



Legislation Text

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Resolution to Amend the Fiscal Year 2023 Council Approved Budget to Accept and Appropriate the Fiscal Year 2023 Cigarette Litter Prevention Program Grant Awarded by Keep America Beautiful

PURPOSE/BACKGROUND:

This item is a request for allocation of grant funds for the Hampton Clean City Commission ("HCCC"). The HCCC, established by City Council in 1978, enlists Hampton's citizens in the effort to clean up litter and to prevent it by educating others. These funds will provide personnel and programming support for the volunteers and their activities directed toward improving the physical environment of the City of Hampton.

Discussion:

The HCCC also works to improve the appearance of the City of Hampton through urban forestry, storm water and water quality education, solid waste education, and beautification projects. Among projects the HCCC undertakes are the Adopt-A-Spot Program, which enlists volunteers in keeping Hampton clean and beautiful, and the Keep Hampton Green urban forestry donation fund, which uses private donations to purchase trees and shrubs for public areas of the City. The HCCC also works extensively with youth to lay the foundation for future stewardship of our City.

HCCC Programs include:

Adopt-A-Spot Programs, encouraging citizen participation in removing litter from public areas and in some cases beautifying them.

Beautification, YARDS, encourages citizens to become involved in sustainability efforts through participation in the Beautiful YARDS (Yards Are Really Distinctive Showplaces) Program.

Bee City USA - Hampton, educational components for creating pollinator and natural habitat, garden certifications.

Clean & Green Business Award, a quarterly recognition of businesses that not only keep their landscapes attractive and clean, but also engage in sound solid waste practices, and support community programs, particularly stewardship programs.

Community Appearance & Litter Index, an evaluation tool that tracks the amount of litter at 100 sites in Hampton, first implemented in 2000.

Community Cleanups, monthly opportunities for residents to participate in cleanups in or near their neighborhoods.

Community Gardens, improves quality of life via neighborhood and community development and beautification, producing nutritious food, conserving resources and creating opportunities for recreation and education.

Kayak Cleanups, boating cleanup events to remove directly from waterways.

Keep Hampton Green Fund, an opportunity for residents to contribute to the purchase of trees for public areas.

Litter-Free Events, an effort to encourage organizers to take measures to reduce the amount of litter

generated during their events.

Neighborhood Pet Waste Stations, a result of partnership with the regional environmental organization HR GREEN, sponsored by the Hampton Roads Planning District Commission.

School Appearance Index, an evaluation tool that provides feedback to Hampton City Schools about the general curb appeal of their schools.

School Pride in Action Projects, including plastic bag recycling, Earth Day Art Exhibits, recycling education, classroom presentations, and more.

Tree Tours, educating residents about our urban forest.

Virginia Peninsula Clean Business Forum, a regional recognition and education program shared with James City County, Newport News, and York County, at which the Hampton Clean & Green Business Award winner is recognized.

Water Quality Monitoring, at four waterway sites in Hampton, with results reported to the Virginia Department of Environmental Quality.

Waterway Cleanups, including regional and state events, which result in the removal of litter from Hampton shorelines and waterways on a regular basis.

Youth Programs, encouraging secondary and post-secondary youth to develop leadership skills through participation in Clean City programs.

In addition to these programs, HCCC staff and volunteers educate residents through presentations, displays, and public information forums and social media platforms.

In Fiscal Year 2022, HCCC reported the participation of 2,312 volunteers who contributed 8,947 hours of volunteer time at an estimated value of \$219,112.00. The volunteers conducted 577 cleanups, removing 58,650 pounds of litter (approximately 2,295 bags, 1,455 cubic yards) from public areas. Also conducted were two litter indices, both virtually; provided 12 youth presentations and 24 adult presentations; led 4 trash tours; and reached out extensively through social media platforms.

The Keep America Beautiful (KAB) Cigarette Litter Prevention Program, now in its 21st year, is the nation's largest program aimed at reducing cigarette litter. Each year KAB awards grants to its affiliates doing the on-the-ground work of cleaning up cigarette butt litter in their communities. As an awardee, HCCC will utilize the CLPP's four proven, field-tested solutions or strategies for reducing cigarette butt litter in targeted areas of the City:

1. Review local litter laws, including cigarette butt litter, and support enforcement;
2. Raise awareness about the issue of proper cigarette butt disposal using messaging and marketing campaigns;
3. Place ash receptacles at transition points to non-smoking areas like beaches, hospitals, or public parks; and
4. Distribute pocket or portable ashtrays to adult smokers.

Impact:

The purpose of the HCCC is to improve and enhance the physical environment of Hampton and its waterways through beautification and community improvement programs; litter awareness, prevention, and abatement programs; encouragement of ordinance enforcement and guided education to the citizens; and, encouragement of participation in these areas.

The activities of the HCCC volunteers support the following Council Strategic Priorities: Place Making, Living with Water, Educated Citizenry, and Safe & Clean Community. HCCC programs and

projects, for example, the Adopt-A-Spot program, waterway cleanups, the Community Appearance and Litter Index, and the Schools Index, will help measure progress in these areas.

Recommendation:

Approve ad appropriate funds.

WHEREAS, the Hampton Clean City Commission has been awarded a Cigarette Litter Prevention Program Grant in the amount of \$5,000.00, from Keep America Beautiful; and

WHEREAS, the grant does not require local match; and

WHEREAS, the grant award covers the period March 9, 2023 through March 8, 2024.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hampton, Virginia hereby amends its Fiscal Year 2023 Council Approved Budget to accept and appropriate the Cigarette Litter Prevention Program Grant award in the amount of \$5,000.00, and any supplemental funding, awarded by Keep America Beautiful to the Grant Fund to be spent in accordance with the grant agreement.

BE IT FURTHER RESOLVED that the City Council authorizes the City Manager, or her designee, to take any and all actions necessary to accept and implement this grant award.