



Municipality of the District of Argyle

Item: Community Litter Cleanup Program 2019-2020

Date: January 23, 2019

VISION STATEMENT

We see Argyle as home to a healthy and thriving rural population. Our municipality promotes and supports economic and social opportunities for the region and engages in the active expression of our unique Acadian heritage. We are a place of choice for rural living and are widely recognized for our warm hospitality and joie de vivre. Surrounded by fresh air and cool ocean breezes, we work and play in the great outdoors. People choose to live in Argyle because of our commitment to each other, to our community and to our neighbors. Argyle is a place we are proud to call home.

Background:

Initially this program was started as a request in 2006 for financial assistance for the 4th Yarmouth Scouts Parent Group. In return for financial assistance towards a trip to a national event, they would clean a section of roads in the Municipality. From this correspondence council adopted the Community Litter Policy and Program and for the past 13 years the program has been beneficial, both to our community pride and as an excellent source of income for not-for-profit groups from our area.

The following table highlights the last 4 years and the results that have been achieved with the Community Litter Program.

Year	# of groups	Total of km Cleaned	Total waste collected	Total spending
2015	34	70 km	4.51 metric tons	\$12,250.00
2016	29	66.50 km	5.86 metric tons	\$11,637.50
2017	27	66 km	N/A	\$11,550.00
2018	25	75 km	N/A	\$13,125.00

We noticed a decline in participating groups, but the kilometers cleaned has increased which means fewer groups are cleaning up more area. In consideration of aging population, we are anticipating the further decline in participation which makes this program more difficult to be successful. Fewer groups cleaning and more mileage might also create a higher risk for injuries and accidents. We also had to start assigning sections to community groups to evenly cover the pickup areas of the Municipality. In the last few years we encountered a lot of situations where participants were not able to get into the ditch due to age related health limitations. Several groups complained about their sections with having difficult terrain. The complaints also included the timing late in Spring proposing a higher risk for ticks and other insect bites. Out of this data we gathered that an improvement to the program is needed.

Proposed Litter Cleanup Program Changes:

After noticing a decline in groups over the last few years, and a higher demand for litter cleanup within our Municipality we would like to propose the following improvements to the program.

Our first goal is to increase more participation by opening the eligibility to local sport teams, school programs, youth fundraising groups & our not for profit organizations. With this new and broader initiative, we are hoping to attract more groups to cover a larger area for the cleanup program. In addition, we are making the program more flexible by allowing groups to work on a longer distance and cover more area. The current program is capped at 3 kilometers per group and our proposal will include an application for an additional 3 kilometers.

Our second goal is to create a wider and improved advertisement, which will help us to attract more groups for the litter clean-up program and potentially include the younger generation. This advertisement campaign will also be used for educational purposes in the attempt to reduce littering within the Municipality. A joint program with Waste Check will be developed over the next few weeks.

Our third goal is to increase the frequency of the program to satisfy the higher demand for litter cleanup. We would like to initiate a second litter cleanup phase during the Fall Season. This second phase will be a smaller scale of the Spring Cleanup and only focus on the more problematic areas.

With an improved and extended program, we will require an increase in funding.

Anticipated total groups	# of groups Spring	Mileage Cleaned Spring	# of groups for Fall	Mileage Cleaned Fall	Total km/year	Anticipated costs
45	30	80 km	10-15	30-45 km	110 km	\$19,250.00

The table above outlines the breakdown of the anticipated total funding number of groups for the Spring & Fall cleanup. With the improved program we will be able to increase the cleanup area by 46% by only increasing the cost by 37%. The value of this program is clearly an increase of cleaned up area, which is a great benefit to the environment & community.

With an increase of participating groups, we are anticipating a minor increase in funding for additional gear & supplies. Beyond the current incentive we would like to offer a small refreshment package to each group consisting of water & a snack bar for each participant in order to make this program more attractive. We anticipate this amount to be around \$1450.00. In total we are asking respectfully for an increase of the community litter program funding from \$14,000 to \$20,700. This increase would provide us with a better opportunity to increase awareness of littering within the community and help with the beautification efforts from previous years.

Property Inspection & Public Works would like to distribute application letters to past participants by mid-February, with an application deadline set for the early March. This would

enable MODA to coordinate our litter cleanups and participate in the Clean Across Nova Scotia program that coincides with Earth Month, usually April. We will also increase our social media advertisement; local newspaper advertisement and bulletin board presents in our local schools and community clubs.

In general groups should have the option to clean up to 3 kilometers or more. The Department of Public Works will monitor the cleaned mileage to avoid cost over runs and a fair distribution of cleanup areas. The Municipality will pay each group \$175 per kilometer as compensation for their efforts. Property Inspection and Public Works ensures that each Municipal Councilor's district has sections of ditches cleaned under this program. Again, this is dependent on the number of groups applying from each council district. The department ensures that all safety measures are followed by each of these organizations and that the collection supplies (garbage bags, etc.) for the cleanup is supplied when the safety equipment is passed out. We also arrange for the collected garbage to be picked up and transported to the Transfer Station.

A second phase of this program will be organized with the new start of the school year during the fall months and should attract fund raising interest from the schools. An increase in your youth engaged in the cleaning would reduce the requirement for our aging population to be in some tricky ditches in our community.

MGA, Costs and Budget Considerations:

The budget for the fiscal year 2018-2019 was set by council at \$14,000. With the slight increase to \$20,700 and at \$175 per kilometer of ditches cleaned, 110 kilometers can be covered over two phases. This will allow for most organizations that applied last year to have between one and six kilometers of roadway to clean and it will be consistent with past funding and offer room for more. The program is budgeted under "Garbage Collection and Disposal" in the 2019-2020 Approved Operating Budget.

CAO's Recommendation:

This program is in alignment with councils' priorities of a cleaner community (decreased unsightliness). It favors a broader group to take advantage of the funding, and it increases safety features of the program.

Suggested Motion

Council approves the motion to allow for amendments to the litter cleanup program and approves the increase of funding to a total of \$20,700.