Agenda – Executive Policy Committee – April 18, 2023

REPORTS

Item No. 12 Marketing Campaign with Take Pride Winnipeg

COMMUNITY COMMITTEE RECOMMENDATION:

On March 21, 2023, the Assiniboia Community Committee recommended to Executive Policy Committee that the Winnipeg Public Service be directed to work with Take Pride Winnipeg to review and update its existing marketing campaigns to better promote cleanliness and environmental sustainability.

DECISION MAKING HISTORY:

COMMUNITY COMMITTEE RECOMMENDATION:

On March 21, 2023, the Assiniboia Community Committee passed the following motion:

WHEREAS cities around the world face many challenges to their cleanliness and environmental sustainability, including rising greenhouse gas emissions, unsanitary public spaces, foul odors, growing energy demand, low recycling rates, and limited space;

AND WHEREAS the 2021 Operating Budget for litter collection is $4.037 million, of which an estimated 60 percent ($2.4 million) supports mechanical litter collection efforts;

AND WHEREAS a recent gap analysis report indicated to add additional garbage bins, the associated cost would require an additional capital investment of $237,500;

AND WHEREAS cities are developing marketing and branding campaigns to reduce waste and encourage more sustainable habits by residents;

AND WHEREAS a recent gap analysis report indicated to add additional garbage bins, the associated cost would require an additional capital investment of $237,500;

AND WHEREAS cities are developing marketing and branding campaigns to reduce waste and encourage more sustainable habits by residents;

AND WHEREAS many cities have adopted the Leave no Trace behind campaign;

AND WHEREAS the City of Winnipeg works with Take Pride Winnipeg to assist in promoting waste reduction and more sustainable habits by residents but there is an opportunity to better collaborate and promote cleanliness and environmental sustainability;

THEREFORE BE IT RESOLVED that the Executive Policy Committee be requested to direct the Winnipeg Public Service to work with Take Pride Winnipeg to review and update its existing marketing campaigns to better promote cleanliness and environmental sustainability.