

NO: **R047**

COUNCIL DATE: **March 9, 2020**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **March 2, 2020**

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

FILE: **0350-01**

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

RECOMMENDATION

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

1. Receive this report for information; and
2. Endorse the 2020 Love Where You Live Campaign, as described in Appendix “I”.

INTENT

The purpose of this report is to provide Council information on the second annual “Love Where You Live” (“LWYL”) campaign, set to be launched on April 14, 2020.

BACKGROUND

In April 2019, the City launched the first LWYL campaign which provided 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 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 was able to demonstrate the City’s commitment and encourage the public to get involved in the new clean up initiative to ensure a clean, safe and healthy community.

DISCUSSION

In 2019, the LWYL campaign was well received and delivered positive results. Over the course of the six-month campaign, approximately, 5,000 bags of litter were collected from city streets and parks, 4,400 illegally dumped items were collected throughout the City, over 1,000 tonnes of material was collected at Pop-Up Junk Events and 600 pounds of waste was diverted at Swap Events. In addition, staff focused on several beautification projects to create more welcoming spaces. This included planting 13,000 trees and over 1,000 flower bulbs, installing 1,700 street

banners and over 2,000 feet of decorative lights. In addition, over 650 bags of invasive plants were removed.

2020 Love Where You Live Campaign

Building on the very successful 2019 campaign, the City will launch the second LWYL campaign on April 14, 2020. The campaign will be initiated in April 2020, tying in the City's Earth Day celebration event, Party for the Planet, held on April 18, 2020, and will run through until October 2020. The campaign will follow the same framework as in 2019 which will focus on litter reduction, illegal dumping clean-ups, graffiti removal, and beautification throughout all neighbourhoods, public streets, parks, and properties in Surrey. The campaign will feature a series of clean-up and beautification events, and will be promoted through media releases, social media, and the City's website.

Appendix "I" provides an overview of the various components and activities of the 2020 LWYL initiative. Monthly communications will be shared with Council about the events and clean up initiatives planned for each month.

FUNDING

Funding for the "Love Where You Live" initiative, as reflected in this report, is available in the 2020 Parks Operations, Community Enhancement and Solid Waste 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

In 2020, “Love Where You Live”, has been developed to heighten focus on litter clean-up, illegal dumping clean-up, graffiti removal and beautification throughout all neighbourhoods, public 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. Therefore, staff recommend that Council endorse the 2020 Love where you Live Campaign Plans as described within this report.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Scott Neuman, P. Eng.
General Manager
Engineering

Appendix “I” - 2020 Love where You Live Initiative

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2020 Love where You Live Initiative**“Love Where You Live” Launch**

The 2020 “Love Where You Live” will be launched on April 14, 2020. During this month-long launch, a number of high-profile clean-up and beautification events will be organized, including, 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

The kick-off event will be held on April 14, 2020, where members of Council will challenge staff, residents, businesses, schools and community groups to get active in cleaning and beautifying Surrey. To demonstrate the City’s commitment and support, a staff litter pick-up challenge will commence immediately following the speech during staffs’ lunch hour, with departments competing to pick up litter around respective facilities.

Annual Clean Sweep Event

Neighbourhoods, community groups, businesses and schools are encouraged to organize litter clean-ups and collectively contribute to beautifying Surrey. The City will supply equipment for each participant. In 2020, over 1,500 volunteers are anticipated to participate in this event.

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 that may include a pizza lunch as well as showcasing their efforts through the City’s media channels.

Arbor Day Celebration Event

The Arbor Day celebration will be taking place at Surrey Centre Cemetery on May 2, 2020 from 10:00 am to 1:00 pm. This event will attract many local families to take care of the park, plant over 50 shade trees, and provide maintenance to tree wells. The event will be full of family friendly activities and a barbeque.

Repair and Reuse Events and Pop-up Junk Events

Staff will host multiple, combined Pop-up Junk and Repair and Reuse Events to help increase waste diversion where residents can work with repair specialists to help fix their items back to working condition. Stations will include small appliances, computers, electronics, and bikes. Residents can also give away or take home gently used household items. Anything not taken will be donated to charity.

The City will also hold four independent 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 285,000 visits by Surrey residents since the launch of this event

20 Minute Clean-up Challenge

A weekly 20-minute clean-up challenge will be the focus again this year. This initiative will encourage 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 opportunity to go outside, be active, and help their community. Participants will be encouraged to share their efforts with the City on social media so that staff can highlight various clean-up efforts being completed across Surrey.

All-Season Placemaking Lighting

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.

Surrey Street Banner Launch

Also kicking off on April 14, 2020, the City will begin rolling out its 2020 street banners starting installation in South Surrey Town Center. Each Town Centre will host a banner design that evokes unique features/imagery from each community and are developed based on resident input. The rollout of all street banners will take place from April 2020 through June 2020. The purpose of street banners will be to enhance beautification, build a stronger sense of community, and boost civic pride.

The theme for the 2020 Public Art banners is “Surrey: Love Where You Live”. Public art street banners provide an opportunity for artists to share their creativity with the community, while also beautifying the City.

City-wide Clean-up Blitz

City staff, along with various contractors, will be mobilized to complete a two-week clean-up blitz to enhance clean-up coverage of the City. Staff will be targeting litter, dumped items, graffiti, and street sweeping along City streets, neighbourhoods, unsightly properties, and parks.

Town Centre Clean-up and Beautification Projects

Staff will develop a cleanliness and beautification plan, as well as a calendar that will be unique to each town centre during that month.

“Love Where You Live” Partnership Day

A special day will be promoted in each town centre as a call to action for community members and community groups to get out and get active in making 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 town centre 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.

Tree Sales

In addition to the existing tree sale that takes place during Party for the Planet, City staff will host a second tree sale in the autumn of 2020 to provide residents with another opportunity to purchase trees at a discounted price as incentive to plant more trees on private property.