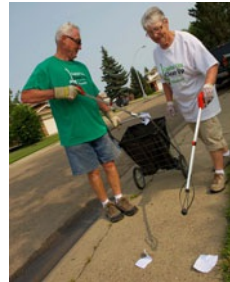


Less Litter on City Streets

Litter audit shows positive results

The results of Capital City Clean Up's 2013 Litter Audit show a positive downward trend. Since 2009 there has been a 42% reduction in large litter and 40% reduction in small litter.

"The results of the Capital City Clean Up 2013 Litter Audit show that the City, businesses and citizens are working together to make a positive difference," said Mayor Don Iveson, who thanked business and media partners for their support of Capital City Clean Up during a recognition event at City Hall. "It is this sense of pride and a shared responsibility towards the common goal of a cleaner and safer city that helps us make Edmonton a more livable city – a vision that this Council and Edmontonians alike strongly believe in."



MGM Management conducted the audit, the sixth since 2007, by examining 122 of 123 city sites audited in previous years (one site could not be audited this year due to construction). The collected items were sorted into large litter (over 25 square centimetres) such as candy bar wrappers, tobacco packaging and cardboard, or small litter (less than 25 square centimetres) such as cigarette butts, small paper and chewing gum.

The number of items of small litter dropped from 15 items per site in 2012 to 10.4 items per site in 2013. Cigarette butts, the largest category of small litter, showed a 29.4% decrease from 2012, with 556 items observed, down from 788. Overall, this is a 42.1% decrease since 2009, when 961 items were observed.

"Having our litter numbers decrease yet again is great to see," said David Aiken, Community Standards Branch Manager. "We must continue to challenge ourselves as a city to reduce litter even further. These results show we are on the right path, and indicate where we can improve."

Tobacco packaging litter is down 19.9% from 2012. However, other large litter items increased from 15.7 items per location in 2012 to 16.0 items per location in 2013. Construction debris and vehicle and metal road debris have both increased by 58% and 111% respectively since 2009. An increased focus is required to address unsecured loads and litter tossed from moving vehicles passing through our community.

Nearly 900 Adopt-a-Block volunteers supported by almost 4,900 team members and 41 program partners worked with Capital City Clean Up in 2013. Program partners who participated in the Business Supporting Community program also continued to make a noticeable difference in 2013. Participating businesses increased from 86 to 118, contributing over \$68,000 in funding support to the 13 local non-profit organizations that cleaned those locations weekly.

Highlights and a summary of the 2013 Litter Audit can be found at edmonton.ca/capitalcitycleanup.

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