

Hello Friends, Neighbors and Business Owners:

The City of Pinole is facing a litter problem. The quantity of litter in the community is on the rise and the City of Pinole could face fines if it doesn't reduce the amount of litter flowing into the Bay from Pinole Creek. Regardless of its origin, litter degrades our community and water ways. Fast food wrappers, napkins, styrofoam containers, cups, plastic straws and lids, plastic water bottles, cigarette butts, and more are littering our streets, storm drains, Pinole Creek, and San Pablo Bay.

Litter thrown from moving vehicles and otherwise dumped creates a costly ongoing maintenance challenge for the City of Pinole. The City is working hard to mitigate the impact of litter on the environment. The City routinely sweeps the streets, hand picks trash in high need areas in the City, collects illegally dumped materials, requires the garbage collection company to manage migrating litter during the garbage collection process, and has trash capture devices in many drainage inlets to catch litter before it can make its way into Pinole Creek and San Pablo Bay. The City needs help from the Pinole community to successfully and permanently reduce trash.

To this end, we are making it our goal to **stop litter at the source**. People are the source! Please step up to stop litter; success starts with you.

Your actions can be as simple as reminding your children to not throw litter out a car window, and to dispose of trash properly in trash cans. Or you may, as many citizens have done already, take a few minutes every week to pick up litter on the block where you live...Don't ignore it, dispose of it properly.

In the following months, the Development Services Department will be:

- installing anti-litter signs warning of fines.
- increasing code enforcement for parcels with accumulated trash.
- linking our anti-litter awareness campaign to ecology organizations at local schools.
- using PinoleTV to help spread the message.
- asking businesses, students, and all citizens to become aware, help clean up, and stop litter at the source.
- making changes to Pinole's Municipal Code to keep trash out of local waterways.

If we all join together, we can make our city a place to be proud of and show those that came before us and after us that we are good stewards to our town.