

RE: PITCH-IN CAMPAIGN

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Engineering be adopted.

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TO: MUNICIPAL MANAGER 1990 JANUARY 23

FROM: DIRECTOR ENGINEERING

SUBJECT: PITCH-IN 1990 CAMPAIGN

PURPOSE: To provide background information in response to the letter submitted for the 1990 Pitch-In Week, May 7-13.

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

Appearing on this agenda is a letter advising of the upcoming 1990 Pitch-In Week scheduled for May 7-13. The Corporation has not participated directly in this program for the past four years. Council, at its meeting of 1989 October 16, received a request for a donation of \$1,000 for the 1990 Pitch-In Campaign; however, Council chose to take no action on this request.

Council's actions in response to previous requests has been as follows:

<u>YEAR</u>	<u>DONATION</u>
1986	\$100
1987	Ø
1988	Ø
1989	Ø
1990	Ø

In 1986 the \$100 was financed through the Grants Committee budget.

It has been our experience that the problem of littering is a continuing concern throughout the year and should be tackled on an ongoing basis. Our program for litter control includes the following aspects:

- provision of household refuse collection service;
- provision of street flushing and sweeping service by mechanized means;
- provision of litter pick-up service by manual means;

- provision of Stride Avenue Disposal Area for landscape refuse;
- spot clean-up of illegally dumped materials;
- inclusion of educational articles in "Information Burnaby";
- provision of curbside pick-up and recycling program for paper products;

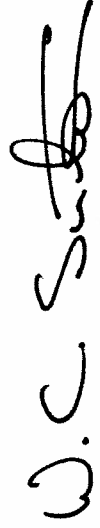
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-1990 will see the advent of several recycling strategies which will be of benefit in combatting the problem of litter.

Each of these items contributes in our program to keep Burnaby clean, although the manual pick-up service most directly influences the degree of visible litter. Our litter collectors have a scheduled program of emptying and cleaning around litter receptacles (mainly on arterial streets such as Kingsway and Hastings Street) and cleaning around bus stops. Special attention is given to high litter areas, such as schools and retail fast food outlets. Staff have worked closely with the management of McDonald's Restaurants who have cooperated in controlling litter in the immediate vicinities of their premises.

We are of the opinion that the current level of clean-up service can best be maintained by continuously attacking the problem throughout the year, however, we fully support programs aimed at keeping the Municipality's environment clean.

WCS:je


DIRECTOR ENGINEERING