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TO:	CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON APRIL 8, 2015
FROM:	JAY STANFORD DIRECTOR, ENVIRONMENT, FLEET, & SOLID WASTE
SUBJECT:	LONDON CLEAN & GREEN UPDATE

RECOMMENDATION

That, on the recommendation of the Director of Environment, Fleet and Solid Waste, the following report **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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Relevant reports that can be found at www.london.ca under City Hall (Meetings) include:

- Environmental Programs Updates (April 8, 2013 meeting of the Civic Works Committee (CWC), Item #2)
- Environmental Programs Updates (May 14, 2012 meeting of the CWC, Item #3)

BACKGROUND

PURPOSE

The purpose of this report is to provide Committee and Council with:

- background information on the London Clean & Green Program, one of London’s largest community collaborations, designed to first help ‘clean’ London in the spring and then help promote ‘green’ events, and
- highlight that the London Clean & Green Program is celebrating its 20th Anniversary.

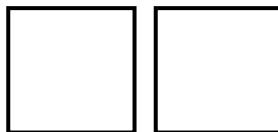
CONTEXT



London Clean & Green had its start in 1996 when 30 people coordinated by Joe Kool’s picked up litter and removed graffiti on a Saturday morning in downtown London. The program has grown in a number of ways from people and resources to program length and activities. Cleanup activities now attract between 5,000 and 10,000 people and events start in early April and go until late June.

Today, the London Clean & Green Program is a collaboration between individuals, community groups, businesses and the City of London. The 2015 edition marks 20 years of being in the cleaning and greening business, a significant milestone.

**Celebrating 20 Years
of Community Action
for the Environment**



Municipal Council has recognized the importance of community and business collaborations and partnerships in its 2015-2019 - Strategic Plan for the City of London ([2015 – 2019 Strategic Plan](#)). Specifically, all 4 Areas of Focus address at one level or another the importance and desire to grow community collaborations for the environment as follows:

Strengthening Our Community

- Vibrant, connected and engaged neighbourhoods
- Healthy, safe, and accessible city

Building a Sustainable City

- Robust infrastructure
- Convenient and connected mobility choices
- Strong and healthy environment
- Beautiful places and spaces

Growing our Economy

- Strategic, collaborative partnerships

Leading in Public Service

- Collaborative, engaged leadership
- Excellent service delivery

DISCUSSION

Highlights from 2014

In 2014 there was an increased focus on “cleaning” activities under the banner 12 Days of Cleaning. The goal was to make Londoners and businesses aware that there are numerous locations to drop-off items that may otherwise become litter and garbage (i.e., a focus on preventing the creation of litter, garbage and illegal dumping). Basically there is no excuse for items being littered or illegally dumped.



The fifteen partners assisted in the additional promotion and awareness of “clean” and “green” activities from early April until early June 22. It was the most ambitious London Clean & Green promotion since its inception.



Estimates suggest that about 10,000 people volunteered their time between the 20 Minute London (Business) Makeover on April 25 and the Community Clean up on April 26. Between 16 and 20 tonnes of litter and garbage were collected from boulevards, parks, neighbourhoods and river banks. London Police Service also coordinated the removal of graffiti in a number of areas.

Key green events after the initial cleanups included:

- 21st Annual Earth Day London (Watson Park)
- Numerous tree plantings
- Grickle Grass Festival
- Environmental and sustainability movies
- Tree and plant sales
- Used Tire Collection
- Electronics recycling
- Gathering on the Green (Old South)
- Several cycling related events
- London Bike Festival
- Dundas Street Festival (downtown)



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Next Steps - 2015

The 20th Anniversary London Clean & Green Program will include participation from thousands of Londoners, numerous community groups and organizations, numerous businesses and institutions and the City of London. One key function of the London Clean & Green Program is to promote existing and new activities across London for the purpose of increasing action, increasing volunteerism and making London greener.

To do this, London Clean & Green events are proudly supported and sponsored by a core group comprised of:

1. Amway
2. City of London
3. Dillon Consulting
4. Joe Kools
5. Labatt Brewery
6. London Environmental Network
7. London Public Library
8. London Strengthening Neighbourhoods Strategy
9. Million Tree Challenge
10. Our Street
11. ReForest London
12. Thames Region Ecological Association
13. Thames Talbot Land Trust
14. Tim Hortons
15. Try Recycling
16. Upper Thames River Conservation Authority

The 2015 London Clean & Green program is still being finalized. Key dates and timeframes include:

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|----------------------|--|
| April 14 to April 25 | 12 Days of Cleaning |
| April 18 | Thames River Cleanup (across the entire watershed) |
| April 24 | 20 Minute London Makeover |
| April 25 | Community-wide Cleanup |
| April 26 | Earth Day London (Watson Park) |
| May | Greening Our City May Events |
| June | Greening Our City June Events |

ACKNOWLEDGEMENTS:

This report was prepared with assistance from Erin Helm, Technician - Solid Waste Management, Greg Sandle, Environmental Outreach Coordinator; and Anne Boyd, Coordinator, Waste Diversion Programs. A big thanks to all City staff that are involved and to all Londoners, community organizations and businesses that do their part to keep London Clean and Green!

PREPARED & RECOMMENDED BY:	REVIEWED & CONCURRED BY:
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