

ALLIANCE FOR A LIVING OCEAN

SEPTEMBER 2022

MITIGATING LITTER IN SURF CITY



PREPARED AND PRESENTED TO

SURF CITY BOROUGH COUNCIL
SURF CITY TAXPAYERS ASSOCIATION

ABOUT ALLIANCE FOR A LIVING OCEAN



OUR MISSION AND VALUES

We engage a community of ocean allies to safeguard our shores for future generations.

SHARE WONDER

Long Beach Island's magic captures hearts and drives all that we do.

PROGRESS, NOT PERFECTION

We champion every step towards living a life with less plastic.

PROTECT PEOPLE & PLANET

The two go hand in hand. Amplifying diverse voices and experiences in our community will lead to lasting change for our environment.

PROJECT BACKGROUND

Surf City is a beautiful and unique part of Long Beach Island. We believe it is critical to respect this town and its beaches by keeping it clean.

Beach litter in Surf City has been well documented by various stakeholders, both on social media and at borough council meetings. At our beach sweeps, ALO volunteers collect significant amounts of trash on the beaches of Surf City.

The issue of beach litter is not one that will be solved overnight or resolved by a single solution. It will require a comprehensive approach that involves direct cooperation between residents, visitors, and government officials.

This report outlines a plan developed by ALO to reduce the amount of litter on beaches to ensure that everyone can enjoy a clean and healthy Surf City.

OUR GOALS AND OBJECTIVES

Ultimately, we all want to see a clean Surf City. To get there, ALO supports the following actions

1. Replace trash and recycling cans with tandem, lidded bins.
2. Ensure that residential trash is not being dumped into public bins through education and enforcement.
3. Inform the public of proper garbage disposal methods to mitigate overflowing cans.



ACTION: REPLACING TRASH & RECYCLING BINS WITH TANDEM, LIDDED BINS

THE MOST EFFECTIVE SOLUTION FOR REDUCING BEACH POLLUTION

On an island of six municipalities, five of which have lidded trash cans, it is important that Surf City offers the same high quality beach experience as the rest of the island.

Surf City, and its businesses, are dependent on tourism. **A recent NOAA study found that increased beach litter is directly associated with reduced rates of tourism, and therefore reduced revenues for both local government and businesses.** Additionally, preventing litter from entering our oceans is key to protecting marine wildlife, which our local economy depends on.

Lidded cans are the first step in mitigating the amount of trash on our beaches. Lids will prevent seagulls and wind from dispersing trash across the beach and into the ocean. The lids will also protect paper products from the elements and preserve their recyclability.

Combined with public education and engagement on proper waste disposal, lidded cans will make Surf City beaches both aesthetically pleasing and a safe space for marine wildlife and humans alike.





IMPLEMENTATION PLAN

NOT ALL CANS NEED TO BE CHANGED AT ONCE. HERE'S A DRAFT PLAN FOR SWITCHING CANS.

CANS	START DATE	END DATE
PHASE 01 CANS ON THE BEACH, BAY BEACH	JANUARY 2023	MARCH 2023
PHASE 02 CANS AT BASE OF STREET	MARCH 2023	JUNE 2023
PHASE 03 CANS AT PUBLIC PARKS, ETC.	JUNE 2023	SEPTEMBER 2023



BUDGET BREAKDOWN

CAN LINERS/LIDS + MATERIALS SHIPPING ESTIMATES
BASED ON INVOICES FROM LBT SUPPLIER

COST PER ITEM	ESTIMATED BUDGET (250 CANS)
CAN LINERS/LIDS	
BLUE LINER : \$58	
BLUE LID WITH TWO 5" RECYCLING HOLES, WITH LABELS: \$76	\$ 31,000.00
GREEN LINER: \$58	
GREEN LID WITH TWO SQUARE OPENINGS \$56	
CORRALS	
MATERIALS SHIPPING: \$200	\$ 4,500.00
LABOR/MATERIALS COST: ~\$2000	
STICKERS (4-PACK): \$8	
OUTREACH PROGRAMS	
COMMUNITY OUTREACH AND EDUCATION	\$ 3,000.00
GRAND TOTAL	\$ 38,500

FUNDING SOURCES

BEACH BADGE REVENUE

In 2021, Surf City made \$793,017 in beach badge fee revenue. Just a 6% of this revenue would be enough to cover all can replacement expenses across all phases. This is in line with the Surf City Municipal Code, which states the purpose of badge fees to be "to provide the necessary funds to improve, maintain and police the beaches and recreational areas."

CLEAN COMMUNITIES GRANT

The Clean Communities Grant Program is a grant program that funds litter pickup and removal. **In 2022, Surf City received \$11,544 in Clean Communities Grant funding.** We believe that incorporating the lidded cans project, as well as outreach and education projects, into the next grant application can increase that funding and cover some or all of the trash can expenses.

LOCAL BUSINESS SPONSORS

Surf City merchants are overwhelmingly in favor of keeping beaches clean. A recent NOAA study found that increased beach litter is directly associated with reduced rates of tourism, and therefore reduced revenues for both local government and businesses. **A program in which businesses can sponsor a can for a set price in exchange for their logo on the corral** will have a double benefit of reducing litter and bringing customers into our local businesses.

ADOPT A STREET

With few memorial benches left for donation, interested donors can fund trash cans. Memorials can be visualized as a sign at the base of beach entrances saying "This beach is kept clean by [memorial name]." Memorial benches currently cost \$900 with an option for renewal every 10 years. **At that same cost, materials costs for 7 trash bins would be covered. With 35 donations, all materials costs for cans would be funded.**

TAX INCREASES

We strongly believe that the proposals above are viable and have the capability to fund the entire trash can replacement process in full. However, if it is determined that a tax increase is the only method of funding available, with nearly 2,400 taxpaying households, a one-time tax payment of just \$16 would fund the replacement. **This value does not take into account business tax revenue, or the potential for cost-sharing from one of the methods above, meaning the increase would likely be even smaller.**

ACTION: ENSURE THAT RESIDENTIAL TRASH IS NOT BEING DUMPED INTO PUBLIC BINS THROUGH EDUCATION AND ENFORCEMENT

ENCOURAGING RESIDENTS AND VISITORS TO RESPECT THE LAW

Unfortunately, it is becoming increasingly common to see residential trash dumped in municipal waste bins. This could stem from a number of issues, including the lack of lids on municipal cans to the unwillingness of residents or visitors to spend money for their own trash bins.

Residential trash in municipal bins causes the bins to become full quickly, leading to overflowing bins during the peak summer season.

While the root of the problem may be complex, the solution doesn't have to be. An outreach campaign, spearheaded by ALO, can

encourage proper disposal through social media messaging and public campaigns through our beach clean-ups and event pop-ups.

Additionally, Surf City should continue to monitor and enforce illegal dumping of residential trash in municipal bins. Beach code enforcement should be advised to watch for illegal dumping while on duty.

Most importantly, funding the transition to lidded municipal cans will make it much more difficult for residents to dump household trash in public bins.



ACTION: INFORM THE PUBLIC OF PROPER GARBAGE DISPOSAL METHODS TO MITIGATE OVERFLOWING CANS

EDUCATION AND INFORMATION CAN GO A LONG WAY

Throwing away trash seems like a simple task, but when cans are full or you're not sure whether the take-out container you're holding is recyclable or compostable or neither, it can be a tough choice.

That's why ALO plans to expand its outreach efforts on proper waste disposal to enhance the town's efforts on lidded cans. We have outlined a "Bring In, Bring Out" campaign to encourage beach patrons to toss their trash and collect their belongings. This campaign will span all of our outreach efforts, online and in person, and will include no-waste swap-outs and specific data points on the litter we pick up in our clean-ups.

We hope to work on this initiative with other local entities across the public,

private, and nonprofit sectors. For example, ALO can share a brief advertisement on proper litter disposal on the monthly trash schedule that is disbursed to residents.

The future generation is critical, too, which is why ALO plans to expand its existing education curriculum to include trash and recycling facts, such as how fast (or rather, slow) things degrade in nature.

Finally, ALO hopes to work with local merchants to encourage them to find innovative ways to make their businesses more eco-friendly. This could be through the use of compostable take-out containers or encouraging the use of refillable mugs/containers.



SUPPORTING BUSINESSES

THESE SURF CITY MERCHANTS HAVE SIGNED ON IN SUPPORT OF LIDDED CANS AND EFFORTS TO REDUCE LITTER ON THE BEACH.



BEACH HOUSE SPA

BOULEVARD CLAMS

HOW YOU BREWIN'

OKIE'S BUTCHER SHOP

PANZONES PIZZA

PYOUR CORE

SURF BUGGY BIKE SHOP

SURF CITY 5 & 10

SURF CITY HOTEL

THE CHEESE SHOPPE

WALLY'S

GET INVOLVED



**ARE YOU A SURF CITY
TAXPAYER OR BUSINESS
INTERESTED IN THIS ISSUE
OR ALO'S WORK?**

STAY IN THE LOOP

alolbi.org & @alolbi on Instagram

Our website has more information on the issues we cover, the events we host, and the ways you can support us.

EMAIL US

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We are happy to answer questions regarding this report or any of our other work. Please direct media inquiries to info@alolbi.org.