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.

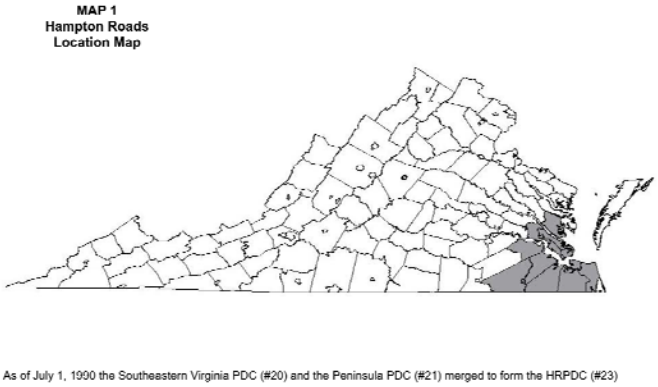
All Cigarette Litter Prevention Grants, like any locally based KAB behavior change program, require strong leadership, program management skills and commitment to implement for success. This project benefited greatly from all the litter prevention professionals that make up askHRgreen.org and particularly 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.

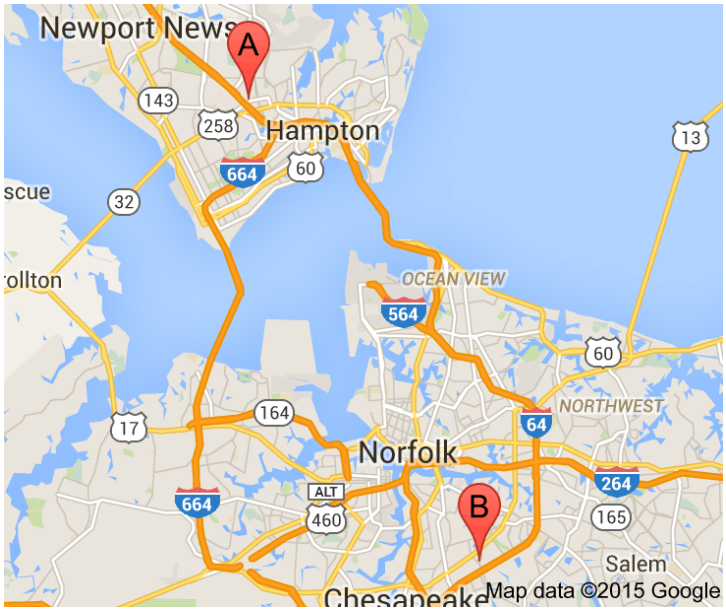
Finally, a tip of the hat to all those individuals, particularly those who smoke, who listened, learned and adopted the behaviors of responsible waste handling related to their smoking activity. It is only through that connection to smokers that the CLPP program will ultimately succeed and spread to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

DESCRIPTION OF THE HAMPTON ROADS REGIONi

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 upaskHRGreen.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

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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c. Newport News

CIGARETTE LITTER PREVENTION

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

CIGARETTE LITTER PREVENTION

Cigarette Litter Scan Location	Preliminary Scan Date: 4/27/15			Follow-Up Scan #1 Date: 7/30/15			Follow-Up Scan #2 Date: 9/14/15		
Address, GPS coordinates, or description of designated scan location	# of *Cigarette Butts* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of *Cigar Tips* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)	# of *Cigarette Butts* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of *Cigar Tips* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)	# of *Cigarette Butts* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of *Cigar Tips* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)
101 MAIN ST	23	5		12	2	1	5	0	1
10246 WARWICK	54	6		18	3	1	7	1	1
10242 WARWICK	12	4		5	3	1	3	0	1
10253 WARWICK	26	2		13	1	1	4	1	1
10349 WARWICK	8	0		5	0	1	3	0	1
10345 WARWICK	11	2		6	1		1	0	
10363 WARWICK	4	0		2	0		1	0	
10375 WARWICK	13	1		2	1		4	0	
10377 WARWICK	8	2		4	1		1	0	
10500 WARWICK	12	1		2	0		1	0	
TOTALS: (this sheet)	Total # *Cigarette Butts* Counted: 172	Total # *Cigar Tips* Counted: 23	Total # Ash Receptacles: 0	Total # *Cigarette Butts* Counted: 76	Total # *Cigar Tips* Counted: 15	Total # Ash Receptacles: 5	Total # *Cigarette Butts* Counted: 30	Total # *Cigar Tips* Counted: 2	Total # Ash Receptacles: 5

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

ADDITIONAL COMMENTS_____

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: 4/8/15 # of Cigarette Butts Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Preliminary Scan # of Cigar Tips Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Preliminary Scan # of Existing Ash Receptacles (NOT trash receptacles)	Follow-Up Scan #1 Date: 9/12/15 # of Cigarette Butts Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Follow-Up Scan #1 # of Cigar Tips Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Follow-Up Scan #1 # of Existing Ash Receptacles (NOT trash receptacles)	Follow-Up Scan #2 Date: __/__/__ # of Cigarette Butts Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Follow-Up Scan #2 # of Cigar Tips Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Follow-Up Scan #2 # of Existing Ash Receptacles (NOT trash receptacles)
36.845715 -76.285592	81			180	111				
TIDE LIGHT RAIL STATION @ CIVIC Plaza	61			100					
In front of storm grate	107			82					
Tree to tree in grass only	80								
	85								
TOTALS: (this sheet)	Total # Cigarette Butts Counted: 414	Total # Cigar Tips Counted: 6	Total # Ash Receptacles: 0	Total # Cigarette Butts Counted: 223	Total # Cigar Tips Counted: 3	Total # Ash Receptacles: 0	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 on site 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: 4/8/15 # of Cigarette Butts Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Preliminary Scan # of Cigar Tips Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Preliminary Scan # of Existing Ash Receptacles (NOT trash receptacles)	Follow-Up Scan #1 Date: 9/12/15 # of Cigarette Butts Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Follow-Up Scan #1 # of Cigar Tips Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Follow-Up Scan #1 # of Existing Ash Receptacles (NOT trash receptacles)	Follow-Up Scan #2 Date: __/__/__ # of Cigarette Butts Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Follow-Up Scan #2 # of Cigar Tips Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	Follow-Up Scan #2 # of Existing Ash Receptacles (NOT trash receptacles)
150 St Paul Blvd Norfolk VA 23510	111								
Court Bldg mulched pit	111								
	111								
	111								
	111								
	111								
TOTALS: (this sheet)	Total # Cigarette Butts Counted: 631	Total # Cigar Tips Counted: 3	Total # Ash Receptacles: 0	Total # Cigarette Butts Counted: 19	Total # Cigar Tips Counted: 0	Total # Ash Receptacles: 1	Total # Cigarette Butts Counted:	Total # Cigar Tips Counted:	Total # Ash Receptacles:

97% DECREASE

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

CIGARETTE LITTER PREVENTION

SITE #3

Cigarette Butt Litter
FIELD SCAN DOCUMENT

CIGARETTE LITTER PREVENTION

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

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

Cigarette Litter Scan Location	Preliminary Scan Date: 4/18/15			Follow-Up Scan #1 Date: 9/12/15			Follow-Up Scan #2 Date: __/__/__		
Address, GPS coordinates, or description of designated scan location	# of *Cigarette Butts* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of *Cigar Tips* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)	# of *Cigarette Butts* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of *Cigar Tips* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)	# of *Cigarette Butts* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of *Cigar Tips* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)
Entrance/Exit of parking garage	HH	1	0						
yellow line between booth and black top in parking	HH I								
	11								
TOTALS: (this sheet)	Total # *Cigarette Butts* Counted: 17	Total # *Cigar Tips* Counted: 1	Total # Ash Receptacles: 0	Total # *Cigarette Butts* Counted: 38	Total # *Cigar Tips* Counted: 1	Total # Ash Receptacles: 1	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 repositioned and will see if difference is made during Sustainability Scan.

e. Portsmouth

CIGARETTE LITTER PREVENTION

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 PREVENTION

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

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 shifted to Lawn Seats area

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

f. Suffolk

Cigarette Litter Prevention Program

Cigarette Butt Litter
FIELD SCAN DOCUMENT
CITY OF SUFFOLK

KEEP AMERICA BEAUTIFUL

Cigarette Litter Scan Location	Preliminary Scan Date: 5/22/14			Follow-Up Scan #1 Date: 9/9/15			Follow-Up Scan #2 Date: ___/___/___		
Address, GPS coordinates, or description of designated scan location	# of Cigarette Butts Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Cigar Tips Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)	# of Cigarette Butts Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Cigar Tips Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)	# of Cigarette Butts Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Cigar Tips Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)	# of Existing Ash Receptacles (NOT trash receptacles)
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 (Take Hookah Lounge)	110	1	1	3		1			
129 W. Washington Street – End (Serendipity Hair Salon)	106		1	0		1			
TOTALS: (this sheet)	Total # Cigarette Butts Counted: 285	Total # Cigar Tips Counted: 1	Total # Ash Receptacles: 1	Total # Cigarette Butts Counted: 18	Total # Cigar Tips Counted: 0	Total # Ash Receptacles: 1	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 : 7:30AM-8:00AM on 9/9/15. 75 degrees. Scattted thunderstorms on previous da y (9/8/15). Take 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 *Cigarette Butts* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)**	**# of *Cigar Tips* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)**	**# of Existing Ash Receptacles (NOT trash receptacles)**	**# of *Cigarette Butts* Counted (sidewalk, walkway/ pedestrian area, gutter, and surroundings, etc.)**	**# of *Cigar Tips* 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 # *Cigarette Butts* Counted: 519**	**Total # *Cigar Tips* Counted: 9**	**Total # Ash Receptacles: 0**	**Total # *Cigarette Butts* Counted: 152**	**Total # *Cigar Tips* 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**

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