

KEEP AMERICA
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2024 Keep America Beautiful Grant Agreement

Keep America Beautiful (“KAB”), in partnership with its sponsors, is pleased to provide resources to Keep Coral Gables Beautiful (“Grantee”) to implement a **2024 Cigarette Litter Prevention Program grant (“Project”)**.

This Grant Agreement (“**Agreement**”) effective 05/08/2024 (“**Effective Date**”) is entered into by and between Grantee and KAB to confirm the parties’ understanding of the terms of the grant, as described in this Agreement. KAB and Grantee shall be collectively referred to as the “**Parties.**” The Description of Grant Activities, attached as **Exhibit A**, shall set forth relevant background information about Grantee, key performance indicators for goals aligned to the purpose of this Agreement, and any additional commitments of the Parties.

In consideration of the mutual undertakings herein contained, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree to the following:

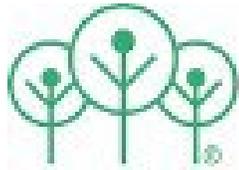
1. Grant Details

KAB will provide a total grant award valued at \$5,000.00, which includes:

- a cash award of 3,848.00 for general support of Grantee in carrying out the Grant Activities, as further set forth in this Agreement (“General Cash Grant”)
- \$0.00 in cash for Grantee to purchase free-standing cigarette litter receptacles (“Bins Cash Grant”, and together with the General Cash Grant, the “Cash Grants”)
- 2 sets of TerraCycle mounted cigarette receptacles, valued at 1,152.00 (“Equipment Grant”)
- The following in-kind equipment to carrying out the Grant Activities (“In-Kind Equipment Grant”, and together with the General Cash Grant, Bins Cash Grant, and Equipment Grant the “Grant”):
 - 400 pocket ashtrays
 - 200 of auto ashtrays

2. Payment

KAB will award the Cash Grants in two installment payments, seventy percent (70%) of the Cash Grants will be disbursed within thirty (30) days of KAB receiving an executed Agreement and an invoice; and the remaining thirty percent (30%) of the Cash Grants will be disbursed upon KAB’s acceptance of a final grant report and receipt of an invoice. If applicable, KAB will supply the requested TerraCycle mounted receptacles and ashtrays by shipping them to the mailing address



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specified by Grantee in its application. Grantee shall use the Grant solely for the designated purposes as set forth in **Exhibit A**, and subject to Grantee's performance of all requirements under this Agreement.

3. Implementation Timeline

Grantee agrees to implement the Project by December 15, 2024 (“Completion Date”). If at any point during the Project implementation, Grantee anticipates that they will not be able to complete the Project by the Completion Date, Grantee shall request a grant extension from KAB in writing. The maximum extension request will be three (3) months. Failure to complete the Project within the extended timeframe will result in the forfeiting of the remaining 30% of the grant.

4. Reporting

Grantee must submit interim and final progress reports through the Grant Reporting Platform (as defined in **Exhibit A**) by the following dates:

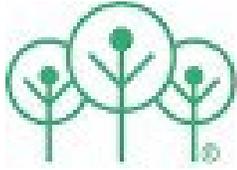
- Interim Report Due: 5pm EST on September 30, 2024
- Final Report Due: 5pm EST on December 15, 2024

Failure to submit interim and final reports by the deadlines, except in cases where KAB has authorized a reporting extension in writing, will result in the forfeiting of the remaining 30% of the grant and will make Grantee ineligible to receive KAB grant funding in 2025.

Grantee must initial this section to confirm its understanding of the reporting responsibilities:

5. Acceptance

- a. Grantee accepts the above Grant in exchange for the performance of all required actions under this Agreement, including the commitments set forth in **Exhibits A** and **B**.
- b. Grantee shall use the Grant solely for purposes as described in this Agreement, and understands that any alternative use of the Grant must be authorized in advance by KAB in writing.
- c. Grantee acknowledges and agrees that the receipt of this Grant does not imply a commitment on behalf of KAB to continue resource support beyond the term listed in this Agreement.



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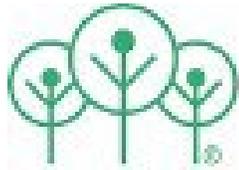
6. Use of Grant

Grantee shall use the awarded goods, services, and funds in accordance with the Project description and budget included in the grant application and as further described in **Exhibits A, B and D**. The Grantee will not use grant funds to influence legislation or for any purpose that is not permissible under section 501(c)(3) of the Internal Revenue Service Code for charitable, educational, and scientific purposes. None of the grant proceeds are to be transferred by the grantee to any other organization without the written approval and consent of KAB.

7. Products, Services, and Project Labor

Grantee shall use reasonable care to ensure products and services funded with the grant adhere to the following principles. At a minimum, any employment provided as a result of this grant, fairly and equitably compensates the laborers in the following ways:

- a) There shall be no forced labor (including contractually bound labor without compensation) in the implementation of the Project. All work or service which is exacted from any person under the threat of any penalty and for which the person has not offered themselves voluntarily is prohibited.
- b) Ensure that all employed Project participants earn at least a regionally prevailing industry wage where that wage is a living wage sufficient to meet basic needs. A living wage is the remuneration received for a standard workweek by a worker in a particular place sufficient to afford a decent standard of living for the worker and their family. Elements of a decent standard of living include food, water, housing, education, health care, transportation, clothing, and other essential needs including provision for unexpected events.
- c) Adhere to all federal, state, and local labor laws including but not limited to not withholding wages as a means of disciplinary action.
- d) Ensure the Project does not use goods and services produced using child labor defined as work that deprives children of their childhood, their potential and their dignity, and that is harmful to physical and mental development. It refers to work that is mentally, physically, socially or morally dangerous to children and/or interferes with their schooling by depriving them of the opportunity to attend school.
- e) Ensure that income-generating activities are maximized and economic growth is prioritized for the most vulnerable workers in the Community. Where a Project eliminates or diverts existing income-generating activities, the grantee shall ensure the creation of alternative activities that generate the same or increased income that require similar knowledge and skills. Should loss of employment be greater than creation of new employment as a result of the Project, grantee shall describe and justify the situation.



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8. Relationship between Parties

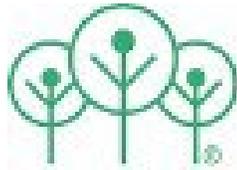
This Agreement does not constitute and shall not be construed as creating a partnership, joint venture, or employee/employer relationship between the two parties. Neither party shall have any right to obligate or bind the other party in any manner whatsoever, and nothing contained herein shall give, or is intended to give, any rights to any third person (except that the indemnification of Grantee by KAB and of KAB by Grantee shall extend to their respective, shareholders, officers, directors, employees, agents, management committee members, affiliates, and partners).

9. Trademark License

- a. KAB is the owner of right, title, and interest in and to the marks, “Keep America Beautiful (KAB),” and the KAB logo (collectively, “KAB Trademarks”). During the term of this Agreement, KAB hereby grants Grantee a limited, royalty-free, nonexclusive license to use and display KAB Trademarks, with KAB’s prior written consent, in a manner that is related solely to the Grant and any promotional activities relating to such Grant. Grantee shall not use KAB Trademarks in any other manner without KAB’s prior written consent. In addition, Grantee shall not use KAB Trademarks in any way that would cause a person to reasonably infer that the Parties are affiliated with one another or that either party is acting on behalf of or in endorsement of the other. Except for the trademark provided on the Grant materials, such license shall terminate upon termination of this Agreement. Grantee acknowledges that the provisions of this paragraph do not convey to Grantee any right, title, or ownership interest in any KAB Trademarks.
- b. Grantee acknowledges its familiarity with the high quality of products and services offered under the KAB Trademarks and agrees to maintain a comparable standard of quality in connection with its use of the KAB Trademarks. Grantee shall comply with all Brand Standards (attached hereto as **Exhibit C**) in connection with its use of the KAB Trademarks, and shall not take any action or use the KAB Trademarks in any way that could tarnish or harm the goodwill or reputation associated with KAB or the KAB Trademarks.

10. Indemnification, Limitation of Liability and Disclaimer of Warranties

- a. The Grantee agrees to defend, indemnify and hold harmless KAB, its directors, officers, employees, agents, successors, and assigns from and against any claim arising out of or related to the Grant regardless of cause, and regardless of the form of action. This indemnification provision shall survive the termination or expiration of this Agreement.



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b. Limitation of Liability

In no event shall KAB be liable for any indirect, special, incidental, or consequential damages (including lost profits) or expenses arising out of or relating to this Agreement or Grant even if KAB has been advised of the likelihood of such damages.

c. Disclaimer of Warranties

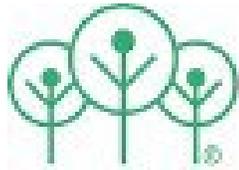
- i. Grantee acknowledges and agrees that KAB makes no warranties or representations as to the availability of resources for the Grant, this Agreement, or any disbursements hereunder, or the results achieved, if any, from KAB's efforts under this Agreement.
- ii. Grantee acknowledges and agrees that KAB shall have no liabilities or obligations to Grantee in the event that no results or unsatisfactory results are achieved from KAB's funding or lack of funding under this Agreement.

11. Non-Discrimination and Anti-Harassment

- a. Grantee, or any person acting on behalf of Grantee, shall not in any manner discriminate against any citizen on account of race, sex, education, ethnicity, socio-economic status, religion, ability/disability, sexual orientation, gender self-identification, age, country of origin, first language, marital status, or citizenship.
- b. In addition, Grantee, or any person acting on behalf of Grantee, shall not in any manner tolerate any harassment or intimidation of any citizen on account of race, sex, education, ethnicity, socio-economic status, religion, ability/disability, sexual orientation, gender self-identification, age, country of origin, first language, marital status, or citizenship.
- c. Grantee attests that it has in place a written non-discrimination and anti-harassment policy, or equivalent policies, as approved by its Board of Directors, which is reviewed, updated, and affirmed by its Board of Directors at least annually. The policy must contain a notice that any discrimination and harassment on account of race, sex, education, ethnicity, socio-economic status, religion, disability, sexual orientation, gender self-identification, age, country of origin, first language, marital status, or citizenship will not be tolerated and employees who practice it will be disciplined.
- d. KAB may cancel or terminate the Agreement and the Grant and all money due or to become due under the Agreement may be forfeited if KAB reasonably determines that Grantee has violated the terms of this Section.

12. Conflict of Interest

- a. Grantee attests that it has in place a written conflict of interest policy that is applicable to the senior leaders and board members of its organization, as approved by its Board of Directors, which is reviewed, updated, and affirmed by its Board of Directors at least annually. The policy must require senior leaders and board members with a conflict or



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potential conflict to disclose the conflict or potential conflict and prohibit interested senior leaders and board members from voting on any matter in which there is a conflict.

- b. KAB may cancel or terminate the Agreement and the Grant and all money due or to become due under the Agreement may be forfeited if KAB reasonably determines that Grantee has violated the terms of this Section.

13. Insurance

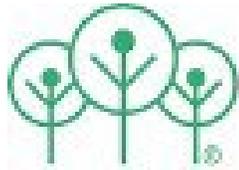
Each party shall maintain, at its sole expense, any applicable insurance and/or bonds required by law.

14. Term and Termination

- a. This Agreement shall remain in effect for a period of 12 months from the effective date ("Term"), and shall expire unless extended in writing by both Parties. Grantee agrees to maintain and use the Equipment Grant for as long as the items remain in good working order and there is support for the program as described by the Grantee in the grant application. If the program is discontinued prior to December 31, 2024, Grantee will notify KAB and come to a mutual understanding about how the Equipment Grant items will be used.
- b. KAB may terminate this Agreement, and/or discontinue, modify, or withhold Grant payment or items under this Agreement at any time when, upon written notice to Grantee, if Grantee comes under criminal investigation or prosecution, sustains a material financial failure that threatens the execution of the this Agreement, fails to make substantial progress towards completion of the commitments set forth in **Exhibit A**, when, in KAB's judgment, such action is otherwise necessary to comply with requirements of the law or this Agreement, or in KAB's reasonable judgment Grantee is: (i) in violation of any federal, state or local law or regulation, or (ii) in breach of this Agreement and fails to cure such breach within thirty (30) days of receipt of notice from KAB.
- c. In the event the Agreement is terminated under the above circumstances, KAB reserves the right to require Grantee to return all or a portion of the Grant.

15. Record Retention

- a. Grantee shall maintain an accurate record of the Grant received, program metrics, and all expenses incurred under this Grant, and retain such books and records for at least four years after completion of the use of this Grant.



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- b. At KAB's request, Grantee shall permit reasonable access to its files, records, and personnel by KAB for the purpose of making financial audits, evaluations or verifications, program evaluations, or other verifications concerning this Grant as KAB deems necessary.

16. Assignment and Transfer

This Agreement shall not be transferred or assigned by either Party without prior written consent of the other party.

17. Notices

Any notice required to be given hereunder shall be sent to the addresses as set forth below or at such other address as such Party will have specified in a notice given in accordance with this section:

Keep America Beautiful
c/o David Forsell, SVP Affiliate Operations & Programs
dforsell@kab.org

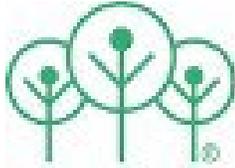
Keep Coral Gables Beautiful
Nicole Gautney
204 Minorca Ave
204 Minorca Ave Florida 33134
kcg@coralgables.com

18. Entire Agreement

The Agreement and its attachments set forth the entire understanding and agreement of the parties, and supersede any and all oral or written communications. No change, modification, or amendment to this Agreement shall be valid unless set forth in writing and signed by both parties. Neither party shall be bound by any oral agreements, representations or special arrangements contrary to or in addition to the terms and conditions contained herein.

19. Counterparts

This Agreement may be executed in one or more counterparts. For purposes of executing this Agreement, a document signed and transmitted by e-mail or telecopier is to be treated as an original document. The signature of any party thereon is to be considered as an original signature and the document transmitted is to be considered to have the same binding effect as an original signature or an original document.

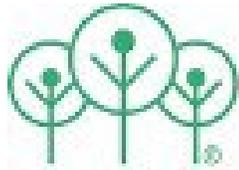


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IN WITNESS WHEREOF, and in accordance with the provisions outlined above, the parties have executed this Agreement.

(signatures will be at the end of the document after all signatures have been captured)

Print Name:	Print Name:
	Jenny Lawson
Title:	Title:
	President and CEO
Organization	Organization
City of Coral Gables Keep Coral Gables Beautiful	Keep America Beautiful
Date:	Date:
	05/08/2024



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Exhibit A

Description of Grant Activities

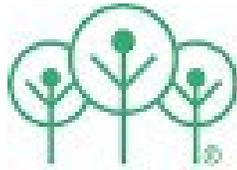
Keep America Beautiful supports the development of strong, vibrant, diverse and inclusive, sustainable communities. The following describes the responsibilities of each party under the Grant.

KAB's Responsibilities

1. Provide funding or products to Grantee as outlined in section 1 of this Agreement;
2. Upon request, provide event and volunteer liability waiver forms for use by Grantees;
3. Provide Grantee with an electronic platform to report Project results ("Grant Reporting Platform");
4. Provide technical support as requested by the Grantee

Grantee's Responsibilities

1. Adhere to the funding limitations and conditions stated in the Agreement;
2. Implement the Project(s) as funded in the Agreement and outlined in the grant application submitted for review and attached as **Exhibit D**;
3. Keep KAB notified of any significant changes made in the Grant proposal, including but not limited to scheduled events and volunteer opportunities;
4. Document the Project or event, including before and after photographs, volunteers in action, and share in a close-out report due by the deadlines outlined in this Agreement;
5. Identify Keep America Beautiful and KAB Project funders as sponsors of the Project during any events and as part of any social or media promotion.



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Exhibit B

Cigarette Litter Prevention Program (CLPP) Terms & Conditions

In implementing the CLPP program, Grantees must adhere to the following terms and conditions:

General Requirements

1. Age limit: All individuals participating in the program in any capacity must be 21 years of age or older, per Federal regulations.
2. Task force: Communities receiving grants should establish a diverse task force to execute the local cigarette litter prevention program. This CLPP team of stakeholders or taskforce will represent businesses, government, residents, code enforcement, media, and other organizations with a stake in this community program.
3. Implementation strategy: Communities receiving grants will implement the four proven strategies for reducing cigarette butt litter as part of their local cigarette litter prevention program:
 - a. Review of Litter Laws and Ordinances for reference to cigarette butt litter. Support enforcement of the ordinances and appropriate fines.
 - b. If focusing on messaging, raising public awareness via PSAs, other educational resources and a variety of media, that a cigarette butt on the ground is litter too and that they can be recycled.
 - c. If focusing on receptacle infrastructure, place ash receptacles at “transition points” in the program area to support proper recycling/disposal of cigarette butts and follow guidance detailed in ‘Infrastructure Requirements’ section
 - d. Distribute Portable Auto and/or Pocket Ashtrays to adult smokers. These ashtrays give adult smokers a way to properly recycle/dispose of cigarette butts. (If preparing ROI, MSRP = \$3 each)

Infrastructure Requirements

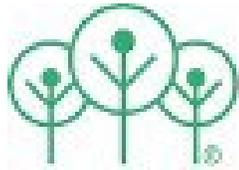
If installing new cigarette litter receptacles, each collection receptacle must:

1. Be installed in an accessible place (e.g., outside entrance to retail location, or transition point where adult smokers commonly dispose of cigarette butts). Hardware is included to mount each receptacle;
2. Be maintained or able to be maintained for a period of not less than five years – e.g. regularly empty cigarette butts for recycling and ensuring stands are clean and functioning properly. Keep America Beautiful strongly encourages all Grantees to continue to carry out the charitable objectives of the Agreement through receptacle maintenance for at least five (5) years.

Reporting Requirements

Grantees will be expected to report the following items in their interim and final reports:

1. Information about standing cigarette receptacles purchased and installed: number, cost, make, and model, maintenance plan. Invoice copies may be requested by Keep America Beautiful.
2. Date receptacles were received and placed into service
3. Location in which each receptacle was placed – KAB will provide instructions on how to collect and report this receptacle location data.
4. Verification and/or updates of materials in grant application
5. Documented reduction in cigarette litter via data from pre and post scans – see ‘Cigarette Litter Scans’ section below
6. Weight of cigarette butts collected and recycled



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7. Program implementation summary including strategies, budget, community involvement and support, and challenges.
8. Copies of educational and/or marketing materials
9. Photos and stories showcasing Project impact
10. Number of volunteers engaged, if any
11. Media outreach and/or coverage
12. Plans for sustainability and expansion of the program.

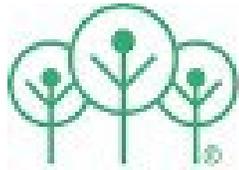
Cigarette Litter Scans

Grantees will have to conduct and report at least two cigarette litter scans: a preliminary scan prior to program launch, and a follow-up scan a minimum of 12 weeks after the installation of ash receptacles. Scans include a field scan which will include cigarette butts and cigar tips. Grantees must use the current scan document and scan methodology that KAB will provide.

Cigarette Butt Recycling

Grantees are highly encouraged to recycle the cigarette butts collected. KAB has partnered with TerraCycle to facilitate the process and make recycling available to Grantees at no cost to them. To request shipping labels and learn more, visit <https://hs.terracycle.com/kab>

Grantees who recycle their butts via TerraCycle will also benefit from TerraCycle's commitment to donating \$1 per pound of cigarette waste collected from CLPP grantees. Registration is required for this benefit to go to Grantee. To register and learn more, visit <https://hs.terracycle.com/kabaffiliate>



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Exhibit C

Keep America Beautiful Brand Standards

Electric files for KAB logos can be found here: [2020 Trademark Logos](#) Please consult with the KAB Program Manager regarding the preferred logo style and color for your particular project while adhering to the following brand standards.

Trademarks

When referring to Keep America Beautiful and its brands the ® (trademark registration) symbol must be used. For example: "AMERICA RECYCLES DAY® will take place on November 15, 2024. The Keep America Beautiful trademarks must be used as a noun. For example, say: "WASTE IN PLACE® is a program that teaches students how to process litter." Do not say: "We want you to keep your waste in place. Include the following legal language in an appropriate place on a website (for example, in a footer, and in the terms and conditions): KEEP AMERICA BEAUTIFUL is registered trademarks of Keep America Beautiful and is used with permission.

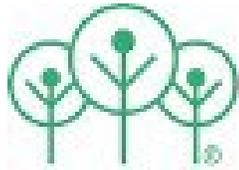
Keep America Beautiful®
Great American Cleanup®
America Recycles Day®
Waste in Place®
Recycling @ Work®
TrashDash™

If you have questions about the Keep America Beautiful trademarks, or how to properly use them, please e-mail Allison Hannel: ahannel@kab.org.

Logo Usage

Both the logomark and the wordmark are registered trademarks of Keep America Beautiful, and should always be represented with the superscript registered trademark symbol. There are two approved versions of the Keep America Beautiful logo. The vertical or stacked version of the Keep America Beautiful logo in Grass is preferred. The horizontal version of the Keep America Beautiful logo can be used when space is limited.





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Approved Logogram

To protect the integrity of the logo, a defined amount of space or “padding” should be left around the logo. Use the diameter of the central tree to determine the amount of clearance space needed (or 20% of the width of the logo). Do not scale in print smaller than 1.88 inches and in a screen view less than 100 px.



Below are the approved formats of the Keep America Beautiful logo. The version of the Keep America Beautiful logo with just the tree people logogram should only be used as an accent in a document where the full logo lockup has already been utilized. Each approved logo lockup should never be altered or broken.

Primary



Stacked



Knock-out
Stacked



Horizontal



Knock-out
Horizontal

Secondary



Wordmark



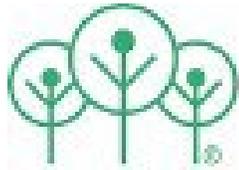
Knock-out
Wordmark



Tree People



Knock-out
Tree People



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Do's and Don'ts

Do not alter the proportions of the logo, using an unapproved brand font, color, or tagline, and/or creating legibility issues in placement.



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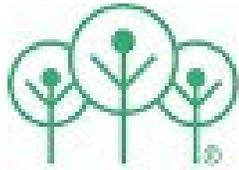


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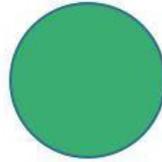
~ Keeping America green, tidy, and gorgeous ~

Brand Color

Grass is the primary brand color for the Keep America Beautiful logo. Grass – associated with growth, organic, nature, caring, and earth –embodies our position as a community improvement organization in the environmental sector.



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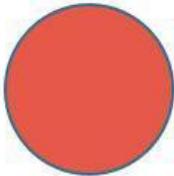


Grass

CMYK: 74, 6, 73, 0
PMS: 2251C 7482U
RGB: 58 173 115
Hex: #3AAD73

Secondary Brand Colors

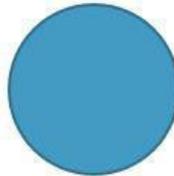
The Keep America Beautiful secondary colors further reflect our mission. Flame embodies activism, Sky represents the calm and steady trustworthiness of a legacy nonprofit organization, and Sunbeam reflects the bright and uplifting capacity of community improvement and beautification.



Flame

CMYK: 4, 81, 76, 0
PMS: 7597C 485U
RGB: 230 88 71
Hex: #E65847

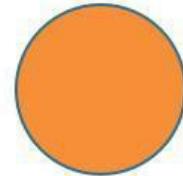
Used for the End
Littering goal.



Sky

CMYK: 71, 26, 12, 0
PMS: 7703C 638U
RGB: 67 154 194
Hex: #439AC2

Used for the Improve
Recycling goal.



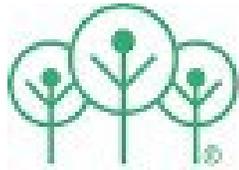
Sunbeam

CMYK: 0, 45, 92, 0
PMS: 130C 129U
RGB: 249 157 46
Hex: #F99D2E

Used for the Beautify
Communities goal.

Accent Colors

The following are approved Keep America Beautiful accent colors. Seal should be used as the text color for all print and digital materials. Storm may be used for headlines, subheads, and other design elements. Snow may be used as background color or body copy, as an alternative to white.



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Seal

CMYK: 81, 66, 63, 75
PMS: Black 6C Neutral Black U
RBG: 17 29 32
Hex: #111D20

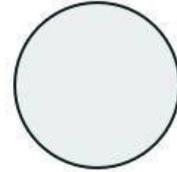
Used for the body copy.



Storm

CMYK: 62, 45, 45, 12
PMS: 444C 430U
RBG: 104 117 121
Hex: #687579

Used for headlines and elements.



Snow

CMYK: 6, 3, 3, 0
PMS: 663C 656U
RBG: 236 239 240
Hex: #ECEFF0

Used for backgrounds and body copy.

If you have any question about these logo guidelines, please contact: ahannel@kab.org.

Exhibit D

Grant Application

Cigarette Litter Prevention Program Grants (Page 1 /5)



Due Date: February 15, 2024

This application is due by 5:00pm ET on Thursday, February 15, 2024. Extensions will not be accepted and incomplete applications will not be reviewed.

Program Description

The Keep America Beautiful 2020 National Litter Study estimated that nine out of ten littered items were 4" and less, with cigarette butts being the number one littered item in this category; accounting for 9.7 billion butts counted on any given day in the U.S..

The Cigarette Litter Prevention Program (CLPP), now in its 21st year, is the nation's largest program aimed at reducing cigarette litter and recycling cigarette butts. Communities implementing a Cigarette Litter Prevention Program consistently reduce cigarette litter by half or more based on local measurements taken in the first four to six months after a program is implemented. Since its inception, the program has been implemented in more than 1,800 U.S. communities.

An effective local Cigarette Litter Prevention Program includes four proven, field-tested solutions or strategies for reducing cigarette butt litter:

- Reviewing local litter laws to include cigarette butt litter and support enforcement

- Raising awareness about the issue of proper cigarette butt disposal using messaging and marketing campaigns
- Placing ash receptacles at transition points to non-smoking areas like beaches, hospitals, or public parks; and
- Distributing pocket or portable ashtrays to adult smokers

In 2024, applicants will have the opportunity to focus on cigarette litter reduction through messaging, infrastructure placement, or a combination of both. They also will have the opportunity to recycle collected cigarette butts.

Please answer all questions to the best of your ability. Incomplete applications will not be reviewed. If you need to exit before completing the grant application, you will be able to save your progress and resume completing the application later by clicking on "Save my progress and resume later" at the top or bottom of each page. You will be able to print a copy of your completed grant application at the end of the application. **You must click "Confirm" on the final page for the application to be submitted formally.**

As you plan your grant program activities, please keep in mind that Keep America Beautiful requires every grant recipient to complete a final report on or before the specific grant deadlines. For cash grants, grantees will receive 70% of their grant funding upon executing a grant agreement and the remaining 30% of their award after submitting and having their final report approved by Keep America Beautiful.

Grants Available

Cash grants are available from \$5,000 - \$20,000 for this grant cycle.

Eligibility and Proposal Requirements

- This grant is open to KAB affiliates, nonprofits, local governments and other community organizations. Non-KAB affiliates are highly encouraged to partner with a KAB affiliate in their community.
- KAB affiliates in President's Circle will receive priority review and consideration.
- Proposals must clearly describe the need for the project
- Applicant must commit to implementing the field-tested 4-step Cigarette Litter Prevention Program
- Applicant must demonstrate the ability to conclude the project and required reporting within the grant period
- Keep America Beautiful state affiliates applying for pass-through grant funding to support their local affiliates must require their local KAB affiliate to be in KAB's President's Circle.

Grant Review Process and Considerations

- Applications will be reviewed & decided by a grant review and selection committee.
- Applications will be evaluated for:
 - Responsiveness and alignment with the Keep America Beautiful mission and its goal to eliminate littering and promote recycling.
 - Clear articulation for program need.
 - Innovation and commitment to reducing litter in public spaces..
 - Expected impact and outcomes in terms of cigarette litter reduced, materials recycled, and population served.
 - Intentionality in including or engaging historically and economically underserved neighborhoods and communities.
 - Leveraging of matching funds, a tri-sector collaboration, and overall reduction in community litter.

- Completeness, clarity, and respect for word limits
- Evaluation criteria above are not all required but highly encouraged to ensure strong and successful applications.

Timeline

- **Application Deadline:** 5pm ET, February 15, 2024,
- **Award Distribution:** Funding awards and grant agreements executed in March 2024
- **Project Implementation:** April - December, 2024
- **Reporting Deadlines:** Keep America Beautiful will require every 2024 grant recipient to complete interim and final reports by the following deadlines.
 - Interim Report Due: 5pm ET, 9/30/2024
 - Final Report Due: 5pm ET, 12/15/2024

Reporting Requirements

Grantees will be expected to report the following items in their final report:

- Date receptacles were received and placed into service
- Photos and stories showcasing project impact
- Verification and/or updates of materials in grant application
- Documented reduction in cigarette litter
- Weight of cigarette butts collected and recycled
- Media outreach and/or coverage
- GPS coordinates of each receptacle placed
- Copies of educational and/or marketing materials

Other Grant Considerations

- Grants awarded will range from \$5,000 to \$20,000.
- While KAB is prioritizing projects that expand the program's footprint by reaching new communities, we will continue to support successful existing efforts.
- Proposals specifically interested in using CLPP as a clean water strategy will also be prioritized.
- Expenses eligible for grant support include purchasing public receptacles for cigarette litter collection, marketing costs, and costs associated with administering the program, including salaries.
- Applicants will be required to provide a budget and an accompanying rationale in their applications.
- To facilitate and increase cigarette butt recycling and ensure consistency in CLPP infrastructure deployed, grantees will be required to purchase KAB approved receptacles and urns.
- Keep America Beautiful recommends that at least 25% of grant funds be allocated toward infrastructure.
- KAB will facilitate the procurement of receptacles through its partner [TerraCycle](#), and will deduct receptacle costs from the cash grant provided. Each mounted receptacle has a cost of \$96. These costs should be factored into your grant budget.
- Grantees who recycle their butts via TerraCycle will also benefit from TerraCycle's commitment to donating \$1 per pound of cigarette waste collected from CLPP grantees. Registration is required for this benefit. Click [here](#) for more information and to register.



Grant Terms Acknowledgement

I have ready and fully understand the above description and requirements. By clicking the check box below, I agree to these terms and conditions of the grant program.

- Yes

Contact Information (Page 2 /5)

Applicant Contact Information

First Name Last Name

Nicole Gautney

Title

Sustainability Coordinator ngautney@coralgables.com

Contact Email Address

Contact Phone Number

305-476-7797

Is the primary contact for this project the same as the Applicant?

Yes

Organization Information

Organization Name

Keep Coral Gables Beautiful

Street

Address

**204 Minorca
Ave**

Organization Phone

Number

305-569-1835

City

**Coral
Gables**

State

Florida 33134

Zip

Code

Organization Website

<http://www.coralgables.com/kcgb>

Federal Tax ID #

59-6000293

Is your organization a Keep America Beautiful affiliate?

Yes

Cigarette Litter Prevention Program (CLPP) Grant Project Information (Page 3 /5)

Keep America Beautiful is interested in understanding different types of cigarette litter programs. Will your cigarette litter implementation rely primarily on:

Both infrastructure and marketing

Which of the following best describes your experience with the Cigarette Butt Litter Prevention Program (CLPP)?

This would be our first time implementing a CLPP project

What is the estimated number of volunteers that you expect to participate in this project? Enter 0 if no volunteers used for the project.

1

How many individuals will be served or reached by this program?

50000

Project Overview

What is the problem, need, or opportunity that is being addressed? What are your goals and general approach for this project? How will your grant help you be successful?

Keep Coral Gables Beautiful (KCGB) is dedicated to addressing the prevalent issue of cigarette litter in Coral Gables parks and public spaces through its participation in the Cigarette Litter Prevention Program. The aim is to drastically reduce the presence of cigarette butts, which pose a threat to both public areas and waterways. Cigarette litter is currently a known issue in the Central Business District of Coral Gables and our parks, making this program crucial for reducing its impact. Despite a recent smoking ban in City-owned and operated parks, Ordinance 2022-70, a lack of signage has resulted in low community awareness. The majority of individuals are unaware of the detrimental environmental effects of cigarette butt litter. Depending on environmental conditions, cigarette butts can take up to 10 years to decompose during which they leach heavy metals and toxic chemicals into the environment. KCGB intends to address this knowledge gap by promoting educational awareness once cigarette receptacles are installed. During cleanup events, KCGB volunteers attempt to remove as many cigarette butts as possible. Unfortunately, a large portion of the smoking population remains

uninformed about the harm caused by littering cigarette butts, perpetuating an ongoing cycle of cleaning discarded cigarette waste. KCGB's goals for this program include initiating effective cigarette litter management, raising community awareness about the environmental effects of cigarette waste, and informing the public about the existing smoking ban in City parks. Additionally, KCGB seeks to implement a recycling system for cigarette butts in collaboration with TerraCycle. As the program gains community support, KCGB aims to expand its reach to additional areas of the Central Business District to help reduce the amount of cigarette litter. The general approach involves strategically placing two receptacles in a park with waterway access and an additional ten receptacles in downtown Coral Gables alleyways and parking lots. These locations are frequented by food delivery drivers, employees, and suppliers who may occasionally take smoke breaks. The receptacles will serve as educational tools, featuring QR codes linked to the KCGB website, providing information on the harmful effects of cigarette waste. Implementing this program enables KCGB to target an overlooked litter segment in our city, aligning with our mission to promote a cleaner, more environmentally conscious community.

Project Plan

How will the project be implemented? Please identify how you will utilize organization staff and/or volunteers.

The project plan involves the strategic placement of two receptacles at Ruth Bryan Owens Waterway Park, a central and heavily trafficked park in the surrounding community. The first receptacle will be positioned in the picnic area near the kayak ramp, ensuring easy visibility and accessibility, while the second will be installed at the dock overlooking the waterway leading to the ocean. This placement aims to deter individuals from discarding cigarette waste into the water. Educational materials, in the form of a QR code linked to the KCGB website and signage, will be incorporated into these receptacles to spread information about the negative environmental impact of cigarette litter. To enhance receptacle monitoring at Ruth Bryan Owens Park, KCGB plans to engage My Squad, a social group of adults with special needs who meet at the park clubhouse and whom KCGB has partnered with annually. This group will play an active role in managing the receptacles, such as ensuring proper use, notifying KCGB staff of any issues, collections, and contributing to the overall success of the program. In the downtown area, the project will start with the installation of ten receptacles, primarily targeting pedestrian streets and alleyways. KCGB staff, including City partners Block by Block and Laz Parking, will oversee the monitoring of these receptacles. Installation will be on electric poles secured with a stainless-steel band, reinforcing the receptacles in the high-traffic downtown area.

Project Impact

Apart from a reduction in cigarette litter, what are the expected outcomes of your project? (Project outcomes are the changes that you believe will occur as a result of your project. Outcomes can include, but are not limited to: individual-level changes, such as changes in knowledge, interests, awareness, and skills; institutional changes, such as changes in policies and partnerships; and community changes, such as changes in the environment and economy.) What specific outcomes that you listed will be measured and how will you measure them?

The installation of cigarette receptacles in public spaces and a park with waterway access serves as an effective means to raise awareness about the City's recent smoking ban in parks. Offering a designated disposal area for smokers contributes positively to the community while educating them about the immediate and long-term environmental consequences of littering cigarette butts will be a significant success for the program. Data gathered from a pilot program involving basket filters in storm drains during 2021 and 2022 revealed that cigarette butts constituted a substantial portion of collected items, accounting for 32 percent of litter in storm drains. The planned receptacles in the Central Business District of Coral Gables aim to curtail the inflow of cigarette waste into storm drains,

ultimately preventing them from leading into the ocean. To measure the program's progress, regular receptacle collections will involve staff weighing and recording the number of collected cigarette butts. Each receptacle would be recorded separately for our records to see if there are any differences between each location. An unveiling event will be organized to educate the public on the program and the environmental cost of cigarette litter. This unveiling event will result in participants learning about the harm of littering cigarette waste as well as the smoking ban in parks.

Project Timeline

Project Start Date Project Completion Date
06/19/2024 **06/18/2025**

Project Partners

The first step of the CLPP is to engage a task force or team of stakeholders with the shared goal to reduce or eliminate cigarette litter. Effective teams typically include representatives from private and civic sectors, including government, businesses, and residents. Identify the members of your CLPP taskforce and the sector they represent.

KCGB is planning on partnering with three City departments – Community Recreations, Parking, and Greenspace Management – to oversee the installation of receptacles and no-smoking signage at parks. At Ruth Bryan Owens Waterway Park, My Squad will play a key role in receptacle management. This includes ensuring proper usage, notifying KCGB staff of any issues, participating in collections, and contributing to the success of the program. The Sustainability Advisory Board will be an active partner in this program during monthly meetings and engaging in upkeeping the receptacles. Partnering with the Coral Gables Chamber of Commerce brings many benefits, as their network enables efficient communication of this innovative program to local businesses. By engaging with businesses, they can promote awareness among employees about the availability of these receptacles, facilitating widespread adoption of responsible cigarette disposal practices throughout the community. This collaborative effort not only enhances environmental awareness but also strengthens community engagement and corporate social responsibility. In addition, outreach will be extended to ride-sharing services such as Uber and DoorDash. These companies will be contacted to emphasize the importance of utilizing receptacles for cigarette disposal during pickups and breaks. This proactive approach aims to engage a broader community and ensure that all stakeholders are informed and aligned with the program's objectives.

Project Infrastructure

Style of cigarette litter collection bin you plan on requesting	Number of sets of wall/post-mounted receptacles (shipped in sets of 6)	Total number of receptacles	Cost of receptacles
Wall/post mounted receptacle	2	12	1152

Number of pocket ashtrays
400

Number of portable auto ashtrays	Total Ashtrays
200	600

Shipping Information

For shipping cigarette butt receptacles, urns, pocket ashtrays, or auto ashtrays, shall we use the applicant contact information and organization address listed on the previous page or should we ship to a different contact and/or address?

Same Contact and/or Address

Shipping Address Delivery Considerations (select all that apply)

- None of the below

Budget Section (Page 4 /5)

Grant Request

Requested CLPP cash grant amount (\$5,000 - \$20,000). Please enter a whole number. This number will be used to help populate the Project Budget Details below

5000

Project Budget Details

Budget: How will the requested funds from the previous question be spent? Please indicate the amount in each category below. The number must total the requested CLPP grant amount. Please enter 0 if no expenses in a particular category.

Note: If you indicated that your project will include infrastructure placement on the previous page, the expenses for cigarette mounted receptacles and free-standing urns will automatically populate in the budget below. Please include any additional infrastructure or hardware expenses in the "Other infrastructure expenses" section below.

Cigarette receptacle expenses Other infrastructure expenses

1152

87

Labor expenses Education and marketing materials Media expenses Administrative expenses

0

2000

1761

0

Other expenses (Total Grant Request - Expenses Above)

0

Budget Narrative

Please explain your budget allocations and how you are planning to spend the funds in each category. Keep America Beautiful recommends that at least 25% of grant funds be allocated toward infrastructure. If your allocation for infrastructure is less than 25% of your requested grant amount, please indicate why.

The budget allocation for this grant proposal encompasses essential items aimed at enhancing community cleanliness and promoting public awareness. Funds are earmarked for the procurement of 12 cigarette post receptacles to strategically place around designated areas throughout the downtown corridors of the City. A 50ft steel banding strap will be used to securely affix the receptacles, ensuring their longevity and effectiveness. The additional steel banding strap fasteners will be used to help secure the receptacles to posts. Additionally,

resources will be allocated towards the creation and dissemination of education and marketing materials tailored to educate the community on the importance of proper cigarette disposal and the presence of receptacles. Lastly, a portion of the budget will be allocated to media expenses, facilitating outreach efforts through various channels to amplify the campaign's impact and engage a wider audience. Media expenses will include social media and local ads to raise awareness about this program. Each component of the budget is meticulously planned to optimize the grant's outcomes and foster sustainable practices within the community.

Additional Support

Which of the following types of additional support will your program leverage to ensure program success?

- **In-kind labor (other than program volunteers)**

Additional Information (Page 5 /5)

Project Area Served

Will your program focus on or seek to directly benefit waterways?(e.g., Implementing near local waterways, including receptacles near waterways or storm drains, raising awareness of impact of cigarette litter on waterways) ?

Yes

Project Implementation and Servicing

Please describe your plans for ash receptacle installation and maintenance. Make sure you allow sufficient time to get the ash receptacle installation approved locally. A commitment to receptacle maintenance and emptying should be in place before installation. Ideally, for most programs, ash receptacles should be installed within the first 3 months of implementation.

KCGB's installation plan for the receptacles involves collaboration with City staff. The mounted receptacles will be strategically placed to ensure optimal visibility and accessibility, contributing to the success of the Cigarette Litter Prevention Program. The installation process will be overseen by City staff, who will employ two distinct methods based on the location. For areas such as the dock at the park, where drilling is feasible, mounted receptacles will be securely attached to the wood railing. In cases where the receptacles cannot be drilled, heavy-duty steel bands will be wrapped around nearby poles, ensuring a durable setup. City staff will play a crucial role in maintaining the receptacles. They will regularly inspect the installations to address any environmental damage or instances of vandalism. Staff members will be responsible for emptying the receptacles to ensure ongoing functionality. This proactive maintenance strategy will contribute to the longevity and effectiveness of the ash receptacles in combatting cigarette litter. Through collaborative engagement with City staff, KCGB ensures a comprehensive approach to responsible cigarette disposal. This partnership extends beyond installation, with City staff actively involved in ongoing maintenance, guaranteeing sustained functionality. Together, we will foster a culture of responsible waste management, demonstrating the collective power of community engagement in creating positive environmental change.

Who will service and empty the cigarette litter stands?

- **Paid internal staff**

- **Paid external or contract staff**

- Volunteers

Please describe your plan for pocket and/or auto ashtray distribution. If you will not distribute these products, please enter N/A.

At KCGB events, the staff will conduct educational sessions on the environmental impact of cigarette waste and provide guidance on recycling cigarette butts using TerraCycle. Adult volunteers or participants who are smokers or are acquainted with smokers will be offered pocket and auto ashtrays. Furthermore, as part of our commitment to community engagement, KCGB coordinates quarterly Downtown cleanups in partnership with the Coral Gables Chamber of Commerce. In these collaborative efforts, aside from actively cleaning up the area, we will use the opportunity to conduct brief educational sessions on the responsible disposal of cigarette butts. Concurrently, pocket trays will be distributed to local businesses, enabling them to offer customers a convenient means of disposing of cigarette waste responsibly. By integrating educational outreach and practical solutions into these clean-up events, we aim to instill lasting habits of environmental stewardship within the community while enhancing the overall cleanliness and sustainability of the downtown area.

Cigarette butts are recycled at no cost to you via KAB's partner TerraCycle. In addition, grantees who opt to recycle their butts will benefit from TerraCycle's commitment to donating \$1 per pound of cigarette waste collected from CLPP grantees. Do you already or will you participate in the cigarette butt recycling service from TerraCycle?

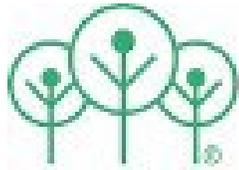
Yes

Will the program contact listed previously be responsible for sending the cigarette butts to TerraCycle?

Yes

If you are finished with this grant application, please click "Review and Submit" to be taken to the Confirmation Page where you can review and print your completed application. On that page, you will be asked to "Confirm" your submission, at which time your application is complete.

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Exhibit E

Keep America Beautiful Volunteer Principles

Volunteering for Keep America Beautiful

The KAB Volunteer Experience

Keep America Beautiful, the Keep America Beautiful network of affiliates, and Grantees of KAB will strive, to the extent possible, to ensure a Keep America Beautiful Volunteer:

- Is welcomed to participate regardless of life experiences and abilities, learning and working style, personality type, race/ethnicity, socio-economic status, class, gender, sexual orientation, country of origin, or my cultural, political, or religious affiliation as long as that affiliation is inclusive as described here;
- Is greeted and introduced to staff and fellow volunteers;
- Receives specific instructions, training, and resources needed to complete assigned task(s) – including safety training, if necessary;
- Is treated with respect;
- Is kept safe from harm, including any form of harassment from staff, fellow volunteers, or contractors;
- Has an opportunity to work with a diverse & inclusive group of staff and volunteers;
- Has their opinions heard, respected, and valued;
- Receives timely communications, including:
 - Notice of Volunteer Opportunities
 - Confirmation of pledge and commitment to volunteer
 - Advanced notice of location, time, and what to bring/wear and any updates
 - Information about the volunteer event's goals, tasks, working conditions, and time commitment
 - A thank you for their service and a report of the event's impact;
- Knows that their personal information will *not* be shared outside of the Keep America Beautiful network and will not be used for any purpose without consent;
- Is part of a fun, rewarding experience that benefits their community.