



Friday, March 01, 2013

## What's New at CCCU for 2013

As Capital City Clean Up (CCCU) enters its eighth exciting year, it welcomes new employees and program elements to help it reduce and prevent litter and graffiti vandalism.

Edmontonians will find fresh staff in the volunteer coordinator's office (see **"New CCCU Faces"**), extra options for Adopt-a-Block participants (see **"Changes Give Adopt-a-Block Volunteers More Choices"**) and more training for volunteers.

CCCU is also making changes to allow its volunteers and program partners to be even better informed. This newsletter, the **Clean Up Connector**, will now be issued every four to six weeks in an email format. This will allow readers to link directly to more current and detailed web information at [www.edmonton.ca/capitalcitycleanup](http://www.edmonton.ca/capitalcitycleanup). CCCU participants without email will still have the e-newsletter mailed to them in print form.

In this new format, timely information, such as a pop up cleanup event or the names of the Early Bird winners, can be sent out immediately as a short email or "e-blast".

"We're trying to make sure we have enough resources in place to address the requirements of all our volunteers, and that we're as attentive and responsive to their needs as quickly as possible," says CCCU program manager Don Belanger.

## New CCCU Faces

If you stop by the Capital City Clean Up (CCCU) offices these days, you'll meet the latest temporary additions to our staff. Paulette Neigel is the new volunteer coordinator, and Melissa Schroeder is our new volunteer assistant.

Neigel, who has volunteered with P.A.L.S. (Project Adult Literacy Society), the KARA Family Resource Centre and the Christmas Bureau, is excited to be part of what she calls a worthy cause.

"This is such a serious initiative and there's lots of buy-in from the community and from business," says Neigel. "Our participants have a huge impact on creating cleaner, healthier communities and seem to understand that when you give, you gain."

Schroeder's position is new, and designed to help during the busy spring season when so many of CCCU's programs begin, from Adopt a Block to River Valley Clean Up. She'll help manage the volunteer database, prepare cleanup kits, and provide support for volunteers.

A busy mother of three, Schroeder says it's wonderful to work in an environment that promotes the same message that she has taught her family. "When stuff gets thrown on the ground or painted on buildings, it's really not nice to see. We really need to be responsible for what goes on in our environment."



## New Choices for Adopt-a-Block Volunteers

When our volunteers make suggestions, we listen. For 2013, Capital City Clean Up (CCCU) has made a few changes to our Adopt-a-Block program.

A number of you have noted that you can reuse some of your previous years' supplies, so this year volunteers can return unwanted items—though we're happy to have you share litter-fighting equipment with your friends and neighbours!

At the same time, other volunteers have expressed an interest in buying extra cleanup equipment for members in their group. We've put together a short order form for optional supplies, which includes a litter scoop (\$25.91), small corn broom (\$4.56) and litter grabber (\$1). You can find the form when you sign up on the Volunteer Impact site, or call 780-944-5470 to request a copy.

Finally, please note **one change in the locations that will begin distributing kits on March 15**. [Commonwealth Community Recreation Centre](#) has replaced Eastglen Leisure Centre. The other locations are the [Jasper Place Fitness and Leisure Centre](#), [Grand Trunk Fitness and Leisure Centre](#), [Mill Woods Recreation Centre](#), [Terwillegar Community Recreation Centre](#), the [CCCU office](#), and the **safety orientation session at City Hall's Heritage Room on April 20, 10:30-11:30am**. Don't forget your Cleaning Kit Exchange

Neigel takes over the maternity-leave position from Suzuanne Burwash, who has found a permanent position in her field. Tamara Brunelle is expected back from her maternity leave in June.

## EPS Nabs Tagger Covered in Spray Paint

It's almost as if the guy was asking to be arrested. Not only was the teen riding his bike on the sidewalk, but his face and clothes were covered in spray paint. That made it easy for Edmonton Police Services (EPS) to pull over and arrest a 17-year-old for graffiti vandalism in January, 2013.

Because he's been charged as a young offender, the vandal cannot be identified, but his tag name is BRUTE. That tag showed up in nine per cent of the graffiti noted in the 2012 Graffiti Vandalism Audit of Capital City Clean Up (CCCU).

"We know he's been tagging since 2010. We've been looking for this individual for a while," says EPS Constable Ryan Katchur.

"We were anxious to catch him," adds Sharon Chapman, CCCU graffiti project manager. "The EPS has done a great job in apprehending him and we're pleased about that because he had already generated 226 complaints of graffiti vandalism."

When citizens report the graffiti vandalism they see, EPS can create detailed files to use against the taggers, says Chapman. If you discover a BRUTE tag on your property, please visit your nearest community police station to report it.

When you see graffiti in progress, call 911. Visit your local police station to report vandalism on your property. To begin the removal process of graffiti anywhere in the city, call 311 with the details of the graffiti's location.

Card—otherwise, you can't pick up the kit!

## CCCU Speaks at Zero Graffiti International

Participants from across Canada, the United States and Europe heard about Edmonton's comprehensive approach in reducing and preventing graffiti vandalism at the Zero Graffiti International conference in January.

"It was an honour for us to be invited," says Sharon Chapman, Capital City Clean Up graffiti project manager, who presented at the inaugural conference in San Francisco.

The highlights of her presentation included the City's multi-strategy approach, involving public education, community engagement, civic operations and criminal and civil enforcement. "Another highlight was our graffiti audit, which is unique in North America," says Chapman.

"Participants were impressed by the vast array and uniqueness of options and programs available. Because of this work, Edmonton is recognized as a leader in graffiti vandalism prevention and education."

[www.edmonton.ca/capitalcitycleanup](http://www.edmonton.ca/capitalcitycleanup)

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