

Sent by Email

October 30, 2024

Toronto and Region Conservation Authority  
101 Exchange Avenue  
Vaughan, ON L4K 5R6  
[clerks@trca.ca](mailto:clerks@trca.ca)

Subject: Anti-Littering Slogan Campaign

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The Council of The Corporation of the City of Pickering considered the above matter at a Meeting held on October 28, 2024 and adopted the following resolution:

WHEREAS, residents have observed a significant increase in litter across our beachfront areas, parks and trails, most notably in sensitive watershed areas. The issue persists despite the availability of waste receptacles (i.e. fishing line disposal units, garbage and recycling bins);

And Whereas, other municipalities across Canada have created clever anti-litter slogan campaigns to persuade people to take the simple step of throwing their garbage in waste receptacles instead of on the ground;

And Whereas, catchy slogan campaigns have been proven to be highly effective. For example, the "Don't Mess with Texas" anti-litter campaign, created by the Texas Department of Transportation, is credited with reducing litter on highways by an incredible 72%. Similarly, "Woodsy Owl" was created in 1971 by the U.S. Department of Agriculture's Forest Service as an anti-pollution symbol. His catchy tag line, "Give a hoot; don't pollute!" is still used today more than 50 years later to remind us to care for the planet;

And Whereas, in 2014, the City of Toronto launched the "Littering says a lot about you" campaign. This initiative effectively targeted the entire city by utilizing posters and signage on buses, newspaper ads, and bus shelters to reduce litter in public spaces; and,

And Whereas, when it comes to stopping litter, a catchy phrase can make a difference. It is a proven way to raise awareness about keeping your community clean with just one simple act - tossing garbage in a trash can.

Now therefore be it resolved, that the Council of The Corporation of the City of Pickering directs through the Office of the CAO that staff:

1. Create an anti-littering campaign with a clever tag line or slogan that addresses issues related to fishing, pollution, and careless littering, and ensure that the campaign runs for a minimum of one year from its launch;
2. Assess most common critical areas where littering has been reported or identified as a problem area;
3. Create and implement a digital anti-littering campaign in 2025 using in-house resources;
4. Report back to Council no later than Q1 2025 on the above including provisions and any budgetary impacts to install permanent signage to promote the City's anti-littering campaign; and,
5. That this resolution be circulated to the Toronto and Region Conservation Authority, all Durham Region municipalities, and to the Ministry of Natural Resources.

Should you require further information, please do not hesitate to contact the undersigned at 905.420.4660, extension 2019.

Yours truly



Susan Cassel  
City Clerk

SC:am

Copy: The Honourable Graydon Smith, Minister of Natural Resources  
Alexander Harras, Regional Clerk, Region of Durham  
Jaclyn Grossi, Municipal Clerk, Town of Ajax  
June Gallagher, Municipal Clerk, Municipality of Clarington  
Chris Harris, Clerk, Town of Whitby  
Fernando Lamanna, Clerk, Township of Brock  
Debbie Leroux, Clerk, Township of Uxbridge  
Mary Medeiros, City Clerk, City of Oshawa  
Ralph Walton, Interim City Clerk, Township of Scugog

Chief Administrative Officer