

AT A REGULAR MEETING OF THE BOARD OF SUPERVISORS OF ROANOKE COUNTY, VIRGINIA, HELD AT THE ROANOKE COUNTY ADMINISTRATION CENTER ON TUESDAY, NOVEMBER 12, 2013

**RESOLUTION 111213-5 AUTHORIZING A LITTER PREVENTION PROGRAM FOR ROANOKE COUNTY; REQUESTING THE VIRGINIA DEPARTMENT OF TRANSPORTATION TO PERMIT THE ERECTION OF PUBLIC SERVICE SIGNAGE IN THE RIGHT-OF-WAY AND TRANSFERRING APPROPRIATIONS FROM THE BOARD OF SUPERVISORS CONTINGENCY ACCOUNT TO FUND THIS PROGRAM**

WHEREAS, the Board of Supervisors of Roanoke County, Virginia, has identified the prevention of littering as an important public responsibility, and littering is an increasing problem in Roanoke County; and

WHEREAS, litter has an adverse effect upon the aesthetics and appearance of our neighborhoods, streets and public parks, it damages and clogs our storm drains and storm sewers, it contributes to crime and trespassing, and it creates a public nuisance; and

WHEREAS, the Board hereby finds that increased enforcement efforts to combat the litter problem are a valid public purpose to protect the public health, safety and welfare of the citizens of Roanoke County; and

WHEREAS, the Board finds that increased public service and informational advertisements to promote public education about this problem will achieve the goal of reducing litter in the County; and

WHEREAS, the creation of a Litter Prevention Program is a valid public purpose.

NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors of Roanoke County, Virginia, as follows:

1. That the Litter Prevention Program for Roanoke County is hereby authorized and approved. This program includes a public awareness marketing

campaign including signage at high traffic intersections, signage on County vehicles and at County facilities, billboard advertising, and the County website. Examples of the signage are attached as Exhibit 1 to this Resolution.

2. That this Program includes expanded enforcement initiatives to include a warning letter to citizens (Exhibit 2). Any citizen may report a litter violation to the County; the Police Department would contact the citizen to verify the report, check DMV records, and if the facts are consistent, send the warning letter.

3. That the Virginia Department of Transportation (VDOT) is hereby requested to permit Roanoke County to erect short duration (thirty (30) days or less) public service informational advertisements in and along the public right-of-way of State maintained roads in Roanoke County.

4. That these public service informational advertisements shall inform and educate the public about the problems of littering and the illegal disposal of trash on public and private property.

5. That each sign location would be reviewed for safety concerns including sight distance, post design and existing signage.

6. That the transfer of \$7,676 from the previously appropriated Board Contingency account to Parks, Recreation and Tourism to fund this Litter Prevention Program is hereby authorized.

7. That this Resolution shall be effective from and after the date of its adoption.

On motion of Supervisor Moore to adopt the resolution, and carried by the following roll call and recorded vote:

AYES: Supervisors Moore, Flora, Church, Elswick, Altizer

NAYS: None

A COPY TESTE:



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Deborah C. Jacks  
Clerk to the Board of Supervisors

cc: Richard L. Caywood, Assistant County Administrator  
Paul M. Mahoney, County Attorney  
W. Brent Robertson, Director of Management and Budget  
Rebecca Owens, Director of Finance

# Marketing / public awareness



KEEP ROANOKE COUNTY BEAUTIFUL

 **THE W**  **RLD IS**  
**NOT YOUR ASHTRAY**

CIGARETTE BUTTS ARE LITTER TOO

REPORT AT [WWW.ROANOKECOUNTYVA.GOV](http://WWW.ROANOKECOUNTYVA.GOV)

# Marketing / public awareness



KEEP ROANOKE COUNTY BEAUTIFUL



THE W ORLD IS

**NOT**

**YOUR ASHTRAY**

CIGARETTE BUTTS ARE LITTER TOO • MAXIMUM FINE: **\$250**

REPORT LITTER AT [WWW.ROANOKECOUNTYVA.GOV](http://WWW.ROANOKECOUNTYVA.GOV)

# Marketing / public awareness

KEEP ROANOKE COUNTY BEAUTIFUL



CIGARETTE BUTTS ARE LITTER TOO

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# Marketing / public awareness

- County vehicle signage + bumper stickers for fleet vehicles



# Enforcement

- Warning Letter
  - Citizen reports a litter violation
  - Report by web, phone, or letter / card
  - PD contacts the citizen to verify report
  - PD checks DMV records
  - If facts are consistent, warning letter issued
- No additional enforcement action taken



Howard B. Hall  
Chief of Police

ROANOKE COUNTY  
POLICE DEPARTMENT

5925 Cove Road  
Roanoke, Virginia 24019  
Office: 540/777-8601  
Fax: 540/777-9768

DRAFT DRAFT DRAFT

(Date)

Joe Smith  
1234 Any Street  
Roanoke VA 24018

Dear Mr. Smith,

On (today's date), the Roanoke County Police Department was notified by a concerned citizen that a person in (vehicle description and tag #), which is registered to you, was observed on (offense date/time) unlawfully discarding (type of material) onto the highway at (location of offense) in Roanoke County.

Littering not only makes the County look dirty and potentially harms animals and the environment; it is ILLEGAL under Virginia law. Had a police officer observed this violation occur, the offender could have been charged with a crime (Violation of Virginia Code Section 33.1-346) and been subject to a possible jail sentence, community service hours, and a MINIMUM fine of \$250, up to a potential maximum fine of \$2,500.

We believe that most people who litter do so without really thinking that they are committing a crime or causing harm to anything. Nonetheless, the harm done is real. The Roanoke County Police Department enforces the littering law just as it does any other criminal offense. The citizen could have requested a criminal charge be placed. However, instead of that, you are being provided this letter.

Please think before tossing litter of any type out of your vehicle. Put it in the trash where it belongs.

Help keep Roanoke County beautiful.

Sincerely,

Howard B. Hall  
Chief of Police



A NATIONALLY ACCREDITED AGENCY