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## The District of North Vancouver REPORT TO COUNCIL

May 28, 2012

File: 11.5210.01/000.000

Tracking Number: RCA -

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**SUBJECT:** Parks, Engineering and Facilities Division Community Partnership and Beautification Program

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### RECOMMENDATION:

Approval for the implementation of a volunteer based beautification program for District of North Vancouver streets, parks and trails.

Reallocate \$33,000 in annual funding from the service enhancement provision included in prior year's budget .

### REASON FOR REPORT:

This report identifies new opportunities and provides background on existing volunteer and beautification programs.

### SUMMARY:

The District currently has a successful park volunteer program in place and pilot street beautification programs. Opportunity exists to wrap the programs together and provide one cohesive beautification and volunteer program housed in the Parks, Engineering and Facilities Division.

### Highlights of the Program:

- Provide increased recognition for parks volunteers and create an annual beautification recognition award for community groups and neighbours who go the extra mile in beautifying their lanes, streets, bus stops.

- Implement a new Adopt a Street/Bike Trail litter clean-up program.
- Expand the pilot Adopt a Bulge program to more street corridors. Provide landscaping to groups that want to improve lanes, install rain-gardens, living walls or other innovative streetscape enhancement ideas in exchange for a volunteer maintenance commitment.
- Expand the pilot traffic and utility control box wrapping project across the DNV in partnership with the North Vancouver Arts Office. Seek additional private funding for more box wraps.
- Actively market new volunteer and funding partnership activities on social media and the district website
- Establish a brand for the beautification program. Other community examples include Viva Vancouver; Anchorage: Clean and Green, Safe and Secure; Weed Warriors, Surrey's Bulbs for Beauty; Hamilton in Bloom, Richmond: Partners in Beautification.
- Actively promote partnership opportunities for donations for street public art, benches, landscaping, street banners, sponsor a farm animal, murals, utility wraps and corporate sponsorship for movie nights and concerts at Maplewood Farm.



**Pilot Adopt a Bulge landscaping (Pemberton Heights neighbourhood)**

**BACKGROUND:**

This program builds upon the existing platform of the established highly successful DNV trail and park volunteer program. Park volunteering activities currently include invasive weed pulls, stream clean ups, plantings, walking and mountain bike trail maintenance. Highlights from 2011 included:

- 7 memorial bench donations at \$1,800 each
- 688 adult volunteers donated 3,440 volunteer hours
- 178 youth contributed 890 hours building trail boardwalks
- Local groups participating: Save Our Shores, Friends of Hunter Park, Blueridge Community Association, Sunnycrest Drive Group, Hatfield Environment Group, Lynn Valley Community Association), Friends of Draycott Park, North Shore Streamkeepers, North Shore Mountain Bike Association, Deloitte Group, Golden Age Hikers, Army Engineering Cadets, Highlands Community School, Blueridge Elementary, Ridgeway Elementary, Upper Lynn Elementary, Brockton School, Handsworth Secondary, Maplewood School, Keith Lynn Secondary School, Dorothy Lynas Elementary School
- 600 plants were planted in greenbelts and 1,076 native plants planted in parks
- Scouts of North Vancouver planted over 2000 conifer plugs in Malaspina Park

The 2012 draft Parks and Open Space Plan recommended the following activities for 2012:

- Improved Volunteer Program Co-ordination
- Expand the effectiveness of volunteerism by developing an organized system of volunteer programs for people and organizations wishing to share time, energy and resources to improve the parks. Programs advertised on the Parks website could include:
  - Adopt-a-Park and Adopt-a-Trail
  - Park Partners, Park Watch and Park Wardens
  - Naturalists
  - Special Project Volunteers
  - Work Experience Volunteers
  - Facility and Trail Volunteers
  - Sports Field Volunteers
- Explore opportunities for local businesses to provide stewardship and volunteers
- Explore using social networking and the Parks website to highlight stewardship events
- Continue to develop a database to organize and update volunteer contact information
- Explore ideas for mentoring (i.e. mentoring of youth in mountain biking, District staff as mentors)
- Allocate resources to recognize volunteer efforts in the parks through tools such as Volunteer Awards program that identify significant volunteer contributions, and events (i.e. Sport Awards) that celebrate volunteer input and provide communication between volunteer organizations

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In 2012, the Traffic Section of Engineering Services participated in two pilot streetscaping programs. The Adopt a Bulge street landscaping program was offered to residents on Fromme Street and in the Pemberton Heights neighbourhood during the installation of street improvements. Landscaping is provided by the district and maintained by the adjacent homeowner or a garden club member. A few traffic signal boxes were wrapped with public art in a pilot project with the North Vancouver Arts Office in 2011.

**ANALYSIS:**

Street and park beautification and volunteer litter pick up programs exist in most of our surrounding communities and are widely promoted on their websites. Examples of other communities' programs will be provided in the council workshop. These programs provide an increased benefit to the public by engaging residents to volunteer and increasing the aesthetics of North Vancouver.

**Financial Impacts:**

Program supplies will be provided to volunteers to implement the program, augmenting existing funding for landscaping in the parks budget.

Supplies Budget Breakdown - \$33,000

\$5,000: Litter clean up supplies provided for volunteers  
\$15,000: Street landscaping supplies for Adopt a Bulge Program  
\$10,000: Community art traffic control wrapping program  
\$3,000: Signage to recognize volunteers, community beautification awards

No additional FTE positions are proposed. The program is expected to increase volunteer hours commensurate with supplies allocated. The value of the volunteer hours is anticipated to exceed the value of the supplies budget.

**Liability/Risk:**

DNV has developed legally reviewed participant agreement forms and safety information procedures for the volunteer programs.

**Social Policy Implications:**

Increased community engagement in the beautification of our community and recognition of those residents who participate in volunteer litter and landscaping initiatives.

**Environmental Impact:**

Removal of discarded litter from streets and trails and increased nonpoint source water pollution filtration by increased street landscaping.

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**Conclusion:**

Funding this program will benefit residents in North Vancouver by increasing the beauty of our community and providing an opportunity for citizen engagement.

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