



YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS

CIGARETTE LITTER PREVENTION PROGRAM

Katie Cullipher | March 3, 2016



Cigarette Litter Prevention Program

- *Consistent with national studies by KAB, cigarette waste is recognized by Committee leaders as the most frequently littered item in Hampton Roads*
- *Cigarette waste was found to be the most frequently recovered item over the past 19 years of Coastal Cleanup events in Virginia.*

Cigarette Litter Prevention Program

- **\$17,500 Budget –**
 - funded by Keep America Beautiful grant and askHRgreen.org Recycling & Beautification Committee funds
- **Seven project locations & project leaders in 7 different jurisdictions**
- **Implementation period: May 1 – September 2015**

CLPP Budget

Item	Qty.	Unit \$	Total
Ash Receptacles: Smoker's Outpost Self Standing	34	\$ 170.00	\$ 5,780.00
Ash Receptacles: Ashmount/Wall Mounted	8	\$ 200.00	\$ 1,600.00
Education & Awareness Campaign Materials			\$ 4,576.00
Grant Administration**	99	\$ 56.00	\$ 5,544.00
Total Budget			\$ 17,500.00



CLPP Project Locations

- **Hampton** – Buckroe Beach (Cris Ausink)
- **James City County** – Commuter parking off Interstate 64 at Croaker Road (Dawn Oleksy)
- **Newport News** – Hilton Village at Warwick Blvd. and Main St. (Dan Baxter)
- **Norfolk** – Civic Plaza (Lisa Renee Jennings)
- **Portsmouth** – nTelos Wireless Pavilion (Donna Corbus)
- **Suffolk** – Downtown in the Main Street area (Lacie Nixon)
- **Virginia Beach** – Lake Smith/Lake Lawson Natural Area, off Northampton Blvd. (Amy Woodson)

CLPP Project Methodologies

- **Project leaders assigned to each project site**
- **Pre-scans - local teams and volunteers counted cigarette litter and analyzed their sites**
- **Installation of cigarette waste receptacles in strategic locations**
- **Outreach was conducted directly to smokers encouraging them to be mindful of their disposal habits**
 - Pocket ashtrays
 - Auto ashtrays
 - Business cards
 - Rack Cards
- **Post-scans and reporting**

CLPP Project Locations - Hampton



CLPP Project Locations – James City County



CLPP Project Locations – Newport News



CLPP Project Locations – Norfolk



CLPP Project Locations - Portsmouth



CLPP Project Locations – Suffolk



CLPP Project Locations – Virginia Beach



CLPP Results

- Pre-scans: 3,223 cigarette butts and plastic cigar tips
- Post-scans showed all project sites saw dramatic decrease in cigarette litter after implementation

City/County	Type of Project Site	Decrease in Cigarette Litter
Hampton	Park/Natural Area	58%
James City County	Commuter Lot	46%
Newport News	Business District	83%
Norfolk	Civic Plaza	73%
Portsmouth	Entertainment District	95%
Suffolk	Business District	93%
Virginia Beach	Park/Natural Area	69%
	Regional Average	74%

CLPP Results

- **Lower rates of change in natural or less populated areas**
 - Smokers may be less likely to properly dispose when no one else is watching
- **Areas with strong sense of ownership/business districts saw largest reductions due to support from local champions (business owners, workers, community organizations, etc.)**

CLPP Results

- Winner of Keep America Beautiful CLPP National Program Award
- \$1,500 prize
- Committee to discuss using the funds to continue/expand upon the project



QUESTIONS? JUST  **askHRgreen.org**