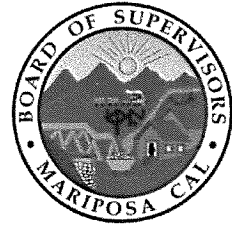




MARIPOSA COUNTY

Administration/Community Development · 966-3222



RESOLUTION - ACTION REQUESTED 2018-66

MEETING: February 20, 2018

TO: The Board of Supervisors

FROM: Dallin Kimble, County Administrative Officer

RE: Authorize the Submission of Keep America Beautiful Grant

RECOMMENDATION AND JUSTIFICATION:

Approve submittal of a grant application to the Keep America Beautiful organization for tobacco litter receptacles in Mariposa and Coulterville.

Staff is pursuing this grant at the request of the Main Street Mariposa committee, which is dedicated to the beautification of downtown Mariposa and Coulterville. Any funding that is received from this grant will allow the Mariposa County facilities manager to purchase the receptacles and have them placed in the downtown areas.

BACKGROUND AND HISTORY OF BOARD ACTIONS:

The Board of Supervisors has approved similar grants in the past.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

If the Board does not approve the request, the grant application will not be submitted.

FINANCIAL IMPACT:

Staff time to place and maintain recepticals

ATTACHMENTS:

Keep America Beautiful Grant (PDF)

Supplemental Questions (DOCX)

RESULT: ADOPTED BY CONSENT VOTE [UNANIMOUS]

MOVER: Merlin Jones, District II Supervisor

SECONDER: Marshall Long, District III Supervisor

AYES: Smallcombe, Jones, Long, Cann, Menetrey

2018 Cigarette Litter Prevention Program Grant Application

Contact Information

*** 1. Contact Information**

Your Name:	Tara G. Schiff
Affiliate/Organization Name:	Mariposa County
Title:	Economic Development Specialist
Address:	P.O. Box 784
City:	Mariposa
State:	California
Zip:	95338
Email:	tschiff@mariposacounty.org
Phone:	(209)742-1214
Website:	mariposacounty.org

*** 2. What is your affiliate/organization's tax ID #?**

94-6000880

* 3. Type of organization:

- KAB Affiliate (in Good Standing)
- IDA Member
- ICMA Member
- Other (please specify)

4. Which best describes your affiliate? (KAB Affiliates Only)

- Small/Rural Affiliate
- Big City Affiliate
- State Leader Affiliate

* 5. Which grant amount are you applying for?

- \$2,500
- \$5,000
- \$10,000
- \$20,000

* 6. Please identify the primary location for this grant.

- Downtown (mixed-use, walk-around neighborhood)
- Special event or festival (recurring public event over a limited period of time, e.g. county or state fair, music festival)
- Transportation Center (e.g. bus or train station, transit stops, etc.)
- Beach (public area adjacent to water)
- Park (e.g. public green space)
- Recreation area (e.g. public area for activities, organized sporting events)

Interstate highway (e.g welcome center or rest stop)

Other (please specify)

* 7. Is this your first time implementing the Cigarette Litter Prevention Program?

Yes

No

* 8. Is there a current or pending outdoor public area smoking ban in your community?

Yes

No

* 9. If your community has a current or pending outdoor public area smoking ban, please provide more information.

The Mariposa County Board of Supervisors adopted Ordinance No. 1112 regulating smoking and tobacco use in November 2015. "Smoking"

* 10. The first step in planning an effective Cigarette Litter Prevention Program is to engage a task force, or team of stakeholders who share the goal of reducing local cigarette butt and cigar tip litter. Enlist individuals from the public, private and civic sectors, including government, business and residents. Collaborators and partners from a cross-section of the community will ensure greater program impact. Describe the members of your CLPP task force. (200 word limit)

The members of Mariposa County's CLPP task force are a cross-section of the downtown Mariposa corridor and comprise of 5 business

* 11. Do your local litter ordinances or codes specifically identify cigarette butts as litter?

Yes

No

* 12. Please provide a brief (1 to 2 sentences) description of your project:

The Downtown Mariposa Heritage Committee identified a need to reduce the cigarette litter in the downtown corridor. Due to the influx of

* 13. Roughly 20% of grant funding is required to go towards marketing/public awareness efforts. Describe your plans for a public education campaign. Please be specific. (limit 200 words)

The task force will place the trash receptacles in a prominent area of downtown Mariposa and Coulterville and then disseminate the information

* 14. Describe your plans for ash receptacle selection and purchase, installation, and maintenance. Include the brand, model, and cost of the ash receptacles you're considering (limit 100 words). Please allow sufficient time to get the ash receptacle model and installation locations approved. A commitment to receptacle maintenance/emptying should be in place before installation. Ideally, for most programs, ash receptacles should be installed before June 1, 2018.

The task force will order a total of 40 cigarette receptacles total, with 32 for the downtown Mariposa area and 8 placed in downtown

* 15. Describe your plans for portable ashtray distribution. (limit 100 words)

The task force plans to distribute portable ashtrays during the town's local community cleanup events and also make ashtrays available

* 16. Are you interested in participating in a cigarette butt recycling program?

Yes

No

*

17. The CLPP grant includes 600 ashtrays. You may request a combination of pocket and/or portable auto (cup holder style) ashtrays. Indicate your preference in increments of 200:

The total number of pocket and portable auto ashtrays requested must equal 600 or less.

Number of

pocket ashtrays:

Number of

portable auto

ashtrays:

Prev

Next

2018 Cigarette Litter Prevention Program Grant Application

9. If your community has a current or pending outdoor public area smoking ban, please provide more information.

The Mariposa County Board of Supervisors adopted Ordinance No. 1112 regulating smoking and tobacco use in November 2015. "Smoking" is now defined to include regular cigarettes, ESD's, also known as e-cigarettes or vaporizers, and a variety of tobacco products, such as cigarillos, chew, and hookah. Please note the following:

- Smoking is prohibited at all Mariposa County Parks, community parks, sports fields, the Mariposa Farmers Market, the Mariposa Creek Parkway, and YARTS bus stops.
- Smoking is prohibited within 25 feet of entryways into all workplaces.

10. The first step in planning an effective Cigarette Litter Prevention Program is to engage a task force, or team of stakeholders who share the goal of reducing local cigarette butt and cigar tip litter. Enlist individuals from the public, private and civic sectors, including government, business and residents. Collaborators and partners from a cross-section of the community will ensure greater program impact. Describe the members of your CLPP task force. (200 word limit)

The members of Mariposa County's CLPP task force are a cross-section of the downtown Mariposa corridor and comprise of 5 business owners, two staff members from the Yosemite/Mariposa County Tourism Bureau and a member representing economic development for the County of Mariposa. This group, under the name of Downtown Mariposa Heritage Committee, formed in an effort to revitalize the downtown corridor and focus on the beautification of the downtown area, which is visible to more than 1.2 million residents each year.

12. Please provide a brief (1 to 2 sentences) description of your project:

The Downtown Mariposa Heritage Committee identified a need to reduce the cigarette litter in the downtown corridors in Mariposa and Coulterville. Due to the influx of visitors the town receives annually, tobacco litter is quite prominent, and the task force determined that ash receptacles placed prominently in the downtown area would significantly reduce the litter on the sidewalks and curb areas.

13. Roughly 20% of grant funding is required to go towards marketing/public awareness efforts. Describe your plans for a public education campaign. Please be specific. (limit 200 words)

The task force will place the trash receptacles in a prominent area of downtown Mariposa and Coulterville and then disseminate the information about the placement of the receptacles through a multi-media campaign, using social media and the local newspaper and radio station. The Tobacco Awareness Program has agreed to partner with the task force to implement an awareness campaign with flyers and posters in businesses. In addition, a kickoff event will take place showcasing the new receptacles, the Cigarette Litter Prevention program and enforcement policies. The event will be

announced in local media and will include the task force holding signs reinforcing the program and the placement of the new receptacles, which will be directly on the main street through downtown, as well as a question and answer session for interested attendees. The task force will continue the campaign every three months with a reminder event stressing the need to use the receptacles. The Tobacco Education Program will provide resources for the Litter Prevention Program, as well as technical assistance in the form of flyers and posters for the downtown businesses.

14. Describe your plans for ash receptacle selection and purchase, installation, and maintenance. Include the brand, model, and cost of the ash receptacles you're considering (limit 100 words). Please allow sufficient time to get the ash receptacle model and installation locations approved. A commitment to receptacle maintenance/emptying should be in place before installation. Ideally, for most programs, ash receptacles should be installed before June 1, 2018.

The task force will order a total of 40 cigarette receptacles total, with 32 for the downtown Mariposa area and 8 placed in downtown Coulterville.

The brand is called: Smokers Outpost Wall Mounted Ashtray Silver

sold by: globalindustrial.com

Item #: WB442149SL

Price: \$79.00 ea

15. Describe your plans for portable ashtray distribution. (limit 100 words)

The task force plans to distribute portable ashtrays during the town's local community cleanup events and also make ashtrays available for pickup by posting a notice in the local newspaper.