



**Subject:** *East Hants Exit Ramp Litter Challenge - 2021 Pilot Results*  
**To:** Executive Committee  
**Date Prepared:** December 3, 2021  
**Related Motions:** IO21(2)  
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**Approved by:** Jesse Hulsman, Director of Infrastructure & Operations

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### Summary

In January 2021 Council approved an additional \$5000 to the Solid Waste budget, funded through special reserves, for the purpose of a community grant program related to the adoption of the 100-series highway access ramps for a litter reduction initiative. This report will provide an update on those results and seek direction on this initiative.

### Financial Impact Statement

The funding for 2021 was \$5,000 from special reserves, and provided a budget of \$1000 per exit ramp, with grants of \$500 per clean-up (spring/fall).

If the program is continued to run in 2021 the budget would be \$6,000 (with the addition of the Lantz ramp) and would be added in the draft budget as a regular expense (not from special reserves).

### Recommendation

To add the \$6,000 into next year's budget with this programming becoming part of ongoing annual events planned by the Municipality.

### Recommended Motion

**Move that the Executive Committee recommend that Council consider the East Hants Exit Ramp Litter Challenge Program become part of the ongoing annual events planned by the Municipality and that \$6,000 be added to fiscal year 2022/2023 draft budget to facilitate next years clean ups at what will be six total 100 series highway ramps within East Hants boundaries.**

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## Background

Community and Council concerns related to litter resulted in a staff report in December 2020 on options to mitigate and physically clean-up our communities. From that staff presentation Council directed staff to develop options for a targeted approach to combat litter, specifically at 100-series Highway access ramps, and include community engagement efforts. Council approved in January 2021 a pilot program whereby community groups are provided a \$500 grant to complete a litter clean-up at an exit ramp, with a program budget of \$5,000 from special reserves.

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## Discussion

Staff created the East Hants Exit Ramp Challenge pilot program. This was communicated in the annual Solid Waste spring newsletter and our social media channels. Interest was immediate.

The following table outlines the program participation.

Participants	Exit Ramp	Spring/Fall	Statistics
Heritage Baptist Church	10 Shubenacadie	Spring	640kg / 1441lbs
Milford Lions	9 Milford	Spring	288kg / 635lbs
Corridor Community Options	8 Elmsdale	Spring	150kg / 330lbs
Enfield Lions	7 Enfield	Spring	226kg / 500lbs
Team Amanda: Leukemia & Lymphoma Society	3 Uniacke	Spring	670kg / 1477kg
Association of NS Geocaching	10 Shubenacadie	Fall	140kg / 309lbs
Lantz Parish Church	9 Milford	Fall	150kg / 331lbs
ProTX (donated to East Hants Community Rider)	8 Elmsdale	Fall	170kg / 375lbs
Tots Academy	7 Enfield	Fall	170kgs / 375lbs
East Hants Ground Search & Rescue	3 Uniacke	Fall	377kg/ 831lbs

- ✓ 5 exit ramps cleaned (twice)
- ✓ 10 community groups/associations supported (\$500 x 10)
- ✓ 2.97tonnes; 2981kgs; 6572lbs litter removed!

Participants were surveyed following their clean-ups to and the consensus was:

- ✓ the funding amount was fair for the effort
- ✓ the program process (sign-up, supplies, payment) was easy and went well
- ✓ they would either participate again and/or recommend to others groups to do so

Social media follow-up (and kudos to the groups) was completed in the spring and is planned for the winter as well.

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## Alternatives

1. Council could opt to run this program annually as part of the Solid Waste budget;
2. Council could opt to run this program biennial;
3. Council could opt to not proceed with this program.

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## Conclusion

The program was well received within the community and abroad, with other municipalities looking at our program for consideration in 2022.

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## Recommendation

To add the \$6,000 into next year's draft budget with this programming becoming part of ongoing annual events planned by the Municipality.