



Request for City Council Committee Action from the Department of

Date: July 10, 2007

To: Transportation and Public Works Committee

Referral to: Ways and Means Committee

Subject: Receipt of Grant from Keep America Beautiful

Recommendation: It is recommended that the proper City Officials be directed to accept a \$2,500 grant to Keep Minneapolis Beautiful, for the Cigarette Litter Prevention Program. This revenue will be appropriated to the Clean City Cost Center: 7700 664 6671 Revenue Code 3755.

Previous Directives: none

Prepared by: Susan Young, Director, Solid Waste and Recycling Services, 673-2433

Approved by: _____
Steven A. Kotke, P.E. City Engineer, Director of Public Works

Permanent Review Committee (PRC) Approval _____ Not Applicable

Note: To determine if applicable see <http://insite/finance/purchasing/permanent-review-committee-overview.asp>

Policy Review Group (PRG) Approval _____ Date of Approval _____ Not Applicable

Note: The Policy Review Group is a committee co-chaired by the City Clerk and the City Coordinator that must review all requests related to establishing or changing enterprise policies.

Presenters in Committee: Susan Young, Director, Solid Waste and Recycling
Angela Brenny, Clean City Coordinator

Financial Impact (Check those that apply)

No financial impact (If checked, go directly to Background/Supporting Information).

Action requires an appropriation increase to the _____ Capital Budget or _____ Operating Budget.

Action provides increased revenue for appropriation increase.

Action requires use of contingency or reserves.

Business Plan: Action is within the plan. Action requires a change to plan.

Other financial impact (Explain):

Request provided to department's finance contact when provided to the Committee Coordinator.

Community Impact (use any categories that apply)

Neighborhood Notification: n/a

City Goals: Connected Communities; Enriched Environment; Premier Destination

Comprehensive Plan – n/a

Zoning Code – n/a

Other

Background/Supporting Information Attached

Since 1953, Keep America Beautiful (KAB) has been engaging individuals to take greater responsibility for improving their community environments. KAB has notified the City of Minneapolis that it is receiving a Cigarette Litter Prevention Program (CLPP) grant, in the amount of \$2,500. This grant is to implement this successful KAB program focused on preventing cigarette litter. The Minneapolis program will focus on Cigarette litter in the Downtown area, and has four components:

A Cigarette Litter Scan, to be conducted before program roll-out. This scan will be done by volunteers from the Medica Senior Center in the Minneapolis Skyway. The scan will give us baseline information on the amount of cigarette litter in downtown, and identify "hot spots" of concentrated cigarette litter.

Placement of CLPP Public Service announcements, to remind people that cigarettes on the ground are litter, and are unacceptable in our community.

Strategic Placement of Ash Receptacles at "transition points," the places where smokers most tend to drop cigarettes before proceeding into a building, onto a bus, etc. These Receptacles will be placed similarly to the existing Adopt a Litter Container program.

Distribution of 1,000 Pocket Ashtrays to adult smokers in the Project Area. These are provided by KAB.

This program will be done in conjunction with the Downtown Focus Group of Keep Minneapolis Beautiful. This group has been planning a summer kick off of anti litter and beautification activities in the Downtown area.