

| Agenda Item # | Page # |
|---------------|--------|
| | |

| | |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------|
| TO: | CHAIR AND MEMBERS CIVIC WORKS COMMITTEE MEETING ON APRIL 23, 2012 |
| FROM: | JOHN BRAAM, P. Eng. ACTING EXECUTIVE DIRECTOR, PLANNING, ENVIRONMENTAL & ENGINEERING SERVICES & CITY ENGINEER |
| SUBJECT: | PUBLIC INFORMATION VIDEOS |

| |
|-----------------------|
| RECOMMENDATION |
|-----------------------|

That, on the recommendation of the Acting Executive Director, Planning, Environmental and Engineering Services and City Engineer, this report **BE RECEIVED** and reported to Municipal Council for their information.

| |
|--------------------------------------------------|
| PREVIOUS REPORTS PERTINENT TO THIS MATTER |
|--------------------------------------------------|

None.

| |
|-------------------|
| BACKGROUND |
|-------------------|

Purpose:

To provide information on four videos for the general public that were completed by Wastewater Treatment Operations and Corporate Communications.

Context:

Pollution Prevention is the most economical and sustainable method for reducing wastes. Four videos were created to identify practices that the general public can use to reduce costs and pollution to our environment.

Discussion:

Four videos were completed to inform the general public on environmental issues and as part of the educational aspect of the Pollution Prevention and Control Plan required by the Ministry of the Environment. Part 6(b) states:

“Establish and implement Pollution Prevention programs that focus on pollutant reduction activities at source e.g. reduced use of potential pollutants like fertilizer and pesticides in parks; public education programs on e.g. anti-littering and illegal dumping of used motor oil and other materials into catch basins; water conservation to reduce dry weather sanitary flow and hence CSOs; street cleaning to reduce CSO floatables; roof-leader disconnection and installing rain barrels to reduce flows into the sewer system; education/assistance for industries to minimize the use/discharge of pollutants; and enforcement of municipal by-laws or regulations.”

The videos are:

- Storm Sewers are not garbage cans
- Toilets are not garbage cans
- Pools
- Oil and grease

These videos augment brochures that have been posted on the City of London web site. The

| Agenda Item # | Page # |
|---------------|--------|
| | |

web page can be found at the following link:

http://www.london.ca/d.aspx?s=/Sewer_and_Wastewater/How_can_you_help.htm

Conclusions (or) Summary:

A significant portion of the general public do not know that discharges to the catch basins on their street and storm sewers do not receive treatment and go directly into our streams, rivers and lakes. By providing this information, people can decide to change their practices and reduce costs to the infrastructure and impacts on the environment. Pollution prevention is the most economical and sustainable method for reducing costs and environmental impacts. This initiative is part of the work for the Pollution Prevention and Control Plan required by the Ministry of the Environment.

Acknowledgements:

The four videos were completed with the assistance of Glynis Tucker, Corporate Communications.

This report was prepared within the Wastewater Treatment Operations Division by (Tony Van Rossum, Environmental Services Engineer).

| SUBMITTED BY: | RECOMMENDED BY: |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| GEORDIE GAULD DIVISION MANAGER WASTEWATER TREATMENT OPERATIONS | JOHN BRAAM, P.ENG. ACTING EXECUTIVE DIRECTOR, PLANNING, ENVIRONMENTAL & ENGINEERING SERVICES & CITY ENGINEER |

March 27, 2012

c.c. Elaine Gamble, Corporate Communications