



Item No. 9 (F)

REPORT TO THE CITY COUNCIL

DATE: JANUARY 11, 2022

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: STEVEN ADAMS, CITY MANAGER

RE: CONSIDERATION OF ANTI-LITTER PROGRAM - REVISED

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. 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.

Staff has developed a recommended program following input from a number of stakeholders. Staff recommends City Council approval in order to incorporate it into the grant application due on February 1st.

DISCUSSION:

The proposed 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.

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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. First, all receptacles west of San Lorenzo Avenue are proposed to be replaced and additional ones added to cover each block. The second phase will be to replace and add trash and recycling receptacles at the park sites on a gradual basis.

COST ANALYSIS:

The program implementation will be dependent upon obtaining approval for grant funding. The overall projected total cost is \$122,900. The litter abatement efforts will be largely self-sustaining after initial start-up costs. Of that cost, \$47,900 is for public education and litter abatement, and \$75,000 will be for trash and recycling receptacles. The public education and litter abatement costs will be included in the Clean California Local Grant Program application. The trash and recycling receptacles will be purchased over an extended period of time through other small grant programs.

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;

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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.

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.

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:

- City newsletter articles
- Brochures distributed to each household

- Press releases
- Radio ads
- Presentations at community events and service clubs
- Social media announcements
- Posters and flyers
- Raffles, promotional t-shirts and other incentives for participation

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 would include live performances at all the elementary schools by the Mr. Eco Hero program. Custom coloring books will be purchased and distributed to the lower grades of the elementary schools, along with teacher instructions to promote their message. Finally, trash grabbers and pickers, gloves and trash bags will be purchased for the schools to organize class school cleanup activities.

At the high school, the City will solicit participation from high school clubs in litter abatement activities. Trash grabbers and pickers, gloves and trash bags will be purchased to be available for 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 will be a high priority site to be included in the program.

LITTER ABATEMENT

Litter abatement efforts target both residents and businesses. The program includes three components, which include volunteer cleanup activities, a business program, and upgrade of receptacles:

Volunteer Cleanup Activities

The program includes two 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.

Business 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, and pales 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.

Upgrade of Trash and Recycling Receptacles

A number of the City's sites, primarily including Broadway Street and park facilities, have old 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 two phases. First, grant funds are being pursued 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 black to compliment those in the downtown area.



Second, 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, City Engineer, Executive Assistant/Deputy City Clerk, Recreation Coordinator, and Public Works Supervisor. 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:

Educational and promotional materials	\$5,000
Mr. Eco Hero Performances (3 schools @ \$1,250 per event X 2 years)	\$7,500
Coloring books (600 @ \$.78 per item)	\$1,000
Customized buckets, brooms and dust pans (60 @ \$45 per item)	\$2,700
Handheld trash pickers (200 @ \$50 per item)	\$10,000
Gloves and trash bags	\$1,000
Advertising and promotion	\$10,000
T-shirts (400 @ \$13 per item)	\$5,200
Signage	\$2,500
Prizes, incentives and recognition	\$3,000
Broadway Street trash receptacles (10 @ \$2,500)	\$25,000
Park receptacles (10 @ \$5,000 per item)	\$50,000
Total	\$122,900

IMPLEMENTATION

The public education program is proposed to be launched in fall 2022. The school program will cover 2 school years. The 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.