



CITY OF FORT BRAGG

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COUNCIL COMMITTEE ITEM SUMMARY REPORT

MEETING DATE: March 8, 2017
TO: Public Works & Facilities Committee
FROM: Tom Varga, Director of Public Works
AGENDA ITEM TITLE: **Receive Update on April 1, 2017 Roll-Out of Adopt-a-Street Program Report**

ISSUE:

The Public Works & Facilities Committee has previously considered the matter of starting an “Adopt-A-Street” program. The idea was first presented by Mr. Mike Beck who has been very active in picking up litter and trash throughout the greater Fort Bragg area. The Public Works & Facilities Committee followed up by considering the matter on November 9, 2016. Since that time, additional, related litter and trash issues have come to light.

To address all these litter and trash problems, an “Adopt-A-Street” program is being prepared for roll out in April 2017. Staff will update the Committee on the status of this program roll out, including recent additions to its scope.

SUMMARY:

Adopt-A-Street

The original Adopt-A-Street program was suggested by Mr. Mike Beck as a way to broaden litter and trash pick-up efforts by enlisting the assistance of volunteers. Mr. Beck provided information from the City of Paso Robles as an example of what such a program might look like. In addition, staff examined Mendocino County’s Adopt-A-Road program.

The essential elements to get program off the ground would include:

- Trash bags
- Safety equipment and simple tools
- Basic safety training
- Application and authorization for litter pick-up in the public right of way or other grounds
- Liability release

The City can provide these basic tools and supplies as well as dispose of the bagged litter.

After the program is underway, staff will develop different ways for the volunteers to be recognized. This can include things like: signage (similar to that used by Caltrans, but smaller in size), recognition letters of appreciation, and so on. Also, a brochure can be created as an informational and outreach tool. The brochure produced by the City of Paso Robles is attached as an example.

Project Stop Butts

Following a field survey of a small part of downtown and picking up a significant number of cigarette butts, the Progressive Alliance Center Mendocino (PACM) made a presentation to the City Council, September 2016. Their investigation illustrated the importance of litter prevention in our downtown. It is not only unsightly, but can contribute to storm water pollution.

At the City Council meeting, they submitted the results of their survey, suggested corrective measures, and other resource/background material. Their short report, (excluding the supporting material) is attached for reference.

Page three of the PACM report lists six potential solutions. A seventh item has been added by staff. Following is more detailed discussion and analysis of these suggested solutions:

1. *Develop retailer responsibility ordinance for street side pick-ups (Adopt-Your-Curbside/Sidewalk)*

This idea is already largely contained in existing municipal code, see item 2 below.

2. *Enforce and/or strengthen the City's litter ordinances & be willing to issue citations*

The City already has substantial regulations regarding tobacco usage and tobacco waste in the Fort Bragg Municipal Code contained in Chapter 16.12 – Nuisance and Chapter 16.18 Smoking Pollution Control and Health Protection Regulations. Together, the two chapters address litter caused by smoking. Section 16.12.040, paragraph J prohibits, “The accumulation of ... litter or debris in vestibules, doorways, or the adjoining sidewalks of commercial or industrial buildings” Section 6.18.050, paragraph C states, “Smoking shall be prohibited within ... 20 feet of the entrance to any business and/or along the sidewalk adjacent to the building ... in the Central Business...” In addition, any retail, non-profit, or service related business outside the Central Business District can voluntarily invoke the same prohibitions.

In general, nuisance violations are enforced by Code Enforcement. The code requires no smoking violations to be enforced by the Police Department (Section 16.18.050, paragraph E).

Additional and citations are possible, but would presumably require the shifting of enforcement priorities.

3. Immediately purchase & install Seattle Surfrider cigarette receptacles/canisters or Cal Poly Surfrider's Butt Biters receptacles.

This is a fairly easy option to implement. To avoid conflicts with the FBMC code sections prohibiting smoking, signage should be added next to any receptacles or canisters. Proposed language could be along the lines of, "Fort Bragg Municipal Code Section 6.18.050.C prohibits smoking at the entrance to this building and within 20 feet along the sidewalk next to this building. Please extinguish your cigarette, cigar, or other tobacco product. Please put your tobacco waste in the receptacle for recycling - Thank You".

4. Evaluate the Model Tobacco Waste Act & other publications for ideas, inspiration and regulatory options.

The FBMC already has significant provisions regulating the use and disposal of tobacco products see item 2 above. The Model Tobacco Waste Act (MTWA) is a product stewardship policy based on the environmental principle of Extended Producer Responsibility. This policy seeks to shift the burden of managing the impacts of tobacco usage onto the producers and sellers of tobacco products. The MTWA was developed in collaboration with the Product Stewardship Institute.

This is a much broader policy matter that is larger than the litter and trash mitigation ideas that are part of the Adopt-A-Street matter. If the Committee wishes to further investigate the MTWA, it would be best to take it on as a separate matter.

5. Consider a ban on sale of filtered cigarettes on the coast based on environmental impact.

As noted in item 4 above, this question is beyond the immediate scope of an Adopt-A-Street program and could be taken up as part of the MTWA.

6. Create local awareness and focused clean-up projects, especially at coastal trail areas.

There are already several clean-up strategies in place:

- The City sweeps downtown streets weekly
- Hospitality House clients perform periodic sidewalk and street clean-ups
- Some businesses with smoking clientele sweep up sidewalks in the morning
- Coastal clean-up events are regularly scheduled, especially by the Noyo Center for Marine Science

Nevertheless, there is always a need for litter pick up efforts that would include the collection and disposal of cigarette butts. Any person, group, or organization could volunteer for this work under an Adopt-A-Street program. See also item 1 above.

This would also be a great opportunity for a volunteer group or organization to assist the City with public outreach and/or education.

7. (Added by City staff) Consider participation in the Terracycle cigarette recycle program.

Within the supplemental information provided by PACM was a reference to a cigarette recycling program provided by a company called Terracycle. Terracycle is a global company specializing in a wide range of recycling services. One such service is the recycling of cigarette butts. Terracycle works with the Santa Fe Natural Tobacco Company (manufacturers of Natural American Spirit cigarettes) to recycle cigarette butts and related tobacco waste. The recycling of this waste can be done at no cost to the City. However the waste does need to be packaged for shipment. Cigarette butt collection receptacles can be purchased from Terracycle for a little more than \$100 apiece. If the Committee concurs, staff can further investigate this recycling program.

The proposal and report submitted by PACM contains many ideas and suggestions for consideration. Some can be immediately implemented within the scope of an Adopt-A-Street program. Other ideas involve policy considerations involving the manufacturing and sales of tobacco products. These ideas are beyond the scope of an Adopt-A-Street program. If the Committee wishes to pursue these ideas further, it can be done so at a future meeting.

Adopt-A-Park

At the suggestion of the Bee City Committee, the grounds around the Guest House were recently designated by the City Council as the Guest House Park. The Fort Bragg Garden Club in association with some of the members of the Bee City Committee (see attached memo) has since proposed that maintenance of the Guest House Park could be enhanced with the creation an adopt a park program. Given the high degree of similarity between adopting a street or a park, this could easily be added to the Adopt-A-Street program. The scope of the Adopt-A-Street program can be clarified to include the litter pick up for a street, park or other similar open public space where such litter pick-up is useful.

RECOMMENDATION:

Today's report is an update of the various ways that an Adopt-A-Street program is being readied for implementation. This includes a provision for cigarette butt cleanup, and the inclusion of parks and other similar public spaces. Staff is ready to roll out the Adopt-A-Street program with the following components:

- A. Provide basic tools, supplies, and safety training for Adopt-A-Street participants
- B. Require the minimum liability release
- C. Accommodate any tobacco waste (cigarette butts) clean-up efforts
- D. Investigate the practicality of participating in a cigarette recycling program
- E. Accommodate litter and trash clean-up for public parks and similar public open spaces

If given the Committee concurs, staff can follow up on the installation of cigarette butt/tobacco waste receptacles that can be placed where tobacco users regularly gather. Signage to encourage no smoking in accordance with existing City ordinances should be added to these installations.

The Committee should give guidance to staff which, if any, larger policy questions can be considered in the future.

ATTACHMENTS:

1. Paso Robles, Adopt-A-Street brochure
2. Progressive Alliance Center Mendocino, "No Butts" report
3. Fort Bragg Garden Club memo
4. Rod Jones Comments on Staff Report

NOTIFICATIONS:

Mr. Mike Beck

Progressive Alliance Center Mendocino

Fort Bragg Garden Club/Bee City