



Subject: *East Hants Exit Ramp Challenge - Pilot Program Review*
To: Executive Committee of Council
Date Prepared: December 7, 2023
Related Motions: C21(15)
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Approved by: Jesse Hulsman, Director of I&O

Summary

Council approved a 3-year pilot program (2021 - 2023) to combine support for community groups looking for fundraising options and to tackle the issue of roadside litter. The East Hants Exit Ramp Challenge launched spring 2021 where community groups that cleaned an exit ramp would receive a \$500 grant. This report will provide the details of the pilot.

Total 3-year program = \$17,000

Year 1 (2021) = \$5000; Year 2 (2022) = \$6000; Year 3 (2023) = \$6000

Lantz exit was not open until 2022.

Financial Impact Statement

\$6000 - \$9000

Recommendation

Staff recommend Executive Committee recommend to Council to direct staff to include this program and budget for the 2024-2025 year. Staff are also recommending an increase from \$500/ramp to \$750/ramp, which would increase the budget from \$6000 to \$9000.

Recommended Motion

Move that the Infrastructure & Operations Committee recommend that Council to direct staff to add \$9000 to the 2024-2025 budget for the East Hants Exit Ramp Challenge.

Background

When the province entered the pandemic in 2020 everyone was impacted, including our community organizations. Out of concern for our community groups inability to fundraise in traditional ways, but still having overhead costs for some Council was seeking options to support them. At the same time concern about litter in our communities, especially the highly visible locations on highway ramps entering East Hants were raised by Council. Staff were directed to provide options to Council that could potentially tackle both concerns.

Discussion

In 2021 the East Hants Exit Ramp Challenge pilot program was launched. This program included:

- The Municipality adopting all 100-series exit ramps that bring residents and visitors into East Hants under the provincial Adopt-A-Highway (AAH) program;
- Under the AAH program ramps are required to be litter picked twice a year (spring & fall);
- East Hants has 6 ramps under the program: Shubenacadie, Milford, Lantz, Elmsdale, Enfield, and Mount Uniacke (Lantz coming online for year 2);
- The program provided \$500/ramp clean-up;
- Funding was only available to community groups/non-profits; businesses could participate if funds were being issued to a community group directly by the Municipality;

BY THE NUMBERS

- ✓ 34 clean-ups completed
- ✓ 26 community groups (or businesses supporting) participated
- ✓ \$17,000 in funding issued to groups
- ✓ 6532kgs (or 6.53 tonnes) of garbage collected (= 14,400lbs)

PER RAMP WEIGHTS (KGS)

	S2021	F2021	S2022	F2022	S2023	F2023	Ramp Total KGS	Ramp Total LBS
Exit 10 Shubenacadie	640	140	140	59	160	30	1169	2577
Exit 9 Milford	288	150	150	110	90	270	1058	2333
Exit 8A Lantz	n/a	n/a	130	30	60	50	270	595
Exit 8 Elmsdale	150	170	190	122	140	70	842	1856
Exit 7 Enfield	226	170	70	160	120	90	836	1843
Exit 3 Mount Uniacke	670	377	400	160	520	230	2357	5196
TOTALS Per Season (KG)	1974	1007	1080	641	1090	740	6532	14400

PARTICIPANTS

- ✓ CHART Society of Maitland
- ✓ Hardwood Lands 4H
- ✓ U15 Mastodons Fast Pitch Team
- ✓ PROTx = funds directed to EH Community Rider (x2)
- ✓ Gymnasion Competitive Team
- ✓ Leukemia & Lymphoma Society of Canada = Uniacke fundraising group (x3)
- ✓ Shubenacadie Legion Branch
- ✓ Milford Lions (x3)
- ✓ EH Curling Association = funds directed to Youth Links
- ✓ Superstore = funds directed to Youth Links
- ✓ Corridor Minor Baseball Association - East Hants Nationals
- ✓ Heritage Baptist Church
- ✓ Corridor Community Options
- ✓ Enfield Lions
- ✓ East Hants Penguins U13B Hockey Team
- ✓ East Hants Skating Club (x2)
- ✓ East Hants Youth Links
- ✓ Tots Academy (x3)
- ✓ Uniacke District Home & School
- ✓ East Hants Historical Society
- ✓ Hardwood Lands Presbyterian Church
- ✓ Elmsdale Cooperative Ministry
- ✓ Hants County 4H
- ✓ Nova Scotia Geocaching Association
- ✓ Lantz Parish Church
- ✓ East Hants Ground Search & Rescue

LESSONS LEARNED FROM PROGRAM

- ✓ Litter does attract litter
- ✓ Litter doesn't seem to be going away
- ✓ Spring is always heavier for clean-ups
- ✓ Dangerous littering is real & happening (needles)
- ✓ Each ramp has its own 'personality' (specific things trend in certain areas)
- ✓ Community members really care about litter & illegal dumping (we've had calls of 'dumping' when it was really our groups leaving materials in a predetermined location for Monday pick-up by municipal staff)

Staff perspective is that incentive brought participants to the Exit Ramp Challenge, but the active of cleaning up is fostering a collective community commitment to reducing litter.

STRATEGIC ALIGNMENT

This work aligns with the Municipality's strategic goal of Strong Community where people feel a sense of pride and connected to the communities they live.

Alternatives

Executive Committee direct staff to prepare a Council Policy document for consideration to make this a regular program.

