



Leadership Hermosa, Class of 2005

Introductory Presentation of Class Project to City Council

April 11, 2006

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I. About Leadership Hermosa

Leadership Hermosa Beach is a year-long program launched in 2003. The purpose of the program is to develop and educate existing and potential leaders within the city. Many graduates of Leadership Hermosa Beach are now members of City Council, Commissions, or the School Board. The Leadership Hermosa Beach program can better prepare any citizen to become more informed and prepared to accept a leadership role in the community.

The class is made up of a dynamic cross-section of residents, from renters to landlords, bankers, entrepreneurs and retirees, single and married, parents and pet owners. We are volunteers, surfers, dreamers, and doers. The common thread that has united the class is the shared passion for our town of Hermosa Beach. We all believe that one person can make a difference.

II. Executive Summary of Project

The Leadership Hermosa Class of 2005 proposes a class project that addresses one of the major sources of trash, litter, and pollution on our beach and around the city: cigarette butts. In the spirit of the upcoming centennial, we feel that the reduction of cigarette butts around our city will have a positive impact on our community. Working with Rick Morgan of the Department of Public works, we have identified a stainless steel, weather-proof cigarette butt disposal unit that can be bolted to existing trash cans throughout the city.

As a proof of concept, we propose a pilot study with 4 or 5 units in various locations around the city (selected by Rick Morgan) for approximately 4 weeks. During this period, we would like to know if the units are being used by smokers, determine the ease of maintenance by the appropriate parties, and evaluate ease of installation, aesthetics, and the effects of wind and rain. During the test period, we plan to hold a number of fundraising events to pay for the purchase of approximately 60 additional units.

Following the pilot study, we would like to return to City Council with our results and ask for permission to move forward with the installation of the additional units throughout the city of Hermosa Beach. Should the project be approved and the units installed, we plan to hold a "Grand Opening" event, where we call attention to the new cigarette butt receptacles and bring awareness of the cigarette butt problem to the community.

III. Project Background

Leadership Hermosa Beach classes have the option to plan and execute a class project that will benefit the community. After a number of potential projects were considered, the majority of the class voted to actively support providing for a way to reduce or eliminate the problem of cigarette butt litter in the City of Hermosa Beach. After much debate, we developed a solution to directly reduce this major problem that affects Hermosa Beach residents, beachgoers, and the Santa Monica Bay: the purchase and installation of fire-proof and wind-proof cigarette butt trash receptacles.

Advantages to Our Proposal:

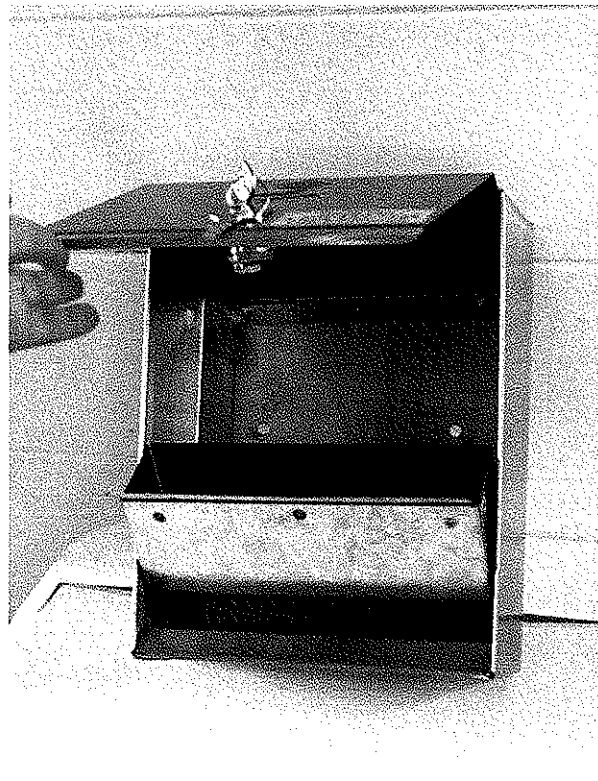
1. Directly addresses the problem cigarette butt litter itself (or perhaps, a major portion of the problem)
2. Addresses the problem on a city-wide basis; not just on the beach
3. Our proposal enjoys the support of the Hermosa Beach Department of Public Works
4. The Class of 2005 will provide the units, at no cost to the City as a gift, through fundraising efforts
5. Opens many new avenues of learning and experience for Leadership Hermosa Beach Members
6. Enables many varied opportunities for class participation

IV. Description of Cigarette Butt Receptacles

Our discussions with a company who manufactures stainless steel receptacles for outdoor use assures us that the units are weather-proof and will not corrode in a marine environment.

Each unit costs about \$70 and features a locking mechanism. We have purchased 6 units for the test phase. If successful, we plan to order another 60 units to be placed in various locations around the city, located in areas where they will provide the most benefit in reducing the amount of cigarette butt litter.

Figure 1: Two view of the cigarette butt receptacles.



V. Project Timeline

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| April 11 | Presentation of project to City Council |
| April 16 | Begin pilot project |
| April 22 | First of several fundraising events (date approximate). Fundraising continues through May. |
| May 19 | Complete pilot project |
| Late May | Present final project details to City Council for approval and purchase additional units |
| Early June | Begin installation of units throughout city |
| Late June | "Grand Opening" event |

VI. Acknowledgments

We would like to thank the following for their contribution to our project:

- The active members of the Class of 2005: Peggy Barr, Alysa Brennen, Carla Buck, Craig Cadwallader, Alan Cheeks, Farn DuPre, Michelle Keegan, Laura Paul, and Ellen Rand.
- The Leadership Hermosa Board of Directors: Jeff Bartlett, Christian Champisi, and Laura Paul
- Rick Morgan, Director, Hermosa Beach Department of Public Works
- Mike Flaherty, Hermosa Beach Department of Public Works
- Wayne Shoemaker, Division Chief Los Angeles County Department of Beaches and Harbors
- Art Yoon
- Leadership Hermosa Class of 2006 and alumni