

Edmonton Tidiness

Edmonton is a city filled with pride and in love with the great outdoors. Its breathtaking river valley is filled with trails, parks and unparalleled opportunities to explore and enjoy nature. Together, Edmontonians and visitors alike need to take responsibility to keep our city clean.

Capital City Clean Up

After five years of city-wide operation, Capital City Clean Up (CCCU) has emerged as the City's comprehensive strategy to reduce and prevent litter and graffiti and make Edmonton a clean, safe and livable city.

This public education and engagement program has nurtured a strong volunteer base, established a number of successful initiatives, and built strong, positive relationships with many external partners from both the non-profit and private sectors as well as key City departments.

Supporting the City Vision

Created with input from thousands of residents, *The Way Ahead* is the City's strategic plan that captures a diversity of ideas, aspirations and dreams for the future of our city. Capital City Clean Up improves Edmonton's livability, one of the four principles of *The Way Ahead*, by creating clean and safe neighbourhoods through the reduction and prevention of litter and graffiti.

The Four Pillars

CCCU's strategic plan is based on four program pillars: Community Involvement and Outreach, Public Education, Civic Operations and Enforcement.

Pillar I: Community Involvement and Outreach

Volunteers are the cornerstone of success for Capital City Clean Up efforts. Whether it be picking up litter in a block or removing graffiti, volunteer support has been steady and growing over the past five years. In 2010 a new program "The 15 to Clean Challenge" was introduced as yet another way to engage the broader community. Citizens were asked to take 15 minutes during the week long challenge to pick up litter or report graffiti to 311.

Another longstanding initiative, the Adopt-a-Block program, which provides supports to residents to lead regular clean ups on streets, trails and parkland, continues to see growth annually. In 2010, 941 Edmontonians volunteered to be part of creating a cleaner city up from 870 in 2009.

Graffiti Wipe Out events are particularly innovative as they provide unique opportunities for non-profit organizations to clean up graffiti vandalism in our city while raising funds to re-invest in local agency projects.

Other Community Involvement programs include: Business Supporting Community, Community Bin Grants, Graffiti Clean Up Kits and Professional Cleaning Grant Programs, River Valley Clean Up and Community Mural Programs.

Within all of the involvement programs CCCU works to ensure that citizens and their property are safe, they engage citizens in their community and they promote positive partnerships with citizens, business owners and non-profit organizations.

Pillar II: Public Education

CCCU maintains a year-round campaign to ensure increased awareness of the need to address litter and graffiti among target audiences. A wide range of traditional and non-traditional communication channels – from newspaper to online advertising to bus interiors, are used to deliver CCCU's most successful key message: "A clean Edmonton is a shared responsibility."

CCCU currently offers two school-based programs for young people to participate in. Schoolyard Clean Up program encourages students from all grades to put litter in its place and show school pride by "Just Canning It". The Dream Up a Clean Up program is an ad campaign that provides Edmonton students an opportunity to create a public service announcement that focuses on litter reduction and prevention. Both programs offer opportunities to engage children and youth to keep their community clean.

The 3 R's of Graffiti Management encourages property owners to deal with graffiti vandalism quickly. Owners are asked to *record* the vandalism, *report* it to officials, and *remove* graffiti promptly.

Pillar III: Civic Operations

CCCU ensures that municipal services are coordinated and effective in addressing overall tidiness, especially on City-owned properties.

Big Bin events hosted by Waste Management Branch and promoted by CCCU attract more Edmontonians every year. The events encourage residents to dispose of large, bulky items for free as well as discouraging illegal dumping. By mid-season 2010, nearly 1,300 tonnes have been collected, up 5% from the same time last year.

Two graffiti removal vans work in Edmonton's 12 Business Revitalization Zones and other high incidence areas to remove graffiti vandalism promptly from municipally owned and operated property.

Other Coordinated Civic Operations include: The Annual Spring Clean Up, A Cigarette Litter Reduction Program, River Clean Up and a new Graffiti Product Classification System.

Pillar IV: Enforcement

CCCU programs and initiatives support the City of Edmonton Public Places Bylaw 14614 (for Litter) and the Community Standards Bylaw 14600 (for Graffiti) both are directed at citizens and property owners. Graffiti vandals are dealt with separately under the Criminal Code of Canada since Graffiti vandalism is a crime under Mischief (C-34, s. 430).