

NO: R224

COUNCIL DATE: November 22, 2021

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **November 15, 2021**

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

FILE: **0350-01**

SUBJECT: **2021 Love Where You Live Campaign Summary**

RECOMMENDATION

The Parks, Recreation & Culture Department and Engineering Department recommend that Council receive this report as information.

INTENT

The purpose of this report is to provide Council with information on Love Where You Live (“LWYL”) Program and the third annual campaign that ran from April to September 2021.

BACKGROUND

In April 2019, the City launched the first LWYL Program 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 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 and 2020, the LWYL campaign was well received and delivered positive results. In 2020, due to the public health measures associated with the COVID-19 pandemic, the campaign was adjusted to support activities that adhere to physical distancing principles. There was less emphasis on large group clean up projects, and more emphasis on small projects and individual actions. Because of the positive results in 2020, and the continuation of Provincial health Guidelines, the emphasis for the 2021 campaign continued to encourage small group and individual activities that promote a cleaner and more beautiful Surrey.

The 2021 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. Through the course of the campaign the communications strategy led to over 11,000 unique visits to the LWYL website and resources.

Public Program and Participation Opportunities

More than 1,700 hours of volunteer time were mobilized through public participation opportunities through LWYL in 2021. This included:

- 208 volunteers contributed more than 700 hours as part of the 20-Minute Challenge volunteer opportunity.
- More than 1,042 hours contributed through the Park Cleanup program at 41 cleanups.
- 69 community cleanups organized by community groups such as community associations and Block Watches; and
- 4,000+ trees purchased by Surrey residents through Surrey's tree sale program to plant trees on private property in order to green 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, including the Newton Green Team and Surrey Crime Prevention Society.

In 2021, the Community Enhancement Partnership ("CEP") Program approved 20 grant applications. Among the 20 grants, 10 were Neighbourhood Enhancement Grants of up to \$3,000 for neighbourhood beautification projects and community clean-ups.

Other Clean-up and Beautification Initiatives

In May 2021, 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 3,200 garbage bags of litter;
- 7,926 illegal dumping sites were cleaned up at the conclusion of the LWYL campaign;
- Over 41,100 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 573 locations.

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. And 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 2021. Since April, residents, community groups, businesses and city staff have contributed to numerous clean-up initiatives. The 2022 Love Where You Live campaign will launch in April 2022. The Parks, Recreation & Culture Department and Engineering Department recommend that Council receive this report as information.

Laurie Cavan
General Manager,
Parks, Recreation & Culture

Scott Neuman, P.Eng.
General Manager,
Engineering