3. Internal Clean-up and Beautification Initiatives.

Communications Campaign

A robust communications strategy that encouraged and celebrated community contributions to a cleaner and more beautiful Surrey was a key component of the LWYL campaign. The overall goal of the LWYL campaign was to promote and generate civic pride to ensure a clean and beautiful community.

Through tweets, videos, paid advertising and sharing stories of people doing positive work, people were inspired to help take care of their city. Since LWYL began, there has been more than 21,000 unique visits to the LWYL webpage and online resources. In 2022, the communications strategy led to over 5,000 unique visits to the LWYL website.

Public Program and Participation Opportunities

More than 1,400 hours of volunteer time were mobilized through public participation opportunities through LWYL in 2022. This included:

- Over 400 volunteers contributed more than 500 hours to LWYL volunteer activities (including volunteering for the 20 Minute Challenge and participating in LWYL-organized clean-up events);
- 50 community cleanups organized by community groups such as community associations and Block Watches;
- More than 700 hours contributed through the Park Cleanup program at 20 park cleanups; and
- 4,000+ trees purchased by Surrey residents through Surrey's tree sale program to plant trees on private property to make them greener and beautify their neighbourhoods.

In addition to these City programs, LWYL built relationships with and provided support to numerous community-based groups in their ongoing community cleaning initiatives.

Internal Clean-up and Beautification Initiatives

In May 2022, staff and contractors were mobilized to complete a two-week clean-up blitz of the entire City to kickoff the campaign. Highlights of work completed include:

- City staff and contractors cleaned up over 208 kilometres of Surrey roads weekly during the campaign period collecting over 4,681 garbage bags of litter;
- 3,185 illegal dumping sites were cleaned up throughout the LWYL campaign;
- Over 26,253 items were collected as part of the large item pickup program keeping these items off of city streets, parks and other property; and
- City staff cleaned and removed graffiti from 289 locations.

Community Enhancement Partnership Grants

In 2022, the Community Enhancement Partnership (“CEP”) Program approved 30 grant applications for neighbourhood beautification projects, community celebrations and community clean-ups.

Central Surrey Recycling and Waste Centre Opening and Disposal Days Drop-off Event

The new Central Surrey Recycling and Waste Centre located at 6711 – 154 Street opened on September 9, 2022. The facility provides residents and businesses a convenient, and centralized location to drop-off recycling and garbage open 363 days per year. The facility will have a pivotal role with increasing waste diversion, reducing illegal dumping and decreasing travel time for Surrey residents. Various categories of recyclables will be accepted at the facility beyond Surrey’s curbside collection program such as mattresses, electronics, gypsum, furniture, appliances, paint, textiles, books and green waste, ensuring waste is diverted from landfill.

In addition, as part of the opening of the new facility, the City of Surrey worked with Metro Vancouver to provide free and discounted drop-off for residents at both Central Surrey and North Surrey recycling and waste centres from September 19 to October 2, 2022. The event helped promote the new Central Surrey Recycling and Waste Centre, helped residents get familiar with the site and provided residents with a cost-effective way to dispose of unwanted materials for free and at a reduced tipping fee. Over 5,000 Surrey residents dropped off over 850 tonnes of free recyclables, garbage, yard trimmings, gypsum and mattresses.

Wrap-up Event

A wrap up event was held October 26, 2022 at Queen Elizabeth Secondary School. Over 70 students participated in a clean up in the immediate area surrounding the school and tree planting in Queen Elizabeth Meadows Park.

City cleanliness and beautification are an important part of civic pride. Neighbourhoods, public streets, parks and properties that are well-maintained enhance perception of safety, deter nuisance behaviour, reduce negative effects on the environment and encourage economic development opportunities. Efforts toward a clean and beautiful City is the responsibility of

everyone, including Surrey residents, volunteers, businesses, schools, community groups and staff. The LWYL Program exemplifies these principles.

SUSTAINABILITY CONSIDERATIONS

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

- Community Pride & Engagement DO20: Surrey residents are proud of their community;
- Community Pride & Engagement DO21: All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life;
- Community Pride & Engagement DO23: Numerous active local clubs, groups and agencies contribute to the community's well-being;
- Community Safety & 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 Love Where You Live campaign experienced another successful year in 2022. Since April, residents, community groups, businesses and city staff have contributed to numerous clean-up initiatives. The 2023 Love Where You Live campaign is planned to launch in April 2023.

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