

Litter Ordinance Update



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City Council- October 15, 2013

- Five focus areas:
 - Improvements
 - Enforcement
 - Education
 - Awareness
 - Ordinances
- Direction: Replace multiple litter ordinances with one simplified, comprehensive ordinance.



Improvements and Enforcement

1. Solid Waste Brush/ Garbage Truck covers.



2. CC Mobile app improvements:

A screenshot of the CC Mobile app interface. At the top, there is a dropdown menu labeled "Litter Problem" with a downward arrow. Below it is a "Description:" label followed by a white text input field. At the bottom, there are "Previous" and "Next" buttons, and a "Done" button on the right. Below the input field, there is a section titled "Select a Report Type:" with three options: "Litter Problem" (checked with a blue checkmark), "Animals-Dead", and "Animals-Other".

Improvements and Enforcement

3. Increase Enforcement Officers, authorize to act as “Litter Marshals.”
4. Parks Dept. to add two enforcement officers for Beach patrol during peak times.
5. Increase the number of litter receptacles at City buildings and parks.



Improvements and Enforcement

6. Add more signage at parks and public places, educating patrons on litter ordinance, surveillance and the increased fine amounts.





Improvements and Enforcement

7. Establish “Bag Central Station” drop off sites for all plastic bag recycling at City Hall and other participating partners.



Improvements and Enforcement

8. “Leave it better than you found it.”



9. Signage and bag stands: (5) on Gulf Beaches, (2) on North Beach & (1) on McGee Beach

Improvements and Enforcement



10. (150) trash cans added at Gulf Beaches, pick up until 7pm and distribute 15,000 Up2U reusable bags in 2013
11. (15) trash cans added to Bay Beaches and Seawall, pick up until 8pm
12. Proposed street sweeping
 - Goal is to sweep Marina storm water basin daily



Education & Awareness

Dependent on Council direction on plastic bags we have budgeted the following:

- Increased publicity for required secured loads
- Bag & Tie- Don't Let Trash Fly" Campaign
- Create public service announcements for local television and radio stations and print media



Education & Awareness

- Create informational materials for the public: social media and utility bill inserts.
- Coordinate Press Conference for each campaign element.
- Develop video messaging to be used in public areas.



Education & Awareness

- Post “Top 10 Cleanest” locations on City website and partner with media to show them on their sites.
 - Create award for recognition of these locations
- Kick off City employee Clean and Green initiative: “It Starts with Us.” Train all employees in comprehensive Reduce, Reuse, Recycle concepts based on “Waste in Place” curriculum.



Education & Awareness

- Publicize community clean up events, encourage city employees to participate.



- TRASH SUMMIT, Thursday, April 4, 2013, 8a-1p, Del Mar College Center for Economic Development. Seating limited to first 100, Firm RSVP's only to RusselSI@cctexas.com
- NATIONAL DAY OF ACTION, Saturday, April 6, 2013, 9a-noon, Packery Channel Boat Ramp. 400 Volunteers are needed to make this event a success. T-shirts for the first 200 attendees. Lunch provided for all volunteers. This is a land, underwater and water clean up.
- EARTH DAY/BAY DAY, April 13, 2013, 10a - 4p, Heritage Park. FREE!
- ADOPT A BEACH, April 20, 2013, 9a- noon, Cole Park. Registration for all Coastal Bend sites: www.texasadoptabeach.org
- 2nd Quarter Glass Recycling, May 11, 2013, 9a-3p, Wal Mart on Saratoga-CLEAN, SEPARATED GLASS ONLY. VOLUNTEERS NEEDED TO CONTINUE THIS EVENT!



Beautify & Clean Your City Day
October 16, 2010 - 9 am, Shoreline Medians

We're planting in our beautiful medians along Shoreline Blvd this Saturday. Bring a shovel. We've got gloves and cold water for you!

We're also picking up trash at Oleander Point park. Volunteer and community service hours available.

Contact Daiquiri Richard for more information:
 361- 980-1475.



Got glass?

2nd Quarter Glass Recycling Event
 Saturday, May 11, 2013 | 9:00 am-3:00 pm
 @ Wal Mart on Saratoga, 6101 Saratoga Blvd, Corpus Christi, TX 78412

Only clean, glass, separated by color will be accepted. This is a great opportunity to earn service hours. Volunteers must wear closed-toe shoes and protective clothing and eye wear. Volunteers are also encouraged to bring their own reusable water bottles to decrease trash amounts. Certificates of community service or volunteer hours are given to all participants courtesy of City of Corpus Christi.

Questions? Contact the Angela Gonzalez, Corpus Christi's Clean City Coordinator at 361.826.3673 or angelagm@corpus.gov for more information.



Education & Awareness

- Support Solid Waste initiatives and campaigns in overall City activities.
- Work with RTA, TAMUCC, Del Mar College, Nueces County, Port of Corpus Christi, CCISD and other school districts.



Measurement:

- Litter Index Surveys and Community Appearance
 - Dates for 2014: Feb. 20; May 15; Aug 21 and Nov 20.
 - Locations: Arboleda Bus Stop; Carmel Village; Laguna Madre at Caribbean; Boys and Girls Club/Martin Middle School and Crocket Elementary square & Owen Hopkins Library.
 - Top 5 trash: Cigarette butts, food wrappers, glass pieces, foam pieces & plastic pieces
- Metrics developed for litter assessments
- Collect data and report trends quarterly



Litter Index Report- 3rd Quarter November 21, 2013

| Item | Site 1: Arboleda RTA Bus Stop on Ayers | Site 2: Carmel Village Everhart at Alameda | Site 3: Laguna Shores (Caribbean at Nassau) | Site 4: Boys & Girl's Club on Greenwood | Site 5: Owen Hopkins Library on McKenzie | Total Items | Total Percentage |
|---|--|--|--|--|---|-------------|------------------|
| 1. Cigarettes/Cigarette Filters | 490 | 546 | 37 | | | 1073 | 42.95% |
| 2. Food Wrappers/Containers | 117 | 246 | 58 | No trash pick up necessary for Sites 4 &5. Spotless sites, including perimeters. | | 421 | 16.85% |
| 3. Glass Pieces (less than 2.5 cm) | 40 | 200 | 17 | | 257 | 10.29% | |
| 4. Foam Pieces (less than 2.5 cm) | 23 | 118 | 8 | | 149 | 5.96% | |
| 5. Plastic Pieces (Less than 2. 5 cm) | 27 | 63 | 39 | | 129 | 5.16% | |
| Cups, Plates, Forks, Knives, Spoons | 15 | 43 | 35 | | 93 | 3.72% | |
| Beverage Bottles (plastic) 2 liters or less | 8 | 25 | 49 | | | 82 | 3.28% |
| Bags(Plastic) | 9 | 21 | 33 | | | 63 | 2.52% |
| Straws, Stirrers | 19 | 34 | 10 | Boys & Girls Club received Mayor's Green & Clean Award in January 2014. | | 63 | 2.52% |
| Bus Passes | 53 | 3 | 1 | | 57 | 2.28% | |
| Caps, Lids | 23 | 15 | 14 | | 52 | 2.08% | |
| Tobacco Packaging/Wrappers | 19 | 16 | 2 | | 37 | 1.48% | |
| Beverage Cans | 13 | 9 | 13 | | 35 | 1.40% | |
| 15 Tires | 2 | 0 | 15 | | | 17 | 0.68% |
| TOTAL | 828 | 1339 | 331 | | | 2498 | 100.00% |

Measurement:

- Special events and attendance for 2013:
 - 65+ tons of glass collected
 - 2,984 Christmas Trees collected – collected ONLY from manned volunteer events
 - 102 tons of litter and debris from manned volunteer events
 - Annually, Clean City/PRIDE host 27-50 events with 25-405 volunteers.
- Report all citations and fines under new ordinance.



Staff developed three litter reduction ordinance proposals:

- (1) Base ordinance to address litter.
- (2) Base plus plastic bag fee and Green Star program.
- (3) Base plus plastic bag ban.



Base Ordinance

- Consolidates all litter ordinances into one ordinance.
- Clarifies litter responsibilities.



Base plus alternative (Plastic Bag Fee)

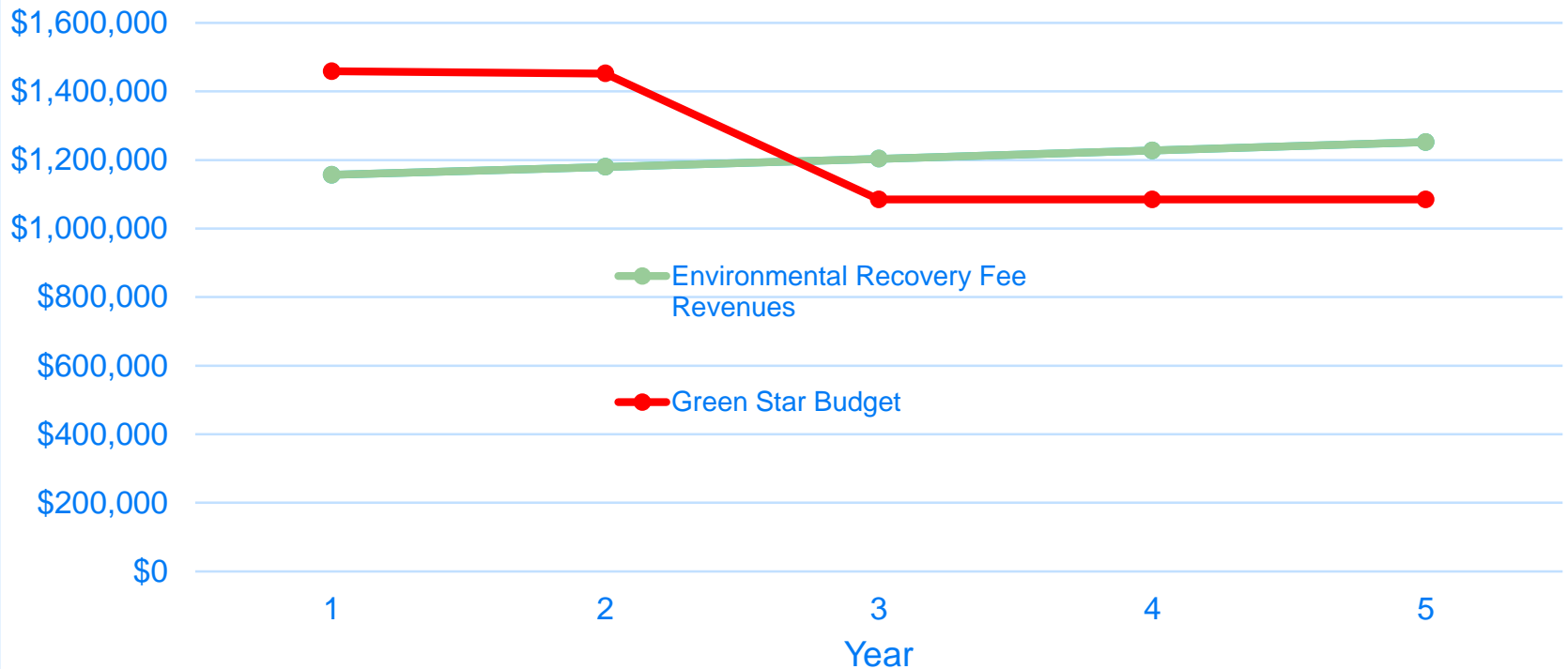
- Consolidates litter ordinances into one ordinance, clarifies responsibilities, and introduces a single use plastic bag fee with Green Star program for enforcement.
 - Would require the hiring of (1) manager, (2) Executive Assistants and (2) Compliance officers.
 - Retailers allowed to enroll in Green Star in lieu of paying plastic bag fee. \$.10 per bag or \$1.00 per transaction.



Base Plus Plastic Bag Fee

- Price difference of Green Star Budget and Green Star Revenues per customer:

| | | |
|---------|------------------|-------------------|
| Year 1: | \$3.39 per year | \$.28 per month |
| Year 2: | \$3.13 per year | \$.26 per month |
| Year 3: | -\$1.33 per year | -\$0.11 per month |
| Year 4: | -\$1.60 per year | -\$0.13 per month |
| Year 5: | -\$1.87 per year | -\$0.16 per month |



Based on Brownsville, Texas model

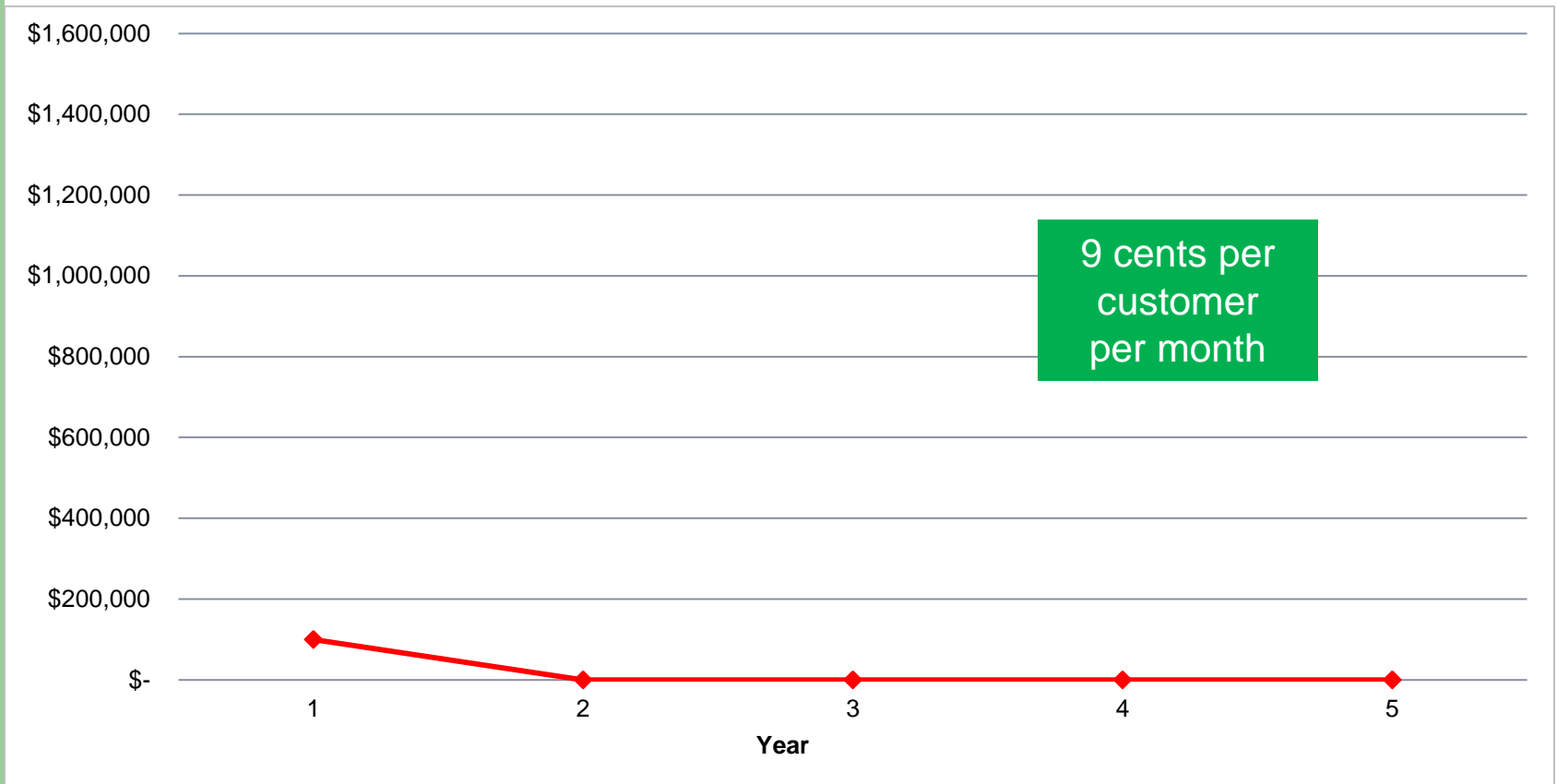
Base Plus (Plastic Bag Ban)

- Consolidates litter ordinances located throughout the current code of ordinances into one ordinance and introduces a single use plastic bag ban.



Base Plus (Plastic Bag Ban)

Plastic Bag Ban with 1 year transition period and marketing campaign



Plastic Bag Thickness

| Mil Thickness | Thousandth of an Inch Thickness | Best For ... |
|----------------------|--|---|
| ½ mil | .0005" | Short-term use for lightweight products. A grocery store bag is ½ mil. A dry cleaning bag is ¾ mil. |
| ¾ mil | .00075" | |
| 1 mil | .001" | Storing, displaying, and shipping everyday items such as food or clothes. A bread bag is 1.5 mils thick. A trade show bag or retail boutique bag is usually 2 mils. |
| 1.5 mils | .0015" | |
| 2 mils | .002" | |
| 3 mils | .003" | Providing scuff protection and tear resistance during shipping, especially for heavy or abrasive items. Industrial pallet covers are 3 mils. |
| 4 mils | .004" | |
| 5 mils | .005" | |

Staff Recommendations:

- Consolidation of Litter Ordinance
- Increase penalties
- Approve Plan

Assuming you want to address plastic bags in the Litter Ordinance

- Ban Bags
- Less than 4 mil
- 1 year implementation
- Debate and public comment
- First reading

