



CITY OF VANCOUVER

ENGINEERING SERVICES

T.R. Timm, P.Eng., General Manager

MEMORANDUM

April 19, 2005

TO: Mayor and Council

FROM: Tom Timm, General Manager of Engineering Services

COPIES TO: Judy Rogers, City Manager
Syd Baxter, City Clerk

SUBJECT: KEEP VANCOUVER SPECTACULAR 2005 - RTS 04916

The purpose of this memo is to provide the Mayor and Council with background information on Keep Vancouver Spectacular along with the details of this year's program.

Background

Keep Vancouver Spectacular is a volunteer-driven community cleanup program initiated in 1996 by Tourism Vancouver, the Oceans Blue Foundation and the City of Vancouver. Each year during the month of May, registered cleanup teams work in neighbourhoods to remove litter and graffiti. The program encourages increased stewardship of the public realm, as block captains and volunteers of all ages and backgrounds join together in tidying up their streets and lanes. It is this desire to maintain a clean and beautiful City, and to create a sense of community, that prompted about 7,600 people in over 80 groups to clean up 2,200 City blocks and dispose of 76 metric tonnes of litter and abandoned garbage in May of 2004. The number of volunteers was up significantly in 2004 owing mainly to increased participation of the schools.

City's Role

The City's role in this program is to promote, register and organize cleanups, and to provide free gloves, garbage bags, cleanup tools and sanitation services. Sanitation services include collecting the garbage bags after the cleanup and carrying out extra street cleaning. The City's Graffiti Management Program provides the services of their van to help volunteers conduct graffiti paint outs. We also supply a detailed event manual for block captains and hold orientation workshops for new block captains to give them tips on conducting a successful cleanup.

Free Disposal Month, Free Compost and Open House at the Vancouver Landfill

During May, Vancouver residents can dispose of household garbage and bulky items at no charge out at the Vancouver Landfill. They can also pick up a cubic metre of free compost produced from the yard trimmings that they set out for collection during the year. There will be an open house at the Vancouver Landfill on Saturday, June 5, 2004 from 9:30 a.m. to 3:00 p.m.

School Play

Each year, as part of the Keep Vancouver Spectacular program, the City produces a play about littering, vandalism and graffiti for elementary school children called "Clean Up Your Act". That play is being performed at about 60 elementary schools in April and early May. The 18,000 children who see the play each receive a colouring book and some of them will also take part in cleanups around their schools.

This Year's Program and the Future

In recognition that the cleanliness of the City will likely gain profile leading up to the 2010 Olympics, staff have started working on a number of additions and improvements to the KVS program.

First, staff are trying to obtain a major corporate sponsor or sponsors for the program. We lost our major sponsors Granville Island Brewing and Home Depot a few years ago. Staff are conducting ongoing talks with one major corporation and liaising with the Board of Trade. Staff are also going to be making application for sponsorship to the 2010 LegaciesNow program. Smaller sponsorship donations of money, prizes or services from companies and organizations have continued to be very dependable over the years. For 2005, these companies are Concord Pacific, Stargate SG-1, Stargate Atlantis, Prospera Credit Union, Superior Disposal, Waste Control Services and Northwest Waste Systems. In addition, the Hastings North Community Policing Centre and Hastings North BIA are cohosting the kickoff event with the City.

Second, staff are trying to obtain major TV and newspaper media partners that will provide a significant amount of program advertising. The Vancouver Courier newspaper provides 4 quarter-page ads in April to solicit volunteers and 1 half-page ad in June to thank the volunteers. This is the fourth year that the Courier has been our media partner and, this year, they helped staff get the Vancouver Sun on board as a media partner. The Vancouver Sun is part of the same media family. The Vancouver Sun is going to sponsor a few of the ads soliciting volunteers in April and the anti-litter ads discussed below. We hope that the relationship with the Sun will grow over the years. Citytv is on board again this year as a media partner, providing some 15 second reports about KVS in their "Stuff You Should Do" section and some possible editorial coverage on "Breakfast Television" and *CityPulse* News. This is the third year Citytv has provided this kind of service.

Third, staff have put together a small anti-litter campaign that will run in the small local newspapers and the Vancouver Sun. These ads are attached to this report along with all ten anti-litter tips that will be on the KVS web page. Public service announcements with the same themes will also be prepared and included in the press kit that will be sent to the media just prior to the kickoff event.

Fourth, staff are looking at changing the KVS program to provide more support for year-round cleanups similar to an adopt-a-block program, with some advertising done throughout the year to encourage this. Staff already support volunteers that cleanup year-round now, and these volunteers include individuals, BIA's and residential groups. However, we don't actively advertise that part of the program and we have not yet developed an appropriate form of recognition for longer term "adoption" of public space.

In order to accomplish the changes listed above, staff have been working with a steering committee that was set up at the beginning of 2004. The committee consists of representatives from the business community, including the BIA's, Tourism Vancouver, residential cleanup teams and the Vancouver Courier. As well, staff have contracted with a part-time special event coordinator to help us with the work. Staff will continue to work on and review KVS after this year's program is over and report back to Council on progress in the Fall. There is a huge potential for the KVS program and staff want to ensure that the groundwork is laid as we approach 2010.

Keep Vancouver Spectacular Events

The Mayor and Council are encouraged to participate in one or more of the cleanup events. You are all also invited to attend the KVS kickoff event, Vancouver Landfill open house and the KVS wrap up celebration as noted below. This year's brochure, poster and colouring book, along with a special Keep Vancouver Spectacular garbage bag and gloves, will be provided at the Council meeting on April 26, 2005.

Scheduled Events To Date

April 14 - 7:00 pm - Strathcona Room - City Hall - advance meeting with the block captains.

May 1

Chinatown Business Improvement Association - Chinatown

May 2 - 8:00 am - Kickoff event at Hastings Community Centre - 3096 East Hastings Street with an area cleanup immediately afterwards.

May 6

Collingwood Clean Up - Collingwood Community Policing Center
Victoria Drive Clean Up - South Vancouver Community Policing Center

May 7

The Carolina Group - Carolina and 11th
Kilarney High School Clean up
The Lorne Mayencourt Campaign Clean up- Pacific Blvd.

May 14

Dickens Community Group - Fraser/Knight/Kingsway/King Edward Ave.
Fraser St. Clean Up South Vancouver Community Policing Center
Cedar Cottage Clean Up - Woodland and 14th

May 15

Southlands Clean up - Celtic and Blenheim

Strathcona Clean up - Strathcona

May 28

Mt View Clean up - Prince Albert and 27th

Chester St. Clean up - Chester/Fraser from 35th to 37th

June 5 - Vancouver Landfill open house.

June 9 - 7:00 pm - Wrap up celebration at the Trout Lake Community Centre - 3350 Victoria Drive.

An up-to-date schedule of events will be maintained on the City web site at vancouver.ca/kvs.

T.R. Timm, P.Eng.

General Manager of Engineering Services

RLM/

KEEP VANCOUVER

SPECTACULAR!



MAKE A CLEAN SWEEP

May is Litter Free Month in the City of Vancouver. Pull a fast one. If you're eating fast food, finish your meal in style and put your wrappers in the trash.

For more tips on a litter-free city, go to vancouver.ca/kvs

courier

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THE VANCOUVER SUN

SERIOUSLY WESTCOAST



PEAKE &
CATERING



TOURISM
VANCOUVER



CITY OF VANCOUVER

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May is Litter Free Month in the City of Vancouver. Send a smoke signal. Smokers: when it's time to butt out, find an ashtray and recycle your empty packs with your paper products.

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CITY OF VANCOUVER

TIPS FOR MAKING A CLEAN SWEEP OF OUR CITY

1. Send a smoke signal. Smokers: when it's time to butt out, find an ashtray and recycle your empty packs with your paper products.
2. Pull a fast one. If you're eating fast food, finish your meal in style and put your wrappers in the trash.
3. Give litter a ride. Keep your garbage in the car until you get home or find a trash can.
4. It's ok to talk trash. Remind your friends, family and colleagues not to litter.
5. Be a pop star. Recycle your soda cans and juice cartons: it's as easy as throwing something away, and it puts money in your pocket.
6. Nobody likes a gumshoe. Gum sticks to shoes and sidewalks, so when you're done aim for the bin, not the street.
7. Exercise is good. Walk those few extra steps and toss your tissues and papers into the litter bin.
8. Every bag deserves a second chance. Reduce litter by reusing plastic bags.
9. Keep a lid on it. Regularly check your garbage container to see that lids are closed and the area is tidy.
10. Be a good host. Vancouver welcomes thousands of tourists every year, so help Vancouver put on its best face. Pick up one piece of litter every day.