



2024 Mayors' Keep the County Clean Challenge Update

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Background

- 2009 marked the first year of the “Mayors’ Keep the County Clean Challenge”, a County-wide, week-long litter cleanup event focused on the clean-up of green spaces, neighbourhoods, parks, ravines, roadway ditches and waterways.
- It has been held annually since, with the same focus, apart from a two-year hiatus due to the COVID-19 pandemic.

2024 Challenge

- The 2024 Challenge marked the 14th anniversary of the event
- The week-long litter clean-up was held from Apr. 22nd to Apr. 27th and the 20 Minute Makeover was held at Noon on Apr. 26th



Promotion

- Advertising was placed in the Community Press, radio stations, and on the County's and area municipalities' websites, social media and annual calendar



Keep the County Clean
Mayors' Challenge

Northumberland
COUNTY

It's Litter Pick-up Time!

Contact your municipal office to register yourself or a group, pick up supplies and head out the week of April 22nd to collect litter from any park, roadside ditch, nature trail, etc.

Mun. of Altwick/Haldimand	Susan Smith	905-249-2700
Mun. of Brighton	Gord Fletcher	613-475-1162 ext 104
Town of Cobourg		cobourg.ca/cleanup
Township of Cramahe	Janet Newall	905-355-2821 ext 222
Township of Hamilton	Julie Tong	905-342-2810 ext 101
Mun. of Port Hope	Pam or Ashley	905-753-2230
Mun. of Trent Hills	Evea Passaluniguo	705-653-1900 or customers@trent hills.ca




2024 Challenge Results

- 3,124 volunteers registered and participated in the 2024 Challenge. Our highest participation ever!
- 11,472 kg of litter and illegal dumping were collected during the week-long litter clean-up

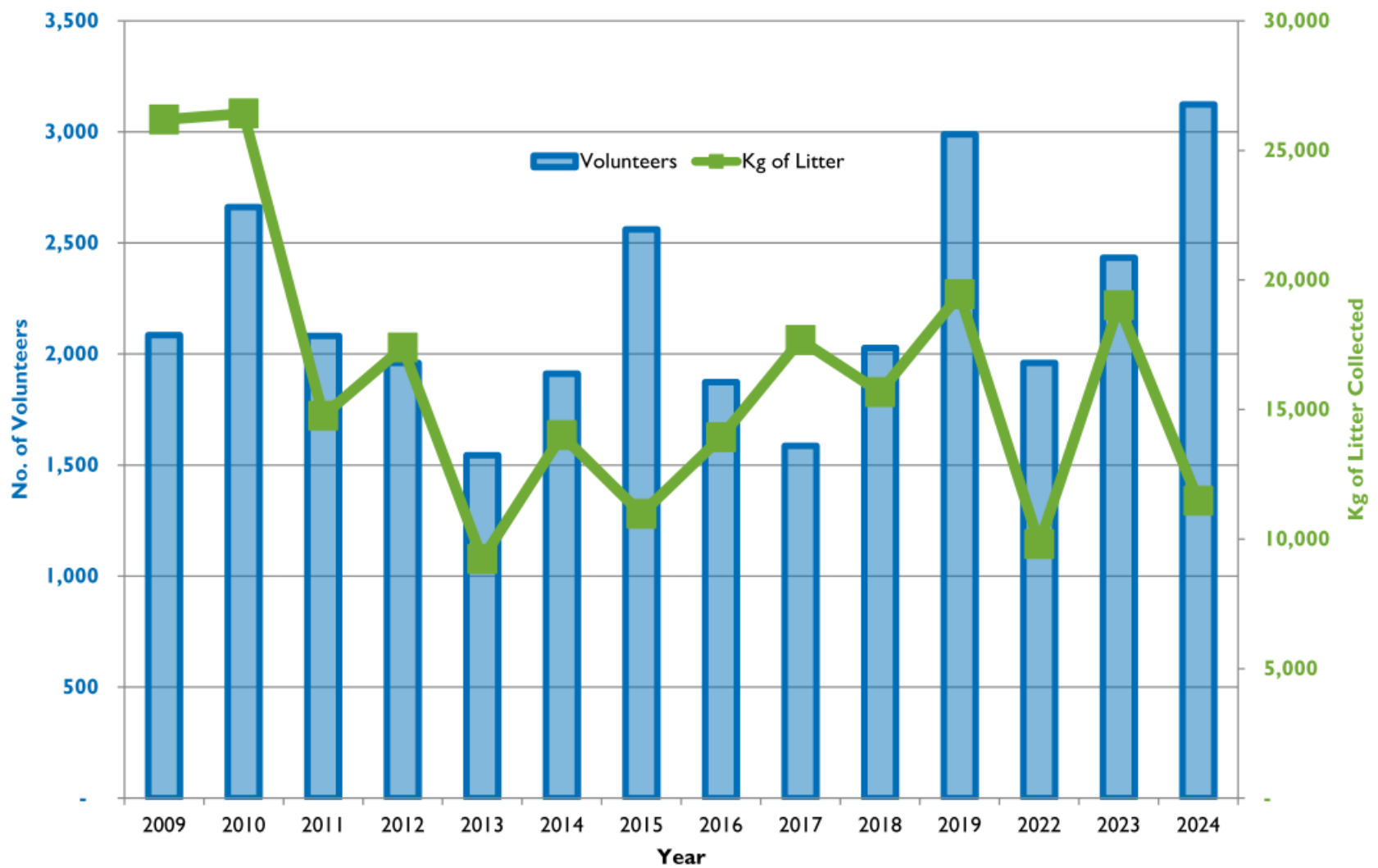
2024 Challenge Results Cont'd

Mayors' Keep the County Clean Challenge 2024 Summary Table

Area Municipality	Population *	Number of Volunteers	Proportional Representation (%)	Litter Collected (kg)	Avg. Kg Collected per Volunteer
Alnwick / Haldimand, Township of	7,473	464	6.2%	1430	3.0
Brighton, Municipality of	12,108	565	4.6%	2382	4.2
Cobourg, Town of	20,519	1036	5.0%	880	0.8
Cramahe, Township of	6,509	148	2.2%	1000	6.7
Hamilton, Township of	11,059	333	3.0%	2200	6.6
Port Hope, Municipality of	17,773	221	1.2%	2080	9.4
Trent Hills, Municipality of	13,861	357	2.5%	1500	4.2
TOTAL	89,302	3,124	3.5%	11,472	3.7

* - Populations based on 2021 Census Data

2024 Challenge Results Cont'd



Summary

- Over the past 14 years more than 27,000 volunteers have collected nearly 215 tonnes (473,000 lbs) of litter and illegal dumping.
- To put that into perspective, that's enough trash to fill 37,000 garbage bags, which, if placed side by side, would stretch more than 17 km!

Comparison Between 2009 and 2024

ITEM	2009	2024
Tonnes of Garbage Collected	26.2	11.3
Number of Volunteers	2,085	3,124

2024 Challenge Winners

Category 1 – Highest Proportional Representation of Volunteers

Winner Township of Alnwick/Haldimand: 6.2%
1st Runner-up: Town of Cobourg: 5.0%
2nd Runner-up: Municipality of Brighton: 4.6%

Category 2 – Hardest Working Volunteers

Winner: Municipality of Port Hope: 9.4 kg per volunteer
1st Runner-up: Township of Cramahe: 6.7 kg per volunteer
2nd Runner-up: Hamilton Township: 6.6 kg per volunteer