



March 9, 2020

Karen Hickman
Executive Director
Clean St. John's
P.O. Box 908
St. John's, NL A1C 5M2

RE: Zero Cigarette Butt Campaign

Karen,

Thanks for taking the time to discuss Clean St. John's newest campaign to try to address cigarette butt litter in our City. I am pleased to know your Zero Cigarette Butt Campaign will be launched and piloted in the Downtown area.

Recognizing the program is starting as a pilot project and there is a limited number of receptacles that can be placed throughout the area I recommend placing them strategically throughout the area concentrating efforts in areas where cigarette butt litter is prevalent and within the public domain. Downtown St. John's supports the placement of some of the receptacles on the decorative light poles throughout the area. I can work with your group in deciding on the possible locations and also help with working with business and property owners in the area who may wish to install receptacles as well.

I look forward to this program being launched in the downtown. Cigarette butt litter continues to be one of the biggest forms of litter in the downtown and hopefully your new campaign will work to address this issue. Downtown St. John's would like to work and partner with Clean St. John's on this campaign to help combat cigarette butt litter within our Downtown St. John's Business Improvement Area (BIA).

Regards,

Scott Cluney
Executive Director
Downtown St. John's