



SAN MATEO COUNTYWIDE
Water Pollution Prevention Program
Clean Water. Healthy Community.

CIGARETTE BUTT LITTER REDUCTION CAMPAIGN

2008 / 2009

PILOT STUDY RESULTS & RECOMMENDATIONS

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FOR:

PUBLIC INFORMATION AND PARTICIPATION (PIP) SUBCOMMITTEE

TABLE OF CONTENTS

Introduction	1
Executive Summary.....	2
Program Timeline.....	2
Smoker Survey.....	3
i. Survey Background.....	3
ii. Recruitment and Participation.....	3
iii. Survey #1 Results.....	3
iv. Pilot Period.....	5
v. Survey #2 Results.....	6
Cigarette Litter Neighborhood Scan.....	8
i. Background.....	8
ii. Results.....	9
Conclusions.....	10
Recommendations.....	11
References.....	12
Further Resources.....	12
APPENDIX A: Flowstobay.org web link	
APPENDIX B: Craigslist Posting	
APPENDIX C: Survey #1 Results	
APPENDIX D: Survey #2 Results	
APPENDIX E: Cigarette Litter Fact Sheet	
APPENDIX F: Promotional Program Flyers	
APPENDIX G: Cigarette Litter Neighborhood Scan Results	
APPENDIX H: “This is Litter Too” Signage	

CIGARETTE BUTT LITTER REDUCTION CAMPAIGN

PILOT STUDY 2008/2009

INTRODUCTION

Cigarette litter has become a burning issue of concern, as it is the world's single biggest litter problem. Made of a plastic-like material called cellulose acetate, cigarette butts are not biodegradable. Rather, the cigarette butts merely break down into smaller toxic particles that remain in the environment. These particles contain nicotine, arsenic, mercury, lead, cadmium, acetone and vinyl chloride. A strong rain will wash the butts into stormdrains and straight into local creeks and eventually into the Bay or ocean. All of the chemicals seep out of the cigarette butts almost immediately after it comes into contact with water, making them deadly to marine life and toxic to water quality.

**Cigarette
butts are the
single most
littered item
worldwide.**

When smoking was banned from bars, restaurants, and workplaces, smokers were forced outdoors, which in turn increased the litter rate of cigarette butts in America. Tossing a butt on the ground has become a thoughtless act; and many smokers don't consider the small, left-over item a piece of litter. According to Keep America Beautiful (KAB), research shows that individuals who would never consider littering an aluminum can, a piece of paper or other items, may be littering cigarette butts.¹ Astonishingly, this small cigarette butt accounts for 28% of all litter worldwide.²

The problem became clear after the San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) acquired the coordinator role for California Coastal Cleanup Day in San Mateo County in 2006. Every year, thousands of volunteers show up to creek and beach sites to clean up the local watershed of San Mateo County. With the help from volunteers, debris items were itemized to track the types of trash that plagues our environment. Cigarette butts stood out as the single most picked up item each year at Coastal Cleanup Day. In San Mateo County, over 74,000 cigarette butts were picked up by volunteers at the 2006, 2007 & 2008 Coastal Cleanup Day! These staggering results made it clear that cigarette litter is a high priority issue to be addressed and prevented.

Lack of awareness, lack of ash receptacles, and the increase of outdoor smoking add to the visible impact of cigarette litter. To confront the cigarette litter issue, SMCWPPP has adopted an approach outlined by KAB to increase community awareness of the cigarette litter problem and provide habit changing alternatives.

The following sections contain an executive summary and a more detailed description and analysis of survey results and program recommendations. Survey results from the pocket ashtray study are presented in Appendices C & D, while the results from the cigarette neighborhood scan are found in Appendix G. Advertising and outreach materials are also included in the additional appendices.

EXECUTIVE SUMMARY

The San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) implemented a pilot study, based on an approach created by Keep America Beautiful (KAB), to research the effectiveness of a cigarette butt litter reduction campaign in the County of San Mateo and provide habit-changing alternatives to cigarette butt littering.

The program consisted of two main components:

1. The distribution of pocket ashtrays, reminder wristbands and informational fact sheets to individual smokers.
2. The distribution of cigarette litter reduction signs and ash receptacles to local businesses that accumulate a high amount of cigarette litter on their property.

Follow-up of each component took place to determine the effectiveness of the outreach strategy used. First, before and after internet-based surveys provided data about attitudes and behaviors of smokers, while also allowing participants to comment on their experience with the pocket ashtray pilot study in the follow-up survey. Second, a cigarette litter neighborhood scan was conducted before and after the cigarette litter reduction signs and cigarette receptacles were distributed, which quantified the cigarette litter problem address-by-address in local downtown areas and shopping centers, providing baseline data for ongoing evaluation of the program.

SMCWPPP attained quantifiable data and statistics that lays the foundation to support a potentially larger, more holistic cigarette litter reduction campaign in the future for San Mateo County. SMCWPPP was able to educate smokers about the hazards of cigarette litter and alter their cigarette littering habits. As a result of this pilot study, main accomplishments of the study include: (1) distributing a total of 188 pocket ashtrays to local smokers; (2) collecting data about smokers' awareness and practices; (3) generating program feedback through a before and after survey; (4) distributing cigarette litter reduction signs and four cigarette butt receptacles to local businesses, and (5) conducting a cigarette litter neighborhood scan in five cities and one unincorporated district involving 167 local businesses. Over 85% of the participants surveyed committed to properly disposing cigarette butts and the six neighborhoods that received signage and butt receptacles saw a 56% overall reduction of cigarette litter in their particular areas.

PROGRAM TIMELINE

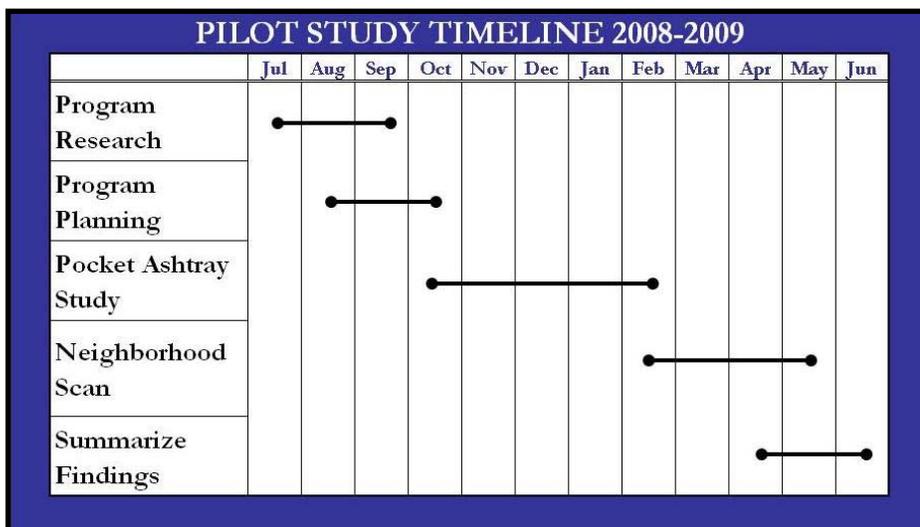


Figure 1. Pilot Study Timeline

SMOKER SURVEY

i. SURVEY BACKGROUND

In order to determine the effectiveness of the program's outreach involving the pocket ashtray, participants took two surveys – hosted by SurveyMonkey.com, with a link to the survey found on SMCWPPP's webpage www.flowstobay.org (*Appendix A*) and craigslist.org (*Appendix B*). If requested, a hard copy was mailed to interested participants that did not have access to a computer.

The first survey (*Appendix C*) determined background information, attitudes and behaviors regarding personal habits as a smoker, opinions about litter, and recommendations for litter reduction. The second survey (*Appendix D*), taken one month after receiving a pocket ashtray, reminder wristband and cigarette litter fact sheet (*Appendix E*), tracked any behavioral changes that occurred due to the influence of the pocket ashtray program. Participants were also given the opportunity to provide feedback about their experience with the program.

ii. RECRUITMENT & PARTICIPATION

In October 2008, a county-wide email was sent out by the Director of Environmental Health to encourage all county employees, and their friends and family members who smoke, to join the cigarette litter reduction pilot study. Flyers (*Appendix F*) were emailed county-wide and posted around county center buildings to advertise the program. A \$5 gift card (to Barnes & Noble or Peet's Coffee) was also offered as an incentive to encourage program participation from smokers.

By the end of December, only 80 participants had taken the initial survey. With the goal of reaching 200 participants, an alternative approach was used to increase participation. Using the internet as a tool for free media, a Craigslist.org posting was placed online to promote participation of the program to the public. This method generated more feedback and program involvement from residents of the county. A local advertisement was also placed in the Pacifica Tribune newspaper by the City of Pacifica, which contributed to the recruitment of a few additional participants from Pacifica.

Through county-wide emails, personal communication, advertisements in a local newspaper as well as on Craigslist.org, a total of 188 smokers were successfully recruited to participate in the pocket ashtray pilot study.

iii. SURVEY #1 RESULTS

Of the 188 people surveyed, over 80% of the participants smoke outside often or very often, as shown in chart 1. This detail is crucial for determining the need to actively educate smokers to properly dispose their cigarette butts when smoking outdoors, as well as justifying the need to use program funding for this campaign.

Over 36% of the participants admit to tossing their butts on the ground often or very often, and about 21% of the participants surveyed say they throw their cigarettes out of their car often/very often. According to the U.S. Center of Disease

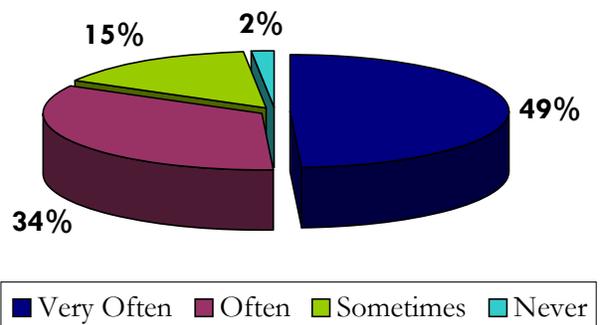


Chart 1. Time spent smoking outdoors

Control (CDC), one in every five adults in the US smoke cigarettes. In California, an estimated 14.5% of adults (one in seven) smoke cigarettes.³ In addition, the California Department of Health Services Tobacco Control Program (CTCP) estimates that Californians smoke an average of 14.1 cigarettes per day.⁴ Based on the data provided by the participants of the study and facts from the CDC and CTCP, it can be estimated that over 19 million cigarette butts are thrown onto the ground in the state of California every day if 14.5% of the 26 million adult Californians that smoke litter 36% of the 14.1 cigarettes they smoke per day.⁵

Over 80% of participants believe there are not enough cigarette butt receptacles in outdoor public locations.

According to Keep America Beautiful, smokers blame their littering on a lack of well-placed bins for cigarette butts. When participants of the study were asked if they think there are enough public trash receptacles for cigarettes, an overwhelming majority (83.3%) said no. If respondents answered no, they were asked where exactly in the community they would like to see additional receptacles. The most common responses include the following: transfer points (i.e. bus stops and train stations), at every trash can, parks, outside of bars, and outside shopping centers.

The participants almost unanimously believe it is important to keep public places free of cigarette litter and rated five reasons why they believe so (1 the most important reason and 5 the least). The results were averaged by SurveyMonkey with a rating system that averaged all responses – the lowest average number is the most important reason and highest average number is the least. Results are as follows:

	<i>Rating Average</i>
1. Butt littering is harmful for the environment/waterways.....	1.9
2. Litter is unsightly.....	2.43
3. It looks nicer when it is clean.....	2.58
4. People are more likely to visit clean places.....	3.54
5. Property values will increase.....	4.08

The most common “other” responses included preventing fire, keeping kids safe and maintaining proper sanitation. It is clear that participants understood that butt littering is harmful to the environment and an ugly sight in our neighborhoods. In addition, the smokers of the study clarify that the main reason why butt littering occurs is due to the reality that smokers litter out of habit and because littering is an easy way to purge their cigarette when finished. The following list outlines the main reasons why they think littering occurs from most common (1) to least common (7):

	<i>Rating Average</i>
1. Habit/lazy.....	2.0
2. It’s easy disposal.....	2.59
3. Not enough bins.....	3.14
4. Unaware of environmental impact.....	3.17
5. Don’t think about it.....	3.40
6. Unaware of financial cost of littering.....	3.95
7. Unaware of fines for littering.....	4.36

Participants then ranked various options that they believe would be the best way to reduce cigarette litter and keep local areas clean. Their answers were averaged from most effective (1) to least effective (5) in the following order:

	<i>Rating Average</i>
1. Provide and service ashtrays in public places	1.67
2. Provide/promote use of butt bins	2.26
3. Conduct butt littering education and awareness programs.....	2.84
4. Provide behavior altering signage in locations prone to butt littering.....	2.91
5. Enforce penalties/fines for butt littering.....	2.96

Since the rating averages are so close in range, the priorities of each participant were different in determining the most effective way to reduce cigarette litter. The first two responses indicate that smokers want to see more ash receptacles in public places to make proper disposal more convenient. This would involve Public Works and local businesses to provide and/or service the receptacles to further reduce cigarette litter in the community. According to participants, the third most important tool to reduce cigarette litter is to see an awareness program about the impact of cigarette litter. With education and information, smokers can make a conscience choice about their disposal actions. If the public is unaware of the consequences of their actions, they are not given the option to choose. Public outreach and education gives them that option. Finally, participants selected to enforce litter fines as the last option for effective cigarette litter reduction. According to those surveyed, enforcement is not the most crucial form to reduce cigarette litter, but is considered fundamental to implement a successful approach to the cigarette litter reduction campaign, according to Keep America Beautiful.

Lastly, the surveyed participants were asked if they currently use a portable ashtray and if they would be willing to use one if given one for free. Of the participants surveyed, 95% said they do not currently use a portable pocket ashtray and 97% of those surveyed said they would be willing to use a pocket ashtray if provided one for free.

iv. PILOT PERIOD

In order to make proper disposal more convenient to the smoker, a pocket ashtray and reminder wristband were distributed to each participant after completion of the initial survey. A cigarette litter fact sheet was also included to provide the smoker with details about the history of cigarette litter and information about hazards that cigarette litter has on the environment.

The pocket ashtray (shown on the right) is a device that fits approximately four used cigarette butts in the container which can be eventually emptied when the smoker locates a receptacle to dump the butts. This habit-changing tool allows smokers to be personally responsible for the proper disposal of cigarettes; even when a receptacle is unavailable.



Figure 2. Reminder wristband

The second element included in the study was a silicone “reminder wristband” (shown on left) with an embossed statement that read, “I am not a Litterbug.” This was to be voluntarily worn by the smoker as a reminder to not litter their cigarette butts.

Participants were asked to use the pocket ashtray and reminder wristband for a one month trial period and provide feedback through a second survey about their experience with the cigarette litter reduction campaign.

v. SURVEY #2 RESULTS

Of the 188 initial participants surveyed, 138 people (73% of the original group surveyed) provided feedback about their experience during the pocket ashtray pilot study. Overall, the study proved to be a success among surveyed participants due to their feedback that revealed over 85% of the participants are very/extremely likely to make sure to properly dispose their butts. Almost 60% of the participants said they are very/extremely likely to continue to use their pocket ashtray after the end of the study, while 11.6% of the participants would never use the ashtray following the study period.

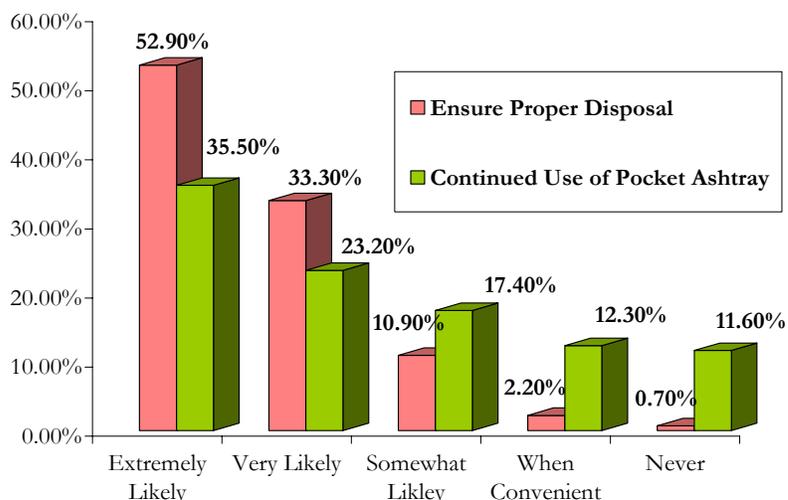


Chart 3. Likelihood of proper cigarette disposal and pocket ashtray use

Even though some participants may not be willing to consistently carry a pocket ashtray, it is clear that this study has provided the participant with new information to allow the smoker to make an educated choice about proper cigarette butt disposal.

It was also important for the study to determine why smokers were willing to use the pocket ashtray or not. When given various options, the two most fundamental factors that influenced the participants to use the pocket ashtray were the following:

1. They care about the environment and did not want to litter.
2. The pocket ashtray make proper disposal more convenient.

The combination of convenience and environmental awareness were the major reasons why participants chose to use the pocket ashtray.

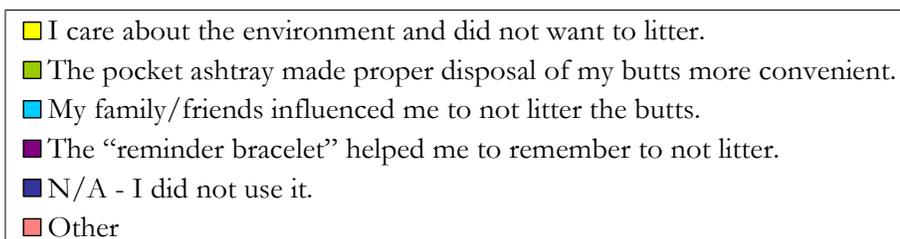
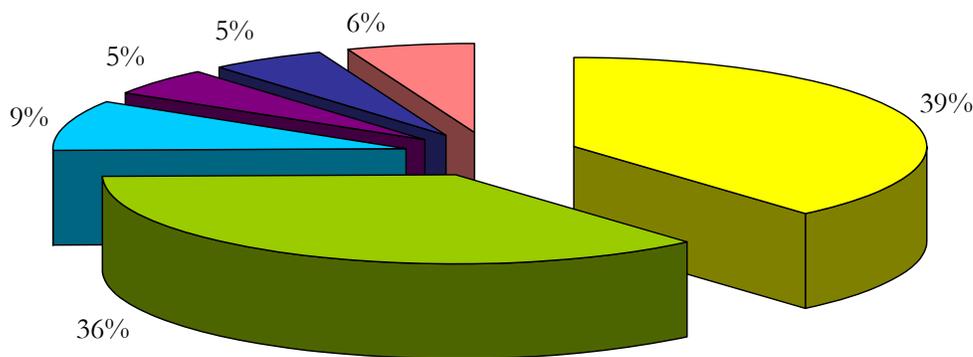


Chart 4. Fundamental Factors Influencing Smokers to use the Pocket Ashtray

If participants did not use the pocket ashtray, their reasons included the following: they forgot to use it, the ashtray smelled, it was inconvenient to carry or they lost it. The main reason why participants did not use the pocket ashtray was that the participant forgot to use it. As a new, introduced habit for cigarette disposal, behavioral changes take time to occur. The participant is aware that they should properly dispose of cigarette butts, but the smoker needs time to allow use of the pocket ashtray to become a standard procedure for disposal. Like bringing grocery bags to the grocery store, many people are aware they should be doing this practice, but it takes time for the action to become a habit. The second reason participants did not use the pocket ashtray was because it smells. Many people commented that they did not want to carry cigarettes around with them since the stench lingered in their pockets or purses. Participants would be happier to use a pocket ashtray that truly sealed in order to prevent the smell from escaping. Also, 13.8% of those surveyed did not use the pocket ashtray since it was an inconvenience to carry. Lastly, 9.4% of participants misplaced the pocket ashtray, which did not allow them to further use it.

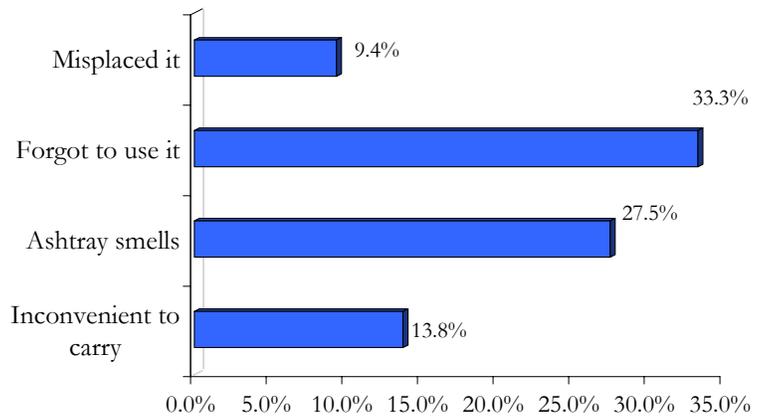


Chart 5. Reasons participants did NOT use the pocket ashtray

Along with the pocket ashtray, participants received a reminder wristband to remind themselves not to litter after smoking. Participants were asked to provide feedback about how often they wore the reminder wristband and how helpful it was in reminding them to not litter their cigarette butts. As a result, almost two-thirds of the participants did not wear the wristband at all, while 27.5% of participants wore the wristband “sometimes.” Just over 10% of the participants wore the wristband often or always.

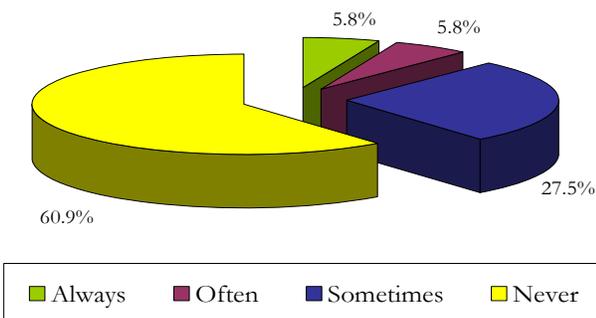


Chart 6. Wristband use

wristband moderately useful and 14% felt it was extremely helpful to wear. Clearly, the wristband proved to be ineffective as a tool to remind smokers not to litter since many participants did not wear the wristband at all or find it helpful in remembering not to litter.

In the end, the participants were asked to

Of the 66 participants that wore the wristband, 36% found the wristband not helpful in reminding them to not litter their cigarette butts, while 35% found it somewhat useful. Fifteen percent found the

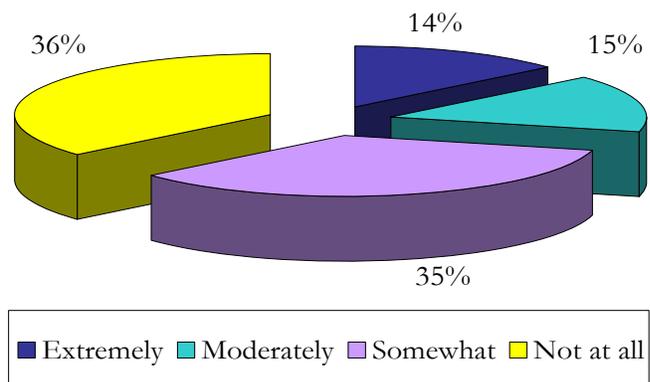


Chart 7. Usefulness of wristband as a reminder to not litter

provide an open-ended response about their experience with the pocket ashtray and pilot study as a whole, as well as provide recommendations for program improvements. The following comments are common themes of the feedback that was received from the 137 participants that filled out the follow-up survey:

It made me more aware of the fact that I used to throw butts out the window while driving and on the streets. I see others do this and until I quit smoking, I will use my pocket ashtray. Thank you.

More education is needed for smokers who do not realize how much harm cigarette waste is causing to the environment.

I often found the ashtray was too small to fit all of the butts. Also, it began to have a bad odor.

At first I kept forgetting it in my bag and was self-conscious about using it but after the first week, it became easier to use and some friends even asked why I did it and congratulated me in doing so.

I think this was a very good idea. By having the pocket ashtray, I had somewhere to be able to put out my cigarette and not litter.

(The pocket ashtray is an) excellent idea and very convenient. The ashtray smells which makes it less than appealing BUT it's a good reminder to empty it!

The pocket ashtray didn't smell very good when it was in my pocket. It was bulky and often times I would forget it.

Now I have a convenient place to put my butts, other than the ground.

The pocket ashtray was inconvenient. I don't carry coins...what more, a pocket ashtray? The only think I place in my pocket is my wallet.

It made me more aware of my surroundings when I smoked, and I stopped to think when there was no place to put out the cigarette....I littered one butt during this time, and it was so automatic that I was shocked when I realized what I did. If I had a pocket everyday that ashtray would have been in it. It will go with me in my purse, but I usually find somewhere else to put the butt.

PART 2: CIGARETTE LITTER NEIGHBORHOOD SCAN

i. BACKGROUND

A separate approach to cigarette litter reduction in the county involved a neighborhood scan of cigarette litter in six business districts within San Mateo County. A cigarette litter scan, developed by Keep America Beautiful, Inc., is a method used to quantify cigarette butt litter in a target area. This “scanning” methodology involved an actual count of cigarette litter on the ground that was tracked address-by-address in a downtown area, shopping district, etc. A quantitative assessment of the cigarette litter problem provided baseline data for ongoing evaluation of cigarette litter prevention program effectiveness. This data also helps identify where individuals are smoking and may litter cigarette butts so that the cigarette litter prevention program can focus on specific locations to change littering behavior.

In order to change the littering behavior of smokers, SMCWPPP planned to post signage and install cigarette receptacles at local cigarette litter hot-spots to encourage proper disposal of cigarette butts in our local community. To measure the impacts of this approach, a before and after litter scan was

performed to quantify the number of cigarettes at each local business where the signage and receptacles were installed.

ii. NEIGHBORHOOD SCAN RESULTS (*Appendix G*)

At the end of March, two volunteers and a coordinator from SMCWPPP picked up and counted 5,507 butts on the sidewalks and gutters at a total of 167 local businesses in San Mateo County. The areas that were scanned include downtown Redwood City, downtown San Mateo and Safeway on El Camino Real of San Mateo, downtown Half Moon Bay, Manor Plaza of Pacifica, Harbor Blvd and the Safeway shopping plaza at Ralston and El Camino of Belmont, & Middlefield Rd. of unincorporated North Fair Oaks. This initial scan provided the baseline to target specific businesses that have accumulated a high amount of cigarette litter on their property.



With the permission of businesses owners or managers, and city representatives, 56 signs were posted at 22 businesses and public locations, featuring a picture of a cigarette butt with the tag line, “This is Litter Too” (*Appendix H*). These signs were ordered in various sizes and forms to fit different needs of different businesses. The signs were 10x7” or 5x7” in an aluminum format to mount on the outdoor side of building walls and a window cling designed to post on the inside or outside of window store fronts.

SMCWPPP also purchased wall mounted cigarette butt receptacles and larger standing cigarette butt receptacles to distribute to interested businesses that have a substantial cigarette litter problem on their property. Using the results from the neighborhood scan, four receptacles were placed at the following locations due to their substantial amount of cigarette litter on their property:

- San Mateo – Safeway, 1655 El Camino Real
- Pacifica – Manor Smoke Shop, 123 Manor Dr.
- Belmont – Harbor Bar, 150 Harbor Blvd.
- San Bruno – The Shops of Tanforan (outside BJ’s Restaurant), 1150 El Camino Real



Figure 3. Cigarette butt receptacle

Even businesses that did not agree to post signs or cigarette receptacles on their property were still appreciative of the outreach communicated to their store in order for them to turn to their grounds keepers to keep their property clean from butts. Although not tackling the goal to prevent cigarette litter from occurring, businesses are still taking an extra step to prevent cigarette litter from entering the environment.

Cigarette litter was reduced by 56% in the six neighborhoods of San Mateo County that received targeted outreach.

After the signs and receptacles were put in place, a period of about two months passed to give the public time to utilize the new receptacles and recognize the signage. The follow-up scan was performed to re-count the number of butts littered at the same business locations, resulting in a total of 2,422 cigarette butts – just 44% of the original 5,507 butts that were picked up in the first scan. In the end, the Cigarette Litter Prevention Program resulted in a 56% reduction of cigarette litter in communities that received targeted outreach from the cigarette litter reduction program.

CONCLUSIONS

- 83% of the participants of the study believed there are not enough trash receptacles in the local community of San Mateo County.
- On average, participants believed the best way to reduce butt littering in the community is for ash receptacles to be provided and serviced in public places.
- 64.5% of the participants used the pocket ashtray often/very often, while 9.4% never used the pocket ashtray at all.
- Over 60% of the participants did not wear the reminder wristband and over 36% of those that wore the wristband found it to not be helpful as a reminder to not litter.
- Over 60% of the participants chose to use the pocket ashtray because they understand the environmental impacts of cigarette litter and because the pocket ashtray made proper disposal more convenient
- 86% of the participants surveyed committed to properly disposing their cigarette butts often/very often.
- 58.2% of the participants surveyed noted they are very likely/extremely likely to continue to use the pocket ashtray following the pilot study.
- Measured by a before and after cigarette litter neighborhood scan, cigarette litter was reduced by 56% in the neighborhoods that received targeted signage and cigarette butt receptacles.

The success of the program resulted from a combination of diverse forms of outreach offered to community members, businesses and municipal partners. Presented with facts about local and nationwide issues about the problems with cigarette litter, smokers and business owners become more interested in participating in the cigarette litter prevention program.

Overall, participants found the pocket ashtray to be a useful device that made proper disposal for cigarette butts more convenient. However, the pocket ashtray smelled and participants would be more likely to use a device that better concealed the smell. Feedback from the follow-up survey confirmed that the program outreach was effective since the smokers of the study are now more cognizant of the effects of cigarette litter and will find a way to properly dispose of the butt, even if they don't use the pocket ashtray. The receptacles and signage also showed to reduce cigarette litter by over fifty percent in the areas that received these forms of outreach.

Like recycling a soda can or composting banana peels, the general public is willing to make the right decision when the option to do so is well-communicated and convenient. Through effective communication, the public can be properly educated about the reasons to make the proper, environmentally-friendly choice. For example, the soda can should be recycled because a soda can from recycled material uses 95% less energy to create another soda can one that comes from virgin aluminum. The benefit is that recycling a soda can reduces energy consumption and saves non-renewable resources. By conveying the importance of this message to the public and making participation a convenient choice (i.e. weekly curbside recycling service), the public will be more likely to comply. In the same sense, various partners of the community were educated about the cigarette litter problem and a suitable solution was offered to make the proper choice a convenient choice.

The results from this pilot study lay the foundation to further develop the cigarette litter prevention program. Additional support from elected officials, media, non-profits, businesses, smokers and non-smokers is crucial for the cigarette litter prevention program to ensure further program success through reduced cigarette litter and proper cigarette disposal.

RECOMMENDATIONS

To sustain and expand the Cigarette Litter Prevention Program within San Mateo County, SMCWPPP recommends the following actions:

1. Sustain education initiatives and expand public and private partnerships to monitor and reduce marine debris.
 - Establish long-term support for maintaining the program (i.e. with the Board of Supervisors, Keep America Beautiful, Watershed groups, Smoking Cessation groups, Environmental Non-profits, municipalities, code enforcement, etc.).
 - Recruit local college students, interns or volunteers to become a task force in the program.
 - Students can make a documentary of the effects of cigarette litter and the outreach they are doing to prevent cigarette litter (similar to This is Public Health Campaign www.thisispublichealth.org)
 - Distribute more pocket ashtrays to smokers with a signed pledge to not litter (via internet or in person). (example pledge at www.buttlitteringtrust.org – click Butt Free Toolbox – Butt Free City – Step 4 Implement Your Butt Free Project – Butt Free City – scroll to downloads and find pledge card).
 - Give out pocket ashtrays to retail stores that sell cigarettes to pass out free pocket ashtrays with purchase of cigarette pack.
 - Recruit/encourage stores to sell pocket ashtrays in retail locations (i.e. liquor stores, gas stations, 7-11, etc.)
 - Continue neighborhood litter scans (quarterly) to count butts on business property (businesses are shocked when they hear about many butts are found on their specific property).
 - Wear t-shirts from KAB during the scan to educate people about their cause.
 - Continuing to post cigarette litter signage with businesses or cities.
 - Pass out literature to businesses about positive results of receptacles and signs.
2. Establish free media support
 - Submit press releases, advertise with free media outlets (i.e. Craigslist, twitter, radio PSA's, etc.) and work with media to receive more public support on litter reduction campaign
 - Designs cigarette litter resource page on www.flowstobay.org
3. Advertise
 - Place ads at bus stops, transfer points, billboards, back of buses, radio, on the internet (Facebook, SF gate, etc.)

REFERENCES

¹ www.preventcigarettelitter.org

² www.oceanconservancy.org/site/News2?abbr=icc_&page=NewsArticle&id=12575

³ www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/adult_cig_smoking.htm

⁴ www.cdph.ca.gov/programs/Tobacco/Documents/CTCPCConsumption05.pdf

⁵ www.census.gov/Press-Release/www/releases/archives/population/004083.html

FURTHER RESOURCES

Keep America Beautiful - www.kab.org

Guide to Cigarette Litter Prevention (from Keep America Beautiful) – www.preventcigarettelitter.org

California Coastal Commission – www.coastal.ca.gov

Butt Littering Trust of Australia - www.buttlitteringtrust.org



San Mateo County Pocket Ashtray Pilot Study



Reducing Litter One Butt At a Time!

Join the San Mateo Countywide Water Pollution Prevention Program's efforts to reduce CIGARETTE LITTER in the COUNTY!
For City and County Employees and their family and friends!
200 Volunteers Needed!

Cigarette butts are the most littered item in America and around the world, but they don't have to be!

San Mateo Countywide Water Pollution Prevention Program is providing FREE pocket ashtrays and FREE reminder wristbands to smokers who agree to participate in a three to four week anti littering pilot program.

To Participate:

- Take our [survey](#)
- Use the pocket ashtray for 3-4 weeks
- **NEW** Complete the ["After" survey](#)

Please register by December 29, 2008

Contact: Julie Colvin (650) 372-6291 or jcolvin@co.sanmateo.ca.us for more information or to complete a paper survey instead.

Free Gift Card with Participation:



BARNES & NOBLE

- Municipalities
- Member Agencies
- New Development
- Green Streets & Parking Lots
- Trainings and Workshops
- Presentations
- Brochures
- Password Protected
- PIP
- WAM
- ND
- TAC
- CII
- Municipal Maintenance
- Archive

FREE Pocket Ashtrays for Smokers of San Mateo County (millbrae)

[prohibited](#)[spam/overpost](#)[test of craigslist](#)Reply to: sale-984223235@craigslist.org

Date: 2009-01-07, 3:27PM PST

Help Keep San Mateo County Clean! Join the San Mateo Countywide Water Pollution Prevention Program's efforts to reduce CIGARETTE LITTER in the COUNTY!

200 Volunteers Needed!

Cigarette butts are the most littered item in America and around the world, but they don't have to be! San Mateo Countywide Water Pollution Prevention Program is providing FREE pocket ashtrays and FREE reminder wristbands to smokers of San Mateo County who agree to participate in a three to four week anti-littering pilot program.

To Participate:

- Take our survey online at http://www.flowstobay.org/ms_pilot_study.php
- Once you complete the survey, you will be sent a pocket ashtray to dispose your butts when a trash can is not available & and reminder wristband to keep you motivated to not litter.
- In a few weeks, we will follow up with you to attain your comments about your experience through the "After" survey

PLEASE ONLY RESPOND IF YOU ARE A RESIDENT OF SAN MATEO COUNTY & INTERESTED IN TESTING OUR PROGRAM

Free Gift Card with Participation!

(ie completion of both before & after surveys)

Contact: Julie Colvin (650) 372-6291 or jcolvin@co.sanmateo.ca.us for questions or further information.

Visit <http://www.flowstobay.org/> to learn more about reducing water pollution in San Mateo County.

Reducing Cigarette Litter San Mateo County Smoker Survey #1

1. How many years have you been a smoker?	%	#
> 5	14.4	27
5 – 10 years.....	23.4	44
10 – 20 years.....	25.25	48
Never.....	36.7	69

2. How much do you smoke?	%	#
A couple cigarettes per day.....	20.2	38
5 – 10 cigarettes per day.....	24.5	46
½ per day.....	23.4	44
~1 pack per day.....	26.1	49
More than 1 pack per day.....	5.9	11

3. Where do you smoke?

	VERY OFTEN	OFTEN	SOMETIMES	NEVER	RESPONSE COUNT
At home	61	50	36	27	174
Outdoors	87	60	27	3	177
In your car	63	36	47	28	174
Outside work bldg	51	42	41	28	162
Anywhere you can	47	43	47	21	158
Other	7	6	9	26	48

If other, how? (Most common responses included at the beach, lodges, and friends' homes)

4. How do you dispose of your cigarettes? (check all that apply)

	VERY OFTEN	OFTEN	SOMETIMES	NEVER	RESPONSE COUNT
Throw on ground	34	62	62	27	158
Throw out of car	24	43	43	73	156
Throw in trash can	49	43	43	31	166
Put in ashtray	88	24	24	9	175
Put it portable ashtray	8	11	11	110	137
Other	21	6	6	25	62

If other, how? (Most common responses included disposing in an empty bottle or jar, down the toilet, in a can or directly in their pocket.)

5. Do you think there are enough public trash receptacles for cigarettes?	%	#
Yes.....	16.7	31
No.....	83.3	155

If no, where would you like to see the trash receptacles placed?

(Most common answers included transfer points (i.e. bus stops and train stations), at every trash can, parks, outside of bars, and outside shopping centers.)

6. Do you use a personal ashtray?	%	#
Yes.....	5.9.....	11
No.....	94.1.....	177

7. Would you use a pocket ashtray if provided with one for free?	%	#
Yes.....	80.9.....	152
No.....	3.2.....	6
Maybe.....	16.....	30

8. Do you think cigarette butt littering is a problem in general?	%	#
Yes.....	71.8.....	135
No.....	9.6.....	18
Somewhat.....	18.6.....	35

If yes or somewhat, what location have you seen that are problem areas for cigarette litter?
 (Most common answers included beaches, parking lots, downtown areas, shopping centers, public transportation stops, bars and restaurants.)

9. Do you think it is important to keep public areas clean from butt littering?	%	#
Yes.....	98.4.....	185
No.....	1.6.....	3

If yes, for which reasons do you think it is important to keep public areas clean from butt litter?
 (rate choices from 1 – 6; 1 being most important, 6 the least)

RATING AVERAGE

Butt littering is harmful for the environment/waterways.....	1.9
Litter is unsightly.....	2.43
It looks nicer when it is clean.....	2.58
People are more likely to visit clean places.....	3.54
Property values will increase.....	4.08
Other (Most common answers included preventing a fire, keeping kids safe, and maintaining proper sanitation)	

10. Why do you think littering occurs? (rate choices from 1 – 7; 1 being the most common, 7 the least)

RATING AVERAGE

Habit/lazy.....	2.0
It's easy disposal	2.59
Not enough butt bins.....	3.14
Unaware of environmental impact of butt littering.....	3.17
Don't think about it	3.4
Unaware of the financial cost of butt littering.....	3.95
Unaware that there are fines for littering.....	4.36
Other (Most common answers included smokers being inconsiderate or rude.)	

APPENDIX G

Business Name	ADDRESS	City	Initial Scan		Follow-up		Signs Given						Receptacle Given		NOTES	Follow-up Notes	
			Date	# butts on sidewalk or curb	Date	# butts on sidewalk or curb	# existing ash recept.	# storm drains	10x7 metal	5x7 metal	10x7 Sticker	5x7 Sticker	Lamina ted ENG	Lamina ted SPAN			Large recept
TOTAL				5507		2422	61	30	15	3	20	11	5	5	3	1	
El Metate	130 Harbor	Belmont	3/24	59	5/26	21	1				1						
Jansen Enterprise	140 Harbor	Belmont	3/24	61	5/26	47											
Harbor Bar	150 Harbor	Belmont	3/24	203	5/26	76		1		1	1			1			met with mngr George. Said there is a guy that comes by once in awhile that sweeps their sidewalk and cleans up the butts. The receptacle was out and holding the door open. There were still a lot of butts blatantly on the ground and it will be important for enforcement to follow through to keep this area clean since it is a huge hot spot
Little Belmont Café	232 Harbor	Belmont	3/24	48	5/26	21		1			2						
Safeway	1100 ECR	Belmont	3/24	304	5/26	86	2						1				met with mngr. Han, took sign to put in break room for employees and said he will talk to his landscapers about improving their cleanup. Didn't post signs outside but was effective outreach through communication about the cig litter
Peet's	1200 ECR # 236	Belmont	3/24	25	5/26	19											in planters
Togo's	1200 ECR	Belmont	3/24	2	5/26	1											
Baskin & Robins	1200 ECR # A2	Belmont	3/24	0	5/26	1											
Super Cuts	1250 ECR	Belmont	3/24	4	5/26	0											
Toto's Pizza	1250 ECR# B2	Belmont	3/24	2	5/26	5											
AT&T	1250C ECR	Belmont	3/24	8	5/26	0											butts around side on walkway
Safeway	1655 S ECR	SM	3/24	460	5/26	12	2	2	1		2	1		1			most butts in planter area; there were 3 trash cans, and 2 cig urns, but many butts still all over - store mngr. Josh Schultz - met with on 4/6 and said they will install the bin within the week!
HSBC	277 B St.	SM	3/31	67	5/26	19	1	1									
vacant, up for lease	255 B St.	SM	3/31	12	5/26	4	1										
Bay Home & Linens	253 B St.	SM	3/31	6	5/26	6											says he gets a lot of butts after the weekend from the people smoking at the bars
La Michoacana	251 B St.	SM	3/31	19	5/26	12			1								
Tres Amigos		SM	3/31	26	5/26	17	1	1									
Century Theatre		SM	3/31	124	5/26	72	5	1			3						only one sign left up on pole. Added another sticker

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Bella Nirvana	457 Oceana Blvd	Pacifica	3/30	2	5/29	2												
Mazzetti's Bakery	101 Manor Dr	Pacifica	3/30	37	5/29	18												
Kent Cleaners	119 Manor Dr.	Pacifica	3/30	6	5/29	2												
Manor Smoke Shop	123 Manor Dr	Pacifica	3/30	70	5/29	26					1						1	gave wall receptacle to worker at store (spencer), said mngr comes in at night 530-7ish. Says the owner would love to have the wall receptacle because the city doesn't clean up their streets and he is a neat freak Follow-up: check if they put up the receptacle ask for Prem 359-1983 - called 4/6, said it was installed on the front door.
Kragen	133 Manor Dr	Pacifica	3/30	16	5/29	47												
7-11	137 Manor Dr.	Pacifica	3/30	45	5/29	32			4									sign removed
Nail Plus	Manor Plaza	Pacifica	3/30	16	5/29	3												
Pacifica Liquors	Manor Plaza	Pacifica	3/30	7	5/29	1					1							
Surf Lounge Bar	Manor Plaza	Pacifica	3/30	8	5/29	3	1											had one bucket out from for butts that was getting good use
One Day Tax Service	Manor Plaza	Pacifica	3/30	0	5/29	4												
Barber Shop	Manor Plaza	Pacifica	3/30	3	5/29	0												
Viva Italiano	Manor Plaza	Pacifica	3/30	8	5/29	1												
Wash & Dry	Manor Plaza	Pacifica	3/30	4	5/29	3												
Manor Room Pizza	Manor Plaza	Pacifica	3/30	3	5/29	2												
Green Enchilada	Manor Plaza	Pacifica	3/30	3	5/29	1												
Kay Heung	Manor Plaza	Pacifica	3/30	1	5/29	1												
Pacifica Farmer's Marke	Manor Plaza	Pacifica	3/30	1	5/29	1												
Cleaners by Albert	Manor Plaza	Pacifica	3/30	1	5/29	1												
Pet Supplies	Manor Plaza	Pacifica	3/30	2	5/29	2												
Coastside Critters	Manor Plaza	Pacifica	3/30	4	5/29	2												
Manor Music	Manor Plaza	Pacifica	3/30	6	5/29	11												
Safeway	12 Manor Plaza	Pacifica	3/30	76	5/29	31	3				2							met with mngr Arnold who gave approval to put up signs. Was surprised we picked up 76 butts on their property. Had 2 trash cans and 2 ash urns
Pyramid Edu	460 Manor Plaza	Pacifica	3/30	7	5/29	7												
Colombos Delicatessen	484 Manor Plaza	Pacifica	3/30	4	5/29	2												
YouNameIt Antiques	488 Manor Plaza	Pacifica	3/30	3	5/29	2												
Tom's Cuisine of China	Manor Plaza	Pacifica	3/30	26	5/29	19	1	1										
Bill Meyer Hoff's Tires	Manor Plaza	Pacifica	3/30	4	5/29	5												
Camelot	Manor Plaza	Pacifica	3/30	4	5/29	5												
Save More Meat Marke	Manor Plaza	Pacifica	3/30	2	5/29	6												
Good Health Vitamins	Manor Plaza	Pacifica	3/30	0	5/29	4												
Garden Deli café		HMB	3/30	20	5/29	8	1											
San Benito Hotel		HMB	3/30	2	5/29	4												
San Benito House vacant, up for lease	356 Main St. Main St.	HMB HMB	3/30 3/30	124 9	5/29 5/29	33 11	2											called 726-4071, spoke with Max, but has to check with Scott (GM) to see if they could take the bin; says it sounds like something they could be interested in & will call back - called 4/10, said scott is the mngr of the grocery store. Nate is the right contact so call in afternoon; called 4/27 for Nate, sent me back to Scott to call at 726-

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Chezshea Eatery	Main St.	HMB	3/30	6	5/29	4											
Quail Run	Main St.	HMB	3/30	4	5/29	0											
Rouge Boutique	Main St.	HMB	3/30	2	5/29	0											
Ocean Books	Main St.	HMB	3/30	6	5/29	1	1										
Tu Pueblo	Main St.	HMB	3/30	4	5/29	2											
Castellammore	Main St.	HMB	3/30	11	5/29	0											
Bookstore	Main St.	HMB	3/30	15	5/29	9											
Upstairs Emporium	Main St.	HMB	3/30	46	5/29	28											mailed sign to Judy (mngr.) to post in community info board
Mac Dutra Park	Main St.	HMB	3/30	115	5/29	99	5	1									met with Mo Sharma of MNB PW, gave permission to post sign in park, mailed a laminate Spanish version to him to post since they recommended having a version in Span
Pescadero	Main St.	HMB	3/30	10	5/29	2		1									
HMB Bakery	Main St.	HMB	3/30	5	5/29	5	1										
Psychic Reader	Main St.	HMB	3/30	2	5/29	3											
M Coffee	Main St.	HMB	3/30	10	5/29	3	1										
Tokenz	Main St.	HMB	3/30	12	5/29	1											
Garden Gallery	Main St.	HMB	3/30	9	5/29	8											
Main St. Dentistry	Main St.	HMB	3/30	3	5/29	8	1										
Main St Gold Works	Main St.	HMB	3/30	12	5/29	6	1										
HMB Inn	Main St.	HMB	3/30	0	5/29	1											
Unique Clothing	Main St.	HMB	3/30	0	5/29	0											
Fengeri Filbert	Main St.	HMB	3/30	5	5/29	1											
Vacant	Main St.	HMB	3/30	8	5/29	1											
HMB Electric	Main St.	HMB	3/30	3	5/29	2											
vacant	Main St.	HMB	3/30	1	5/29	1											
(old gas station)	Main St.	HMB	3/30	10	5/29	9											
City Hall	Main St.	HMB	3/30	43	5/29	19											
The Posh Moon	Main St.	HMB	3/30	6	5/29	1											
Hey Dude	Main St.	HMB	3/30	1	5/29	1											
Oasis Nat. Foods	Main St.	HMB	3/30	2	5/29	0											
P. Cottontail	Main St.	HMB	3/30	3	5/29	0											
Coastside Publishers	Main St.	HMB	3/30	2	5/29	1											
State Farm Insurance	Main St.	HMB	3/30	2	5/29	0											
Coastal Comforts	Main St.	HMB	3/30	3	5/29	0											
Main St. Grill	Main St.	HMB	3/30	10	5/29	5											
Tanforan Shopping Cen	1150 ECR	San Bruno	5/4	721	6/2	291	4		2		2	4			1		the Shops at Tanforan - said there are a lot more problem areas but are happy to take the one receptacle and may purchase more if they find our campaign successful in there area. follow-uped to get permission to post signs but didn't get back about other stores

11. What do you think would be the best way to reduce butt littering? (rate choices from 1 – 6; 1 being the best, 6 the worst)

	RATING AVERAGE
Provide and service ashtrays in public places	1.67
Provide/promote use of butt bins	2.26
Conduct butt littering education and awareness programs.....	2.84
Provide behaviour altering signage in locations prone to butt littering.....	2.91
Enforce penalties/fines for butt littering.....	2.96
Other (The most common answer was to provide smoking cessation classes)	

CONTACT INFORMATION:

Please provide the following information, which will be held confidential and only used for follow up for the anti-litter pilot program.

Name:

Phone:

Email:

Address:

City, State Zip:

Department (if applicable):

PONY # (if applicable):

(Contact information was taken to mail the outreach pack to their address specified.)

Thank you for your feedback! In appreciation of your time and comments, the San Mateo Countywide Water Pollution Prevention Program would like to offer you a gift card from Peet’s Coffee or Barnes & Noble Bookstore. The cards will be distributed with the completion of the final survey. Please specify your preference.

	%	#
Peet’s Coffee	40.4	76
Barnes & Noble.....	59.6	112

Reducing Cigarette Litter San Mateo County Smoker Survey #2

1. How often did you carry the pocket ashtray?		
	%	#
Always	25.4	35
Often	39.1	54
Sometimes.....	26.1	36
Never.....	9.4	13
2. When you did use the pocket ashtray, what were the fundamental factors that influenced you to do so? (Check all that apply.)		
	%	#
I care about the environment and did not want to litter.....	65.9	91
The pocket ashtray made proper disposal of my butts more convenient.....	61.6	85
The “reminder bracelet” helped me to remember to not litter.....	15.9	22
My family/friends influenced me to not litter the butts.....	8.7	12
N/A - I did not use it.....	8.7	12
Other.....	10.1	14
(Most common “other” responses included that it was a better alternative to putting butts in a bottle or pocket and the convenience of the device made it easy to use.)		
3. If you did not use the pocket ashtray at any point in the pilot study, what were the reasons? (Check all that apply.)		
	%	#
It is too inconvenient to carry.....	13.8	19
The ashtray smells	27.5	38
I could not remember to bring it with me.....	33.3	46
I misplaced it.....	9.4	13
Other.....	42.8	59
(Most common “other” responses included that they did use the pocket ashtray all the time, it was difficult to use while driving, don’t always have a pocket to put it in)		
4. How often did wear your “reminder wristband?”		
	%	#
Always	5.8	8
Often	5.8	8
Sometimes.....	27.5	38
Never.....	60.9	84
5. How helpful was the reminder wristband in helping you to remember to not litter your cigarette butts?		
	%	#
Extremely.....	6.5	9
Moderately.....	7.2	10
Somewhat.....	16.7	23
Not at all.....	17.4	24
N/A – I did not wear it.....	52.2	72
6. After participating in the pocket ashtray pilot study, how likely are you to make sure your cigarettes get into a trash can?		
	%	#
Extremely likely.....	52.9	73
Very likely.....	33.3	46
Somewhat likely.....	10.9	15

When convenient.....	2.2.....	3
Never.....	0.7.....	1

7. After participating in the pocket ashtray pilot study, how likely are you to continue using the pocket ashtray?

	%	#
Extremely likely.....	35.....	73
Very likely.....	23.2.....	32
Somewhat likely.....	17.4.....	24
When convenient.....	12.3.....	17
Never.....	11.6.....	16

8. Which resources have you used since participating in the pocket ashtray pilot study?
(check all that apply)

	%	#
www.buttlitteringtrust.org	2.9.....	4
www.cigarettelitterprevention.org.....	7.2.....	10
www.flowstobay.org	16.7.....	23
www.kab.org.....	2.2.....	3
None.....	76.1....	105

9. If you would like to see more ash receptacles in public places, please specify the location in San Mateo County that is in need of additional butt bins. Be as specific as possible.

Common responses include:

- Harbor Rd of Belmont
- Downtown Burlingame
- Pacifica beaches
- Manor Plaza & Esplanade Ave. of Pacifica
- Redwood City downtown and train station
- Moon's Pub and Safeway of San Mateo
- Laurel St. of San Carlos

10. Please describe your experience with the pocket ashtray pilot study. Provide any feedback, comments or suggestions about the cigarette litter reduction pilot program in regards to the pocket astray, the reminder wristband, and/or outreach suggestions.

Of the 137 open ended responses, the most common responses include the following:

- The pocket ashtray came in handy for my car
- I now have a convenient place to put my butts other than the ground
- The pocket ashtray was very stinky and I didn't want to use it since it would make me smell
- The wristband was not useful
- It came in handy when I was outside and couldn't find an acceptable palace to put my cigarette out. It was extremely easy to carry in my pocket.
- Excellent idea and very convenient. The ashtray smells which makes it less than appealing BUT it's a good reminder to empty it!
- It made me more aware of my surroundings when I smoked, and I stopped to think when there was no place to put out the cigarette
- More education is needed for smokers who do not realize how much harm cigarette waste is causing to the environment.
- It made me more aware of the fact that I used to throw butts out the window while driving and on the streets. I see others do this and until I quit smoking, I will use my pocket ashtray. Thank you.
- The pocket ashtray was inconvenient. I don't carry coins... what more a pocket ashtray. The only thing I place in my pocket is my wallet.

NO IFS, ANDS, OR BUTTS!

CIGARETTES ARE LITTER TOO

It is estimated that several trillion cigarette butts are littered worldwide every year. That's billions of cigarettes flicked, one at a time, on our sidewalks, beaches, parks, gardens, and other public places *every single day*. In fact, cigarette butts are the single most littered item in America and the world. In September, at the 2008 California Coastal Cleanup Day, over 25,000 cigarette butts were picked up in San Mateo County in just *one day*!

Smoking rates in the United States have dropped by half from 1965 to 2006 falling from 42% to 20.8% of adults. However, when California banned smoking in workplaces, restaurants and bars, smokers were forced outdoors. Now, more butts are tossed outside, where they wash down storm drains, into the ocean and onto the beach.

THE PLASTIC PROBLEM

- Cigarette filters are made of plastic, which means they never fully biodegrade— they just break down in to smaller pieces.
- The plastic stays forever, harming water quality and endangering the environment.

TOXIC BUTTS

Used cigarette filters are full of toxins known as tar, and those chemicals leach into the ground and waterways, damaging living organisms that contact them. Most filters are discarded with bits of tobacco still attached to them as well, further polluting our environment with nicotine.



Using the Pocket Ashtray

A portable, pocket ashtray is one solution to properly dispose used butts. Carry it in your purse or pocket, or leave it in your car. Once finished with your cigarette, place it in the portable ashtray. When a trash can is available, throw away the butts when the pocket ashtray is full.

Keep your ashtray stink-free by washing with dish-soap or simple green, or add baking soda to mask the smell.

Try it for a few weeks and tell us what you think! Your feedback is greatly appreciated.

PILOT STUDY CONTACT

Julie Colvin
650.372.6291

jcolvin@co.sanmateo.ca.us

Additional Resources

www.kab.org
www.flowstobay.org
www.buttlitteringtrust.org
www.preventcigarettelitter.org

NO IFS, ANDS OR BUTTS



SAN MATEO COUNTY POCKET ASHTRAY PILOT STUDY

REDUCING LITTER ONE BUTT AT A TIME!

JOIN THE SAN MATEO COUNTYWIDE WATER POLLUTION PREVENTION PROGRAM'S EFFORTS TO REDUCE CIGARETTE LITTER IN THE COUNTY!

Cigarette butts are the most littered item in America and around the world, but they don't have to be!

San Mateo Countywide Water Pollution Prevention Program is providing FREE pocket ashtrays and FREE reminder wristbands to smokers who agree to participate in a three to four week anti-littering pilot program.

Please register by Friday, December 5th



TO PARTICIPATE

Visit www.flowstobay.org—
click Municipalities - Pocket Ashtray Study
OR contact Julie Colvin at 650.372.6291 or
jcolvin@co.sanmateo.ca.us

Free gift card with participation





**THIS IS
LITTER TOO.**

This message brought to you by Keep America Beautiful, Inc & San Mateo Countywide Water Pollution Prevention Program.

Supported by funding from Philip Morris USA.


SAN MATEO COUNTYWIDE
**Water Pollution
Prevention Program**
Clean Water. Healthy Community.
www.flowstobay.org