



Get rid of cigarette butts

Did you know...?

Three million cigarette butts are discarded on the ground each day in downtown Montréal.

According to the latest research, 18% of **garbage discarded on the ground** is discharged into streams, storm drains, the river and the ocean.

Cigarette butts are small and light and float easily. They end up in the water supply pipeline where they **block water waste filters**.

After a storm or the melting of snow, they **get stuck to flowers in our parks, and are scattered on lawns and public spaces**. There, they come in contact with children, pets and wildlife.

The fibres of a tobacco cigarette filter contain various alkaloid residues, including nicotine. These represent a **danger to the animals that eat them**.

Birds use them to build their nests!



A few practical tips for owners of bars and restaurants:

- Install non-combustible cigarette butt receptacles on the exterior wall of your business. The receptacle must measure a maximum of 60 centimetres high by 20 centimetres wide.
- Clearly delineate the area where smoking is permitted.
- Distribute several cigarette butt receptacles.
- Ensure that smokers are monitored. In the case of a bar or hotel, the door-person can keep an eye out.
- Have posters encouraging your clients to show their civic responsibility, to respect directives and explain why these gestures are so important to keeping the city beautiful and protecting wildlife and plant life.

“Anti-civic behaviour is expensive. Those found guilty will be punished!”

Fines according to the seriousness of the infraction:

For individuals	Level 3	Level 2	Level 1
First offence	\$125 to \$500	\$250 to \$750	\$500 to \$1000
Repeat offence	\$250 to \$1000	\$500 to \$1500	\$1000 to \$2000
Additional (5 years)	\$500 to \$2000		

For businesses	Level 3	Level 2	Level 1
First offence	\$500 to \$1000	\$1000 to \$1500	\$1500 to \$2000
Repeat offence	\$1000 to \$2000	\$2000 to \$3000	\$3000 to \$4000
Additional (5 years)	\$2000 to \$4000		

Cleanliness is my business!



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Information: 514-872-6395
ville.montreal.qc.ca/villemarie

Cleanliness is your business!

Ville-Marie is doing its part, do yours!

The borough of Ville-Marie will spend \$28 million this year to ensure the cleanliness of its territory.

- Cleaning brigade composed of 120 students
- Manual and motorized cleaning
- “Madvac” motorized vacuums
- Team of inspectors growing from three to thirteen
- Awareness campaign on civic responsibility, respect and cleanliness, in collaboration with Sociétés de Développement Commercial (SDCs) and Écos-quartiers.



How?

As a citizen...

- **Recycle everything that is recyclable!**
- Make sure your garbage is in properly-closed garbage cans or green bags and in a safe place. Ensure that cigarette butts are disposed of safely, that papers cannot fly away and that the lid of your garbage can is securely in place.
- **If you see litter in the street, don't ignore it!** Pick it up and put it in a garbage can. Every small gesture counts. Encourage your neighbours and friends to do the same.
- Always have a small bag with you for garbage when you are out and about on your bicycle or in your car.
- Keep your pet on a leash and pick up its waste.
- Never damage street fixtures, attach your bicycle to a tree or distribute or post flyers or posters in a park or public place.

As a merchant or small business owner...

- Recycle and reduce your volume of waste.
- Join the “Forum for Partners in Civic Responsibility and Cleanliness” and make an active commitment to respecting the by-laws and to promoting them publicly.
- Take care of the space around your store or business. The same applies if you own a parking area.
- Create a “Clean-Up Walk” team with your employees. During the week, combine the practical with the fun by taking a healthy walk around the perimeter of your building to pick up papers or other debris.
- Keep your employees informed about cleanliness directives in your newsletter or other company communications and post them above garbage cans and cleaning equipment.
- Encourage your employees to be proud to keep the workplace clean.
- Ensure that garbage cans are readily available and well-placed and that your ashtrays and cigarette butt receptacles at the entrance to your establishment are accessible and emptied on a regular basis.

As a corporate citizen...

- If you are responsible for a street fixture that you own located in a public place:
 - you must keep it clean;
 - you must keep it free of graffiti.



“It’s a question of respect and civic responsibility.”

As a community group...

- Organize a community clean-up squad. Gather volunteers to pick up litter in the parks, laneways and streets of your neighbourhood. The squad can be informal or part of a special event to create public awareness. The borough of Ville-Marie’s Web site, www.ville.montreal.qc.ca/villemarie, is at your disposal to promote your civic activity. The borough can provide you with the brushes, brooms, dust pans, gloves and garbage bags you will need. Contact us by email or by telephone at **514-872-6395**.

Do your part...keep your sidewalk clean.

Generally speaking, owners or occupants of properties adjacent to commercial buildings must keep the adjoining sidewalk and road clean (60 cm).

Reduce water waste:

- Sweep your part of the sidewalk, your driveway entrance, parking area or the laneway near your building on a regular basis rather than cleaning it using water.
- Don’t throw cigarette butts or papers in storm drains. They pollute and block waste filters.
- Garbage should always end up in garbage bags or garbage cans.