



ADMINISTRATIVE REPORT

Report Date: December 20, 2016
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Meeting Date: January 25, 2017

TO: Standing Committee on Policy and Strategic Priorities
FROM: General Manager of Engineering Services
SUBJECT: 2017 Street Cleaning Grants

RECOMMENDATION

THAT Council approve the 2017 Street Cleaning Grant Program totalling \$970,000 to the following recipients for programs that support improvements to street cleanliness, as detailed in the report, with funding from the 2017 Street Cleaning Operating Budget:

- Save Our Living Environment - United We Can (\$340,000);
- Coast Mental Health Foundation - Employment Services Program (\$240,000);
- Mission Possible Enterprises Society - MP Maintenance (\$240,000);
- Family Services of Greater Vancouver - Street Youth Job Action (\$60,000);
- The Kettle Friendship Society - SEED Employment Program (\$40,000); and
- Tides Canada Initiatives Society - The Binners' Project (\$50,000).

REPORT SUMMARY

This report recommends grants to six non-profit agencies totalling \$970,000 for supplementary street cleaning services and waste diversion initiatives for 2017. The provision of these grants:

- results in job support and life skills training opportunities for youth and adults with employment barriers;
- assists the recipients with leveraging additional funding;
- results in cleaner streets and lanes for communities where there is the greatest need;
- supports socially inclusive waste diversion initiatives; and
- results in partnerships with BIA's to support business area cleaning programs.

The services provided by the non-profit agencies are outside the scope and in addition to work performed by City staff. The recommended grant program for 2017 represents a \$275,000 increase from 2016.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

On November 3, 2015 Council adopted the Greenest City Action Plan 2015-2020 Strategy as the second phase of the Greenest City 2020 Action Plan, including actions to reduce street litter and abandoned garbage in public spaces.

In July 2011, the Greenest City Action Plan passed and included a goal of supporting a green economy along with a target to double the number of green jobs over 2010 levels.

In July 2014, the Healthy City Strategy passed and included a goal of Making Ends Meet along with a target to reduce poverty.

In March 2014, the Downtown Eastside Local Area Plan passed which identified the need to support opportunities for low barrier employment and other community economic development initiatives.

In May 2016, Council received for information, a staff presentation outlining the City's multi-pronged approach to improve public realm cleanliness, which included information on an expanded grant program as a key component of Partnerships & Collaboration.

Approval of grants requires eight affirmative votes.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

The General Manager of Engineering Services recommends approval of the Street Cleaning Grant Program for 2017. This is a long-standing program with significant social and environmental benefits, complimenting efforts of the Greenest City Action Plan, Healthy City Strategy and related initiatives, including the DTES Local Area Plan. The recommendations outlined in this report will provide continuity of existing micro-cleaning programs, and support BIA's citywide in dealing with litter challenges.

REPORT

Background/Context

To supplement the City's street cleaning services, for the past 19 years Council has approved annual grants to non-profit agencies that have the capacity to provide micro-cleaning services. Micro-cleaning involves daily collection of litter and needles on foot using brooms, shovels and wheeled garbage carts, and is work that is outside the scope of services provided by the City's forces. City micro-cleaning grants also complement other street cleaning services, such as programs coordinated by BIA's.

In November 2015 staff solicited proposals from local non-profit agencies currently involved in micro-cleaning type programs to gauge the level of interest and capacity for these organizations to expand the services offered. That information, together with input from

BIA's and staff from Social Policy, assisted in the development of the first phase of the expanded grant program for 2016, approved by Council in May 2016.

Grants for work performed in 2016 were awarded as follows:

Organization	Recipient Since	Jan 2016 Award	May 2016 Award	2016 Total Award
Save Our Living Environment - United We Can (UWC)	1999	\$320,000	N/A	\$320,000
Coast Mental Health Foundation - Employment Services Program (Coast)	2008	\$80,000	\$75,000	\$155,000
Mission Possible Enterprises Society - MP Maintenance (MP)	2016	N/A	\$110,000	\$110,000
Family Services of Greater Vancouver - Street Youth Job Action (SYJA)	2007	\$35,000	\$9,000	\$44,000
Kettle Friendship Society - SEED Employment Program (Kettle)	2009	\$25,000	\$6,000	\$31,000
Tides Canada Initiatives Society - The Binners' Project	2016	N/A	\$35,000	\$35,000
Grant Programs - Total		\$460,000	\$235,000	\$695,000

2016 grant funding resulted in the following:

- Micro-cleaning in an area covering approximately 400 City blocks and 22 BIA's;
- Collection of 10,500 bags of litter and 60,000 needles from streets and lanes under the traditional micro-cleaning program, and an additional 1,700 bags of waste, 3,000 needles and 16,000 single-use items from 22 BIA's under the BIA pilot program;
- Provision of 35,000 work hours to individuals with barriers to traditional employment and;
- Collection of 20,000 coffee cups as part of a pilot with The Binners' Project at City recycling drop-off events.

In addition to achieving cleaner streets, these grants support employment and life skills training for local community residents.

The grant program provides linkages with the following Council priorities and corporate strategies:

- Low threshold employment supports an inclusive city and helps marginalized individuals to become more self-reliant, contributing to the goals of making ends meet, reducing poverty and ending street homelessness; and
- Cleaner streets promotes a safe and welcoming public realm, shows a commitment to protecting the environment, helps convey "Greenest City", and supports Healthy City objectives of creating environments to thrive in.

Strategic Analysis

For 2017 staff recommend the following grants:

Organization	Program	Increase from 2016	Recommended 2017 Grant
United We Can	-Micro-cleaning (DTES)	\$20,000	\$340,000
Coast Foundation	-Micro-cleaning (DTES)	\$25,000	\$105,000
	-Mobile BIA pilot	\$60,000	\$135,000
Mission Possible	-Micro-cleaning (Kingsway/Broadway)	\$70,000	\$105,000
	-Mobile BIA pilot	\$60,000	\$135,000
Street Youth Job Action	-Micro-cleaning (Downtown Peninsula)	\$16,000	\$60,000
Kettle	-Micro-cleaning (Commercial Drive)	\$9,000	\$40,000
The Binners' Project	-Various initiatives involving Binner's	\$15,000	\$50,000
Grant Program Total		\$275,000	\$970,000

Increased funding recommended for 2017 will provide an estimated additional 10,000 hours of gainful employment and an additional 30% in the amount of litter recovered from City streets and lanes. The following highlights the various programs covered under the 2017 Street Cleaning Grant Program.

Micro-cleaning Program (\$650,000)

United We Can (\$340,000) - The relocation of UWC from East Hastings has resulted in a steady increase in foot traffic to their new site on Industrial Ave. Neighbouring businesses have brought forward concerns regarding the increased litter in this area and the impact to their business. The 2017 grant will allow UWC to continue their current micro-cleaning program in the DTES and expand along Industrial Ave and Station St.

Coast Foundation (\$105,000) - Coast's micro-cleaning program is focused in the DTES, generally east of Gore to Clark. The 2017 grant will allow Coast to continue their current program in the DTES and expand East beyond Clark, into neighbouring communities where litter and drug paraphernalia are also a concern.

Mission Possible (\$105,000) - MP's micro-cleaning program was launched following Council's approval of the expanded grant program in May 2016. The 2016 program (Jun-Dec) involved a 2 person crew working weekdays in an area stretching along Kingsway from Victoria to Broadway and extending west along Broadway to Granville. The 2017 grant will allow MP to run their program for a full year with an expanded crew size and area, particularly focused in nearby residential areas, close to schools and parks, where City and VCH staff are receiving increased reports of needles and condoms.

Street Youth Job Action (\$60,000) - SYJA's micro-cleaning program is focused in lanes and some residential areas in the Downtown, typically within an area commonly referred to as the "horseshoe" (Robson-Davie-Denman). The 2017 grant will allow SYJA to continue their

current program, increase the frequency of cleaning in these areas and expand into adjacent Granville St. lanes.

Kettle (\$40,000) - The grant to Kettle supplements their existing Commercial Drive BIA cleaning program by extending into areas just beyond the BIA boundaries, such as north of Venables and east/west of Broadway. The 2017 grant will allow Kettle to continue their current program and provide increased coverage around the Commercial Drive transit station, where litter is an ongoing challenge.

BIA Micro-Cleaning Pilot (\$270,000)

The BIA Pilot was launched following Council's approval of the expanded grant program in May 2016 with the goal of enhancing existing BIA cleaning efforts. The 2016 program (Jun-Dec) involved two non-profit organizations, Coast and Mission Possible, providing micro-cleaning services to each of the 22 BIA's based on a schedule established by the City. Each BIA received two cleaning shifts per month (one from each organization) and BIA's were able to direct the crews to focus in a specific area within the BIA. The 2016 program resulted in the collection of approximately 1,300 garbage bags of waste, 2,200 needles and 12,000 single-use items off the streets.

Pilot feedback from BIA's, Coast and Mission Possible has been positive thus far. One of the key areas identified for improvement is related to BIA's having more flexibility with scheduling and selection of non-profit organization, in order to better align with their existing cleaning programs. To address this issue for 2017, City staff have established an online booking system which allows BIA's to choose their preferred dates and organization.

The 2017 funding will allow the pilot to continue for the full year, providing each BIA access to approximately 400 hours of cleaning per year. The pilot will continue to be evaluated throughout 2017 to determine if the pilot should become a permanent aspect of the overall Street Cleaning Grant Program.

Binner's Project (\$50,000)

The Binner's Project is dedicated to improving the economic opportunities for binners and reducing the stigma they face as informal recyclable collectors.

The 2016 grant program (Jun-Dec) supported the Binner's Project with a number of initiatives, including deploying their coffee cup refund program at two community recycling drop-off events held in Kitsilano and the West End which resulted in collection of approximately 20,000 coffee cups.

The 2017 funding will continue to support expansion and development of various street cleanliness and waste diversion initiatives involving the binning community, including continued participation at City recycling drop-off events (potentially expanding to other materials), waste sorting at special events, and facilitating refundables collection from residents and businesses.

Appendix A provides background information on each of the seven organizations recommended for the grant awards outlined in this report.

*Implications/Related Issues/Risk (if applicable)**Financial*

This report recommends a total street cleaning grant in 2017 of \$970,000 consisting of \$340,000 to United We Can, \$240,000 to Coast, \$240,000 to Mission Possible, \$60,000 to SYJA, \$40,000 to Kettle, and \$50,000 to The Binners' Project. The source of funding is the 2017 Street Cleaning Operating Budget which was increased as part of the 2017 budget process.

Human Resources/Labour Relations

There are no personnel implications. The incremental services under the grant program supplement work performed by City crews and the micro-cleaning services funded through the program do not constitute work that has historically been performed by City staff.

CONCLUSION

Street cleaning grants to the six non-profit agencies listed in this report will continue to benefit marginalized residents by providing job and life skills training and benefit the City by improving the cleanliness of the public realm and in developing new, socially inclusive, waste diversion initiatives.

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Background Information on Recommended Street Cleaning Grant Recipients:

Save Our Living Environment - United We Can (UWC)

Save Our Living Environment is a non-profit urban environmental group active in the DTES. The Society sponsors several projects, including the United We Can (UWC) Bottle Depot. A primary objective of the Society is to create self-sustaining enterprises that focus on caring for the urban environment, while also creating income and job training for people of the inner city. The program employs residents from the local community with barriers to traditional employment, giving them valuable job-training, enhanced self-esteem and improved life skills.

UWC has utilized City grant funding over the past 18 years to provide job training and employment to individuals by performing micro-cleaning of streets and lanes in the DTES. This funding has also allowed UWC to leverage additional funding through Business Improvement Associations (BIA's) and through special events.

UWC has approximately 55 stable employees with a range of assorted barriers that clean lanes and sidewalks. As a result of this opportunity, some of the UWC staff no longer require income assistance. UWC's total pool of active work participants is sustained at 150 people, many of whom participate in the lane cleaning program. The 2016 Street Cleaning Grant allowed UWC's cleaning activities to collect 5,000 bags of litter from an area covering approximately 120 blocks and several parks in the DTES and surrounding areas.

Coast Mental Health Foundation - Employment Services Program (Coast)

Coast Mental Health is an accredited non-profit society that was created in 1972 in response to a growing need in the community for services to assist people recovering from a serious mental illness. Coast operates in the Lower Mainland and provides approximately 4000 people with supportive housing coupled with a drop in resource centre, a clubhouse, homeless outreach, clinical supports, leisure services, vocational skills training and employment programs.

Coast has operated employment services for people with a mental illness for 30 years with funding support from Government of B.C, Coastal Health and City of Vancouver. The employment program provides an opportunity for people with a mental illness, along a continuum of recovery, to build skills and self-esteem through pre-vocational skills training, transitional employment, basic education and placement in competitive employment. The Clubhouse operates Coast's Breaking Barriers Clean Team, a low barrier street cleaning service. Coast's employment service has long standing partnerships with 15 Business Improvement Associations and the City to provide micro-cleaning services.

The Coast's lower barrier clean team employs 38 clients with a mental illness and addictions. Crews work casual and part-time and gain valuable essential skills for the work place, increased self-esteem and some have successfully transitioned to competitive employment. All of the micro-cleaners are residents of the area and take great pride in work they do by contributing to the beautification of their neighborhood. They are the eyes on the street for reporting refuse dumping in back alleys and vacant lots.

The Street Cleaning Grant allowed Coast's micro-cleaning team to recover an increased number of bags of litter this year. In 2016 over 3,500 bags of litter and over 5,000 needles were collected from an area covering approximately 50 blocks in the DTES. The clean team has employed 40 clients with a mental illness.

From June to December 2016, Coast participated in the BIA pilot, operating a mobile street cleaning service to clean sidewalks and laneways in each BIA on a rotational basis. The mobile crew has given 15 individuals with a mental illness work opportunity and significantly improved many who are in recovery from a mental illness and addictions. Coast's feedback received from the BIA's has been very favorable.

Mission Possible

Mission Possible (MP) is a community economic development organization that transforms lives by helping those challenged by homelessness and poverty achieve a renewed sense of dignity and purpose through meaningful work. MP uses the motivation and desire for meaningful work as a catalyst for total life transformation. MP's 4 stage Employment Readiness Program assists those with employment barriers reach their full potential.

Since 2007 Mission Possible has been looking beyond simple provision of resources toward comprehensive community economic development strategy that creates a pathway to sustainable livelihoods. This pathway includes soft-skill training, employment coaching, volunteer opportunities and paid jobs that lead to lasting change for downtown eastside residents. By 2016 MP has provided transitional employment opportunities to 175 local residents, and has trained and provided volunteer opportunities for hundreds more. Over the past seven years MP has paid over \$1,000,000 in wages that have been recirculated within the local economy.

The City grant supports participants working in MP's most successful social enterprises, MP Maintenance, a full service exterior property cleaning company. In 2011, MP Maintenance was named *Best Emerging Social Enterprise in Canada* by the Trico Foundation. MP participated in the traditional micro-cleaning program, collecting 500 bags of garbage along the Kingsway and Broadway corridor, as well as the BIA pilot.

Family Services of Greater Vancouver - Street Youth Job Action (SYJA)

SYJA is a social enterprise committed to improving the lives of homeless or at risk youth, age 24 and under. They offer a range of services including prevention, counselling, pre-employment job training and employment opportunities. They take a unique approach with reaching out to youth, such as providing locker facilities and pet kennels in order to allow individuals to utilize their services.

Services provided by SYJA include temporary, casual or part-time employment to homeless or at risk youths per year on a work today, paid today basis. The program has proven to be successful in breaking down the barriers to employment and beginning the process of helping youth to acquire the confidence and skills they will need to become employable and bridge them back into the community. Long term success can be seen in staff members who were once themselves youths in the SYJA program and have now become peer counsellors within Directions Youth Services.

SYJA has an established community enhancement program (micro-cleaning initiatives, needle sweeps, and graffiti removal) for its youth through partnerships with BIA's, Waste Management of Canada, and Vancouver Coastal Health Authority (VCHA). With support from these organizations and businesses, they are able to receive matching funds which exceed the amount of funding provided by the City.

In 2016 SYJA provided life skills and job training, and employment opportunities to 137 individual youth in the pre-employment program. Training provided to youth includes; establishing healthy boundaries, assertiveness in the work place, employee rights and responsibilities, Health and Safety, being work ready, Naloxone - OD response training, and recognising and responding to signs of heat stroke. Information sessions offered to youth increase the likelihood of successful linkages to program and resources and have involved; Gathering Place Learning Centre, Mission Possible, YMCA Skills Link, YMCA Beat program, YMCA Strive Program, Quest Food exchange, Open Door Group, Embers Employment Services, Kaleidoscope Program and Zero Ceiling

The 2016 grant resulted in approximately 550 bags of litter being cleaned up from an area covering approximately 150 blocks of streets and sidewalks in the downtown peninsula. The City's street cleaning grant allows SYJA to sustain their current program and extend it to more youth in need.

The Kettle Friendship Society - SEED Employment Program

The Kettle Friendship Society is a Vancouver based organization whose mission is to enhance the quality of life for individuals living with mental illness. The Kettle achieves this in a number of ways including provision of crisis support, advocacy, supported housing, employment and support services, a health clinic, drop-in lunch program, and recreational activities.

The SEED (Skills, Esteem & Employment Development) employment program offers individuals an opportunity to build vocational skills, gain financial independence as well as develop the confidence and stamina necessary to make the transition from unemployment to satisfying work opportunities. SEED creates a supportive work environment where positions are permanent and schedules are tailored to help individuals reach their individual employment goals. SEED employees gain a stronger sense of inclusion and community by working alongside Kettle staff at each work site in a variety of positions including cooking in housing buildings, janitorial or maintenance work, providing goods and services to Kettle members in the Drop-In Centre, as well as, street cleaning in the community. The support offered by Kettle's SEED Support Worker through daily job coaching and monthly team meetings helps individuals with barriers flourish in their positions.

The SEED Program is also part of a creative partnership with the Commercial Drive BIA. The SEED Clean Team has worked closely with the Commercial Drive BIA to conduct street cleaning services five days a week, during special events such as Italian Days, and has employed 78 people since 2003. They also have regularly been hired by organizers of the annual Parade of Lost Souls to ensure public spaces are maintained following the event. The program gives participants an opportunity to learn new skills and to interact with the community while increasing their self-worth and benefiting the community. The service area is Commercial Drive from Adanac to 13th Ave. as well as Broadway Ave (around the Sky train station). The

Clean Team also cleans a 'horseshoe' area: Venables (Clark to Commercial); Commercial (Venables to Hastings); Hastings (Commercial to Clark) five days per week.

The 2016 grant allowed The Kettle to provide life skills, job training and employment opportunities to 8 regular members through their SEED Employment Program. As a result, some of these participants have and will be able to find long term employment and housing. The grant resulted in approximately 700 bags of litter being cleaned up from an area covering 15 blocks of streets and sidewalks in the Grandview Woodlands area. The SEED Clean Team receives external funding from the Commercial Drive BIA which extends their program to 43 blocks. The City grant allows The Kettle to sustain their current program and extend it to more people in need.

The Binner's Project

The Binner's Project builds urban resilience, social inclusivity, and community connections for binner's, also known as informal waste-pickers, through community-driven initiatives. At its core, the Binner's Project aims to foster face-to-face interactions between binner's, residents, and the community at large. Staff, students, volunteers, and binner's, all work closely on implementing pilot programs at the local level, while the overall mission of the project is to build a stronger social presence and voice for one of the most marginalized communities.

Started in 2014 by Ken Lyotier, a binner himself, who founded the binner-run bottle depot, United We Can, the Binner's Project brings together binner's to achieve: 1) greater recognition of binner's function in society; and, 2) new informal economic opportunities across the city. The Binner's Project became a project on Tides Canada Initiatives' shared platform in the spring of 2015. Joining Tides Canada allows the Binner's Project a base for future growth as well as high quality administrative support for governance, human resources, financial and grant management. Tides Canada is a registered Canadian charity dedicated to providing uncommon solutions for the common good by leading and supporting actions that foster a healthy environment and just Canadian society.

The past year has seen rapid growth for the Binner's Project. Volunteers, media coverage, and binner engagement have taken off and the appetite for these programs has exceeded expectations, creating challenges with finding resources to respond to demand, and delivering results in a timely manner. The City grant will support the Binner's Project with implementing several pilot programs and initiatives aimed at developing increased economic inclusion for binner's and fostering their financial independence. All programs are developed by binner's, working together with staff, students and volunteers involved in the Binner's Project.