



# CITY OF PLANO COUNCIL AGENDA ITEM

<b>CITY SECRETARY'S USE ONLY</b>				
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory				
Council Meeting Date:		01/11/16		
Department:		Environmental Health		
Department Head		Rachel Patterson		
Agenda Coordinator (include phone #):		Doris Callaway, Ext. 7494		
<b>CAPTION</b>				
<p>A Resolution of the City of Plano, Texas, authorizing the filing of a grant application for regional funds in an amount not to exceed \$82,010 for a Litter Education Program through the North Central Texas Council of Governments; designating the Director of Environmental Health or her authorized designee as authorized representative of the City of Plano for the purpose of giving required assurances, acting in connection with said application, and providing required information; and declaring an effective date.</p>				
<b>FINANCIAL SUMMARY</b>				
<input type="checkbox"/> NOT APPLICABLE <input type="checkbox"/> OPERATING EXPENSE <input checked="" type="checkbox"/> REVENUE <input type="checkbox"/> CIP				
FISCAL YEAR:	<b>2015-16</b> <b>2016-17</b>	<b>Prior Year (CIP Only)</b>	<b>Current Year</b>	<b>Future Years</b>
		0	0	0
		0	0	0
		0	32,802	49,208
		0	32,802	49,208
				<b>82,010</b>
				<b>82,010</b>
<b>FUND(s): SUSTAINABILITY &amp; ENVIRONMENTAL SERVICES FUND</b>				
<p><b>COMMENTS:</b> The grant contract, if approved, provides offsetting revenue at an estimated FY 2015-16 amount of \$32,802 from North Central Texas Council of Governments (NCTCOG), and an estimated FY 2016-17 amount of \$49,208 to expand litter education programs.</p>				
<p><b>STRATEGIC PLAN GOAL:</b> Accepting grants for funding litter education programs relates to the strategic goal of Financially Strong City with Service Excellence.</p>				
<b>SUMMARY OF ITEM</b>				
<p>The City of Plano Sustainability &amp; Environmental Education division is seeking funding for a Litter Education Program, hiring a part-time Litter Education Coordinator to expand litter education programs, organize community cleanups, implement a city-wide waterways cleanup and celebration, collaborate with survey consultant to conduct citywide litter awareness survey and to fund partial</p>				



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construction costs for an educational walk along the creek at the Environmental Education Center highlighting waterway litter problems and solutions.

List of Supporting Documents:

Litter Education Program Summary

Other Departments, Boards, Commissions or Agencies

## **LITTER EDUCATION PROGRAM SUMMARY**

**Title:**

Litter Education Program

**Request:**

\$82,010

**Category:**

Local Government Project: Educational and Training Projects **OR** Litter and Illegal Dumping Cleanups and Community Cleanup Events

**Project Summary:**

The Litter Education Program will utilize a part-time Litter Education Coordinator to oversee and coordinate a multi-dimensional approach to increasing awareness about litter prevention and implementing programs to help with litter abatement in Plano, particularly along the city's waterways. Components of the program will include a survey, educational presentations, monthly cleanups, community wide waterway cleanup and celebration in the Fall, and construction of an educational walkway along the creek at Plano's Environmental Education Center featuring waterway litter problems and solutions. The survey will focus on understanding Plano residents' awareness level of local litter problems, willingness to engage in cleanup activities, knowledge of sources of litter and advocacy commitment levels. Results will be used to inform strategies for community engagement around litter issues moving forward. Educational presentations will be made at local schools and civic, scout, and faith-based organizations community-wide. Monthly litter cleanups utilizing volunteers will be scheduled and organized in response to citizen and department reports on littered areas needing attention. A special city-wide cleanup focused only on waterways will be organized in the Fall with a follow-up celebration event to appreciate volunteer efforts and participation. The educational walkway will be constructed adjacent to the creek at the Environmental Education Center. The path will include access to the creek for water testing, observation and cleanup; interpretive signage highlighting watershed, riparian corridor, impacts of litter (aesthetics, health, water quality, wildlife), personal actions to take to counteract negative impacts of litter and pollutants on waterways; gathering locations for instruction; boardwalk and decomposed granite pathway. The Litter Education Coordinator is needed to implement and carry out the project goals, as currently, there is no staff member solely responsible for litter education. Duties related to litter education are currently spread among other Environmental Educators who are not able to assume additional responsibilities.

**Project Impact**

The City of Plano has been involved in and committed to conducting community-wide litter cleanups since 1984 when Keep Plano Beautiful was established. Over the years we have escalated litter abatement programs through implementation of the Adopt A Highway program for portions of roadways and streets; utilization of trash receptacles at left turn lanes in major intersections of the city; implementation of Environmental Waste Service staff as Median Right of Way crew who walk and systematically pick up litter throughout the community; and encouraging community engagement in litter cleanups through our annual Great American

Cleanup event in the Spring. Most recently in 2014-15, through TCEQ/NCTCOG grant funding, we added a mobile community litter trailer stocked with cleanup supplies, accessible to groups throughout the community for cleanups at locations of their choice. Through these combined efforts, Plano has maintained a relatively clean and attractive appearance in its streets and public lands. The waterways throughout the City, however, are badly littered and in need of regular cleanups. Targeted education is needed to raise awareness about litter issues, but especially plastics, which end up in our waterways and, if not removed locally, are carried downstream to larger water bodies, creating more serious, large-scale problems. The important message of recycling and disposing of trash properly to reduce sources of litter is critically important, but especially to waterway impacts. The most unique aspect of the proposed litter education program is the educational walkway that will be constructed along the creek. This walkway is designed as either an educator-led or self-guided learning experience (through interpretive signage) where visitors will learn about watersheds, importance of riparian corridors, water quality, impacts to water quality and wildlife from littering and illegal dumping, and positive actions community members can engage in to reduce or eliminate these negative impacts.

### **Project Goals:**

- Targeted education about sources of litter and adoption of personal actions that result in reduced litter in Plano waterways and community-wide.
- Construction of educational walkway along creek focused on impacts of litter, and personal litter abatement and community engagement activities.
- Increased education community-wide focused on litter awareness, prevention and abatement activities.
- Increased community engagement in litter prevention and litter cleanup activities
- Increased understanding of Plano residents' attitudes and knowledge about litter and its negative impacts on their community (health, aesthetics, economics, environment), and their willingness to engage and make a difference.

### **Key Takeaway**

The expected benefits of this project are a more informed and engaged population relative to the sources and impacts of litter on their community, heightened concern and action towards keeping waterways clean, and ultimately a cleaner Plano with increased civic pride and sense of personal responsibility, stewardship and ownership of the community's environment.

**A Resolution of the City of Plano, Texas, authorizing the filing of a grant application for regional funds in an amount not to exceed \$82,010 for a Litter Education Program through the North Central Texas Council of Governments; designating the Director of Environmental Health or her authorized designee as authorized representative of the City of Plano for the purpose of giving required assurances, acting in connection with said application, and providing required information; and declaring an effective date.**

**WHEREAS**, the City Council has been presented an application through the North Central Texas Council of Governments (NCTCOG), providing terms and conditions for a Litter Education Program, hiring and utilizing a part-time Litter Education Coordinator to conduct litter prevention presentations and coordinate community cleanups, contracting a community-wide survey on litter awareness and behaviors, implementing a community-wide waterways cleanup and celebration, and funding of partial construction costs for an educational walkway along creek at Environmental Education Center highlighting waterway litter problems and solutions; and

**WHEREAS**, the City is eligible to receive grant funding for this Program from NCTCOG and is of the opinion that utilizing such funding will increase the City's cleanliness, aesthetics, health and water quality; and

**WHEREAS**, the City Council designates the Director of Environmental Health or her authorized designee as the City's authorized representative to act on behalf of the City with regard to this grant. The authorized representative is given the power to apply for, give required assurances, provide required information, accept, reject, alter and terminate the grant on behalf of the City.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS:**

**Section I.** The submission of the grant application is hereby approved for regional funds in an amount not to exceed \$82,010 for a Litter Education Program.

**Section II.** The Director of Environmental Health or her authorized designee is designated as the authorized representative to act on behalf of the City of Plano with regard to this grant.

**Section III.** This Resolution shall become effective immediately upon its passage.

**DULY PASSED AND APPROVED** this 11<sup>th</sup> day of January, 2016.

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Harry LaRosiliere, MAYOR

ATTEST:

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Lisa C. Henderson, CITY SECRETARY

APPROVED AS TO FORM:

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Paige Mims, CITY ATTORNEY