



San Diego Regional Litter Abatement Subcommittee

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**Wednesday, September 30, 2020
10 to 11:30 a.m.**

****Teleconference Meeting****

MEETING ANNOUNCEMENT AMIDST COVID-19 PANDEMIC:

The Litter Abatement Subcommittee meeting scheduled for Wednesday, September 30, 2020, will be conducted virtually in accordance with Governor Newsom's State of Emergency declaration regarding the COVID-19 outbreak, Executive Order N-29-20, and the Guidance for Gatherings issued by the California Department of Public Health. Subcommittee Members will primarily participate in the meeting virtually, while practicing social distancing, from individual remote locations.

There are a few options for public participation:

- Submit comments via email to clerk@sandag.org
- Participate via Zoom webinar by clicking the link to join: zoom.us/j/92770684672
- To participate via Telephone, dial a number based on your current location:
(US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799). The Webinar ID is: 927 7068 4672
- International numbers available: zoom.us/u/ac3wo6aRwQ

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Public Comments: Persons who wish to address the members on an item to be considered at this meeting, or on non-agendized issues, may email comments to the Clerk at clerk@sandag.org (please reference: "September 30 Litter Meeting" in your subject line and identify the item number(s) to which your comments pertain). Comments received by 4 p.m. on Tuesday, September 29, will be provided to members prior to the meeting.

If you desire to provide a live verbal comment during the meeting, please join the Zoom meeting either by computer or phone. At the time for public comments, members of the public will be advised to "Raise Hand" if they wish to provide comments.

The "Raise Hand" feature can be found on the Zoom toolbar for those who are joining via computer or by entering *9 for those who joining via telephone only. The Chair will call on members of the public by name for those joining via a computer and by the last three digits of your telephone number for those joining via telephone. All comments received prior to the close of the meeting will be made part of the meeting record.

MEMBER AGENCIES

*Cities of
Carlsbad
Chula Vista
Coronado
Del Mar
El Cajon
Encinitas
Escondido
Imperial Beach
La Mesa
Lemon Grove
National City
Oceanside
Poway
San Diego
San Marcos
Santee
Solana Beach
Vista
and
County of San Diego*

ADVISORY MEMBERS

*Imperial County
San Diego County
Regional Airport Authority
California Department
of Transportation

Metropolitan
Transit System

North County
Transit District

United States
Department of Defense

Port of San Diego

San Diego County
Water Authority

Southern California
Tribal Chairmen's Association

Mexico*

SANDAG

Welcome to SANDAG. Members of the public may speak to the Subcommittee on any item at the time the Subcommittee is considering the item. Public speakers are limited to three minutes or less per person. The Subcommittee may only take action on any item appearing on the agenda.

In order to keep the public informed in an efficient manner and facilitate public participation, SANDAG also provides access to all agenda and meeting materials online at sandag.org/meetings. Additionally, interested persons can sign up for email notifications at sandag.org/subscribe.

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请在会议前至少 72 小时打电话 (619) 699-1900 提出请求.

Mission Statement

The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus; makes strategic plans; obtains and allocates resources; plans, engineers, and builds public transit; and provides information on a broad range of topics pertinent to the region's quality of life.

San Diego Association of Governments · 401 B Street, Suite 800, San Diego, CA 92101-4231
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San Diego Regional Litter Abatement Subcommittee

Wednesday, September 30, 2020

Item No.		Action
+1.	Approval of Meeting Minutes The San Diego Regional Litter Abatement Subcommittee is asked to review and approve the minutes from its September 16, 2020, meeting.	Approve
2.	Public Comments/Communications Members of the public shall have the opportunity to address the San Diego Regional Litter Abatement Subcommittee on any issue within the jurisdiction of the Subcommittee that is not on this agenda.	
Reports		
+3.	Tarp Your Load Action Plan <i>Mark O'Connor, Surfrider San Diego</i> <i>Len Hering, I Love a Clean San Diego</i> An action plan on how to implement the Tarp Your Load program in the San Diego region will be presented.	Discussion
4.	Subcommittee Member Comments/Updates <i>Subcommittee Members</i> Members of the Subcommittee will provide updates on their recent or upcoming efforts to support litter abatement within the region, and have the opportunity to comment on any issue within the jurisdiction of the Subcommittee that is not on this agenda.	Discussion
5.	Upcoming Meetings The next Subcommittee meeting is scheduled for Wednesday, October 21, 2020 at 10 a.m.	Information
6.	Adjournment	

+ next to an item indicates an attachment



San Diego Regional Litter Abatement Subcommittee

Item: **1**

September 30, 2020

Action: **Approve**

September 16, 2020, Meeting Minutes

Chair Catherine Blakespear (City of Encinitas) called the meeting of the San Diego Regional Litter Abatement Subcommittee to order at 10:03 a.m.

1. Approval of Meeting Minutes (Approve)

Action: Upon a motion by Chair Blakespear and a second by Mayor Serge Dedina (City of Imperial Beach), the Subcommittee voted to approve the minutes from its September 2, 2020, meeting.

The motion passed.

Yes: Chair Blakespear, Mayor Dedina, Deputy Mayor Jack Feller (City of Oceanside), and Councilmember Jennifer Mendoza (City of Lemon Grove).

No: None.

Abstain: Mayor Alejandra Sotelo-Solis (City of National City).

Absent: Councilmember Monica Montgomery (City of San Diego) and Deputy Mayor Amanda Rigby (City of Vista).

2. Public Comments/Communications/Member Comments

B. Seipel, member of the public, spoke regarding her appreciation for the recent litter removal along the State Route 94 corridor.

Randy Wortman, member of the public, spoke in support of the Subcommittee.

Reports

3. Caltrans Updates (Discussion)

Caltrans District 11 Executive Director Gustavo Dallarda and Caltrans District 11 Maintenance Program Manager Andrew Rice presented an overview on the role of the Department of Transportation in litter abatement efforts throughout the San Diego region including the largest sources of trash, mitigation activities like the Adopt-a-Highway program, state funding for these efforts, and service levels.

Action: Discussion only.

4. Tarp Your Load (Discussion)

Mark O'Connor, Janis Jones, and Jenny Roberts, Surfrider Foundation; Jill Whitebook, Marin Clean Highways; and Len Hering, I Love a Clean San Diego presented an overview of the Tarp Your Load campaign in Marin County, including a proposed blueprint for potential implementation of a similar program in the San Diego region.

Rob Hutsel, San Diego River Conservancy, spoke in support of the item and expressed his willingness to present at a future meeting.

Action: Discussion only.

5. Upcoming Meetings (Information)

The next San Diego Regional Litter Abatement Subcommittee meeting is now scheduled for Wednesday, September 30, 2020, at 10 a.m. The Subcommittee discussed and agreed to meet every three weeks following this scheduled meeting.

6. Adjournment

Chair Blakespear adjourned the meeting at 11:50 a.m.

Confirmed Attendance at San Diego Regional Litter Abatement Subcommittee Meeting

September 16, 2020

Jurisdiction	Name	Member/ Advisory	Attend
City of Encinitas	Chair Catherine Blakespear	Primary	Yes
City of Imperial Beach	Mayor Serge Dedina	Primary	Yes
	Councilmember Mark West	Alternate	No
City of Oceanside	Deputy Mayor Jack Feller	Primary	Yes
City of Lemon Grove	Councilmember Jennifer Mendoza	Primary	Yes
City of San Diego	Councilmember Monica Montgomery	Primary	No
City of Vista	Deputy Mayor Amanda Rigby	Primary	Yes
City of National City	Mayor Alejandra Sotelo-Solis	Primary	Yes
Advisory Members			
Caltrans	Executive Director Gustavo Dallarda	Advisory	Yes
City of San Diego	Interim Director for Environmental Services	Advisory	Yes



SURFRIDER
FOUNDATION

SAN DIEGO COUNTY



Debris Free Roadways Action Plan



DEBRIS FREE ROADWAYS PARTNERS

Current Partners	Contacts Made/ Commitment Pending	To Be Contacted
<ul style="list-style-type: none">● SANDAG● Caltrans● Surfrider Foundation San Diego● ILACSD● California Highway Patrol● EDCO● Republic Services● Waste Management	<ul style="list-style-type: none">● Miramar Landfill● Republic Services Otay Landfill● Sheriff's Department● Local Police Departments	<ul style="list-style-type: none">● San Diego County Board of Supervisors● Harbor Freight● Non-profit Partners, as needed● City Councils (in process)● California State Senate and/or Assembly Representatives, as needed



TARP YOUR LOAD

ACTION ITEMS	WHO	WHEN	COMMENTS
Request commitment to host Tarp Your Load days from landfills and resource recovery centers.	Surfrider San Diego and ILACSD	Make contacts September/ October	Contacts at EDCO, Republic, Otay and Miramar. Otay and Miramar potential first event sites. CHP and Caltrans have done events at Miramar. San Diego is on board.
Collect pre and post program data regarding the # of trucks entering resource centers and landfills without tarps.	Surfrider San Diego and ILACSD	October/ November	Determine if facilities help with data collection. (Ask for a week's worth of data.) Volunteers to assist, as needed..
Schedule Tarp Your Load days at landfills and resource recovery centers.	Surfrider San Diego and ILACSD	Schedule for November 14 or December 5th, if possible	
Work with Caltrans to expand Tarp Your Load campaign.	Surfrider San Diego and ILACSD	Ongoing	
Work with CHP to expand Tarp Your Load campaign.	Surfrider San Diego and ILACSD	Ongoing	



TARP YOUR LOAD (CONT.)

ACTION ITEMS	WHO	WHEN	COMMENTS
Purchase and/or secure donated tarps for give-away: <ul style="list-style-type: none"> ● Donations from service organizations ● Business donations/sponsorships ● Grants ● Funds provided by government entities 	Surfrider San Diego and ILACSD	October	<ul style="list-style-type: none"> ● Secure an invite and apply for an NRP grant ● Build a sponsorship package ● Surfrider to contribute \$200.00 ● \$2.99 each at Harbor Freight
Recruit non-profit organization volunteers.	Surfrider San Diego and ILACSD	October	
Create and share fact sheets/brochures to include information on: <ul style="list-style-type: none"> ● Environmental, safety, and fiscal impacts of uncovered loads ● Proper load covering ● Litter and load covering laws 	Surfrider San Diego and ILACSD	October	<ul style="list-style-type: none"> ● Consult with Caltrans regarding graphic design work ● Volunteer graphic designers to help, as needed ● Possibly use examples from Marin County
Secure media coverage/write press releases.	Surfrider San Diego and ILACSD	October	Surfrider/ILACSD media relations teams will collaborate with Caltrans, CHP, and SANDAG



OTHER MITIGATION EFFORTS

SOURCE REDUCTION			
ACTION ITEMS	WHO	WHEN	COMMENTS
Work with cities to adopt single-use plastic and polystyrene reduction policies.	Surfrider San Diego	Ongoing	<ul style="list-style-type: none"> • Cities with ordinances: Imperial Beach, San Diego, Del Mar, Solana Beach, Encinitas • Communicating with the following cities regarding policies: Chula Vista, Carlsbad, Oceanside, Vista, San Marcos, Escondido, National City
Work with city environmental services departments in source reduction efforts.	Surfrider San Diego	Ongoing	

CLEANUP EFFORTS			
ACTION ITEMS	WHO	WHEN	COMMENTS
Promote Caltrans' Adopt-A-Highway program.	Surfrider San Diego, ILACSD	Starting in October	<ul style="list-style-type: none"> • Surfrider and ILACSD media personnel to promote Adopt-A-Highway/Ramp programs in collaboration with Caltrans.
Promote Caltrans' Adopt-A-Ramp program.	Surfrider San Diego, ILACSD	Starting in October	<ul style="list-style-type: none"> • ILACSD will evaluate adding Adopt-A-Ramp to their cleanup programming. • Surfrider is in the process of adopting SeaWorld on and off ramps.

Q & A



THANK YOU!

