

CITY OF FREDERICKSBURG CLEAN & GREEN COMMISSION

Minutes

Monday, September 14, 2015– 6:00 p.m.

Members Present: Kyle Snyder, Anne Little, Damian Cobey, Michelle Crow-Dolby, Robert Courtnage, George Solley, Nancy Segarra (Public Works),

Guests: Charlie Spatz, Christine Pardee, Kevin Utt, Beatrice Ohene-Okae

The meeting was called to order at 6 pm

A quorum was not present to approve the minutes from 8-10-15. The minutes will be brought for approval next meeting.

Three new commission members were welcomed to the Commission – George Solley, Michelle Crow Dolby and Robert Courtnage

We had a presentation by Kevin Utt, Stormwater Administrator & Environmental Planner for the city on the MS 4 permit for 2013-2018. His report for Three High Priority Water Quality issues is attached to these minutes. Kevin discussed how the Clean Water Act through the EPA NPDES drives the program and how the permitting process works. The MS 4 permit gives the city the ability authorization to discharge storm water into the Rappahannock. The Clean & Green Commission fulfills a critical role in meeting permit conditions with our three campaigns: Cigarette Butt litter; Pet waste; and River Trash. The permit requires that a comprehensive education campaign be conducted on these topics (or others from a list of available topics) to the residents of our city. Clean & Green is doing this and doing it well.

A presentation on the Regional Greenhouse Gas Initiative (RGGI) by Charlie Spatz and Beatrice Ohene-Okae was given to the Commission. RGGI is asking that Clean & Green send a recommendation to Council for Council to pass a resolution supporting this initiative and urging the State to sign on to RGGI. The Clean & Green commission will discuss and vote on this proposal at our next meeting in October.

We discussed the upcoming litter ordinance presentation for council on Tuesday, September 22, 7:30 pm. Bryan Hoffman, Kyle Snyder and Anne Little will attend and speak at the meeting.

We had a brief discussion on downtown trash cans and ashtrays. We are looking into the possibility of installing doggie bag stations on the trash cans downtown at select locations. More research is needed.

The Clean committee has begun plans for the fall cigarette butt campaign. Details will be finalized over the next few weeks.

The meeting was adjourned at 7:05 pm

Pet Waste Campaign

Program Overview:

This is the second year (Reporting period FY2014-FY2015) of implementation of this High Water Quality issue. This reporting period plan was to target the heavily traveled areas of the current trail systems; the Rappahannock Trail, the Heritage Trail and the small pocket parks located within the city. This will determine where more pet waste stations could be utilized based on last year's quantified results and citizen comments to determine where new pet waste stations would be most effective and to add stations to those areas. In addition, pet waste stations will be analyzed for the need to increase pet waste bag refilling.

The estimated number of people reached and targeted audience will be the 2065 licensed pet owners in the city and the numerous visitors with pets that utilize these facilities in the city. The potential exposure includes not only the City of Fredericksburg local population of 28,213 (based on last census data) but the additional 210,000 people that visit Fredericksburg. (based on Fredericksburg Visitors Center data for 2014).

Messages and educational outreach material:

- "Pooches for the Planet" flyers
- Pet Waste Stations with signage
- Continued stocking of "Mutt Mitt" bags at stations
- Monitoring of posted clean up signs and installing signs at new locations as needed
- Continued information posting on city website
- Continued posting of messages and educational material on City "Dog Park" webpage

In addition, the City is actively enforcing the "Pet Waste Ordinance" as established in City Code, Article VI, Chapter 14, Section 14.152.

Summary/Results:

- In Jul 2014, had 10 doggie bag stations in operation.
- In Jan 2015, 6 stations were added:
 - 1 at the Canal Path trailhead
 - 3 along the VCR Trail
 - 1 in Alum Springs Park
 - 1 in Wolfe Street Triangle Park
 - 1 in Hurkamp Park
- Feb 2015, reinstalled a station on the Canal Path by the new Fall Hill Ave Bridge over the canal. This station had been taken out of operation in Feb 2014, due to construction of the new bridge.

- Mar 2015, 1 station was added in the pocket park by the train station, at Caroline St and Frederick St.
- 18 stations are now in operation
- From July 2014 through June 2015, 50,400 bags were used.

Note: Further documentation supportive of this program development is on file and available upon request.

Status Report:

Since the implementation of this campaign, we have seen an increased awareness of the issue of Pet Waste. The City believes and has determined that based on the results collected, the selected target audiences, the messages delivered, and the mechanisms used to implement this MCM public education and outreach program for a high WQ issue, that these efforts have made a positive impact to the audiences. The messages delivered have reached the targeted audiences, and the mechanisms made a noticeable difference in the community. The City believes that the goals for this program have been met in accordance with permit requirements and conditions for appropriateness and effectiveness.

Next Reporting Period:

The next education and outreach activities associated with this high water quality issue will be to continue this campaign. To include:

- Monitoring Pet Waste Stations with signage and analysis of additional stations
- Continued stocking of "Mutt Mitt" bags at stations
- Monitoring of posted "clean up signs" and installing signs at new locations as needed
- Continued information posting on city website
- Continued posting of messages and educational material on City "Dog Park" webpage

The estimated number of people reached and targeted audience will be the 2065 licensed pet owners in the city and the numerous visitors with pets that utilize these facilities in the city. Also, potential exposure includes not only the City of Fredericksburg's local population of 28,213 (based on last census data) but the additional 210,000 people that visit Fredericksburg. (This information is taken from the Fredericksburg Visitors Center data for 2014).

MS4

Cigarette Butt Campaign

Program Overview:

This is the second year (Reporting period FY2014-FY2015) of implementation of this High Water Quality issue. This reporting period goal was to target a main gateway into City in order to reduce cigarette butt litter by 10%. This will include the 100-2800 blocks of the Princess Anne Street. There are estimated to be about 200 properties along this area with an undetermined amount of merchant traffic patronizing this area. The campaign plan is to target 100% of the businesses and property owners with this campaign program with the expected goal of reducing cigarette butt litter by 10%. The campaign consists of education in the form of flyers, posters, handouts and yard signs along this corridor to include a portion of the historic downtown district. The plan includes providing sidewalk ashtrays to businesses along this corridor and having them sign a pledge to keep sidewalks clean of cigarette butt litter. This plan is estimated to achieve the 20% education and outreach activities required in the permit.

The targeted area was store fronts and apartment complexes along the major entry into the City from the north: the entire length of Princess Anne Street (100 block to 2800 block), consisting of approximately 200 properties.

We partnered with the Main Street Program, University of Mary Washington, Friends of the Rappahannock, and American Canoe Association for this campaign.

Proposed messages, educational and outreach material:

- Cigarette Butt Litter Campaign brochure to describe the campaign
- 5 qt. buckets with holes drilled, a landscape fabric inserted at the bottom and filled with sand and a scoop
- Window clings - adhesive friendly for both inside and outside windows of businesses and vehicles
- Yard signs
- Pledges signed by business owners to have their employees use the sand buckets, as well as to encourage their customers to do so, too
- Calling cards that read "Did you know? Cigarette filters are actually 95% plastic fibers. They never biodegrade."
- Banner displayed on the fence at Maury Commons Park at William and Kenmore Streets

Note: See attachments.

Summary/Results:

Numbers of items distributed:

- Buckets with scoops 83 distributed
- Window clings 100 plus another 300 delivered to Fred Bus, to City Depts. with vehicles and to many businesses who offered the clings to their customers
- Yard signs 95 plus another 50 for UMW who held their campaign on campus during their first week of classes
- Pledges 60 signed pledges
- "Did You Know" cards 4,000 distributed to businesses, organizations and individuals

Note: See attachments.

Commission members and volunteers participated in the campaign. We also paid an intern for an accumulated 400 hours of service, who worked in all aspects of the campaign, including organizing our spreadsheet of all those who participated, utilized buckets, window clings, yard signs and pledges. Information collected indicated that close to 350 properties were targeted.

In addition one partner, American Canoe Association (ACA), received a grant specifically for reducing the cigarette butt litter at City Dock. This was an additional campaign area that was identified. For the initial data collection, 2,000 cigarette butts were collected and 100 cigarette butt cup receptacles were distributed to smokers at the dock who also signed pledges. In September, ACA installed 3 cigarette butt receptacles at City Dock.

Furthermore, another partner, Friends of the Rappahannock (FOR), held their annual Fall River Clean Up on Sat., Oct. 18, 2014. We had 8 volunteers to walk the historic district to pick up cigarette butts. The total butts collected were 3,500.

Note: Further documentation supportive of this program development is on file with the Clean and Green Commission meeting minutes and is available upon request.

Status Report:

Since the implementation of this campaign, we have seen an increased awareness of the issue of cigarette butts as litter. We are witnessing the use of the sand buckets, as well, an extreme decline in butt litter. The City Clean & Green Commission is working to change and strengthen the litter ordinance from a Class 4 to a Class 1 misdemeanor.

The City believes and has determined that based on the results collected, the selected target audiences, the messages delivered, and the mechanisms used to implement this MCM public education and outreach program for three high WQ issues, that these efforts has made a positive impact to the audiences. The messages delivered have reached the targeted audiences, and the mechanisms made a noticeable difference in the community. The City believes that the goals for this program have been met in accordance with permit requirements and conditions for appropriateness and effectiveness.

Next Reporting Period:

The next education and outreach activities for this high water quality issue will include continuing the cigarette butt litter campaign. This will include the following:

- Identify locations where public trash can receptacles are appropriate for installation of an attached ashtray
- Target the Downtown Tourist/Merchant area (portions of Caroline Street, Princess Anne Street, William Street, Sophia Street)
- Analysis of the area to re-locate trash cans for optimum use (e.g. near restaurants where smoking is not allowed)
- Continue the distribution of educational cards and window clings
- Refurbishing last year adoptees' sand pails
- Analysis of additional clean up of a city park
- Get additional participation of city government vehicles and Fred Bus to place signs on vehicle windows
- Continue to monitor City Dock
- Continue to assist previous participants with educational material
- Utilize high school students who need community service hours

The estimated percentage of the target audience to be reached is approximately 20% of the estimated 100 properties located in this area. This does not include the amount of population that patronizes these properties. Also, potential exposure includes not only the City of Fredericksburg's local population of 28,213 (based on last census data) but the additional 210,000 people that visit Fredericksburg (This information is taken from the Fredericksburg Visitors Center data for 2014).

River Clean Up Campaign

Program Overview:

This is the second year (Reporting period FY2014-FY2015) of implementation of this High Water Quality issue. This reporting period plan was to again target areas of the Rappahannock River that front the City, as well as other City property along the Rappahannock and Rapidan Rivers. Trash receptacles have been placed at strategic locations along the river and trail systems that abuts the river, and along the canal that runs through the city.

The River Cleanup Campaign had been scheduled in the fall for October 18, 2014 and October 26, 2014. Several Cleanup activities were scheduled for the spring of 2015.

It is estimated that the target audience that will be reached is hard to quantify, for these events are advertized in the local paper with a circulation of 46K-50K copies, and posted on various organizations websites that partner with the City, such as Friends of the Rappahannock, and the American Canoe Association. The City website was also utilized to provide information on this campaign and how one could participate.

Summary/Results:

Data shows that on average 40-50 people attend and participate in these events. The following data is provided for the events that have been scheduled:

Fall 2014:

October 18, 2014: 225 Volunteers, 19 sites, 4,020 pounds trash removed
October 26, 2014 (canal): 20 Volunteers, 1 site, 1,500 pounds trash removed

Spring 2015:

April 4, 2015: 75 volunteers, 7 sites, 3,900 pounds trash removed
April 11, 2015: 11 Volunteers, 3 sites, 450 pounds trash removed
April 25, 2015: 25 UMW student volunteers, 1 site (snowden wetland), 800 pounds trash removed
April 25, 2015: 67 volunteers, 4 sites, 1250 pounds trash removed
May 20, 2015: 5 volunteers, Ficklen Island, 115 pounds of trash removed
June 20, 2015: 20 Volunteers, Ficklen Island, 450 pounds of trash removed
June 28, 2015: 15 volunteers, 2 sites, 350 pounds trash removed
July 25, 2015: 4 volunteers, Ficklen Island, 300 pounds trash removed
July 28, 2015: 3 volunteers, Canal, 100 pounds trash removed.

Additionally, the City's owns approximately 4,200 acres of land along the Rappahannock and Rapidan Rivers. This property spans throughout five municipalities. The City has hired a full time person to monitor this property in a manner in accordance with the Conservation Easement that the City placed on this land.

Some ongoing activities:

- Continued monitoring of the watershed property via foot, 4x4, ATV & canoe
- Continued response to e-mails and phone calls about the watershed property
- Continued signing of the property, new and replacement of destroyed and stolen signs
- The watershed Patrol Officer Continued responses to the five municipalities that surround the property for various issues
- Ongoing trash removed for the property
- Ongoing outreach and education on pollution prevention

We have worked with the state DGIF to improve access roads to remote areas along the watershed property for emergency egress. Stabilized a river bank and inserted a canoe slide to help with erosion. We continued to educate citizens about the watershed concerns throughout the five municipalities. We Work with adjoining counties such as Stafford, Spotsylvania, and Culpeper to continue recreational use of the watershed property without destroying it or polluting. The City provides a webpage on our Watershed Property and has developed a Watershed Management Plan describing the uses and prohibited activities.

Status Report:

Since the implementation of this campaign, we have seen an increased awareness of the issue of trash and waste materials. The City believes and has determined that based on the results collected, the selected target audiences, the messages delivered, and the mechanisms used to implement this MCM public education and outreach program for a high WQ issue, that these efforts have made a positive impact to the audiences. The messages delivered have reached the targeted audiences, and the mechanisms made a noticeable difference in the community. The City believes that the goals for this program have been met in accordance with permit requirements and conditions for appropriateness and effectiveness.

Next Reporting Period:

The next education and outreach activities associated with this high water quality issue will be to continue this campaign. To include:

- Schedule clean up dates
- Continue webpage updates
- Continue monitoring the river banks
- Continue trash receptacle pickup
- Continue outreach and education to those that visit the Watershed Property

The estimated number of people reached and targeted audience will be hard to determine, although by educating the community on the webpage and advertizing the cleanup events will increase the target audience knowledge of improper disposal of waste.

Also, potential exposure includes not only the City of Fredericksburg's local population of 28,213 (based on last census data) but the additional 210,000 people that visit Fredericksburg. (This information is taken from the Fredericksburg Visitors Center data for 2014).

