

COMMITTEE OF THE WHOLE - APRIL 4, 2005

ENVIRONMENTAL TASK FORCE TRASH INITIATIVE

Recommendation

The Chair of the Environmental Task Force recommends:

1. That this report be received;
2. That Council approve the Environmental Task Force Trash Initiative; and
3. That this initiative be funded through corporate sponsorship and Economic/Technology Development & Communications and Engineering and Public Works budgets.

Purpose

To update Council on the Environmental Task Force Trash Initiative, as one of a number of litter initiatives adopted by the City.

Background - Analysis and Options

At the October 19, 2004 meeting of the Environmental Task Force, a presentation on the Environmental Task Force Trash Initiative was received. Direction was provided to staff to proceed in developing the Trash Initiative concept further.

The basic premise of the Initiative is to provide an additional motivation for individuals in the community to pick up trash. Trash spotters will be around the community looking for individuals picking up and depositing trash in its proper place. The Initiative is open to any resident of Vaughan as well as visitors. Winners will be eligible for minimum cash or merchandise prize of \$25. Winners will also be entered into a draw for a grand prize of up to \$2,500. The Initiative will run from early April until September in 2005 and is intended to be an annually recurring Initiative, subject to corporate support.

In addition to the Initiative, trash spotters will be responsible for a component of the City's trash education. The spotters will be working with community groups and organizations to disseminate the message of litter and its direct and indirect impacts, including quality of life, health and community beautification.

This Initiative will be supported by extensive public awareness measures and media coverage including local radio and print media. A press gathering is scheduled for Wednesday, April 6 at the Civic Centre to launch the Initiative.

Corporate and community sponsors will be solicited to provide financial support and/or merchandise prize for the Initiative. With the co-operation of the Community Services, Public Works and the Economic and Technology Development Departments, the Environmental Task Force will support the Trash Initiative by supplementing corporate and community sponsorship. A full marketing program has been developed to promote the Trash Initiative through all available media venues. The City will further support this program by placing posters at municipal facilities, providing information via the website as well as a Trash Hotline, 905-879-TRASH. The Hotline will provide automated information about the Initiative, as well as a mechanism for residents to report full trash containers or litter hot spots.

Currently, Vaughan has a number of initiatives aimed at waste and litter reduction ranging from Blue Box recycling, backyard composters, street litter receptacles, and Communities in Bloom to the 20-Minute Makeover. The Cash for Trash Initiative is Vaughan's latest tool in combatting the

problem of litter in the community; complementing all other trash and litter initiatives, with its fun, engaging and rewarding approach. Its success will only be achieved if the City also strengthens the other waste and litter initiatives and implements the strong anti-litter campaign referenced in the Committee of the Whole Report dated June 10, 2003.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

Litter has a detrimental impact on a community's appearance and quality of life. The key to combating litter is social responsibility and changing attitudes. Residents and visitors must learn to dispose of their trash in a responsible manner as well as aid in removing litter from public spaces. The Environmental Task Force Trash Initiative brings public awareness and education to the issue of litter in a fun and engaging manner.

Report prepared by:

Joyce Frustaglio, Chair of Environmental Task Force

Respectfully submitted,

Joyce Frustaglio
Chair of Environmental Task Force