



## Legislation Text

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Resolution to Amend the Fiscal Year 2024 Council Approved Budget to Accept and Appropriate the Fiscal Year 2024 Great American Cleanup Grant Awarded by Keep America Beautiful to the Grant Fund

### **PURPOSE/BACKGROUND:**

This item is a request for allocation of grant funds for the Hampton Clean City Commission (the "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 products and services 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, stormwater and water quality education, solid waste education, and beautification projects. HCC projects includes, but it not limited to, 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  
Bay Star Homes & Bay Star Businesses, via a partnership with the HRPDC's askHRgreen initiative, recognizing residents and businesses of environmental sustainability distinction  
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  
HCCC/HCS Oyster Restoration Project, a grant allocated to HCS for the education of students in

oyster restoration

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 partnership with the regional environmental organization

HRPDC askHRgreen initiative, awarding stations to citizens and organizations in an effort to control/alleviate the amount of pet waste entering into our storm drains and watersheds

Rain Barrel Workshops, in partnership with HRPDC's askHRgreen initiative to educate citizens of the importance of watershed protection and water conservation

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 2023, HCCC reported the participation of 2,316 volunteers who contributed 8,841 hours of volunteer time at an estimated value of \$216,540. The volunteers conducted 581 cleanups, removing 40,995 pounds of litter (approximately 2,733 bags) from public areas. Also conducted were two litter indices; provided 8 youth presentations and 21 adult presentations; four trash/recycling tours; and extensive citizen engagement via social media platforms.

The Keep America Beautiful ("KAB") Great American Cleanup ("GAC") Campaign is the nation's largest program aimed at reducing litter. Each year KAB awards grants to its affiliates doing the on-the-ground work of cleaning up litter in their communities. As an awardee, HCCC will utilize the GAC's field-tested solutions or strategies for reducing litter in targeted areas of the City.

### **Impact:**

The purpose of the HCCC is to improve and enhance the physical environment of Hampton and its waterways through solid waste and storm water management, beautification and community improvement programs; encouragement of ordinance enforcement; guided citizen education; and, encouragement of participation in these areas.

The activities of the HCCC volunteers support the following Strategic Plan elements as described:

In the 2011 Community Plan Update, ten strategic topic areas were identified. Three of those are directly impacted by the activities of the HCCC: Community Appearance, Pride & Image; Environment & Quality of Life, and Comprehensive Waterways Management. 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 and appropriate funds.

**WHEREAS**, the Hampton Clean City Commission has been awarded a Great American Cleanup Grant in the amount of \$1,500.00 from Keep America Beautiful (“KAB”);

**WHEREAS**, the grant does not require a local match; and

**WHEREAS**, the grant award covers the period March 19, 2024 through June 20, 2024.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Hampton, Virginia hereby amends its Fiscal Year 2024 Council Approved Budget to accept and appropriate the KAB Great American Cleanup Grant award in the amount of \$1,500.00, and any supplemental funding, from 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, subject to approval by the City Attorney.