

A REGIONAL APPROACH TO KEEP AMERICA BEAUTIFUL'S CIGARETTE LITTER PREVENTION PROGRAM



Outcomes, Observations and Insights of the
2015 Hampton Roads, Virginia Grant Project

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EXECUTIVE SUMMARY

Since 2004, Keep America Beautiful (KAB) has been distributing grants to support a proven method of reducing cigarette litter in communities. For the majority of these grants, the Cigarette Litter Prevention Program (CLPP) has been used by a single political or organizational entity to target one or two specific locations. It has proven to be an effective strategy for introducing this model of changing behavior around the most frequently littered item, cigarettes, resulting in an average reduction in littering of about 50%.

In an effort to explore ways to more efficiently and effectively expand the use of this program across the United States, KAB, through its Litter Prevention Programs Division, has begun to distribute larger grant amounts to grantees that would implement the program in multiple sites, and where possible, to more than one political/organizational entity.

This report provides an analysis of one example of this type of implementation, in this case to the Hampton Roads geographical region of southeast Virginia. Utilizing an existing organized regional group, KAB awarded a \$12,500 grant to the Hampton Roads Planning District Commission (HRPDC) which managed the grant for seven separate municipalities through its askHRgreen.org educational outreach committee for litter prevention and recycling. Funding, procurement, training, oversight, and all strategic decisions about implementing this grant were managed by the regional committee, with the actual implementation of the on-site strategies and practices for placement of ash receptacles, communication with facility managers and outreach to smokers conducted by the seven local affiliate representatives or “Project Leaders.” In addition to this regional project, several other Year 2015 CLPP grantees for larger amounts (\$5,000 to \$10,000) were interviewed to learn of their experience with a regional or state implementation.

The Hampton Roads application of the CLPP revealed that there are both increases in efficiency in the management of the grants as well as enhanced attributes leading to above average reduction in cigarette litter. Key advantages to administering the CLPP on a regional basis include:

- Exceptional reduction in cigarette litter
- Reaching more communities and seeding potential new KAB affiliates
- Stretching grant dollars through cost effective strategies such as bulk procurement of receptacles and outreach materials
- Fostering a sense of camaraderie and teamwork among CLPP Project Leaders
- Sharing of best practices and “lessons learned” between Project Leaders
- Utilizing the broader reach of the regional media market to extend messaging
- Reinforcing the campaign by having a single, recognizable anti-cigarette litter message in diverse locations throughout a commuter-orientated region

Based on the primarily positive outcomes of implementing the CLPP on a regional basis with multiple entities, it is recommended that KAB develop a marketing approach to identifying and soliciting grant applications, which utilize a regional delivery model in future grant cycles. Such an approach will help to expand cigarette litter reduction and increase efficiency in use of grant funding.

ACKNOWLEDGEMENTS

This project's successful outcomes were made possible by many different individuals, organizations and supporters. Bronwen Evans, former Keep America Beautiful Staff Member and Manager of Litter Prevention Programs, provided the initial idea and support for submitting a grant to fund a regional project. Funding for the grant was made possible by the ongoing support and leadership of Altria Group, Inc.

The staff of the Hampton Roads Planning District Commission embraced the concept of developing a regional cigarette litter prevention program and provided ongoing administration and oversight of the grant budget, fostering strong communications with member communities and facilitating support from other contracted marketing and graphic design services. Margaret Cahoon and the staff at the contracted local marketing firm Cahoon and Cross provided excellent creative and research work to design options for messaging and outreach materials using research data from prior community surveys.

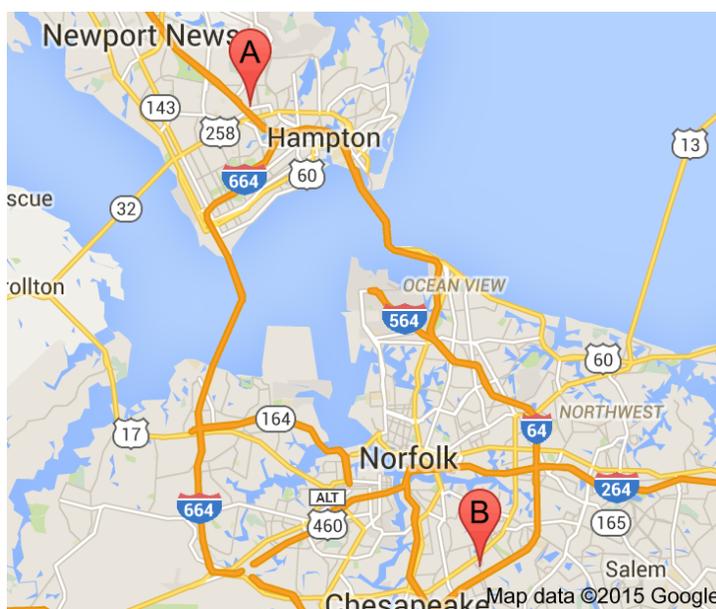
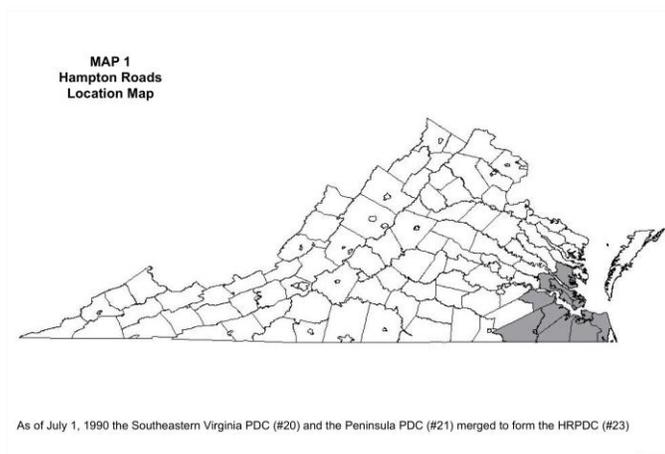
All Cigarette Litter Prevention Grants, like any locally based KAB behavior change program, require strong leadership, program management skills and commitment to implement for success. This project benefited greatly from all the litter prevention professionals that make up askHRgreen.org and particularly the seven leaders that volunteered to take on this project and give it high priority among many demands on their time. Throughout the project, all the CLPP Project Leaders represented their communities well and carried out the requirements of the grant with care and integrity. Thanks too, to the many volunteers that made up local CLPP Task Forces to guide the projects, count cigarette butts for scans and communicate with smokers at special events.

Finally, a tip of the hat to all those individuals, particularly those who smoke, who listened, learned and adopted the behaviors of responsible waste handling related to their smoking activity. It is only through that connection to smokers that the CLPP program will ultimately succeed and spread to even more smokers, communities and regions.

DESCRIPTION OF THE HAMPTON ROADS REGION:

1) Geographic

Hampton Roads is the name of the metropolitan region in Southeastern Virginia and Northeastern North Carolina, comprising the Virginia Beach-Norfolk-Newport News-Hampton, VA-NC metropolitan area and an extended combined statistical area that includes Northeastern North Carolina areas such as Elizabeth City and the Outer Banks. Hampton Roads is known for its historical significance, large military presence, ice-free harbor, shipyards, coal piers, and miles of waterfront property and beaches, all of which contribute to the diversity and stability of the region's economy.



The body of water known as Hampton Roads is one of the world's largest natural harbors. It incorporates the mouths of the Elizabeth River, Nansemond River and James River along with several smaller rivers and empties into the Chesapeake Bay near its mouth leading to the Atlantic Ocean.



View of the Elizabeth River with Downtown Norfolk at top right. The carrier in the foreground is the USS Harry S. Truman (CVN-75).

The land area (also known as "Tidewater") includes a collection of cities, counties and towns on the Virginia Peninsula and in South Hampton Roads. The Virginia Beach-Norfolk-Newport News-Hampton, VA-NC MSA has a population of over 1.7 million, making it the 37th-largest metropolitan area in the United States. The area is steeped in 400 years of American history, with hundreds of historical sites and attractions that draw visitors from around the world each year. The harbor was the key to Hampton Roads' growth, both on land and in water-related activities and events.

2) Socio Demographic

According to the 2010 U.S. Census, the overall racial composition of Hampton Roads was as follows:

- (1) White or Caucasian: 59.6%
- (2) Black or African American: 31.3%
- (3) American Indian: 0.4%

(4) Asian: 3.5%

(5) Some other race: 1.7%

(6) Two or more races: 3.4%

In addition, 5.4% of the population was Hispanic or Latino (of any race). 57.2% of the population was of non-Hispanic White background.

3) Economic

Hampton Roads is home to four Fortune 500 companies. Representing the food industry, transportation, retail and shipbuilding, these four companies are located in Smithfield (Smithfield Foods), Norfolk (Norfolk Southern), Chesapeake (Dollar Tree) and Newport News (Huntington Ingalls Industries).

Since 1989, Hampton Roads has been the mid-Atlantic leader in U.S. waterborne foreign commerce and is ranked second nationally behind the Port of South Louisiana based on export tonnage. This port is the U.S. leader in coal exports.

The Hampton Roads region's economic base is largely port-related, including shipbuilding, ship repair, naval installations, cargo transfer and storage, and manufacturing related to the processing of imports and exports. Associated with the ports' military role are almost 50,000 federal civilian employees. The harbor of Hampton Roads is an important highway of commerce, especially for the cities of Norfolk, Portsmouth and Newport News.

OVERVIEW OF PARTNERS/GRANT PARTICIPANTS

1) askHRgreen.org/Hampton Roads Planning District Commission (HRPDC)

The HRPDC is one of 21 Planning District Commissions in the Commonwealth of Virginia, and is a regional organization representing this area's seventeen local governments. Planning District Commissions are voluntary associations and were created in 1969 pursuant to the Virginia Area Development Act and a regionally executed Charter Agreement. The HRPDC was formed in 1990 by the merger of the Southeastern Virginia Planning District Commission and the Peninsula Planning District Commission. The HRPDC serves as a resource of technical expertise to its member local governments. It provides assistance on local and regional issues pertaining to Economics, Emergency Management, Housing, Planning, and Water Resources, and provides a robust education and outreach program through its Communications department. The HRPDC staff also serves as the support staff for the Hampton Roads Transportation Planning Organization (HRTPO), which is responsible for transportation planning and decision-making in the region.

2) The askHRgreen.org Recycling and Beautification Committee

The askHRgreen.org Recycling and Beautification Committee (The Committee) is one of four committees that make up askHRGreen.org. askHRgreen.org is a comprehensive environmental education program with four main focal areas including recycling and beautification, fats, oils and grease disposal, storm water education and water conservation and awareness. Staffed by the HRPDC, it is overseen by an Executive Committee representing the HRPDC's 17 member localities. The Recycling and Beautification Subcommittee is charged with developing a cooperative regional education program addressing litter control, recycling and beautification and is made up of recycling and litter prevention coordinators from each of the 17 localities served by HRPDC.

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3) Participating Project Municipalities

The Recycling and Beautification Committee of askHRgreen.org, a part of the Hampton Roads Planning District Commission (HRPDC), coordinated this Cigarette Litter Prevention Program (CLPP) with seven of its member communities participating. Participation was open to all HRPDC member municipalities at the beginning of the grant proposal development process. All seven that expressed interest and agreed to meet requirements of the grant program were included. Six of these are currently KAB affiliates in good standing.

The following municipalities participated and conducted a CLPP project in their community as part of this regional grant project: Hampton, James City County, Newport News, Norfolk, Portsmouth, Suffolk and Virginia Beach. The Project leaders identified below coordinated their CLPP for their respective municipality and performed the requirements of the grant program. The six cities and one county represent a combined population of over one million. Strategy, training and planning meetings were led by John Deuel of GreenQuest, LLC to guide and support the CLPP Project Leaders with their efforts as well as to track their progress.

Hampton- Cris Ausink, Project Assistant
James City County- Dawn Oleksy, Environmental Coordinator
Newport News- Dan Baxter, Business Recycling Coordinator
Norfolk- Lisa Renee Jennings, Public Service Coordinator
Portsmouth- Donna Corbus, Recycling Coordinator
Suffolk- Lacie Nixson, Recycling Coordinator
Virginia Beach- Amy Woodson

Virginia Beach Oceanfront CLPP: In addition to this regional grant program, a separate program funded by the KAB 2015 CLPP grants was conducted at the Virginia Beach oceanfront at the same time, and coordinated by Clean Virginia Waterways. This grant focused on cigarette litter from hotel guests and beach visitors during the height of the tourist season. This report will not include the results of that program, however a brief overview is provided in Appendix 2.

4) History of previous CLPP projects in the Region

The CLPP has been utilized by several KAB affiliates in this region prior to the grant program being reviewed here. Within the past three years, CLPP grant programs were conducted by Keep Norfolk Beautiful, Keep Chesapeake Beautiful and Newport News Clean Community Commission. The results of the programs were significant, with an average reduction in cigarette litter of 71%ⁱⁱ. The combined total of grant dollars for these six CLPP projects was \$11,000. In addition, Keep Virginia Beautiful, Keep Southwest Virginia Beautiful and Northern Virginia conducted CLPP programs during this timeframe with generally positive results. Two of the observations during these campaigns were that the CLPP increased the organization's visibility in the community and the campaigns succeeded despite "cigarette litter" not being specified in local litter ordinances.

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5) Basis for submitting the grant proposal

The Keep America Beautiful (KAB) Litter Programs Office communicated its interest in studying a regional approach to implementing the national Cigarette Litter Prevention Grant Program (CLPP) in late 2014. In February 2015, KAB approved a grant to support such an approach with the Hampton Roads Planning District Commission (HRPDC), for which John Deuel of GreenQuest, LLC was selected to perform the role of administering the grant, contracted through the HRPDC. To capture the potential benefits and programmatic requirements for a regional implementation, this grant was identified by KAB to act as a test and possible model for future use in other U.S. regions. In discussions with Bronwen Evans, Director of Litter Programs for KAB, GreenQuest, LLC was asked to conduct an evaluation of the regional approach and prepare analysis, research, and reporting to assist KAB in fully assessing its value as a model for applications in other regions. The current document is the report described here.

In its strategic planning for FY2015, The Committee identified cigarette litter as a high priority issue. Consistent with national studies by Keep America Beautiful, cigarette waste was identified by committee leaders as the most frequently littered item in Hampton Roads, both through local affiliate cleanup program reports, by Stormwater officials who manage street sweeping and other municipal cleanup work, numerous local news stories and in regional annual cleanup events such as Clean the Bay Day. The scope of cigarette littering in Virginia and Hampton Roads is highlighted in the Virginia Marine Debris Management Plan (2014). This plan includes data from Clean Virginia Waterways showing a total of 24,619 cigarette filters were collected during the 2013 one-day event. Also, cigarette waste was found to be the most frequently found item over the past 19 years of Coastal Cleanup events in Virginia.ⁱⁱⁱ

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GENERAL APPROACH TO ADMINISTERING THE GRANT

1) How does a regional approach differ from individual municipality/affiliate grants?

Collective action: As opposed to one entity, whether it is a KAB affiliate or an independent downtown association or other single organization, a regional approach to this grant program requires a collective effort to gather and gain participation from more than one political or organizational entity. In the case of the Hampton Roads example, seven separate municipalities desired to participate.

Coordination: A regional organization or some type of existing coalition, with a common goal of litter prevention or beautification, is helpful to the process of developing a regional campaign. In the Hampton Roads example, the Hampton Roads Planning District Commission's (HRPDC) askHRgreen.org Recycling and Beautification Committee was identified to be the coordinating agency. As there are 17 municipal members of this coalition, there was a larger group to offer the program, share information and coordinate efforts.

Fund allocation: A regional effort requires advanced research, surveying and a determination of how much funding will be needed to provide for the costs of receptacles, educational materials and other costs to administer the program. Whereas individual grantees would focus only on that amount of funding needed for their one campaign, a certain amount of projecting and estimating was necessary to develop the grant proposal.

Communications: Strong communication channels and a certain amount of prior shared experiences among the project participants is needed to make sure everyone has the same information and is given the opportunity to participate fully.

Procurement and distribution of supplies: To take advantage of bulk rate pricing, careful coordination and advance planning is needed to research and decide upon the type of receptacles and theme of the educational outreach to make the most effective use of the regional approach. It is helpful if there are already regular meetings planned, which make distribution of the campaign materials and equipment more efficient.

Data collection and reporting: Instead of many different reports (in this case, seven), one point of contact, such as a grant manager or coordinator, is needed to collect all required data for the scans and post scans, photos, locations of signs and receptacles. To do this and ensure all CLPP Project Leaders were on track, the Grant Manager scheduled regular conference calls and participated in the regularly scheduled regional meetings of the group. At these exchanges, the standards for observing, collecting, recording and reporting the scan and other data were reviewed and questions answered for those leaders not as familiar with the CLPP.

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DESCRIPTION OF PROJECTS

1) Project Sites (Type of venue in caps)

- a) Hampton: (BEACH) Buckroe Beach, 100 First Street South, Hampton, VA 23664

Buckroe Beach is one the most popular places for swimming, sunbathing, fishing, community picnics and larger summer events. Amenities include a broad beach on the Chesapeake Bay, playground, picnic shelters, kayak rentals and a fishing pier.

- b) James City County: (TRANSPORTATION CENTER): The Park and Ride Parking Lot at the Interchange of U.S. Interstate 64 and Croaker Road. Croaker Road, #192 Park & Ride lot is near the intersection of Route 30 (Rochambeau Blvd.) and Route 607 (Croaker Rd.) off of exit 231A on I-64.

This project was focused on a popular and well-used transit center that provides an exchange point for commuters that car pool to southeastern Hampton Roads, Richmond and Northern Virginia. It is also an exchange point for the Washington D.C. Vanpool. The parking lot is located in a rural area at the northeastern border of the county and tends to be a dumping ground for car debris and cigarette litter. This is a popular and well-used transit center that provides an exchange point for commuters that take bus or car pools to Richmond from the Peninsula and points south. It is a gravel parking lot with room for approximately 150 passenger vehicles.

Newport News (BUSINESS DISTRICT):

This project was focused on reducing cigarette litter in the high traffic areas of historic Hilton Village, which has mixed use properties for housing, retail, restaurants and offices.

- c) Norfolk: (TRANSPORTATION CENTER): 810 Union Street, Norfolk, VA. The areas around City Hall and the adjacent Hampton Roads Transit Light Rail Station that serves City Hall and the Court Complex.

This project was focused on a transit center and busy municipal complex that includes 11-story City Hall, the brand new 6-story City of Norfolk Courts building and the HRT Tide Stop Platform. This is one of nine stops for the 7-mile light rail system in Norfolk.

- d) Portsmouth: (SPECIAL EVENT): The nTelos Wireless Pavilion, 16 Crawford Circle, Portsmouth, VA 23704

Project Description: This project was focused on reducing cigarette litter in the concourse and transition areas outside of this 6,500 capacity outdoor concert venue located in Downtown Portsmouth. It is a popular location that hosts world class musical

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acts during the spring and summer. Typically, guests that wish to smoke are restricted to the areas outside the seating or lawn area and stand near restrooms and vendor stands.

e) Suffolk: (DOWNTOWN/BUSINESS DISTRICT): Downtown Suffolk delineated by N. Saratoga Street, W. Washington St, N. Commerce Street, Park Street and Market Street.

This project was focused on reducing cigarette litter in the high traffic areas of downtown Suffolk, which has mixed use properties for entertainment, retail, restaurants and offices.

f) Virginia Beach: (PARK): Lake Smith/Lake Lawson Natural Area, 5381 Shell Road, Virginia Beach, VA

Located in the Bayside Borough of Virginia Beach at the corner of Northampton Blvd. and Shell Road. It is a 42-acre preserve with more than 12,000 feet of shoreline. While the City of Virginia Beach owns the property, the water/reservoir is owned by the City of Norfolk.

2) Resources

- a) Keep America Beautiful Cigarette Litter Prevention Grant: Through HRPDC, the Project Leaders prepared the grant proposal to Keep America Beautiful as part of the 2015 National Cigarette Litter Prevention Grant Program. In March, leading up to the project, KAB awarded a grant of \$12,500 to support the purchase of receptacles, educational and outreach materials, regional project coordination and training services.
- b) askHRgreen.org Recycling and Litter Prevention Committee funding: An additional \$5,000 was provided by HRPDC and askHRgreen.org to further support the costs of the regional projects. These funds had been raised with the help of Keep Virginia Beautiful the previous fall through a benefit golf tournament.
- c) Details for the budget and expenditures made to support this project are provided in Appendix 12. The overall breakdown of how the funding was spent is as follows:

Grant Project Cost Area	Amount Budgeted	Amount Spent	Actual % of Budget
Grant Project Development/Coordination/Administration	\$5,544	\$5,599.00	32%
Cigarette Litter Receptacles	\$7,380	\$7,359.74	42%
Educational and Outreach Materials	\$2,676	\$2,634.79	15%
Total	\$17,500	\$17,493.53	100%

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3) CLPP Program Components: The following four areas are key to the success of cigarette litter prevention efforts. The assessment and actions taken by our seven Hampton Roads projects will be summarized below.

- a) Ordinances: A review of the Projects' municipal codes revealed that all seven municipalities have existing municipal codes that prohibit littering and other illegal disposal of solid waste. Most refer to and utilize the enabling Commonwealth of Virginia Code #33.2-802 which define "litter" as follows:
"Litter" means all waste material disposable packages or containers but not including the wastes of the primary processes of mining, logging, sawmilling, farming, or manufacturing.^{iv}

The City of Norfolk's Code 14.5.3 includes mention of "Tobacco Products" as part of the definition of litter. For all the participating municipalities, cigarette litter or tobacco products are not separated out or targeted in an ordinance or for other special enforcement requirements.

The Commonwealth Code also provides for the penalty applied in cases of littering violations in section 33.2-802.^v Convictions for this violation are considered misdemeanors with a fine of between \$250-\$2,500 and/or up to 12 months in jail. In lieu of this penalty, courts may require violators to perform up to 10 hours of community service in the form of litter abatement activities.

- b) Enforcement: There is little evidence of strong enforcement of littering codes in general throughout Hampton Roads, and even less to indicate enforcement of littering of cigarettes. Within the past 15 years, most enforcement-related efforts within the local governments have been to educate law enforcement personnel on the existence of the codes on littering. The City of Norfolk's litter prevention arm, Keep Norfolk Beautiful, has made attempts to gather hard data through court records and police records, however, with little success. This is mostly due to the lack of separate recording of littering from other environmental citations in the records.
- c) Education/Portable ash tray distribution: The Regional Project team made significant efforts to plan and implement effective messaging, social marketing and on-site communication with smokers and other citizens of their communities. Early on in the project development process, and before the implementation phase, Project Leaders met to share ideas and craft a communications strategy and a key set of messages. The Grant Program Manager facilitated this process with technical assistance from askHRgreen.org's contracted marketing and communications team from Cahoon and Cross.^{vi} "Cigarette Butts=Litter" was the slogan selected with the intention of first, getting the smoker's attention to the campaign, then providing

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them with a call-to-action and finally, some key facts about the impact of cigarette litter in their communities and other things they or non-smokers could do to help prevent cigarette litter in their own communities. The following educational materials were prepared specifically for use by the Project Leaders at their respective sites:

i) Banners (6'x 2.5')



ii) Rack Cards



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iii) Lawn/Wall Signs (24" x 18")



iv) Business Cards (2" x3")



v) Posters (11" x 17")



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vi) Decals for Receptacles (3" x 4")



Materials were procured through the regional agency, HRPDC, and distributed to Project Leaders at central locations or during regular monthly meetings. Quantities ordered were based on needs of each Project Site as projected by each Project Leader and within the funding allocated in the budget for design and printing. Two orders were placed, one prior to the implementation phase, and a supplementary order in the final month of implementation. The developed outreach materials will have a lasting impact on the Hampton Roads region because the design files have been added as a permanent resource available for use by all 17 localities and the public through the online media toolkit (<http://askhrgreen.org/online-media-toolkit/>). The Recycling and Beautification Committee plans to continue using these outreach materials during various awareness activities including both targeted cigarette litter outreach and general community outreach.

Pocket Ash Trays and Portable Auto Ash Trays: Thanks to the support of Keep America Beautiful and its national sponsors, a large quantity of pocket ash trays were requested and shipped for this project. The total number of ash trays distributed to Project leaders for distribution to adult smokers for this project was 4,600 pocket ash trays and 1,600 portable auto ash trays. Each Project Leader and their respective Task Forces planned activities or used existing community events to distribute these disposal tools to smokers.

- d) Cigarette Litter Receptacles: The Grant Program Manager developed a listing of receptacle models that would be available based on current manufacturers, distributors and listings made available by KAB. The choices were narrowed down to several stand-alone models and one wall mount model, with the selection being made collectively by the group for the Classico "Smoker's Outpost" due to its steel

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structure, sleek design, functionality and ability to be emptied and cleaned relatively easily.

The Ashmount SC Cigarette Unit, distributed by Glasdon, was selected for those projects that were mostly in a park setting or near a lake. Mounting the receptacles was advantageous as the site is not staffed regularly and windy or high water conditions could impact the security of the stand-alone receptacles.



**Ashmount SG Cigarette Unit
,Wall or Pole Mount
(Glasdon)**



**Classico Smoker's Outpost
(Commercial Zone)**

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PROJECT OUTCOMES: OBSERVATIONS ABOUT THE IMPACTS OF A REGIONAL APPROACH:

Historically, most CLPP grants have been awarded to individual KAB affiliates or municipalities. This enables the grantee to focus their funding and approach exclusively to the particular needs and situation presented. This provides the grantee with greater independence in managing their grant budget, conducting outreach, and selecting the specific technologies they desire to address cigarette littering in their targeted area. This section will outline some of the ways the application of the funding in a regional approach may have provided advantages, or conversely, negatively impacted the outcomes of the Cigarette Litter Prevention Program.

1) Costs and Budget

In the case of the Hampton Roads CLPP grant, the total grant funding awarded by Keep America Beautiful was \$12,500. This amount was supplemented by funds raised by the regional organization, askHRgreen.org, in the amount of \$5,000. These funds combined were used to provide program outreach materials, administrative support and cigarette litter receptacles to a total of seven separate grant projects in a region of approximately 1.6 million people and 17 municipalities. This could be viewed as reaching seven sites at the cost of \$1,785 per site. Depending on the how well the goal of reducing cigarette litter was achieved among the seven projects, this could be considered an efficient use of grant funding, spreading out the impact to more projects within the same grant period.

The efficiencies were realized through the use of one theme or slogan for the region and getting reduced prices for procuring larger quantities of cigarette litter receptacles and printed materials at one time.

2) Management

The preparation of the grant proposal, development of strategies, conducting training, procurement, oversight of grant activities and reporting were all done in a centralized manner, using one Grant Project Manager or Administrator, with the help of the regional planning organization, Hampton Roads Planning District Commission. This created a consistent approach to managing the grant among all the participating jurisdictions, although each project was given latitude to choose the project site, outreach activities and schedule that worked best for that situation.

3) Communications

The use of an existing regional organization, the Hampton Roads Planning District Commission, and the askHRgreen.org Recycling and Beautification Committee provided an established and trusted forum for planning and implementing the grant. Communication was aided by having established lines of communications and a good degree of familiarity between all Project Leaders and the Regional Grant Project Manager. HRPDC staff, who regularly work with the Project Leaders on related regional litter prevention and recycling

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projects, were extremely helpful in supporting ongoing communications through their monthly meetings and providing a conference call line to allow for twice per month conference calls with Project Leaders. In addition to meeting with the Project Leaders and regional officials early in the grant process, the Grant Project Manager visited every Project site. During these visits, the Project Leaders provided a review of the logistics for their project, potential locations for receptacles and signs, and began to discuss ideas for reaching smokers with outreach activities. The Grant Project Manager was able to ensure the projects were meeting the standards and requirements of the grant program, and gained an understanding of the site and cigarette litter challenges there.

4) Project Leader Observations

Project Leaders for all seven sites as well as the HRPDC staff were surveyed to find out about their experience and observations regarding the regional approach to this project. All said that managing their project was easier and more successful than if they had done it independently.

The top reported advantages of doing the CLPP grant regionally:

- 87% said that consolidating the reporting and coordinating grant budget and procurement saved them a lot of time and worry, freeing them up to focus more on project implementation strategies.
- 75% said that they felt more motivated because they were trying to help the group succeed.
- 75% said they may not have had the time and/or support to prepare a CLPP grant proposal otherwise.
- 62% said they received more training and guidance to run their projects.
- 62% said they enjoyed the camaraderie and sharing of experiences in a group setting.
- 62% said they gained ideas and support from others in a regional group.
- 62% said it was a more efficient use of funding.

Conversely, there were some negative observations about conducting the grant on a regional basis. 60% said they may have created a different theme and key outreach message. 40% said they would not have needed to spend as much time attending meetings and conference calls.

The askHRgreen.org Project Leaders were asked for other observations about their experience in leading a project for this grant program:

“Overall, this experience was extremely valuable to me/us. While each City came together as a group and shared thoughts and ideas, we were also focused on our respective projects. Initially, I did not understand that we had been awarded the grant. I gained valuable experience through this program and appreciate the support and patience extended to me

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while working on this initiative. If the opportunity presents itself in the future, we would definitely consider participation in a regional grant again. Additionally, this experience will hopefully position us to continue to pursue more grants to assist us as we continue to implement more environmental initiatives in the Virginia Beach park system."

"I hope we do similar projects in the future!"

"I can borrow ideas from other municipalities that I can use for future projects."

"By having a regional grant, we were able to have a uniform message, consistent with all the localities. This makes the messaging stronger and allows each of us to connect to a wider audience. Furthermore, the regional grant held us accountable. By having concrete deadlines set throughout the region, it gave us motivation to ensure that tasks were completed on time. My favorite aspect of having the grant conducted this way was to be able to see how other localities were handling the same initiative and being able to ask them for assistance."

"Even the municipalities who did not participate in the program this time around gained insight from the experience of the other localities and are better prepared to launch their own programs in the future."

6. Observations from other 2015 CLPP Grant Managers about regional applications:

Keep Pennsylvania Beautiful, Michelle Dunn (\$15,000 grant): Keep PA Beautiful has used the CLPP on a regional basis, with multiple project partners, in multiple years and is seeing the benefits of this approach grow. Their efforts have been focused on various state parks, and recreational areas along Lake Erie. Regarding the management of this grant regionally, key issues will be the quality and motivation of the partners that are recruited. However with good leaders managing the individual sites, a regional approach has enabled Keep PA Beautiful to be more efficient with their communications, collect data and prepare reports, and successfully garner matching funds and support from local marinas and other businesses.

Keep Ohio Beautiful, Michael Menett (\$10,000 grant): With only one person managing the state of Ohio's program, a regional approach with reliable local partners is critical to the success of the CLPP for this regional grant project. Ohio has used the Alliance for the Great Lakes, the City of Menter, and Regional Park Managers to implement the CLPP program. They have coordinated signage and procurement and distribution of ash receptacles efficiently. They have seen good cigarette litter reduction results from providing training and guidance to those local Park Leaders who were carefully recruited for this project.

Pacifica Beach Coalition, Lynn Adams (\$5,000 grant): Funding was used at three popular beach areas where they have seen good results by noticing the large quantity of cigarette

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waste being emptied from their 14 custom made ash receptacles. While this was not a regional approach (both project sites were managed by one entity), the Project Leader felt strongly that the CLPP should be expanded with greater education efforts. They have also used their project to take the message to areas outside the beaches through signage. They are also sharing the program with the County of San Mateo, which has applied the CLPP in five locations.

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OUTCOMES- METRICS

1. Scan results: The following table shows the effect the CLPP project had at each project site, and in the last row, the totals and average reduction in cigarette litter, using the standard CLPP scan procedure. Below the table are other observations and reported changes as reported by the Project Leaders.

Municipality	Type of Project Site	First Scan Score (before implementation)	Second Scan Score (after implementation)	Average Decrease/Increase in Cigarette Litter
Hampton	Beach/Park	546	229	-58%
James City Co.	Commuter Lot	346	186	-46%
Newport News	Business District	195	32	-83%
Norfolk	Transportation/Civic Plaza	1,072	283	-73%
Portsmouth	Outdoor Concert Pavilion	633	28	-95%
Suffolk	Downtown Business District	285	18	-93%
Virginia Beach	Natural Area/Lake Park	528	162	-69%
Totals		3,605	938	-74%

2. Related outcomes

- Cigarette Litter Reduction: 74% Average reduction of all seven projects combined.
- Seeding new cigarette litter prevention strategies in communities new to KAB's CLPP: Out of the seven project sites, four had not received a CLPP grant before nor had they worked on a dedicated cigarette litter prevention project.
- Cost effectiveness: With one grant, the CLPP model was spread throughout a large metropolitan geographic region in one grant cycle. In addition, CLPP training, procurement of outreach materials, distribution of supplies, and coordination of media and public announcements enhanced efficiency and reduced the amount of staff time needed.
- Regional Cooperation: This CLPP project further developed professional networks, communication, trust and support across municipal boundaries.
- Utilizing existing regional resources: This project demonstrated the power of combining resources on a regional basis, saving local leaders time and money. The

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Project Leaders, regional staff and contractors combined their creativity, experience (Over 50 years in litter prevention work, combined) and enthusiasm to support each other during the project. At meetings and during phone conference updates, Project Leaders offered their support, best practices and lessons learned with each other. askHRgreen.org utilized its existing service contract with a proven local marketing firm to develop and create outreach messaging, graphic design, generating media interest and preparation of releases and articles.

- Multiple venue/space types for reaching smokers: Smokers were reached at a variety of types of locations: a beach/park, a natural area/lake, transportation/civic plaza, a large outdoor concert venue, and two downtown/business districts. This was critical to reinforcing the regional campaign. The Hampton Roads population is very mobile with people commuting daily across city and county lines for school, work, recreation, or entertainment. The single, recognizable anti-cigarette litter message displayed in diverse locations was of added value with this population and offered the opportunity for smokers to be exposed to the message through multiple venues.
- Media reach: As Hampton Roads is the regional media market, the entire region of 17 municipalities and the population of 1.7 million received exposures to the CLPP message. With continuing work at the municipality level, this outreach will spread and become further sustained with other smokers.
- Healthy Competition: A somewhat more subtle outcome was the positive incentive provided to each Project Leader working towards an agreed upon standard for successful completion of their respective projects. Meeting deadlines for planning and execution, following through on conducting outreach and reporting were agreed upon and realized through peer-to-peer communications and professionalism.

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CHALLENGES/BARRIERS/OPPORTUNITIES

Taking a regional approach to expanding the implementation of CLPP projects calls for certain things to be in place prior to considering this approach. Regions that already have a core organized and experienced group of professionals or volunteers working on litter prevention or beautification is significant. Without this, gaining agreement on grant goals, standards and sharing of resources could be a problem. Based on the experience gained on this regional grant, and through the sharing of experiences by other 2015 grantees, the following have the potential to be barriers to a successful regional CLPP grant:

- Lack of a unified, core group to coordinate grant preparation, training, procurement of materials, communications and reporting
- Too large a geographic area
- Lack of someone within the group or a contracted individual to act as Grant Project Administrator
- Lack of interest and motivation among enough of the group members to assemble a worthwhile group of Project Sites
- Lack of agreement and cooperation among leaders in the group on strategies such as messaging, type of receptacles and other procurement decisions, imaging, sharing of supplies and media coverage

With prior regional cooperation and a unified group representing local entities present and motivated, that region has the potential to develop a strong and effective CLPP regional grant.

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REPLICABILITY TO OTHER REGIONS IN U.S.

Further market research is needed to determine locations that have the key components and interest in developing a multi-jurisdiction approach to cigarette litter prevention.

How would this type of approach be marketed to other regions of the U.S.? One strategy would be to identify existing regional organizations that have litter prevention or beautification as one part of their mission. Below are several types of organizations that could be explored:

- Regional Planning Districts
- Solid Waste Service Districts
- Regional Chamber of Commerce or Economic Development Organizations
- Regional Entertainment Organizations
- Regional Tourism Groups
- Groups or Associations focused on tourism or museum/attraction attendance
- Natural Resource related regional groups such as Water Authorities, Waterway/water body management groups

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INTERPRETATIONS AND RECOMMENDATIONS

This application of KAB's Cigarette Litter Prevention Program was conducted in close accordance with the requirements of the grant program, utilizing the four basic activities:

- Review local litter laws and support enforcement
- Educate the public using public service messages and advertising
- Place ash receptacles at transition locations in targeted areas
- Distribute pocket ash trays

In addition, this application followed the recommended planning and execution steps that have been shown to reduce cigarette litter on average by 48% nationwide:

- Gather a Task Force
- Assess Community Needs and Establish a Budget
- Kick-off Cigarette Litter Prevention Program
- Evaluate Program Impact
- Sustain and Expand

The key difference in this particular application, was that the model was conducted simultaneously with seven different political entities within geographic proximity. The outcomes included numerous beneficial impacts that would not necessarily been present in a single entity application and an above average reduction in cigarette litter in the targeted areas. Based on the results of this project and the related outcomes listed on pages 23-24, the following recommendations are made:

1. Expand KAB's Cigarette Litter Prevention Program by identifying and marketing to regional organizations and affiliates that are part of regional organizations throughout the U.S. (See "Replicability", p. 26).
2. Develop a planning outline or formula for prospective regional grantees to follow in determining eligibility and preparing a grant application.
3. Allocate a certain portion of CLPP funding for regional programs in the amount of \$15,000 to \$20,000, with the minimum goal of conducting the CLPP within 5 separate political or organizational entities.
4. In assessing potential regional grantees, ensure through pre grant interviews that the following is in place:

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- There is a unified, core group to coordinate grant preparation, training, procurement of materials, communications and reporting.
- One individual has been identified with administering the grant and oversight of project activities.
- The entities that will be implementing the grant are within a contiguous geographic area that will allow for regular and consistent communications among the Project Leaders.
- There has been demonstrated interest and motivation among enough of the group members to assemble a viable group of Project Sites to carry out the grant.
- There is, or anticipated to be, agreement and cooperation among leaders in the group on strategies such as messaging, type of receptacles and other procurement decisions, imaging, sharing of supplies and media coverage.
- The regional entity or other sponsor to demonstrate local commitment and support grant activities provides matching funding of 20% or more, either in-kind or cash. This requirement should be optional depending on the number of Project Sites and local support.
- There is a central location for periodic meetings of the Project Site Leaders and distribution of supplies and outreach materials.

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APPENDIX

1. List of Participating Municipalities/Affiliates and contact information

Hampton- Cris Ausink, Project Assistant: 757-727-1158; causink@hampton.gov

James City County- Dawn Oleksy, Environmental Coordinator: 757-259-5375;
dawn.oleksy@jamescitycountyva.gov

Newport News- Dan Baxter, Business Recycling Coordinator: 757-886-7612;
dbaxter@nngov.com

Norfolk- Lisa Renee Jennings, Public Service Coordinator: 757-441-1347;
lisa.jennings@norfolk.gov

Portsmouth- Donna Corbus, Recycling Coordinator: 757-393-8663 ext.7369;
corbusd@portsmouthva.gov

Suffolk- Lacie Nixson, Recycling Coordinator: 757-514-7604; anixson@suffolkva.us

Virginia Beach- Amy Woodson: 757-385-0415; awoodson@vbgov.com

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2. Descriptions of Grant Project Activities for each Project

- a) Hampton (The Hampton Clean City Commission)
 - i) Project Description: This project will be focused on the City's popular beaches, which attract thousand of residents and visitors, particularly during the summer months. As the lead organization, the Hampton Clean City Commission (HCCC) will establish a working CLPP Task Force to include representation of the Hampton Parks and Recreation Department, the HCCC Litter Awareness Committee, HCCC Hampton Waterways Restoration Project, Buckroe Improvement League, Hampton University sororities and fraternities, New Beginning Empowerment Church, Buckroe Volunteer Fire Co; and, the LaCrosse Memorial Presbyterian Church.
 - ii) Receptacles: Locations will be near picnic shelters, restrooms, piers, and pavilions at the targeted public beaches.
 - iii) Receptacle Maintenance Agreement: The Hampton Parks and Recreation Department has agreed to maintain the receptacles.
 - iv) Portable Ash Tray Distribution: Park staff and Buckroe Improvement League volunteers at the beaches, as well as through the Hampton Clean City Commission Office and the Parks & Recreation Administration Office. Part of the campaign will be conducted by volunteers handing pocket ashtrays to adult park visitors that would like to receive one. Park employees that serve the target areas will be given a quantity to provide to smoking visitors as they make their rounds. Signage will be placed near main visitor areas and at staffed locations, as well as at restrooms and park entrances, to ask people to properly dispose of their cigarette butts. A rack card will also be added to the picnic shelter rental packet to inform those who rent the shelters that they are expected to keep the grounds free of cigarette litter.
- b) James City County (James City Clean County Commission)
 - i) Project Description: As the lead organization, the James City Clean County Commission (CCC) will establish a working CLPP Task Force to include representatives from the CCC, individuals from the James City Grounds Maintenance Department, staff from the VDOT Williamsburg Residency Office, Anheuser Busch Williamsburg Brewery employees, the James City County Stormwater Department and the James City County Environmental Coordinator.
 - ii) Receptacles: A cigarette receptacle will be placed near the existing trashcan located at one end of the parking lot. Another receptacle will be placed at the entrance to the lot, which appears to be the hub for smokers as they wait for their rides. It has also been noted that commuters empty their car ashtrays on the ground next to their parking spaces. Receptacles will be located at regular intervals throughout the parking lot to encourage and educate smokers to empty their ashtrays into them rather than onto the asphalt.

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- iii) Receptacle Maintenance Agreement: The receptacles will be assigned to the existing contract with the James City County Grounds Maintenance Department, as they are the ones who currently empty the trashcans, mow the grass and maintain the landscape.
 - iv) Portable Ash Tray Distribution: JCCC will coordinate outreach events during peak commute hours to educate and offer pocket ashtrays to adult smokers.
- c) Newport News (City of Newport News, Department of Public Works)
- i) Project Description: The Newport News Resource Recovery Team And Community Maintenance/Beautification Team been partnering with Keep America Beautiful with for over four years in promoting awareness and working with partners to prevent cigarette litter. This year, we have partnered with the Hampton Roads District Planning Commission's www.askhrgreen.org team to combine resources to share expertise and resources. This year's project in Newport News will be along the section of Warwick Blvd that crosses Main Street. Go Green Auto Care, located at 10500 Warwick Blvd in Newport News is one of our distribution and outreach partners along with other businesses and the good neighbors at First United Methodist Church and St Andrews Episcopal
 - ii) Receptacles: Receptacles will be placed at key transition zones along the target area in Hilton Village, particularly at intersections where there is a lot of pedestrian traffic.
 - iii) Receptacle Maintenance Agreement: The City of Newport News and Business owners that have volunteered will maintain the receptacles.
 - iv) Portable Ashtray Distribution: Pocket ashtrays will be available and offered to adult smokers at targeted businesses in the Hilton Village area as well as a several special events during the implementation period.
- d) Norfolk (Keep Norfolk Beautiful)
- i) Project Description: As the lead organization, Keep Norfolk Beautiful (KNB) will establish a working CLPP Task Force to include representation of the City of Norfolk's Green Team (City employees leading environmental stewardship efforts within City Government), the Norfolk Environmental Commission's Clean Neighborhood Team, Hampton Roads Transit Operations and Maintenance, and the City of Norfolk Facilities Maintenance.
 - ii) Receptacles: Locations will be around City Hall where people smoke, at the Tide Light Rail Transit Stop, and the Courthouse in strategic transition zones.
 - iii) Receptacle Maintenance Agreement: City of Norfolk, Division of Facilities Maintenance will agree to maintain the receptacles.
 - iv) Portable Ash Tray Distribution: Volunteers will walk the areas around the Transit Stop and Municipal Civic Complex to educate and distribute pocket ashtrays to adult smokers. An event on or around Earth Day will highlight the campaign.

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- e) Portsmouth (Keep Portsmouth Beautiful)
 - i) CLPP Project Leader(s): Donna Corbus
 - ii) CLPP Project Area Description: Concert/special event venue
 - iii) Project Description: As the lead organization, Keep Portsmouth Beautiful (KPB) will establish a working CLPP Task Force to include representation of the Police Department, Keep Portsmouth Beautiful Advisory Committee, City of Portsmouth General Services Staff, Portsmouth Fire Department, Fire Prevention, and the Building Maintenance Superintendent of n'Telos Pavilion Harbor Center. (The Department of General Services handles the maintenance and the cleaning of n'Telos).
 - iv) Receptacles: Locations will be at strategic transition locations within the n'Telos Pavilion concourse area where smokers congregate. Currently, the Pavilion has too few receptacles and they are not in good condition, resulting in smokers misusing other trash receptacles, even causing fires.
 - v) Receptacle Maintenance Agreement: The Building Maintenance Superintendent of n'Telos and staff will agree to maintain the receptacles regularly.
 - vi) Portable Ash Tray Distribution: The portable ashtrays will be distributed to adult guests by Keep Portsmouth Beautiful Committee members and staff from the Waste Management Division with the City of Portsmouth.

- f) Suffolk (Public Works Engineering/Keep Suffolk Beautiful)
 - i) CLPP Project Leader(s): Lacie Nixon, Recycling Coordinator
 - ii) Project Description: As the lead organization, the City of Suffolk Engineering Division will establish a working CLPP Task Force to include representation of Keep Suffolk Beautiful Board Members, The Suffolk News Herald, business owners that are located within the project area, Public Works Refuse and City Planning, Legend Property Group.
 - iii) Receptacles: Locations will be at strategic smoker transition locations within the downtown project area, primarily in the public right-of-way.
 - iv) Receptacle Maintenance Agreement: The Task Force will first seek out business owners and property managers to maintain the receptacle in front of their location. Public Works Division of Refuse has agreed to maintain the receptacles as a back up when they empty trash receptacles on their regular duties.
 - v) Portable Ash Tray Distribution: Portable ashtrays would be distributed to adult smokers by the Public Works Storm Water Management Division as part of their education and outreach at the spring and summer TGIF Concert series, and outside businesses in downtown on target distribution days. Also, an article publicizing the CLPP will be placed in the Suffolk News Herald.

- g) Virginia Beach (Keeping Virginia Beach Beautiful/Virginia Beach Clean Community Commission)
 - i) CLPP Project Leader(s): Amy Woodson, CPRP, Parks and Recreation Supervisor

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- ii) CLPP Project Area Description: Recreation Area, Natural Area, Waterway: Lake Lawson/Lake Smith, 5381 Shell Road, is located in the Bayside Borough of Virginia Beach at the corner of Northampton Blvd. and Shell Road. It is a 42-acre preserve with more than 12,000 feet of shoreline. While the City of Virginia Beach owns the property, the water/reservoir is owned by the City of Norfolk.
 - iii) Project Description: This project will focus on reducing cigarette litter at Lake Lawson/Lake Smith Natural Area, as well as educating patrons who use the property and amenities for their recreational use. This property is operated as a satellite site that the Department of Parks and Recreation monitors, a minimum of twice daily, but does not have a constant on-site staff presence. After being closed for approximately one (1) year, the facility reopened in October 2014. This is a popular fishing destination and most recent improvements include the following: a new boat ramp, car and boat trailer parking, several fishing and overlook platforms, a pedestrian Bridge, trail renovations and a new playground and picnic shelter. Currently, the restroom facility is under construction. The Department of Parks and Recreation will be the lead organization and in conjunction with Keeping Virginia Beach Beautiful (KVBB) will establish a working CLPP Task Force to initially include the following stakeholders:
Amy Woodson, Parks and Natural Areas Supervisor and Departmental Liaison to KVBB, Mike Moore, Open Space Manager and Clean Water Task Force Member, Susan Topping, Parks and Natural areas Supervisor, Linda Minner, KVBB Executive Director, Erik Wagner, President, Lakeside Civic League, Virginia Beach Clean Community Commission Member, Virginia Dept. of Game and Inland Fisheries, and David Gracie, Owner, Wild River Outfitters
 - iv) Receptacles: The initial strategy will be to identify high-use locations to place receptacles, such as boat ramp, fishing/overlook platforms, trail, picnic shelter and new restroom building. After conducting the cigarette litter scan, we will review to determine if we need to modify the receptacle locations.
 - v) Receptacle Maintenance Agreement: The City of Virginia Beach Parks and Open Space Staff have agreed to maintain the cigarette litter receptacles.
 - vi) Portable Ash Tray Distribution: The VB CLPP Task Force will coordinate on-site outreach events during peak usage hours to educate and distribute pocket ashtrays to adult smokers. In addition, Park and Open Space staff that serves the property will be given a quantity to provide to smoking adult patrons as they make their rounds. In addition, an educational display will be set-up at the Annual Earth Day Celebration at Mount Trashmore Park, with potential opportunity to distribute pocket ashtrays as well.
- h) Virginia Beach (Clean Virginia Waterways) Reaching Beach Visitors: Providing litter-prevention tools & messages to Virginia Beach's oceanfront resort area hotel and day visitors.

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Clean Virginia Waterways (CVW), a statewide nonprofit organization that is affiliated with Longwood University and the Ocean Conservancy, and its partners conducted a pilot research project using KAB's CLPP in Virginia Beach's Oceanfront Resort Area to reach a unique group of people: hotel guests and day visitors to the beach.

i) Project Goals:

a. To reach Virginia Beach's visitors (approximately 6 million overnight visitors and an additional 6 million day visitors annually). The City's Oceanfront has 6 miles of public beaches, including 3 miles of boardwalk, many eco-tourism activities and dozens of hotels and restaurants that offer significant nightlife. While there are trashcans on each block of Atlantic Avenue (the street that parallels the beach), the boardwalk, and on the beach, cigarette butt litter is a very prominent form of litter.

b. Create a program that has the potential to grow and become an effective and permanent program to reduce cigarette litter in Virginia Beach and will also be transferable to other coastal communities.

ii) Partners:

Clean Virginia Waterways

Keep America Beautiful

Virginia Beach Hotel Association (VBHA)

Virginia Green

Virginia Beach Chapter of Surfrider Foundation

US Navy volunteer

Glasdon, Inc.

City of Virginia Beach, Visitor and Convention Bureau

City of Virginia Beach's Green Resort Advisory Committee (RAC)

12 hotels in the Virginia Beach resort area

Hotels were given one or two cigarette butt receptacles to be placed on their property at transition areas, usually the hotel's entrance from the beach. Each hotel was also given 200 – 400 pocket ashtrays to distribute and educational signage for the front desk area and any other area deemed appropriate. Hotels with bar/restaurants were given "Thanks For Not Littering" coasters as well.

Scans: Volunteers conducted before and after litter scans at four locations along the oceanfront. Due to the scope of the project and the changing tourist population, we decided to complete three before-scans and four after-scans. Staff and volunteers from a Chesapeake Bay-front hotel performed an additional scan, they were very enthusiastic about participating.

Receptacles and pocket ashtrays used: We used a combination of stand-alone and mounted receptacles purchased from Glasdon, Inc. which is headquartered in Richmond, Virginia. Glasdon was a supporter of the 2013 Virginia Marine Debris

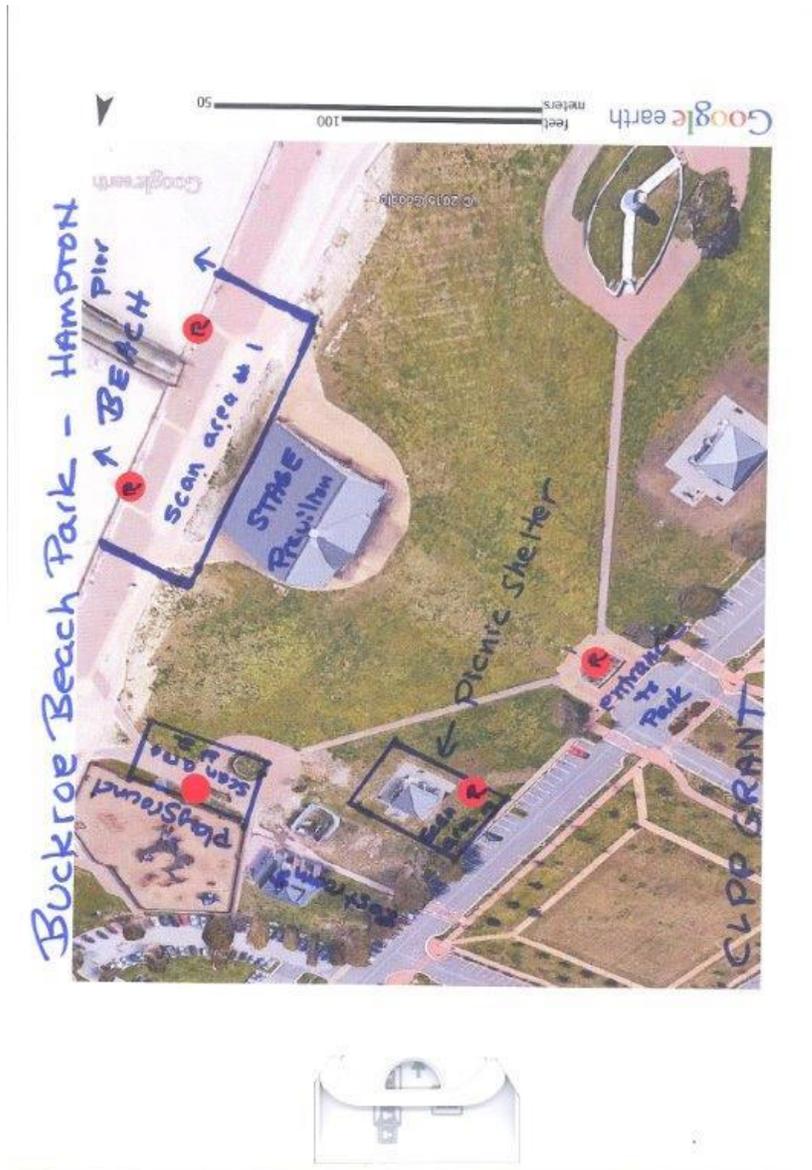
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Summit, which was the first such Summit on the East Coast. Hotels and the City of Virginia Beach were allowed to select the receptacles that would work best for their locations. We offered the following receptacles: Ashguard SG c/w fitted Stainless Steel grille, Ashmount, and Mini Ashmount (each with mounting kits as needed). KAB provided pocket ashtrays.

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3. Diagrams of Project sites

a. Hampton



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b. James City County

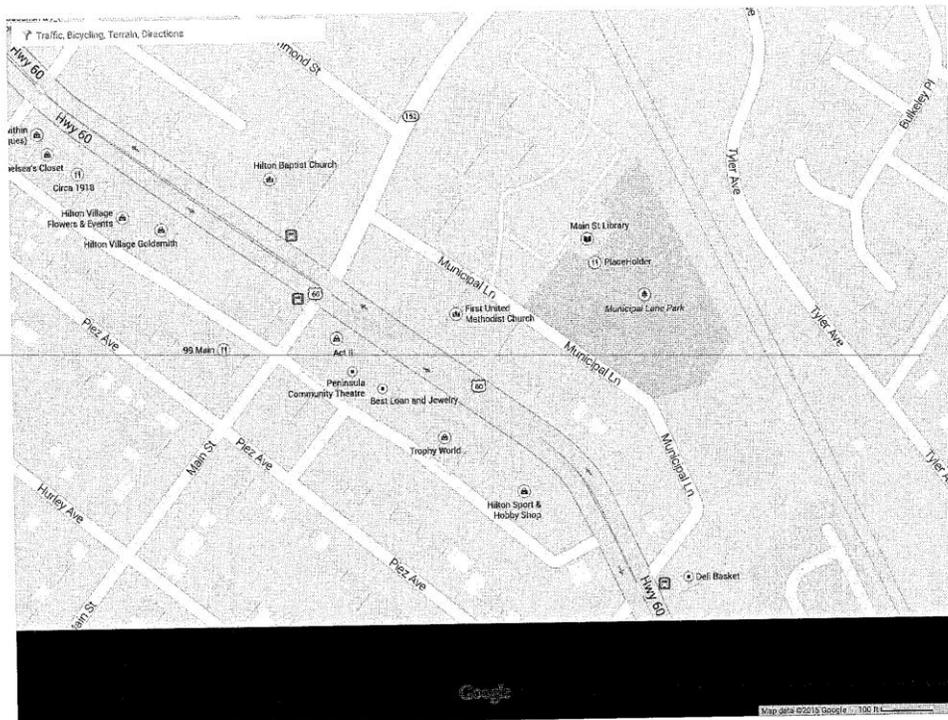
2
3



c. Newport News

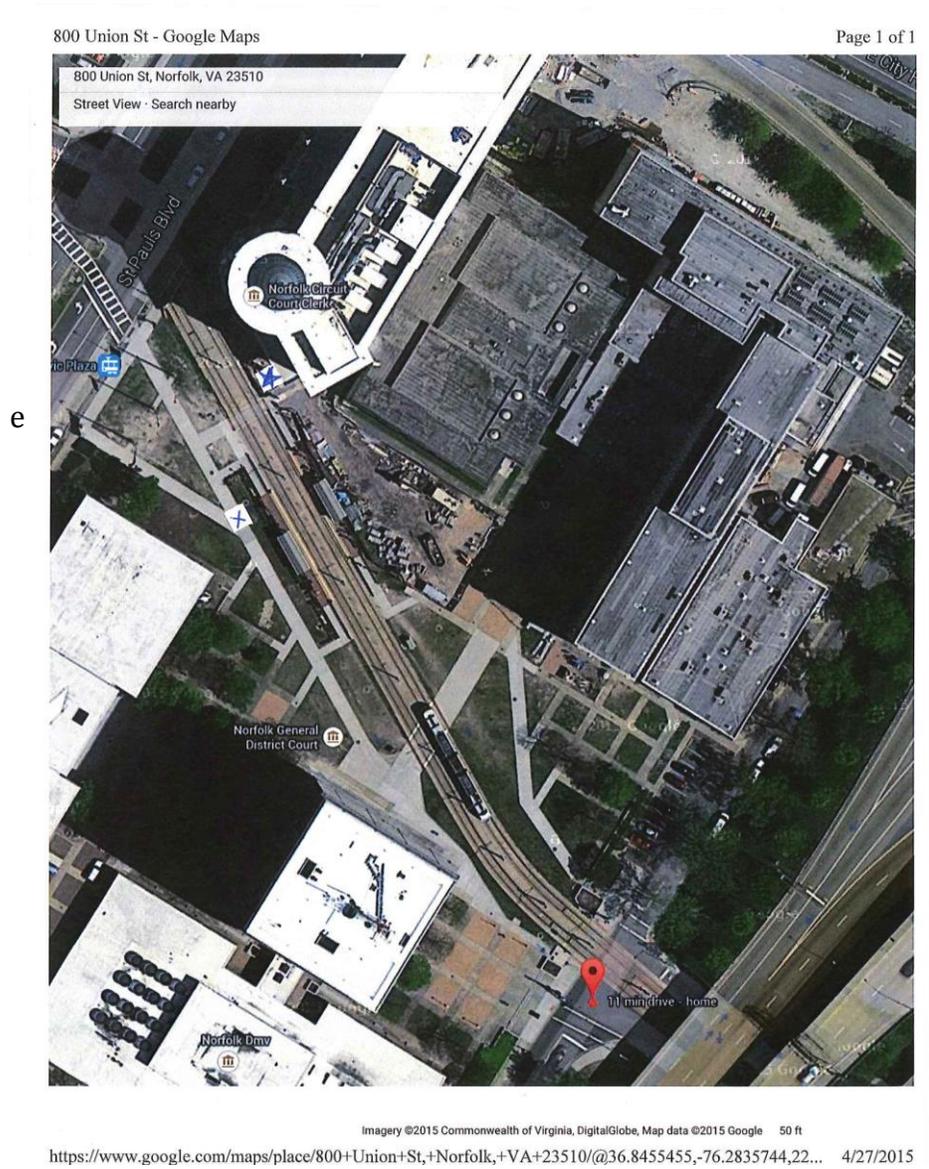
Google Maps

<https://www.google.com/maps/@37.0322393,-76.4593263,18z>



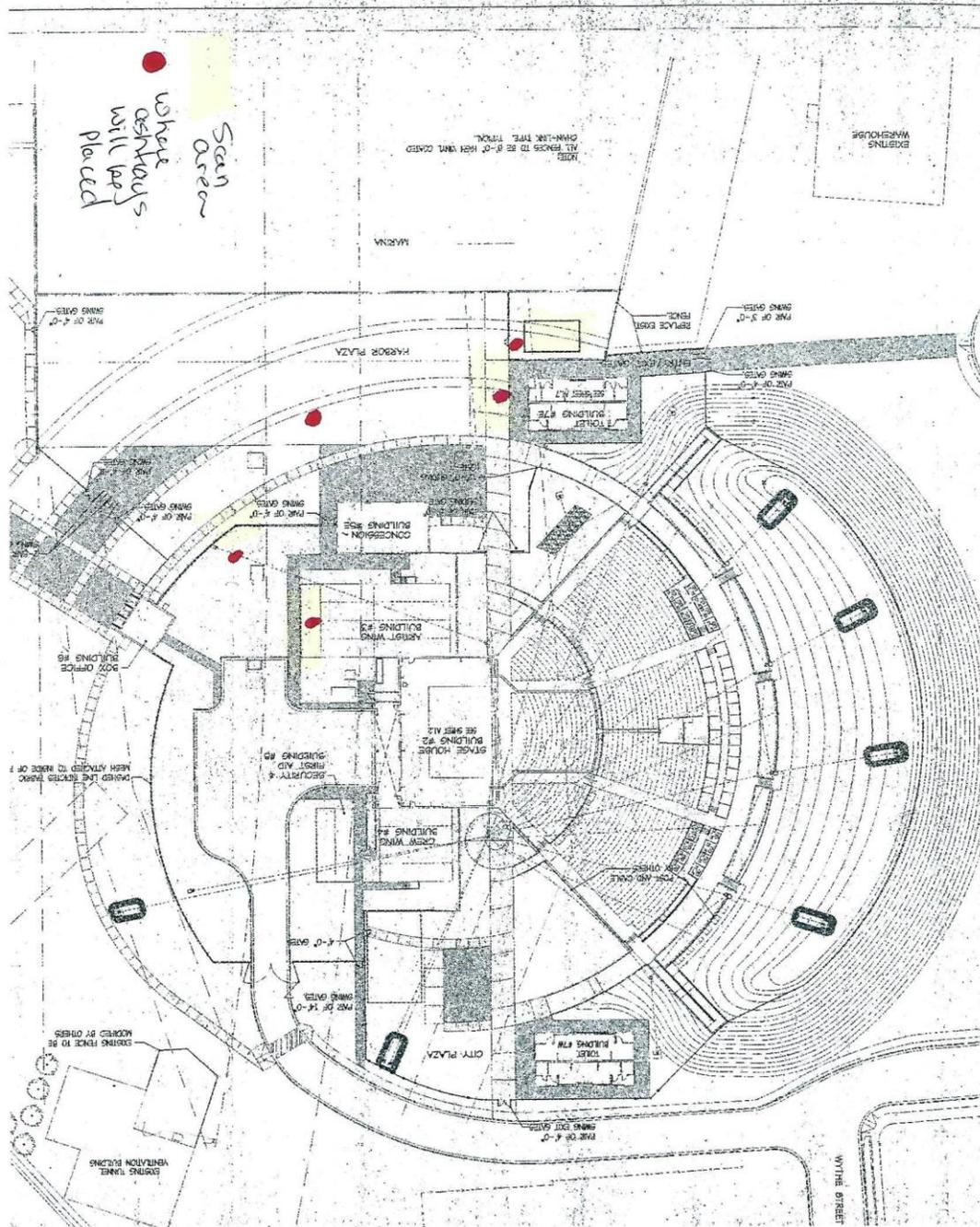
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d. Norfolk



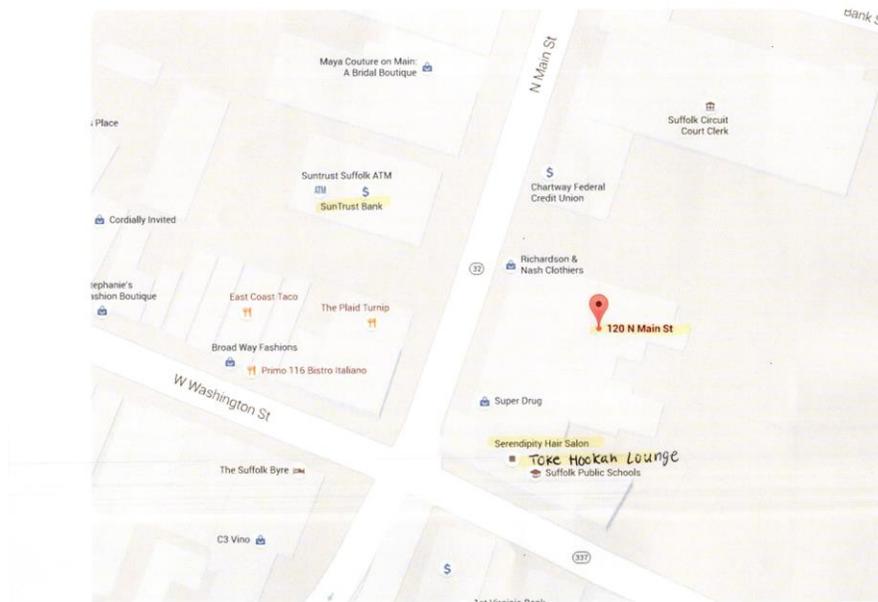
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e. Portsmouth



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f. Suffolk



g. Virginia Beach

Lake Smith/Lake Lawson



■ Scan Area

★ Receptacle

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4. Photos of Project Sites

a. Hampton



b. James City County



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c. Newport News



d. Norfolk



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e. Portsmouth



f. Suffolk



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g. Virginia Beach

Lake Smith/Lake Lawson Scan Location #1 Boat Ramp & Parking Lot



Scan area boat ramp concrete pad along guardrail and 1 foot on each side along docks into water



Concrete boundary of paver parking spaces to asphalt on other side of guardrail



Guardrail from parking spaces to concrete boat ramp along edge of asphalt of guardrail to 1 foot on other side of guardrail



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5. Cigarette Litter Scan Reports

a. Hampton



**Cigarette Butt Litter
FIELD SCAN DOCUMENT**

BE SURE TO SCAN THE SAME LOCATION
FOR THE "FOLLOW-UP" SCANS AS THE "PRELIMINARY" SCAN

Organization Name Hampton Clean City Commission
 Program Venue/Location Name Buckroe Beach Park
 City and State Hampton, VA 23664



Cigarette Litter Scan Location Address, GPS coordinates, or description of designated scan location	Preliminary Scan Date: <u>5/26/2015</u>			Follow-Up Scan #1 Date: <u>1/1</u>			Follow-Up Scan #2 Date: <u>1/1</u>		
	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>
#1 Pavilion - middle stage, perimeter up to seawall behind it	254	<i>(did not count)</i>	0	431	9	1			
#2 Playground entrance	372	<i>(did not count)</i>	0	98	1	1			
#3 Picnic shelter (Sanddollar) and perimeter to parking lot.	179	<i>(did not count)</i>	0	138	2	1			
TOTALS: <small>(this sheet)</small>	Total # Cigarette Butts Counted: 805	Total # Cigar Tips Counted: 305 0	Total # Ash Receptacles: 0	Total # Cigarette Butts Counted: 657	Total # Cigar Tips Counted: 12	Total # Ash Receptacles: 3	Total # Cigarette Butts Counted:	Total # Cigar Tips Counted:	Total # Ash Receptacles:

****Note: When reporting scan results online, report only the TOTAL NUMBER COUNTED for each scan****

ADDITIONAL COMMENTS Scan #2 ash receptacle moved by park ranger - forgetting about scan
Scan #1 was taken before there were any concerts or events at Pavilion - concert at Sanddollar
1292 from 1, 200 + 5000+

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c. Newport News



Cigarette Butt Litter FIELD SCAN DOCUMENT



BE SURE TO SCAN THE SAME LOCATION
FOR THE "FOLLOW-UP" SCANS AS THE "PRELIMINARY" SCAN

Organization Name NEWPORT OLDS RECYCLING
Program Venue/Location Name HILTON VILLAGE
City and State NEWPORT NEWS VA

Cigarette Litter Scan Location Address, GPS coordinates, or description of designated scan location	Preliminary Scan Date: <u>4/23/15</u>			Follow-Up Scan #1 Date: <u>7/10/15</u>			Follow-Up Scan #2 Date: <u>9/11/15</u>		
	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>
<u>101 MAINS</u>	<u>23</u>	<u>5</u>		<u>12</u>	<u>2</u>	<u>1</u>	<u>5</u>	<u>0</u>	<u>1</u>
<u>10246 WARWICK</u>	<u>54</u>	<u>4</u>		<u>10</u>	<u>3</u>	<u>1</u>	<u>7</u>	<u>0</u>	<u>1</u>
<u>10242 WARWICK</u>	<u>12</u>	<u>4</u>		<u>5</u>	<u>3</u>	<u>1</u>	<u>3</u>	<u>0</u>	<u>1</u>
<u>10253 WARWICK</u>	<u>26</u>	<u>2</u>		<u>13</u>	<u>1</u>	<u>1</u>	<u>4</u>	<u>1</u>	<u>1</u>
<u>10349 WARWICK</u>	<u>8</u>	<u>0</u>		<u>5</u>	<u>0</u>	<u>1</u>	<u>3</u>	<u>0</u>	<u>1</u>
<u>10345 WARWICK</u>	<u>11</u>	<u>2</u>		<u>6</u>	<u>0</u>		<u>1</u>	<u>0</u>	
<u>10363 WARWICK</u>	<u>4</u>	<u>0</u>		<u>2</u>	<u>0</u>		<u>1</u>	<u>0</u>	
<u>10375 WARWICK</u>	<u>13</u>	<u>1</u>		<u>4</u>	<u>1</u>		<u>4</u>	<u>0</u>	
<u>10377 WARWICK</u>	<u>8</u>	<u>2</u>		<u>4</u>	<u>1</u>		<u>1</u>	<u>0</u>	
<u>10500 WARWICK</u>	<u>12</u>	<u>1</u>		<u>2</u>	<u>0</u>		<u>1</u>	<u>0</u>	
TOTALS: <small>(this sheet)</small>	Total # Cigarette Butts Counted: <u>172</u>	Total # Cigar Tips Counted: <u>23</u>	Total # Ash Receptacles: <u>0</u>	Total # Cigarette Butts Counted: <u>10</u>	Total # Cigar Tips Counted: <u>15</u>	Total # Ash Receptacles: <u>5</u>	Total # Cigarette Butts Counted: <u>30</u>	Total # Cigar Tips Counted: <u>2</u>	Total # Ash Receptacles: <u>5</u>

Note: When reporting scan results online, report only the TOTAL NUMBER COUNTED for each scan

ADDITIONAL COMMENTS _____

A REGIONAL APPROACH TO KEEP AMERICA BEAUTIFUL'S CIGARETTE LITTER PREVENTION PROGRAM

d. Norfolk



SITE #1

Cigarette Butt Litter
FIELD SCAN DOCUMENT



BE SURE TO SCAN THE SAME LOCATION
FOR THE "FOLLOW-UP" SCANS AS THE "PRELIMINARY" SCAN

Organization Name KNB
Program Venue/Location Name CIVIC PLAZA
City and State NORFOLK VA

Cigarette Litter Scan Location Address, GPS coordinates, or description of designated scan location	Preliminary Scan Date: <u>4/18/15</u>			Follow-Up Scan #1 Date: <u>9/12/15</u>			Follow-Up Scan #2 Date: <u>1/1</u>		
	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>
<u>36.845715</u> <u>-76.265892</u> <u>TIDE LIGHT RAIL STATION @ CIVIC PLAZA</u> <u>In front of storm grate</u> <u>tree to tree</u> <u>ingrass only</u>	<u>41</u>	<u>6</u>	<u>0</u>	<u>232</u>	<u>3</u>	<u>0</u>			
TOTALS: <small>(this sheet)</small>	Total # Cigarette Butts Counted: <u>414</u>	Total # Cigar Tips Counted: <u>6</u>	Total # Ash Receptacles: <u>0</u>	Total # Cigarette Butts Counted: <u>232</u>	Total # Cigar Tips Counted: <u>3</u>	Total # Ash Receptacles: <u>0</u>	Total # Cigarette Butts Counted:	Total # Cigar Tips Counted:	Total # Ash Receptacles:

Note: When reporting scan results online, report only the TOTAL NUMBER COUNTED for each scan

ADDITIONAL COMMENTS The receptacle onsite was broken and requests for replacement by HRT was ignored. However, yard sign was placed at location of litter.



SITE #2

Cigarette Butt Litter
FIELD SCAN DOCUMENT



BE SURE TO SCAN THE SAME LOCATION
FOR THE "FOLLOW-UP" SCANS AS THE "PRELIMINARY" SCAN

Organization Name KNB
Program Venue/Location Name COURT BUILDING SOUTHSIDE
City and State NORFOLK VA

Cigarette Litter Scan Location Address, GPS coordinates, or description of designated scan location	Preliminary Scan Date: <u>4/18/15</u>			Follow-Up Scan #1 Date: <u>9/12/15</u>			Follow-Up Scan #2 Date: <u>1/1</u>		
	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>
<u>150 S+Payl Blvd</u> <u>Norfolk VA</u> <u>23510</u> <u>Court Bldg mulched pit</u>	<u>631</u>	<u>3</u>	<u>0</u>	<u>19</u>	<u>0</u>	<u>1</u>			
TOTALS: <small>(this sheet)</small>	Total # Cigarette Butts Counted: <u>631</u>	Total # Cigar Tips Counted: <u>3</u>	Total # Ash Receptacles: <u>0</u>	Total # Cigarette Butts Counted: <u>19</u>	Total # Cigar Tips Counted: <u>0</u>	Total # Ash Receptacles: <u>1</u>	Total # Cigarette Butts Counted:	Total # Cigar Tips Counted:	Total # Ash Receptacles:

Note: When reporting scan results online, report only the TOTAL NUMBER COUNTED for each scan

ADDITIONAL COMMENTS

97% DECLEANCE

A REGIONAL APPROACH TO KEEP AMERICA BEAUTIFUL'S CIGARETTE LITTER PREVENTION PROGRAM



SITE #3

Cigarette Butt Litter
FIELD SCAN DOCUMENT

BE SURE TO SCAN THE SAME LOCATION
FOR THE "FOLLOW-UP" SCANS AS THE "PRELIMINARY" SCAN

Organization Name KNB
 Program Venue/Location Name CLUB PLAZA
 City and State NORFOLK VA 23507



Cigarette Litter Scan Location Address, GPS coordinates, or description of designated scan location	Preliminary Scan Date: <u>4/18/15</u>			Follow-Up Scan #1 Date: <u>9/12/15</u>			Follow-Up Scan #2 Date: <u> / / </u>		
	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>
<u>Entrance/Exit of parking garage yellow line between bushes and black top in parking</u>	<u>17</u>	<u>1</u>	<u>0</u>						
TOTALS: <small>(this sheet)</small>	Total # Cigarette Butts Counted: <u>17</u>	Total # Cigar Tips Counted: <u>1</u>	Total # Ash Receptacles: <u>0</u>	Total # Cigarette Butts Counted: <u>38</u>	Total # Cigar Tips Counted: <u>1</u>	Total # Ash Receptacles: <u>1</u>	Total # Cigarette Butts Counted:	Total # Cigar Tips Counted:	Total # Ash Receptacles:

44% INCREASE

Note: When reporting scan results online, report only the TOTAL NUMBER COUNTED for each scan

ADDITIONAL COMMENTS Receptacle could not be seen from all paths. It has been re-positioned and will see if difference is made during Sustainability Scan.

A REGIONAL APPROACH TO KEEP AMERICA BEAUTIFUL'S CIGARETTE LITTER PREVENTION PROGRAM

e. Portsmouth



Cigarette Butt Litter FIELD SCAN DOCUMENT



BE SURE TO SCAN THE SAME LOCATION
FOR THE "FOLLOW-UP" SCANS AS THE "PRELIMINARY" SCAN

Organization Name Keep Portsmouth Beautiful
 Program Venue/Location Name N. Telos Pavilion
 City and State Portsmouth, VA

Cigarette Litter Scan Location Address, GPS coordinates, or description of designated scan location	Preliminary Scan Date: <u>6/5/2015</u>			Follow-Up Scan #1 Date: <u>6/16/2015</u>			Follow-Up Scan #2 Date: <u>8/9/15</u>		
	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of Cigarette Butts Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Cigar Tips Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>
<u>Plaza Area + Concourse</u>	319	4		188	8		19	8	
<u>Grass (Lawn seats)</u>	314	0		69	1		19	1	
<u>Rob Zombie Concert</u>				<u>Huey Lewis Concert</u>			<u>Erykah Badu Concert</u>		
TOTALS: <small>(this sheet)</small>	Total # Cigarette Butts Counted: <u>633</u>	Total # Cigar Tips Counted: <u>4</u>	Total # Ash Receptacles: <u>4</u>	Total # Cigarette Butts Counted: <u>257</u>	Total # Cigar Tips Counted: <u>9</u>	Total # Ash Receptacles: <u>9</u>	Total # Cigarette Butts Counted: <u>28</u>	Total # Cigar Tips Counted: <u>9</u>	Total # Ash Receptacles: <u>9</u>

Note: When reporting scan results online, report only the TOTAL NUMBER COUNTED for each scan

ADDITIONAL COMMENTS For Erykah Badu Concert patrons very receptive of personal ashtrays. Much improvement when Smoker's Outpost added to lawn seats area.

A REGIONAL APPROACH TO KEEP AMERICA BEAUTIFUL'S CIGARETTE LITTER PREVENTION PROGRAM

f. Suffolk



Cigarette Butt Litter
FIELD SCAN DOCUMENT
CITY OF SUFFOLK



Cigarette Litter Scan Location	Preliminary Scan Date: 5/22/14			Follow-Up Scan #1 Date: 9/9/15			Follow-Up Scan #2 Date: / /		
	# of <i>Cigarette Butts</i> Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of <i>Cigar Tips</i> Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of <i>Cigarette Butts</i> Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of <i>Cigar Tips</i> Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>	# of <i>Cigarette Butts</i> Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of <i>Cigar Tips</i> Counted <small>(sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)</small>	# of Existing Ash Receptacles <small>(NOT trash receptacles)</small>
122 N. Main Street – 118 N. Main Street (All About Virginia and More)	16			1					
117 N. Main Street – Corner (Downtown Corner Store)	40			6					
124 W. Washington Street – 128 W. Washington Street (Bench next to East Coast Taco)	29			8					
208 E. Washington Street – 133 W. Washington street (Toke Hookah Lounge)	110	1	1	3		1			
129 W. Washington Street – End (Serendipity Hair Salon)	106		1	0		1			
TOTALS: <small>(this sheet)</small>	Total # <i>Cigarette Butts</i> Counted: 285	Total # <i>Cigar Tips</i> Counted: 1	Total # Ash Receptacles: 1	Total # <i>Cigarette Butts</i> Counted: 18	Total # <i>Cigar Tips</i> Counted: 0	Total # Ash Receptacles: 1	Total # <i>Cigarette Butts</i> Counted:	Total # <i>Cigar Tips</i> Counted:	Total # Ash Receptacles:

Note: When reporting scan results online, report only the TOTAL NUMBER COUNTED for each scan

ADDITIONAL COMMENTS : 7:30AM-8:00AM on 9/9/15. 75 degrees. Scattered thunderstorms on previous day (9/8/15). Toke Hookah Lounge and East Coast Taco receptacles had been moved from original place

A REGIONAL APPROACH TO KEEP AMERICA BEAUTIFUL'S CIGARETTE LITTER PREVENTION PROGRAM

g. Virginia Beach

Cigarette Litter Scan Location	Preliminary Scan Date: 06/01/2015			Follow-Up Scan #1 Date: 09/14/2015		
Address, GPS coordinates, or description of designated scan location	# of <i>Cigarette Butts</i> Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of <i>Cigar Tips</i> Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)	# of <i>Cigarette Butts</i> Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of <i>Cigar Tips</i> Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)
Scan Location #1						
Parking lot and rail	307	3	0	72	7	3
Boat ramp & concrete	76	2	0	37	2	3
Scan Location #2						
Playground parking lot	92	4	0	42	1	1
					2 packages	
Scan Location #3						
Floating docks	44	0	0	1	0	1
					2 wrappers	
TOTALS: (this sheet)	Total # <i>Cigarette Butts</i> Counted: 519	Total # <i>Cigar Tips</i> Counted: 9	Total # Ash Receptacles: 0	Total # <i>Cigarette Butts</i> Counted: 152	Total # <i>Cigar Tips</i> Counted: 10	Total # Ash Receptacles: 5

A REGIONAL APPROACH TO KEEP AMERICA BEAUTIFUL'S CIGARETTE LITTER PREVENTION PROGRAM

6. Grant Project Budget

Item	Qty.	Unit \$	Total	Total KAB Grant	Total askHRgreen Funds
Ash Receptacles: Smoker's Outpost Self Standing	34	\$170.00	\$5,780.00	\$5,380.00	\$400.00
Ash Receptacles: Ashmount/Wall Mounted	8	\$200.00	\$1,600.00	\$1,400.00	\$200.00
Education & Awareness Campaign Materials			\$4,576.00	\$1,551.00	\$3,025.00
Grant Administration**	99	\$56.00	\$5,544.00	\$4,169.00	\$1,375.00
Total Budget			\$17,500.00	\$12,500.00	\$5,000.00

KAB CLPP Grant Actual Expenses		
Invoices		
Consulting	Budget	\$5,544.00
GreenQuest	3/17/15	\$2,016.00
GreenQuest	4/2/15	\$1,277.13
GreenQuest	5/1/15	\$794.00
GreenQuest	5/29/15	\$462.00
GreenQuest	7/1/15	\$378.00
GreenQuest	8/1/15	\$336.00
GreenQuest	8/31/15	\$224.00
GreenQuest	9/30/15	\$112.00
	Total	\$5,599.13
Receptacles	Budget	\$7,380.00
DCi Marketing - 18 units	4/9/15	\$2,842.49
DCi Marketing - 15 units	4/9/15	\$2,375.74
Glasdon	5/20/15	\$1,984.51
YRC Freight - Xtra Freight	6/1/15	\$157.00
	Total	\$7,359.74
Educational Materials	Budget	\$4,576.00
Signs - 50	6/2/15	\$487.00
Banners - 7	5/19/15	\$309.82
Business Cards - 15,000	5/19/15	\$361.20
Decals - 200	6/2/15	\$152.00
Posters - 500	6/9/15	\$230.00
Rack Cards - 2,000	6/9/15	\$275.00
Cahoon & Cross - design	6/30/15	\$1,900.00
Banners - 3	7/24/15	\$121.52
Signs - 25	8/4/15	\$298.25
Rack Cards - 3,500	8/7/15	\$400.00
	Total	\$4,534.79

A REGIONAL APPROACH TO KEEP AMERICA BEAUTIFUL'S CIGARETTE LITTER PREVENTION PROGRAM

7. References

ⁱ Courtesy, Wikipedia: https://en.wikipedia.org/wiki/Hampton_Roads

ⁱⁱ Keep America Beautiful: 2013-2014 Cigarette Litter Prevention Results Report

ⁱⁱⁱ Virginia Marine Debris Management Plan, 2014; Tables 1-2, pp.15-16

^{iv} Code of Virginia, Article 10.1-1414;

<http://law.lis.virginia.gov/vacode/title10.1/chapter14/section10.1-1414/>

^v Code of Virginia, Article 33.2-802; <http://law.lis.virginia.gov/vacode/title33.2/chapter8/section33.2-802/>

^{vi} Cahoon and Cross based in Chesapeake, Virginia provided valuable experience in advertising, marketing and public relations. As part of a larger contract for services to HR Green's public outreach and education program, Cahoon and Cross staff provided XX hours of support to develop the creative images and camera ready art for on site signs, receptacle decals, posters, rack cards, business cards, and banners. <http://www.cahoonandcross.com/who-we-are.html>