



Item No. 9 (D)

REPORT TO THE CITY COUNCIL

**DATE:** JANUARY 25, 2022  
**TO:** HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL  
**FROM:** STEVEN ADAMS, CITY MANAGER  
**RE:** CONSIDERATION OF ANTI-LITTER PROGRAM

**RECOMMENDATION:**

It is recommended the City Council approve the proposed Anti-Litter Program.

**BACKGROUND:**

The City experiences a significant problem from litter on the streets related largely to the ongoing windy conditions, as well as insufficient number and size of trash and recycling receptacles at many locations. This negatively impacts the City's beautification efforts, appearance of the community, and overall quality of life.

The Caltrans Clean California Program is providing \$296 million in grants to local agencies for beautification and litter removal projects. Staff is preparing an application to fund the Downtown Streetscape Master Plan improvements. It is recommended to also include an anti-litter public education and removal program in order to provide a comprehensive beautification effort on Broadway Street and to increase competitiveness of the grant application. The overall project is being referred to as the Broadway Street Beautification Project.

The City Council approved an Anti-Litter Program proposed by staff at the January 11, 2022 meeting. At that time, the City Council requested proposed measures be added to address the impacts of fast food businesses on the generation of litter and trash in the community. Since that time, staff has been working on the grant application and a number of refinements have been made to the Anti-Litter Program as staff has developed more detailed proposals. Therefore, staff is recommending it be approved again by City Council to ensure it is consistent with the City's grant application.

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**DISCUSSION:**

The revised Anti-Litter Program is attached for City Council review and consideration. It consists of an extensive public education campaign, school education program, business program, volunteer litter abatement program, and replacement and expansion of trash and recycling receptacles.

The program is proposed to be a collaborative effort. The purpose of the business assistance program is to solicit the participation of downtown businesses to clean up the sidewalk area in front of their business on a daily basis. The City will coordinate with the Chamber of Commerce on this effort. It is proposed to coordinate with the Salinas Valley Solid Waste Authority and Waste Management, Inc. on the school education program by integrating anti-litter messaging with recycling education efforts. Meanwhile, the anti-litter program will work with King City In Bloom to help promote, support and expand the quarterly town cleanup events, while also coordinating with Sun Street Centers and Step Up on Second Street to solicit volunteers to implement semimonthly litter abatement activities specifically targeted to the downtown area.

Many of the City's trash and recycling receptacles are aged and damaged, an insufficient in number and size, and frequently overflow. Replacement with new models selected are proposed to be installed in a phased approach. The first phase will include the downtown streetscape improvements, which will double the number of receptacles by including a set at each corner bulbout. In the second phase, all receptacles west of San Lorenzo Avenue are proposed to be replaced and additional ones added to cover each block. The third phase will be to replace and add trash and recycling receptacles at the park sites on a gradual basis.

In addition to the references added regarding fast food businesses, the primary change is that the cost estimates have been refined based on quotes received from proposed vendors. Tasks have been added to the community outreach efforts, elementary school promotional items have been modified, downtown business incentives have been expanded, and the façade and awning cleaning grant programs have been referenced as part of the Broadway Street beautification efforts. Several of the components of the plan also now have more detailed descriptions.

**COST ANALYSIS:**

The program implementation will be dependent upon obtaining approval for grant funding. The projected cost of public education and litter removal efforts is \$52,207, which is proposed to be funded from the Clean California Local Grant

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program if approved. The litter abatement efforts will be largely self-sustaining after initial start-up costs. The projected cost for trash and recycling receptacles is \$75,000, which will be funded over time with miscellaneous smaller grants. This does not include the new receptacles in the downtown area, which are already included in the Downtown Streetscape Master Plan cost proposal. Costs are also identified for the downtown business façade and awning cleaning programs, which will be \$92,000 over a two-year period. These costs are already budgeted in the General Fund.

**ENVIRONMENTAL REVIEW:**

The Anti-Litter Program is not a “project” for the purposes of the California Environmental Quality Act (CEQA) as it does not have the potential for resulting in either a direct physical change to the environment or a reasonably foreseeable indirect physical change in the environment. No further action is required under CEQA for City Council action.

**ALTERNATIVES:**


The following alternatives are provided for City Council consideration:

1. Approve staff’s recommendations;
2. Modify the program to include additional measures;
3. Do not approve the Anti-Litter Program; or
4. Provide staff other direction.

**Exhibits:**

1. Anti-Litter Program

Prepared and Approved by:

  
\_\_\_\_\_  
Steven Adams, City Manager



## **CITY OF KING ANTI-LITTER PROGRAM**

### **BACKGROUND**

King City is a small rural community located on Highway 101 in the Salinas Valley, 155 miles south of San Francisco and 277 miles north of Los Angeles. The population is 13,332 according to the 2020 Census and is the southern-most city of Monterey County. King City serves as a gateway and access point for nearby Pinnacles National Park, Monterey County wine region, a thriving agricultural area, and an area rich in history made famous by the writings of John Steinbeck.

King City experiences a significant litter problem on an ongoing basis largely related to the climate, which involves strong winds generally every afternoon and evening during the months of March through October. As a result, loose trash blows through the City and builds up at a number of problem locations where it is trapped. Insufficient size and number of trash and recycling receptacles at public facilities have also resulted in overflowing containers, which adds to the problem.

City research has demonstrated that beautification efforts are important to promote pride and sense of community, to reduce crime and violence, and to promote a high quality of life. As a result, the City is pursuing a number of grants to beautify areas throughout the City with a particularly focus on the downtown area. Efforts include landscaping, improved park maintenance, tree planting, streetscape improvements, open space areas, and public art. The ongoing problem of litter negatively impacts these efforts.

Therefore, as part of the City's beautification efforts, an anti-litter program is proposed. There are two components of the proposed program. The first is a comprehensive public education effort. The second component involves a comprehensive litter abatement program by expanding ongoing cleanup activities. The City will pursue grants to address start-up costs in order to implement the program.

While the program will include outreach to the entire community and be designed to discourage litter throughout the city, a concentrated focus will be made on the downtown area. In doing this, the program will be coordinated with beautification efforts in the downtown area, particularly the proposed Downtown Streetscape Master Plan improvements.

### **PUBLIC EDUCATION PROGRAM**

A public education program is proposed to expand awareness and community pride to prevent littering, to educate the public regarding the importance of ensuring litter is not left where it can blow away, and to solicit participation in cleanup activities.

## Community Outreach

The City will contract for the development of educational materials. The program and message will be promoted through the following measures:

- Articles will be featured in two issues of the City Newsletter.
- The program will be explained in one of the City's monthly editorial articles in the Rustler.
- Public education brochures will be created and distributed to each household and at community meetings and events.
- Press releases will be issued at the launch of the program, during the program to provide and update of the program and streetscape project construction, and at the completion of the streetscape project construction.
- Radio ads will run on KRKC at the beginning, middle and end of the program.
- Exhibits and presentations will be provided at community events and service clubs. A retractable banner will be created to use at community events.
- Social media announcements will be made throughout the program related to each activity.
- Promotional t-shirts will be produced to market the program, to provide to volunteers, and to distribute at community events.
- Raffles will be conducted at events and to encourage participation in the program.
- Litter prevention and proper waste disposal signage will be installed in the downtown area.

In addition, the public information will help promote participation by the public in quarterly town clean-up events coordinated by King City in Bloom, a local volunteer beautification organization.

## School Program

The City will coordinate with the Salinas Valley Solid Waste Authority and Waste Management, Inc., the City's waste hauler, to develop an educational program and materials to discourage littering, which will be coordinated with school recycling efforts currently under way. The program will include live performances at all the elementary schools by the Mr. Eco Hero program. Custom promotional wrist bands will be purchased and distributed to the elementary school children. At the middle school and high school,

the primary focus will be to work with student clubs and organizations to solicit participation in cleanup activities.

### Business Program

A separate brochure will be prepared specifically targeting businesses. It will be designed to encourage store owners to cleanup outside their business and to implement measures to discourage their customers from littering waste derived from items purchased at their store. This includes signage and adequate trash receptacles. A major focus will be on the downtown to coordinate with beautification efforts. An additional emphasis will be placed on outreach to the fast-food restaurants since a large portion of litter is generated from the packaging of their products.

The Chamber of Commerce & Agriculture will assist with the promotion. The brochures will be mailed, distributed at business events, and delivered to downtown businesses through in-person visits.

## **LITTER ABATEMENT**

Litter abatement efforts target residents, schools and businesses. The program includes four components, which include volunteer cleanup activities, a school program, a business program, and expansion of trash and recycling receptacles.

### Volunteer Cleanup Activities

The program includes volunteer activities. The first will be to support and expand the quarterly town cleanup events coordinated by King City in Bloom. Grant funding will be requested to expand promotion and participation and to purchase equipment and supplies. The second component will be to establish a semimonthly volunteer litter abatement program specifically targeting the downtown area. The program will be coordinated by City staff and promoted to the general public for participation. Volunteer opportunities will be promoted by Sun Street Centers and Step Up on Second Street to residents of their facilities, who are projected to provide a large percentage of the workers.

### School Program

Trash grabbers and pickers, gloves and trash bags will be purchased for the schools to support litter abatement efforts. In the elementary schools, they will be made available to organize class school cleanup activities. At the high school, the City will solicit participation from high school clubs in litter abatement activities. Rewards and prizes will be provided as incentives for competitions between clubs for who can pick up the most trash. Clubs will also be provided an opportunity to receive recognition on a sign by adopting a site. The Skate Park has been identified as a high priority site to be included in the program.

## Business Beautification Program

The intent of efforts directed at business and property owners in the downtown area will be to establish a partnership with downtown businesses to clean, maintain and beautify the area in front of their business. The City will coordinate with the Chamber of Commerce on promotion of the program.

It will include the purchase of customized King City brooms, dust pans, pales and trash pickers to collect trash, along with instructions to each business on how they can help beautify the downtown area. All materials will be provided in English and Spanish and hand delivered to each business. City staff will be available to provide interpretation when visiting business representatives or responding to questions from the public.

These activities will be coordinated with other business beautification efforts. Grants in the amount of \$100 per building are proposed to be established to start an annual program of cleaning awnings on downtown businesses. King City in Bloom will help promote the program. In addition, the downtown façade enhancement grant program will continue. Efforts will continue to solicit participation from businesses that have not yet enhanced their facades.

## Upgrade of Trash and Recycling Receptacles

A number of the City's sites, primarily including Broadway Street and park facilities, have outdated damaged trash and recycling receptacles, undersized receptacles, and an insufficient number of receptacles. As a result, trash often overflows in these areas. The project is proposed to be implemented through three phases.

### Phase I:

The first phase is proposed to double the number of trash and recycling receptacles in the downtown area. These have been included in the design of the new bulbouts included in the Downtown Streetscape Master Plan. As a result, Phase I is included in grant application efforts for the streetscape improvements. Since the costs are included in estimates for the cost of the bulbouts, costs are not added to the estimate for this program.



### Phase II:

It is proposed to replace dual trash and recycling containers on Broadway Street west of San Lorenzo Street and to increase the number to have containers on each block. New

standard receptacle models have been selected based on community input. They are the same model as those recently installed at the Library but in black to compliment those in the downtown area.



### Phase III:

Receptacles are proposed to be replaced and added on a gradual basis at all the parks. Cart corrals are recommended, which house normal containers provided by Waste Management, Inc. Therefore, they provide for more storage space and are easier for the waste hauler to empty during their route.



## COORDINATION

The public education effort will be coordinated by a City staff team, consisting of the City Manager, City Planner, Public Works Director/City Engineer, Executive Assistant/Deputy City Clerk, Administrative Assistant, Recreation Coordinator, and Public Works Superintendent, and Code Enforcement Officer. The City will partner with the Salinas Valley Solid Waste Authority and Waste Management, Inc., in designing, preparing and distributing anti-litter public education materials. In addition, both organizations will assist in implementing an education program in the schools by combining it with an ongoing recycling education program. King City in Bloom, a local non-profit volunteer beautification organization, will help by promoting the public education program to residents through their ongoing activities. The City will partner with the King City Chamber of Commerce in designing and implementing public education efforts directed at downtown business and property owners. Sun Street Centers and Step Up on Second Street will help supply volunteers for ongoing litter abatement activities.

## BUDGET

The following expenses are proposed:



Public Education and Litter Removal

Community brochure	\$2,370
Business brochure	\$898
Retractable banner	\$587
Mailer to promote Earth Day Town Cleanup Event	\$1,969
Mr. Eco Hero Performances (6 events @ \$1,250 per event X 2 years)	\$15,000
Litter Bug Mascot Costume	\$400
Wristbands (1,900 @ \$.20 per item)	\$380
Customized buckets, brooms, dust pans and pickers (65 @ \$88.50 per kit)	\$5,753
Handheld trash pickers (220 @ \$50 per item)	\$11,000
Gloves and trash bags	\$1,470
Radio ads (200 @ \$2.50)	\$500
T-shirts (400 @ \$13 per item)	\$5,200
City signage (10 @ \$50 per item)	\$500
Business signage (10 @ \$40 per item)	\$400
Adopt-a-park facility sign (4 @ \$50)	\$200
Business recognition plaques (7" by 9" 65 @ \$32 per item)	\$2,080
Prizes, incentives and recognition	\$3,500
<hr/> Subtotal	<hr/> \$52,207

Trash and Recycling Receptacles – Phases II and III

Broadway Street trash receptacles (10 @ \$2,500 per item)	\$25,000
Park receptacles (10 @ \$5,000 per item)	\$50,000
<hr/> Subtotal	<hr/> \$75,000

City Grant Programs

Awning cleaning grants (20 grants @ \$50)	\$2,000
Facade grants (6 grants over 2-year period)	\$90,000
<hr/> Subtotal	<hr/> \$92,000

<hr/> <hr/> Total	<hr/> <hr/> \$219,207
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It is proposed that the public education, litter removal, and trash and recycling receptacles be contingent upon grant funding. The City grant programs are proposed to be funded from the General Fund and are currently budgeted.

**IMPLEMENTATION**

The public education program is proposed to be launched in summer 2022. The school program will cover 2 school years. The downtown litter abatement program will be launched in winter 2023 when construction of the streetscape improvements are completed. The initial program implementation will be completed in June 2024, which is contingent on grant funding approval for all start-up costs. After that time, the program is proposed to be self-sustainable and continue on an ongoing basis.