

NO: R070

COUNCIL DATE: April 15, 2019

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 11, 2019**

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

FILE: **0350-01**

SUBJECT: **Love Where You Live – Surrey Clean-up and Beautification Initiative**

RECOMMENDATION

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

1. Receive this report for information; and
2. Endorse the City-wide clean-up and beautification initiative branded as “Love Where You Live”, as described within this report.

INTENT

The purpose of this report is to provide Council with information on the new City clean-up and beautification initiative branded “Love Where You Live”, which will be launched on May 6, 2019.

BACKGROUND

City cleanliness and beautification are an important part of community enhancement and civic pride which ensures a cleaner, greener and healthier community for residents and businesses. Neighbourhoods, public streets, parks and properties that are well-maintained provide residents and businesses with a sense of ownership and pride in their community. In addition, outside the basic aesthetics and appearance of the City, it enhances perception of safety, deters nuisance behaviour, reduces negative effects on the environment and encourages 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 City currently has various clean-up programs and services, including waste collection services, litter collection, anti-graffiti work, maintenance of unsightly properties, as well as beautification efforts such as street banners, seasonal lights, volunteer programs and street furniture.

DISCUSSION

In order to respond to Mayor and Council's objectives for a clean city, a new clean-up and beautification initiative has been developed which will be hosted annually from May to October. The new initiative builds on past success and will provide an enhanced and heightened focus towards litter clean-up, illegal dumping clean-up, graffiti removal and beautification throughout all neighbourhoods, public streets, parks and properties in Surrey.

The new initiative will be branded "Love Where You Live" and will:

- Demonstrate the City's commitment towards providing a clean, safe and healthy community;
- Challenge 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;
- Focus staff and direct operational resources on strategic clean-up and beautification projects throughout the City; and
- Raise public awareness of the negative impacts of litter, dumping and graffiti, while also promoting City clean-up and beautification programs and services.

The initiative will be launched in May 2019. The "Love Where You Live" initiative will involve a series of activities from May to October. Staff have developed a comprehensive communications plan geared to promote and raise awareness of the "Love Where You Live" initiative with residents, business owners, schools and community groups on the role they can play in keeping Surrey clean and beautiful. This includes news releases, advertisements in Surrey's local newspapers, radio, digital billboards, transit ads, social media, and the City's website.

The following provides an overview of the various components and activities of the "Love Where You Live" initiative. These include ongoing cleanup and beautification initiatives, along with new and refocused programs and actions. Please refer to Appendix "I" for the dates of these events.

"Love Where You Live" Initiative Launch

The "Love Where You Live" initiative will be launched in May 2019. During this month-long launch, a number of high-profile clean-up and beautification events will be organized that will involve a staff litter clean-up challenge, school and community engagement, and a City-wide clean-up blitz. Further details on the launch event are described below.

Kick-off Event

A kick-off event will be held on May 6, 2019, where Mayor and Council will challenge staff, residents, volunteers, businesses, schools and community groups to get active in cleaning and beautifying Surrey. To demonstrate the City's commitment and support, a litter pick-up challenge during staff lunch hours will be hosted where City departments will compete to pick up litter around their respective facility buildings and area.

Community Clean-up Events

The City will be working with different Business Improvement and Community Associations to schedule large scale clean-up in different neighbourhoods. Neighbourhoods, community groups, businesses and schools are encouraged to organize their own litter clean-up and collectively contribute to beautifying Surrey. The City will supply equipment for these events. For 2019, we anticipate the event to attract over 1,500 volunteers that will be participating.

School Clean-up Challenge Event

The City will be working with schools to organize multiple challenge events to clean up parks and neighbouring streets through the Lend-a-Hand and Adopt a Street programs. The challenges will help raise awareness and educate students on the importance of a clean and beautiful City, while actively engaging students in activities. The participating school that picks up the most litter will receive a prize.

Telus Days of Giving

The Fraser Valley Telus Community Ambassadors are a group of retired Telus employees. Since 2010, members have partnered with Surrey Parks annually to beautify a local park for Telus Day of Giving. This year on May 25, 30-50 members will be volunteering from 9 a.m. to 1 p.m. to participate in park structure beautification work at Redwood Park. Volunteers will be tasked with cleaning and painting the picnic shelters and washroom buildings.

Kindness to Earth Clean-up Event

On May 9, 2019, approximately 650 students from Walnut Road Elementary will get together as part of the Lend-a-Hand program to clean up their local community and parks. The students will carry all the trash bags back to their school as a visual reminder of how we all can do better in taking care of our communities.

All-Season Placemaking Lighting

As a pilot program in 2019, all-season decorative lighting will be installed in areas of high-pedestrian activity. Enhanced lighting in tree canopies will beautify areas and provide an increased feeling of safety. Locations will include:

- City Centre near City Hall and City Central Mall;
- Newton at the bus loop and on 137 Street; and
- Cloverdale on 176 Street.

Surrey Street Banner Launch

Starting on May 8, 2019 in Semiahmoo, the City will begin rolling out a new collection of street banners for 2019. Each community will host a banner design, based on ideas from residents, that evokes unique features/imagery from the community. The rollout of all street banners will take place during April and June. The primary purpose of street banners will be to enhance beautification, build a stronger sense of community, and boost civic pride.

Cloverdale Hanging Baskets

On May 14, 2019, 130 hanging baskets will be installed on 176 Street in Cloverdale. The hanging baskets are unique to Cloverdale and a point of pride for the local community. These hanging baskets are installed in partnership with the Cloverdale Business Improvement Association.

City-wide Clean-up Blitz

City staff, along with various contractors, will be mobilized to complete a two-week clean-up blitz to provide higher clean-up coverage of the City. There will be a significant focus on cleaning up litter, dumped items, graffiti, and street sweeping along City streets, neighbourhoods, unsightly properties, and parks.

Community Clean-up and Beautification Projects

Following the May 2019 launch of the “Love Where You Live” initiative, which focuses on City-wide activities and actions, the focus will shift to a different community each month for the duration of the initiative. Staff will develop a cleanliness and beautification plan, as well as a calendar that will be unique to each community during that month. This schedule is outlined in the attached Appendix “I”.

Neighbourhood Clean-up Pilot Project

A pilot program will be initiated where the City will provide equipment and resources to assist residents and businesses that wish to carry out their own neighbourhood clean-up project. This will provide groups with a convenient option for collection of waste items and free disposal, as well as helping to prevent illegal dumping. The pilot program will be on a request basis and each project will be reviewed to ensure it meets the program conditions.

20-Minute Clean-up Challenge

A weekly 20-minute clean-up challenge will be introduced to call on all residents, businesses and schools to clean up their property and nearby shared spaces. Participants will be encouraged to take 20 minutes out of their day to clean up around their property. This also provides an opportunity to go outside, be active, and help to clean up litter from their community. Participants will be encouraged to share their efforts with the City so that staff can highlight various clean-up efforts being completed across Surrey.

“Love Where You Live” Partnership and Day

A special day will be promoted in each community as a call to action for community members and community groups to get out and get active and make their community a cleaner space. In addition, partnerships with local groups, such as business improvement associations, community associations and others, will be developed to collaboratively implement clean-up and beautification projects designed based on their specific local environments and areas.

City-wide Clean-up Blitz

Outside of community-led projects, City staff, along with various contractors, will conduct the following in community areas:

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

Repair Café Pilot, Reuse Swap Meet Event and Pop-up Junk Events

The City will be introducing two new programs on a pilot basis as a measure to reduce the amount of waste generated and found illegally dumped:

1. On September 14, 2019, the City will pilot a Repair Café, where residents can bring items that require repair. They will work with repair specialists to help fix their items and return them to working condition. Several stations, including one for small appliances, one for computers and electronics, and one for bikes, will be available at the Repair Café event.
2. On September 21, 2019, the City will host a Reuse Swap Meet event. This venue will provide residents and businesses the opportunity to recycle unwanted household items, pick up fantastic reused goods, donate to charity, reduce illegal dumping, and increase waste diversion.

In addition to the above, the City will continue to hold Pop-up Junk events, which allow Surrey residents to dispose of unwanted items at one convenient location and at no cost. These events have proven to be very popular, with approximately 25,000 visits (1,800 per event) by Surrey residents.

Education and Awareness Campaign

Staff will be developing and implementing a multi-faceted marketing/public education campaign geared towards reducing and preventing litter, illegal dumping, unsightly properties, and graffiti. A significant component of this campaign will be to initiate and drive behavioural change and encourage community action. The awareness campaign will use various media outlets to get the message out to the public. The education and awareness campaign will fall under the “Love Where You Live” umbrella.

Results

Following the 2019 Love Where You Live campaign, staff will determine the success of the initiative by considering various aspects such as amount of litter collected, dumped items collected, unsightly properties cleaned, graffiti removed, beautification projects completed and participation from residents, businesses, schools, community groups and volunteers.

FUNDING

Funding for the “Love Where You Live” initiative, as reflected in this report, is available in the 2019 Parks Operations and Solid Waste budgets.

SUSTAINABILITY CONSIDERATIONS

The Love Where You Live 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

A new clean-up initiative, "Love Where You Live", has been developed to enhance and heighten focus towards litter clean-up, illegal dumping clean-up, graffiti removal and beautification throughout all neighbourhoods, public streets, parks, and properties in Surrey. This includes ongoing programs, along with new and refocused initiatives and actions that will fall under a "Love Where You Live" common brand. The initiative challenges and involves staff, residents, businesses, schools, community groups, business improvement associations, community associations, and volunteers. Therefore, staff recommend that Council endorse the City-wide clean-up and beautification initiative branded as "Love Where You Live", as described within this report.

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Appendix "I" – Love Where You Live Initiative Schedule

APPENDIX “I”

Love Where You Live Initiative Schedule

Date	Details	Location
Love Where You Live Program Launch		
May 6	City of Surrey Staff Challenge Kick-off Event – City Hall	City Hall, Operations Centre, South Operation, Rec Centres, Fire Halls, RCMP
May 6- May 31	School and Community Clean Up - Various Locations	Various Locations
May 7	Year-Round Light Program	Various Locations
May 8	Banner Program Kick-off - Semiahmoo	Various Locations
May 9	Kindness to Earth Clean-up Event	Walnut Road Elementary
May 14	Cloverdale Hanging Flower Baskets	Cloverdale
May 25	Telus Day of Giving	Redwood Park
May 26	Pop-Up Junk	Parks Operations Centre
School Clean-up and Beautification Challenge Event		
May 6 – June 30	Schools Cleanup and Beautification Challenge	Various Locations
City-wide Clean-up and Beautification Blitz		
May 6- June 1	Street Sweeping, Litter, Dumped Items, Unsightly Properties, Parks and Graffiti Removal	Various Locations
May 6 – June 1	Tree Planting and Park Clean-ups and Beautification Projects	Various Locations
Community Clean-up and Beautification Projects		
May	Beautification, Street Sweeping, Litter, Dumped Items, Unsightly Properties, Parks and Graffiti Removal	City Centre
June	Beautification, Street Sweeping, Litter, Dumped Items, Unsightly Properties, Parks and Graffiti Removal	Newton
July	Beautification, Street Sweeping, Litter, Dumped Items, Unsightly Properties, Parks and Graffiti Removal	South Surrey
August	Beautification, Street Sweeping, Litter, Dumped Items, Unsightly Properties, Parks and Graffiti Removal	Cloverdale

Community Clean-up and Beautification Projects		
September	Beautification, Street Sweeping, Litter, Dumped Items, Unsightly Properties, Parks and Graffiti Removal	Fleetwood
October	Beautification, Street Sweeping, Litter, Dumped Items, Unsightly Properties, Parks and Graffiti Removal	Guildford
Reuse Event, Repair Cafes Pilot and Pop Up Junk		
May 26	Pop-up Junk	Surrey Operations Centre
July 7	Pop-up Junk	Surrey Operations Centre
August 11	Pop-up Junk	Surrey Operations Centre
September 14	Repair Café	TBD
September 21	Reuse Swap Meet	Surrey Operations Centre