

Tell us a little about your organization.

askHRgreen.org is a public awareness program of the 17 cities and counties of Hampton Roads administered through the Hampton Roads Planning District Commission. askHRgreen encourages environmental stewardship among all residents here in southeastern VA.

Please tell us about your Litter Prevention Program or project.*

The “Big Butts” project is an original public art and outreach program aimed at raising awareness about cigarette litter and ultimately reducing it. Smokers often consider cigarette butts of no consequence to the environment. Because they are small, they are viewed as harmless and are routinely the most common item collected during local litter cleanups. The Big Butts public outreach initiative magnifies the problem of cigarette litter. This public outreach initiative will include creating 18 oversized cigarette butts (big butts) from PVC pipe, Styrofoam, and spray paint. The two- to three-foot cigarette butts will serve as a conversation starter with the public about cigarette litter and complement ongoing cigarette litter prevention programs throughout the region. The big butts will be distributed for use by participating localities all across the 17 cities and counties of Hampton Roads. Local staff will have the opportunity to use the big butts during public outreach events, media appearances, and events. The public will also have access to other public outreach materials previously developed by askHRgreen.org in partnership with Keep Virginia Beautiful and Keep America Beautiful. Existing collateral includes cigarette litter rack cards, poster signage, and business card messaging along with limited numbers of auto and pocket ashtrays. The project will be supported by public relations and outreach to local media channels through news releases, social media, and articles. The creation of the big butts will also be documented in a tutorial video and made available to the public. This will assist others who wish to duplicate this outreach effort in their community. We hope the Big Butts public outreach program will help smokers realize even a small cigarette butt is a big problem for the health and beauty of our environment.

Please identify any other partners or funding you have, or have requested, for this project or program.*

We have no additional funding partners for this project. Our program partners include the 17 cities and counties of Hampton Roads including numerous KAB affiliates.

Please provide a line by line detailed budget stating how the award money will be spent for your project.* You must list the specific dollar amount and purpose for each expenditure. Applications without specific line items and the dollar amount detailing how the grant funds will be spent will be scored lower.

PVC PIPE 6inch 10 feet long - \$25.16 (Need: 6)= \$150.96

Spray Paint - Brown - \$6.98 (Need: 6)=\$41.88

Spray Paint - White - \$5.98 (Need: 6)=\$35.88

Masking Tape - \$2.48 (Need: 1)=\$2.48

Styrofoam - \$13.98 (Need: 2)=\$27.96

3M 77 Adhesive - \$9.98 (Need: 2)=\$19.96

Spray Foam Insulation - \$7.98 (Need: 2)=\$15.96

Paint – Varies (Need: 9)=\$156.13

- 1 x Metallic Soft Gold half gallon
- 2 x Mars Black half gallon
- 1 x Blockout White half gallon
- 4 x Fluorescent Yellow/Orange half gallon
- 1 x Bright Red half gallon

Acetone - \$16.98 (Need: 2)=\$33.96

Total project budget: \$485.17

You will be required to provide measurable results (such as acres of area cleaned, pounds of litter removed, number of trash receptacles installed) in your final report. Please discuss what you will be measuring and what results you expect.*

Measurable outcomes from this project will include a schedule of appearances and events where big butts were displayed (including attendance numbers where possible) and a tutorial video demonstrating how to make big butts so other outreach partners can duplicate the project for their own outreach. We will also include the exposure value for any public relations and media exposure gained by the program.