

**Contributing Departments**

Public Works 96%  
 Planning, Prop. & Devl. 4%  
 2007 Budget: \$15.5 million

# City Beautification

**Includes:**

- *Regional Street Cleaning*
- *Local Street Cleaning*
- *Litter Collection*
- *Public Gardens / Landscaping*
- *Ornamental Lighting / Flags & Banners / Public Art*
- *Graffiti Control*

## Service Overview

**DESCRIPTION**

To provide citizens and visitors with flower gardens, streetscaping, cleanliness, graffiti control and public art in order to promote the aesthetic appeal of the city.

**KEY GOALS**

1. Maintain and continuously improve image route streetscaping to contribute to the beautification of our City.
2. Continue to beautify the downtown through enhanced floral displays, streetscaping, and other clean and green initiatives.
3. Reduce graffiti occurrences through ongoing education and awareness while improving the level of service for graffiti removal partnerships with volunteer community groups and maintaining a database for tracking graffiti incidents.

**SERVICE LEVEL STATISTICS**

Description	2004	2005	2006	3 Year Average
Number of litter containers in park sites	N/A	2,800	2,800	2,800
Number of street litter containers	1,250	1,250	1,250	1,250
Tonnes of boulevard abrasives removed (streets only)	24,524	28,369	23,586	25,977
Flower Beds (raised/fixd)	3,386 m <sup>2</sup>	3,386 m <sup>2</sup>	3,386 m <sup>2</sup>	3,386 m <sup>2</sup>
Flower Beds (in-ground)	34,903 m <sup>2</sup>	34,903 m <sup>2</sup>	34,903 m <sup>2</sup>	34,903 m <sup>2</sup>
Flower planters	404 m <sup>2</sup>	404 m <sup>2</sup>	419 m <sup>2</sup>	409 m <sup>2</sup>
Hanging baskets	24 m <sup>2</sup>	24 m <sup>2</sup>	24 m <sup>2</sup>	24 m <sup>2</sup>
Number of park lighting units	2,600	2,600	2,600	2,600
Number of community clean up & Adopt-A-Park projects	39	34	48	40
Number of graffiti tags removed	11,477	13,562	24,004	16,347
Square metres of Graffiti removed	54,895	42,870	70,859	56,208
Number of graffiti sites treated	4,311	4,396	6,849	5,185
Number of public art projects completed	6	4	5	5
Number of flags	37	37	37	<b>37</b>

# Strategic Direction

## LINK TO PLAN WINNIPEG

- 1A-03 Promote a Safe Downtown
- 1B-02 Promote Neighbourhood Safety
- 4A-01 Engage Communities in Building Safe Neighbourhoods
- 4A-02 Support Concept of Community Policing
- 4A-03 Expand Capacity to Address Safety
- 4A-04 Address Emerging Problems of Safety and Security
- 4A-05 Provide Support for People at Risk
- 5E-01 Promote High-Quality Urban Design
- 5E-02 Designate and Enhance Image Routes and Scenic Drives
- 5E-04 Promote Cleanliness and Beautification
- 5E-05 Implement Public Art Strategy

## SYNOPSIS OF POLICY DIRECTION

Awareness of a broad range of legislation is required, including but not limited to:

### Legislation

- *Department of Fisheries and Oceans Act* (applies to all types of activities carried out in and around watercourses serving to protect fish, fish habitat, and the use of fish (i.e. through quotas)
- *The Pesticides and Fertilizers Control Act* (regulates the supply, sale, distribution and application of any pesticide or fertilizer unless a licence is obtained)
- *The Noxious Weeds Act* (regulates noxious weed - control, destruction, inspection and offence penalties).
- *The Environmental Act* (regulates the use of pesticides).
- *Workplace Safety and Health Act* (promotes the well being of the worker, prevention of ill health due to working conditions, and the placing of workers in an adapted occupational environment).
- *Workplace Hazardous Materials Information System Regulation 52/88* (regulates the handling of hazardous materials in the workplace).
- *The City of Winnipeg Charter* describes the authority under which the following parks related functions are carried out.

### By-Laws

- The Boulevard Maintenance By-law 125/2007 (regulates the mowing and beautification of city boulevards).
- Parks and Recreation By-law No. 3219/82.
- Streets By-Law No. 148/77 ( contains schedule - Manual of Temporary Traffic Control in Work Areas on City Streets).
- Traffic By-law No. 1573/77 ( contains schedule - Manual of Temporary Traffic Control in Work Areas on City Streets).

## Council Policy

- The Community Committee Land Dedication policy (regarding the distribution of funds derived from the sale of Parks land declared surplus).

## KEY FACTORS INFLUENCING SERVICE DELIVERY

### Council approved Clean and Green Initiative

Additional resources acquired in 2007 have resulted in a dramatic improvement to floral displays, tree planting and litter management throughout the city of Winnipeg. The Downtown & image route flower planting budget was \$390,000 and image route litter pick-up was budgeted at \$50,000.

### Shortage of Qualified Contractors

There is a shortage of landscape construction contractors that often results in delays which may compromise quality and quantity standards.

### Fleet Costs

New equipment costs have increased 45% to 400% (includes full cost for depreciation, damage repair, consumables, borrowing costs and scheduled preventative maintenance).

By 2008, Parks equipment (example: Agricultural Tractors, Front End Loader, Dump Trucks, Pick-Up Trucks or Riding Lawn Mowers) will be no older than 2000. This allows Parks to standardize the fleet which eliminates downtime due to worn out machinery or lack of repair parts available locally.

Fuel costs have risen approximately 5% per year for the last few years.

### Aging Workforce and Labour Shortage

The Conference Board of Canada, in their report "Long Term Demographic and Economic Forecast for Winnipeg", forecasts the economy to create on average 3,600 new jobs per year from 2007 to 2030, with an average annual employment growth rate of 0.9%.

Increased attrition through retirements has resulted in loss of knowledge base, less experienced staff and a requirement for more training and orientation.

### Increase in Parks Material Costs

There has been a 25% increase in the cost of soil and fertilizer.

### **Criminal Code Amendment**

In 2004 the Criminal Code of Canada was amended to include Bill C-45 which covers the criminal liability of organizations. The Code now includes new legal duties for workplace health and safety which imposes serious penalties for violations that result in injuries or death. This has resulted in an increased demand for equipment operator training and qualification standards.

### **Graffiti Control**

Partners rely on the Graffiti Program funding and Green Team funding and \$450,000 was targeted to enhance community partnerships in 2007.

Property owners rely on City to do removal of graffiti on residential properties rather than address it themselves through the Voucher Program which provides free paint materials.

### **Banners**

Banners City-wide are currently maintained by Business Improvement Zones (B.I.Z.), and are not the responsibility of the City.

The application and approval of banners to be installed on street lighting poles, is the responsibility of Manitoba Hydro. The Public Works Department will remove damaged banner poles from the public right of way.

## **SUMMARY OF GOALS AND STRATEGIES**

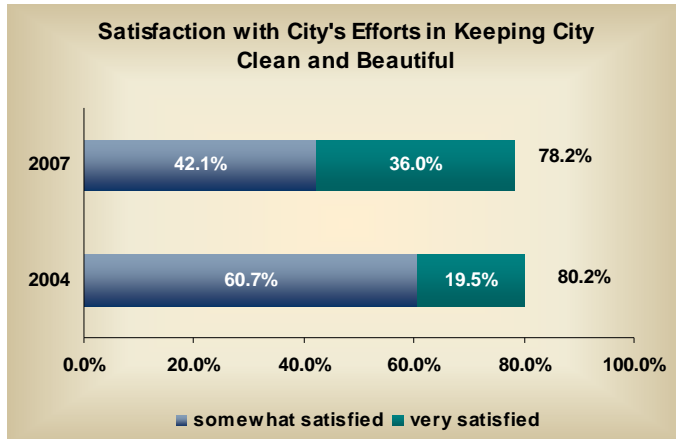
### **1. Maintain and continuously improve image route streetscaping to contribute to the beautification of our City.**

- Develop the streetscape maintenance program initiative to be completed October 2009.
- Work proactively with design staff to ensure parks input into streetscaping maintenance issues at the onset.
- Expand floral displays through community partnerships (Downtown BIZ, Exchange District BIZ and the West Ed BIZ) and operating budget resources.
- Improve image route floral displays, clean-up and maintenance through expanded partnerships and operating budgets.

- Give higher priority to replacing major image route boulevard trees.
- ### **2. Continue to beautify the downtown through enhanced floral displays, streetscaping, and other clean and green initiatives.**
- Develop a downtown park and streetscaping maintenance manual (performance standards and operating procedures) to be completed October 2009.
  - Continue to develop and expand partnerships for downtown maintenance.
  - Continue to acquire more efficient equipment for downtown maintenance.
  - Continue to reprioritize and ensure Council's "downtown first" policy is followed.
- ### **3. Reduce graffiti occurrences through ongoing education and awareness while improving the level of service for graffiti removal partnerships with volunteer community groups.**
- Project corporate image of well maintained properties to encourage the private sector to do the same.
  - Standardize building colours and maintain data base.
  - Apply anti-graffiti coatings to problematic locations and new buildings.
  - Train homeowners, business community, school representatives, community police officers, civilian staff and volunteers in graffiti education & awareness.
  - Establish an educational materials library.
  - Crimestoppers style of program to identify and apprehend graffiti taggers.
  - Implement surveillance program at sites of repeated occurrences of graffiti and track all incidents.
  - Maintain the free paint voucher program to encourage removal by owners.
  - Provide opportunities for youth offenders to remove graffiti.
  - Utilize community groups for neighbourhood enhancement including graffiti removal.

# Performance Information

## CITIZEN SATISFACTION



Citizens are generally satisfied with the City's efforts in keeping the City clean and beautiful.

Source: City of Winnipeg, CAO Secretariat, 2007 Survey

The following charts are taken from the 2006 Public Works Citizen Satisfaction Survey conducted annually every fall.

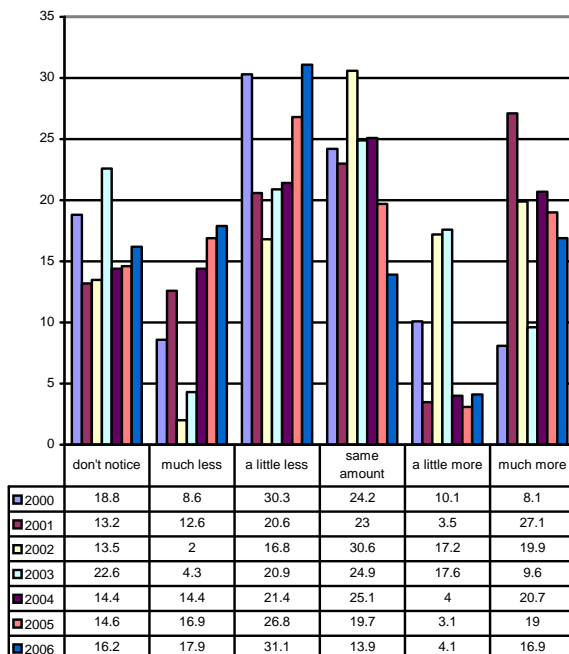
The question posed was: "How satisfied are you with..."

	2002	2003	2004	2005	2006
The way floral displays on downtown boulevards are kept	80.8%	83.9%	87.4%	83.4%	84.1%

Since 2000, citizen satisfaction with the way floral displays on downtown boulevards are kept has exceeded 80%.

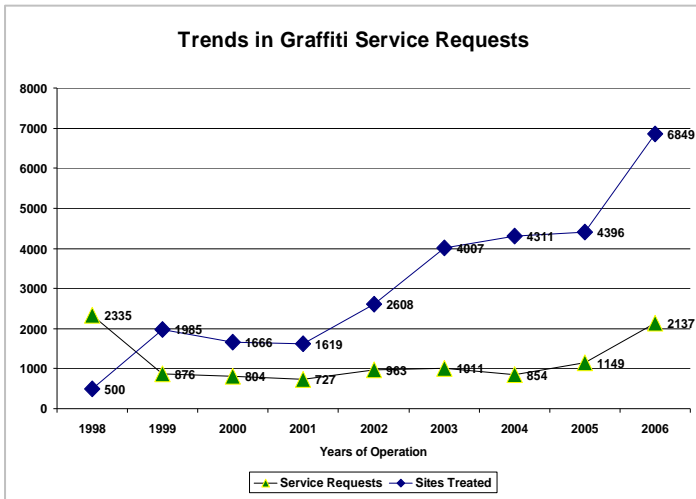
## EFFECTIVENESS DATA

Which of the following most accurately describes the amount of graffiti in Winnipeg over the last year?



### Graffiti Control

There has been a noticeable positive trend in graffiti control. Citizens perceive there is "much less" graffiti each year since 2003.

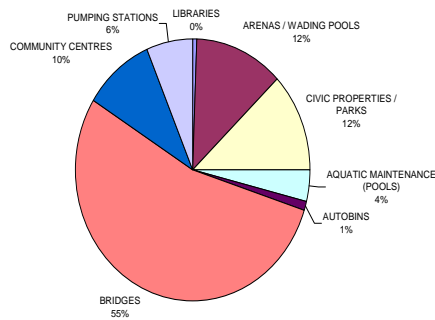


Winnipeg is proactive in removing graffiti.

### Graffiti Calls and Removal by Ward

Ward Name	Calls Received	Removed Commercial	Removed Residential
Fort Rouge-East Fort Garry	429	691	283
Charleswood-Tuxedo	4	54	4
Daniel McIntyre	254	601	199
Elmwood-East Kildonan	112	189	77
Mynarski	276	355	240
North Kildonan	63	54	22
Old Kildonan	32	28	33
Point Douglas	399	620	182
River Heights-Fort Garry	63	122	73
St. Boniface	114	244	71
St. Charles	4	16	3
St. James-Brooklands	45	192	27
St. Norbert	27	29	15
St. Vital	30	34	31
Transcona	31	73	40

2006 DISTRIBUTION OF RESTORATION COSTS



Over 50% of the graffiti removal costs are associated with bridges.

## EFFICIENCY DATA

Cost of manual litter collection pick-up per hectare (parks and boulevards) April – October.

2003	2004	2005	2006
\$188	\$223	\$249	\$250

The cost of manual litter collection pick-up per hectare for parks and boulevards has been increasing since 2003 but in 2006, the costs have stabilized.

(cost of manual pick-up per hour = # of hectares of parks and boulevards divided by the total cost of litter pick-up by hand including salaries, equip, fuel)

The following performance measures will be collected for 2007 and will be provided in the 2008 service plan.

Cost per square meter to maintain:

- Flower beds – raised/fixed
- Flower beds – in ground
- Flower planters – movable
- Hanging baskets

## BENCHMARKING

CITY	POPULATION	GRAFFITI BUDGET	PER CAPITA EXPENDITURES ON GRAFFITI
Winnipeg	648,600	\$641,191	\$0.99
Vancouver	582,000	\$1,200,000	\$ 2.06
Chicago	3,000,000	\$4,000,000	\$ 1.33
San Francisco	775,000	\$775,000	\$ 1.00

Winnipeg's per capita expenditures on graffiti is among the lowest of the cities compared in the table below.