



For Immediate Release

“CALL 3-1-1” STICKERS BEING PUT ON DOWNTOWN GARBAGE BINS

CALGARY, JULY 17, 2008 – As part of a continuing effort to keep Calgary clean to the core, The City has initiated a pilot project to assist in keeping Calgary’s downtown area clean.

The pilot project will take place along 7th Avenue from Third St. East to 10th street West, including the LRT platforms, and involves approximately 100 garbage bins. Stickers are being placed on the bins encouraging people to phone The City’s 3-1-1 number when they see a garbage container that is full.

As soon as a call is received into the 3-1-1 call centre, the information will be dispatched for cleanup action as quickly as possible. Calgary Transit and Roads Maintenance are coordinating their schedules to ensure cleanup of the garbage bins.

Running concurrently with the garbage bin sticker initiative is the placement of 40 pilot recycling bins to help alleviate the excess newspaper on 7th Avenue. In August, the Calgary Downtown Association, in cooperation with Animal & Bylaw Services, will be adding another ten new recycling bins along four blocks of 8th Avenue.

There has also been an increase in the number of cleaners in the downtown core as well as a schedule change to allow for more cleaning during the daytime. Calgary Transit and the Roads business unit are coordinating their schedules to ensure there is regular cleanup along the 7th Avenue corridor.

The Clean to the Core program is a collaborative effort of Calgary Police Service, Calgary Fire Department, Emergency Medical Services, Animal & Bylaw Services, Calgary Transit, Roads, Parks, Environmental & Safety Management, Waste & Recycling Services, Land Use Planning & Policy, Development & Building Approvals, Corporate Property & Buildings, Law, Recreation, Community & Neighbourhood Services, 3-1-1 and Centre City Implementation.

Besides the participation of various City departments, the Clean to the Core program also involves community partners and businesses in the Centre City to implement real change to the downtown area.

Earlier this month, nine downtown businesses in the hotel, retail and parking sectors received certificates of recognition for assisting the Centre City Safety Impact Team and Clean to the Core with their spring 2008 clean up. Improvements included better lighting and signage, cleanliness, graffiti abatement, and customer education and awareness.

More details on Clean to the Core can be found on the City Centre Implementation website, www.calgary.ca/centrecity. Comments are also welcome on the Centre City blog, www.centrecitytalk.com.

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