

Report

To: Mayor and Council
From: Jamie Doering
Date: June 21, 2017
Subject: Anti-Litter Campaign

Recommendation

That Council accept the Anti-Litter Campaign items as stated below and furthermore Council instructs staff to proceed with the Anti-Litter Campaign on the website and Facebook page.

Background

As part of my 2017 Goals & Objectives, Council requested an Anti-Litter Campaign.

Discussion

Community Clean-Up Weeks - When residents are given the opportunity to clean up a section in the Township. They are able to pick up clear bags at the office or the Griffith Garage and when the bags are full or their route is complete, the Public Works Staff will go pick up the bags of litter and recycling. The first week was May 1 - 6 and the second week is October 2 - 7th. The school in Calabogie is always a huge part of the clean-up. They even do the Calabogie Community Centre property.

Free Waste Day - The annual Free Waste Day was held on June 3rd. This day allows anyone owning property in the Township to bring their waste to any of our three transfer stations for free. This day was utilized by many and a lot of C&D was taken to the sites.

Crime Stoppers Campaign to "Stop Illegal Dumping" - The MNRF is partnering with the Ontario Association of Crime Stoppers (OACS) and the Bancroft Stewardship Council (BASC) on a new campaign to address illegal dumping of garbage on public lands. The Township will enter into a three-year Memorandum of Understanding between ourselves and the OACS and BASC stating that we will pay \$565.00 to incorporate our logo on 3 marketing products (postcard, poster and sign).

InKind Advertising - as part of the funding provided by industry to cover the cost of the Blue Box Program, the Canadian Newspaper Association and the Ontario Community Newspapers Association provide free media space to municipalities to promote recycling. We will be submitting different ads throughout the year (March 31, 2017 to March 31, 2018) aimed at keeping recycling off the ground and into blue boxes provided at different public spaces.

People Consulted

Environment Committee

June 26, 2017
Regular Council

Financial Implications

In the 2017 budget, \$15,000.00 was allocated for Public Education.

Respectfully Submitted,
Jamie Doering