



Gloucester Clean City Commission 2017 Annual Report

**Submitted to the Office of the Mayor, City Council,
and Department of Public Works**

December 21, 2017

Overview:

- Currently appointed commissioners of the Clean City Commission are Ainsley Smith, Eric Magers, C. Nick Ilides and Beverly Low.
- In 2017, we worked to strengthen our relationship with the City of Gloucester's Department of Public Works, City Councilors, and the Animal Advisory Committee, by attending meetings and increasing communication on projects, ideas and areas needing improvement.
- We increased communication with the Cape Ann Chamber of Commerce, as a way to facilitate communication with local businesses.

2017 Accomplishments:

Balloons:

- Successfully worked with the St. Peter's Fiesta Planning Committee and requested changing traditional balloon release to confetti, resulting in a successful, fun event with significantly less impact on marine debris

Beaches:

- Worked closely with DPW to clean up dunes behind Good Harbor Beach
- Shared updates through social media as DPW modified 'Carry In, Carry Out' program to include barrels and beach trash bags
- Provided input on potential product vendors, to transition away from plastic and styrofoam food service products at beach concession stands

Cape Ann Maritime Partnership

- Active members of new organization, working to unite environmental groups around Cape Ann to tackle marine debris together
- Partners include: Clean City Commission, Coast Guard Station Gloucester, Maritime Gloucester, NOAA's Marine Debris program, One Ocean One Love Shop, and Seaside Sustainability
- Planned and implemented fundraisers and events that resulted in raising \$12,000 towards the purchase of stationery marine debris skimmer, installed at Maritime Gloucester in November
- Working with city to allocate funding for second marine debris skimmer

Cigarette Litter:

- Only New England area organization to receive a Keep America Beautiful cigarette litter reduction grant of \$2,500
- Installed 21 Sidewalk Butlers units around downtown and Magnolia in high foot traffic areas, anticipate installing 3 additional units over winter
- Collected and sent shipment of cigarette butts to Terracycle, for further recycling and elimination from waste stream

- Handed out hundreds of pocket and car ashtrays to residents and local businesses

Drain SmART

- Partnered with Seaside Sustainability and One Ocean One Love to plan community art project to raise awareness on the connection between storm drains and marine debris, funded to begin working with local artists in Spring 2018
- Includes partnership with Gloucester Committee for the Arts

Gloucester Public Schools:

- Coordinated with DPW to fund lessons on recycling and waste reduction by Change is Simple environmental educators, for all 4th and 5th grade public school students, through Recycling Dividend Grant
- Successful implementation has led to continued support by DPW, program will continue as annual event in spring semesters
- Engagement with Gloucester High School students through Ms. Rex's Environmental Issues class

Polystyrene and Plastic Bag Ordinances

- Successfully passed two ordinances reducing reliance on single-use plastic check out bags and polystyrene cups and take out containers at Gloucester businesses and restaurants
- Reached over 400 local businesses by hand-delivering information, with help from volunteers, Seaside Sustainability interns, and Gloucester High School and Landmark School students
- Online petition in support of ordinances received 1230 signatures, a similar hard copy of petition received 470 signatures
- Through partnership with Seaside Sustainability, awarded \$750 from the New England Grassroots Fund grant to buy bags for neighbors in need
- Received 350 bags lightweight grocery bags donated by Gorton's
- Pitched at Awesome Gloucester, for funding to purchase additional reusable bags, and received positive feedback and audience support

Social Media:

- Clean Gloucester and Bring Your Own Bag, Gloucester Facebook pages have 1,148 and 579 fans respectively, up from 691 and 464 at the start of the year
- Use pages to promote green tips, clean ups, fundraisers, and encourage audience participation in events such as the 40 Day Plastic-Free Challenge and #WaterBottleWednesday

2018 Goals:

Cigarette Litter:

- Planning to apply for additional \$2,500 grant from Keep America Beautiful in Spring 2018, to add additional Sidewalk Buttlers to parks, beach entrances, and additional locations

Grants:

- Continue identifying local and national grants to support our work

Green Business Recognition program

- Developing program to recognize restaurants and business that are using environmentally friendly practices (offering alternatives to plastic straws or silverware, or using compostable products for example), to promote local businesses
- Embracing the opportunity to work more closely with Chamber of Commerce

Plastic bag and polystyrene outreach campaign

- Developing plan to show documentary “A Plastic Ocean” at public events
- Working with businesses to make the transition away from plastic bags and styrofoam products - supplying businesses with potential vendors and resources
- Providing donated bags and tips to residents
- Continuing outreach to Rose Baker Senior Center and Senior Housing
- Facilitate communication with business owners as questions or concerns arise

Relationship Building:

- Continue to add to roster by recruiting three new members and two alternates
- Collaborate with other city commissions and community partners, to maximize impact around city

Trash & Recycling:

- Developing plan to share information on how businesses can increase recycling
- Working with DPW to pilot program selling 250 closed top recycling bins to residents, to assess public’s interest and shed light on any potential concerns