

'Tis the Season for Celebration



**Kathy Barnhart, Chair, Steering Committee
Capital City Clean Up, City of Edmonton**

This is the time of year for merriment and celebration. Whether you gather together with friends and loved ones, or take time alone to rest and reflect, it is the perfect time to acknowledge all that's been accomplished over the past year.

Once again, the City of Edmonton's Capital City Clean Up has a number of reasons to celebrate. This year 1,021 Block Captains signed up to tackle litter in our city and 413 Snow Angels were recognized at the Good Neighbour Awards in May. The fourth annual litter audit showed a drop of 10 per cent in the amount of large litter in Edmonton compared to 2010, and the seventh Giants of Edmonton Mural was unveiled in October. Capital City

Clean Up was also put on the national stage hosting The Anti Graffiti Symposium (TAGS) in partnership with the Edmonton Police Service. The seventh national TAGS conference was a great success attracting attendees and speakers from across North America and overseas.

None of these accomplishments would be possible without the support of our program partners and participants like you. Maybe you helped pick up litter in your community, called 311 to report graffiti vandalism or perhaps you were a Snow Angel to a neighbour in need. It is these continued actions of generosity that help make Edmonton a vibrant, beautiful and liveable place to call home.

In January, Capital City Clean Up will change its reporting relationship from the Neighbourhood and Community Development Branch to the Community Standards Branch still within Community Services. I am honoured to have had the opportunity to Chair Capital City Clean Up and share all the triumphs we have been able to achieve together over the past three years. I thank you for all your hard work and dedication and wish you all the best in 2012 and beyond.

Merry Christmas and a Happy New Year!

Kathy



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Edmonton tagged! Looking back on The Anti Graffiti Symposium (TAGS)

With its eclectic mix of speakers, including community organizers, law enforcement officers, government agencies and former graffiti taggers, The Anti Graffiti Symposium (TAGS) offered an eye-opening range of perspectives to the 187 delegates and speakers.

The association was one of the first to contribute photos and addresses of graffiti vandalism locations on Alberta Avenue to CCCU when it began its property owner support programs in 2008, and Holtz was pleased to see how important this data has become in controlling unwanted graffiti.



“We’re hearing from delegates and from past conference participants that we raised the bar in terms of the amount of information sharing and speakers attending,” said Sharon Chapman, Capital City Clean Up (CCCU)’s graffiti project manager and TAGS conference chair.

“I also liked the networking and meeting other people,” he said. “At our table we had two officers from the Los Angeles sheriffs’ department who talked to us about the challenges they’re facing, especially in the Watts district with all the gangs.”

“I found the conference to be a very good learning experience,” said Joachim Holtz, who attended in his role as executive director of the Alberta Avenue Business Association.

Listening to speakers from New York and the Netherlands made him realize how much global effort is being put into graffiti vandalism control. “I know graffiti is a big issue all over the world, but until you go to a conference like this, you don’t realize how complex it is.”

Post Graffiti workshop views

In the space of 17 months, Edmonton has really reduced its graffiti vandalism, says a Calgary Police Service (CPS) officer who was in town for The Anti Graffiti Symposium (TAGS) held in October.

Back in May, 2010, Constable Dave Ladic attended the Capital City Clean Up workshop on graffiti vandalism held for the Edmonton Police Service, then toured Old Strathcona. “We walked along the alleys and street along Whyte Avenue and noted numerous tags on the buildings and infrastructure around that area,” said Constable Ladic, CPS graffiti vandalism coordinator.

But when he returned to the area after this October’s symposium for a hands-on workshop on how to read tags, he was impressed by the improvements in the area.

“We went back to Whyte Avenue and actually noticed a dramatic change in the environment in terms of the reduction of graffiti vandalism,” said Constable Ladic. **“Edmonton is doing a great job in cleaning up graffiti vandalism.”**

“The efforts of Capital City Clean Up are definitely making a difference in the city. Your transit system is beautiful, compared to many.”

About 54 people attended the workshop.





Team Martin – Edmonton’s newest Giants

New Giants’ Curling Mural Rocks!

Not only did Edmonton’s curling team win Olympic gold in 2010, but now they’re helping sweep away graffiti vandalism as the subjects of the latest Giants of Edmonton mural.

“Team Martin” depicts skip Kevin Martin, third John Morris, second Marc Kennedy, lead Ben Herbert and coach Jules Owchar receiving their gold medals, as well as an action shot of Kevin Martin’s final rock at the Olympic trials. Local artist Kris Friesen painted the mural on the Avonair Curling Club, at 10607 Princess Elizabeth Avenue.

“It means a lot that the mural is on the Avonair Curling Club where I got my start,” said Kevin Martin, who attended the unveiling in October. “I feel extremely

honoured to be recognized in this kind of way with the likes of other Edmontonians like the Honourable Lois Hole and Joey Moss.”

Listeners of 630 CHED nominate the mural Giant subjects—whether person, place or things that have contributed to Edmonton’s greatness—through an online poll. “Team Martin” is the seventh commissioned by the City of Edmonton to deter graffiti vandalism in our city.

“The club is so please with the mural. It’s a great way add colour and beautify our community,” said Jules Owchar, who is the curling club’s president and building owner. “It is also an excellent way to acknowledge outstanding Edmontonians like Kevin and Team Martin, who have done so much for the sport of curling in Edmonton.”

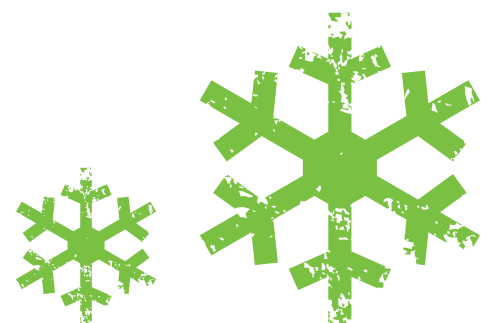


Remember your wings this winter

Time for Snow Angels to Fasten Wings

Snow drifts and icy sidewalks make it hard for some of our older and frailer citizens to step out into their communities during the winter. That’s why Capital City Clean Up, with the support of the Edmonton Seniors Coordinating Council, is hoping Snow Angels will step forward again this year to shovel the walks of those who can’t.

And if you’ve been blessed by a Snow Angel, remember to nominate them for monthly prizes and year-end recognition by the City of Edmonton. It’s easy to do. Just call **311** or go online at www.edmonton.ca/snowangels.





Thanks to our 2011 Program Partners

It's about the coffee makers as early bird prizes for Adopt-a-Block captains, and the iPad for Dream Up a Clean Up student registrants. It's about the signs encouraging city residents to keep the North Saskatchewan River clean, and the media campaign to discourage graffiti vandalism.

These are just some of the elements that combine to make Capital City Clean Up (CCCU) so effective, and they couldn't be achieved without the support of its program and media partners. In late October, CCCU honoured this support at a City Hall recognition event, presenting each partner with a framed print of "Our Natural Home," by Kris Friesen, the sixth in the Giants of Edmonton series.

"A lot of programs that work on changing behaviour struggle to get their message out, but we've been fortunate. Edmonton has embraced this concept of our city being a clean and safe community and we've had a lot of buy-in from businesses since we started in 2005," said Don Belanger, CCCU program manager.

This year, 37 partners took part, up from 33 in 2010, donating \$112,000 in cash and more than \$480,000 in gifts in kind combined from both program and media partners. "For every dollar CCCU spent on advertising and public education in 2011, we actually realized a value of \$2.07 which is excellent," said Belanger.

Vaishally Bhatti is the northern Alberta regional marketing manager for Tim Hortons, which has sponsored Adopt a Block since its inception in 2006. "The partnership is well executed and provides a unique opportunity to proactively help clean up our community," she said.

New program partner Staples Canada also finds that the partnership works well, says Rocky Thompson, district manager for Edmonton and northern Alberta. It satisfies the company's three pillars of charitable giving: education, environment and entrepreneurship. "The cool thing about this program is that it touches on all three of these, and that's what attracted us and got our commitment," he said.





Media Partner Profile: Global TV



Without the support of long-time media partner Global Edmonton, Capital City Clean Up (CCCU) would have a much harder time telling Edmonton residents about its campaigns against litter and graffiti vandalism.

“Global Edmonton has been with us since 2006,” explained Don Belanger, Capital City Clean Up (CCCU) program manager. “They started doing promotion for Adopt a Block, and then they got behind us with our

River Clean Up program, and have since produced a number of video spots to help our campaigns.”

The station is dedicated to building stronger communities, says Rhonda Halarewich, Global Edmonton’s marketing manager. “We believe that we have a social responsibility to our viewers, to our environment and to our city. Global Edmonton is very proud to partner with the Capital City Clean Up initiative by building awareness and engaging citizens to make our city a better, cleaner place to live.”

Global supports dozens of other organizations as well, including the Edmonton Humane Society, Stollery Children’s Hospital Foundation, Little

Warriors, Kids with Cancer Society and the Emerald Foundation.

The station is also a founding partner for a number of interesting initiatives. “Healthy Minds. Bright Futures”, stresses the importance of student mental health; “Give Me Shelter” encourages Christmas donations for Edmonton’s women’s shelters; and “Woman of Vision”, features monthly profiles of inspiring women in our community.

“We pride ourselves in being community leaders by supporting charities, endorsing special events and initiatives and using our medium as a powerful voice for important messages that impact the quality of life in Alberta’s communities,” said Halarewich.

Program Partner Profile: WRSE

Each year about 2,000 Edmonton elementary students learn about the effect of litter and pollution on the wildlife in their community as part of becoming Junior Wildlife Ambassadors.

“When children learn how litter affects wildlife, it makes a big impact in their own life and they want to make changes. They also want to teach other people about the impact of litter,” said Debra Jakubec, executive director of the Wildlife Rehabilitation Society of Edmonton (WRSE). It which runs the Ambassadors program, with support from Capital City Clean Up and HSBC Bank Canada.

Students receive a wallet-sized card identifying them as Junior Wildlife Ambassadors. “It’s really cute. They get

so excited about it; they think they’ve been deputized and they feel they have the power now to make positive change about litter in the environment,” Jakubec said.

WRSE’s mission is wildlife rehabilitation. On its site just west of Edmonton it looks after 1,200 wildlife patients a year, with 85 per cent of those being birds that are injured, orphaned or “oiled.” It recently looked after a great grey owl which had been shot twice, and cleaned eight geese which had been covered in oil from Calgary’s Bow River.

“People dump stuff into rivers all the time,” said Jakubec. Showing youngsters how these animals struggle may prevent this kind of behaviour in the future.



For more information about the Junior Wildlife Ambassador program, go to: www.edmonton.ca/capitalcitycleanup and click on For Schools in the Get Involved box.



Mural Magic! Local neighbourhoods beautified by new community murals

From a vibrant, lively image that identifies a south Edmonton community league to a sweeping streetscape that highlights 124th Street's sense of community, the six Community Mural Matching Grants awarded this year have been put to good use.

"People are really starting to appreciate the program and are mobilizing their communities to create beautiful spaces in their neighbourhoods for everyone to enjoy," said Sharon Chapman, graffiti project manager for Capital City Clean Up, which oversees the grants.



"I think it's an outstanding program," said Jeff McLaren, executive director of the 124 Street and Area Business Association. The association received matching grants for the streetscape on 10719 124 Street.

"That wall has been tagged a few times and it's been painted over numerous times. The requirements for the grant weren't too bogged down in bureaucracy and red tape. I would highly recommend it in terms of what it can do for your street and your area."

The Southwood Community League worked with artist Trevor Peters to bring colour to their community, to make their building stand out from Daly Grove School next door, and to deter graffiti vandalism.

"Our hope is that people will think: 'I'm not going to do anything on this wall because it's so cool-looking,'" said Tammy Farkes, the league's mural project coordinator. She was amazed by how the project brought so many community members together, and would urge other leagues to do the same.

"We still have funding available to award grants until the end of December," notes Chapman. Groups interested in organizing a mural in their neighbourhood should visit www.edmonton.ca/capitalcitycleanup and click on Graffiti Management. They will have 12 months to complete their project.



10719 124 Street, Artist: Kris Friesen



Litter and Graffiti are never in season



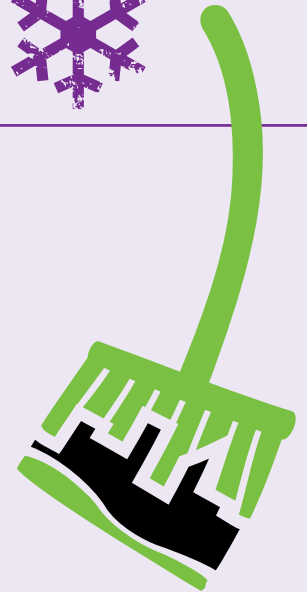
Grab It or Report It Before the Snow Flies!

Plummeting temperatures may make it less inviting to reach for those bits of loose garbage flapping down your back alley or against your neighbour's fence, but it's far easier to do it now than in the spring.

"If you have a chance to do some last-minute pickups, do it now. In the spring it's going to be a soggy mess and just awful to clean up," said Don Belanger, program manager for Capital City Clean Up (CCCU). "If you can get as much of that stuff up before the snow flies, then it's less work in the spring, and more time to enjoy the nice weather."

And don't let the winter weather stop you from reporting the location of graffiti vandalism, said Sharon Chapman, who heads CCCU's Graffiti Management Program. "We still need to know where the graffiti is, so we can get a jump on spring cleanup." All you need to do is note the location and call it in to 311.

"Keeping our communities clean and vandalism-free year round really makes them more inviting," said Belanger. "Whether city residents are driving through different neighbourhoods or strangers are visiting the city for the first time, we want them to know that we're proud of Edmonton."



Edmonton Oil Kings join Snow Angels

Edmonton's major junior hockey team plans to exchange their skates and sticks for halos and shovels this winter as part of their new commitment to the City's Snow Angel program.

"We're thrilled that the Edmonton Oil Kings have joined the Snow Angels as our latest program partner," said Elvie De Benedetto, senior program planner with Capital City Clean Up, which runs Snow Angels. "Having the Oil Kings is a nice fit, because they're both so closely aligned with some of the best things about winter in Edmonton."

Having the young hockey players out clearing walks will help both citizens and the team, notes Darryl Porter, vice-president of Edmonton Oil Kings.

"Our players can make a real difference to the everyday lives of many people who require assistance this winter. This also helps our players grow as people in our community as they develop their life skills while focusing on their hockey and schooling developments."

Programs such as the Snow Angels are a great way to offer help where it's needed. "We take our responsibility to give back to our community very seriously and we are thrilled with this opportunity. Our players can make a huge difference in aiding the City in this fashion and we look forward to a long and impactful partnership," said Porter.

For more information about Snow Angels, visit www.edmonton.ca/snowangels.





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