



## 2025 Keep America Beautiful Cigarette Litter Prevention & Recycling Grant Agreement

Keep America Beautiful ("KAB"), in partnership with its sponsors is pleased to provide resources to Keep Port St. Lucie Beautiful ("Grantee") to implement a 2025 Cigarette Litter Prevention and Recycling (CLPR) grant ("Project").

This Agreement ("Agreement") is entered into as of 6/9/2025 ("Effective Date") is entered into by and between Keep America Beautiful, Inc. ("KAB"), a Texas not-for-profit corporation having a principal place of business at 1010 Washington Blvd., Stamford, CT 06901 and Grantee. KAB and Grantee shall be collectively referred to as the "Parties." The Description of Grant Activities, attached as **Exhibit A**, shall set forth relevant background information about Grantee, key performance indicators for goals aligned to the purpose of this Agreement, and any additional commitments of the Parties.

By signing this grant agreement, the Parties hereby agree to the following:

1. Grant Details

KAB will provide a cash award of \$5,000.00 ("Cash Grant") for general support of Grantee in carrying out the Grant Activities, as further set forth in this Agreement ("General Cash Grant").

2. Payment

KAB will award the cash award in two installment payments, seventy percent (70%) of the cash award will be disbursed within thirty (30) days of KAB receiving an executed Agreement and an initial invoice; and the remaining thirty percent (30%) of the cash award will be disbursed upon KAB's acceptance of a final grant report and receipt of a final invoice. **Failure to submit the initial invoice to [kabinvoices@bill.com](mailto:kabinvoices@bill.com) within 60 days of the execution of agreement may result in the forfeiting of the grant in its entirety.** Failure to submit the final invoice to [kabinvoices@bill.com](mailto:kabinvoices@bill.com) within 60 days of submitting the final grant report may result in the forfeiting of the remaining 30% of the grant funds. Grantee shall use the Grant solely for the designated purposes as set forth in **Exhibit A**, and subject to Grantee's performance of all requirements under this Agreement.

3. Implementation Timeline

Grantee agrees to implement the Project between **May 19, 2025 and December 12, 2025**.

Failure to complete the Project within the timeframe, except when approved in writing by KAB, will result in the forfeiting of the remaining 30% of the grant.

4. Reporting

INTERIM:

Grantee must submit an interim report through the KAB's reporting platform Affiliate Hub that outlines their impact data **by 5pm EST on September 30, 2025**.

FINAL:

Grantee must submit a final report through the KAB's reporting platform Affiliate Hub that outlines their impact data **by 5pm EST on December 15, 2025**.

Failure to submit a final report by the deadline, except in cases where KAB has authorized a reporting extension in writing, may also result in the forfeiting of the remaining 30% of the grant and will make Grantee ineligible to receive KAB grant funding in 2026.

5. Acceptance

- a. Grantee accepts the above Grant in exchange for the performance of all required actions under this Agreement, including the commitments set forth in **Exhibit A**.
- b. Grantee shall use the Grant solely for purposes as described in this Agreement, and understands that any alternative use of the Grant must be authorized in advance by KAB in writing.
- c. Grantee acknowledges and agrees that the receipt of this Grant does not imply a commitment on behalf of KAB to continue resource support beyond the term listed in this Agreement.

6. Use of Grant

Grantee shall use the awarded goods, services, and funds in accordance with the Project description and budget as further described in **Exhibits A and D**. The Grantee will not use grant funds to influence legislation or for any purpose that is not permissible under section 501(c)(3) of the Internal Revenue Service Code. None of the grant proceeds are to be transferred by the grantee to any other organization without the written approval and consent of KAB.

7. Relationship between Parties

This Agreement does not constitute and shall not be construed as creating a partnership, joint venture, or employee/employer relationship between the two parties. Neither party shall have any right to obligate or bind the other party in any manner whatsoever, and nothing contained herein shall give, or is intended to give, any rights to any third person (except that the indemnification of Grantee by KAB and of KAB by Grantee shall extend to their respective,

shareholders, officers, directors, employees, agents, management committee members, affiliates, and partners).

8. Trademark License

- a. KAB is the owner of right, title, and interest in and to the marks, “Keep America Beautiful (KAB),” and the KAB logo (collectively, “KAB Trademarks”). During the term of this Agreement, KAB hereby grants Grantee a limited, royalty-free, nonexclusive license to use and display KAB Trademarks, with KAB’s prior written consent, in a manner that is related solely to the Grant and any promotional activities relating to such Grant. Grantee shall not use KAB Trademarks in any other manner without KAB’s prior written consent. Except for the trademark provided on the Grant materials, such license shall terminate upon termination of this Agreement. Grantee acknowledges that the provisions of this paragraph do not convey to Grantee any right, title, or ownership interest in any KAB Trademarks.
- b. Grantee acknowledges its familiarity with the high quality of products and services offered under the KAB Trademarks and agrees to maintain a comparable standard of quality in connection with its use of the KAB Trademarks. Grantee shall comply with all Brand Standards (attached hereto as Exhibit C) in connection with its use of the KAB Trademarks, and shall not take any action or use the KAB Trademarks in any way that could tarnish or harm the goodwill or reputation associated with KAB or the KAB Trademarks.

9. Indemnification, Limitation of Liability and Disclaimer of Warranties

The Grantee agrees to defend, indemnify, and hold harmless KAB and its affiliates, directors, officers, employees, and agents from any claim arising out of or related to the Grant, regardless of cause, and this indemnity will survive the termination of the Agreement. KAB shall not be liable for any indirect, special, incidental, or consequential damages (including lost profits) related to this Agreement, even if KAB has been advised of such damages. Grantee acknowledges and agrees that KAB makes no warranties regarding the availability of Grant resources or the results of its efforts under this Agreement, and shall have no liability for unsatisfactory results or lack of funding. This indemnification provision shall survive the termination or expiration of this Agreement.

a. Limitation of Liability

In no event shall KAB be liable for any indirect, special, incidental, or consequential damages (including lost profits) or expenses arising out of or relating to this Agreement or Grant even if KAB has been advised of the likelihood of such damages.

b. Disclaimer of Warranties

- i. Grantee acknowledges and agrees that KAB makes no warranties or representations as to the availability of resources for the Grant, this Agreement, or any disbursements hereunder, or the results achieved, if any, from KAB's efforts under this Agreement.
- ii. Grantee acknowledges and agrees that KAB shall have no liabilities or obligations to Grantee in the event that no results or unsatisfactory results are achieved from KAB's funding or lack of funding under this Agreement.

#### 10. Insurance

Each party shall maintain, at its sole expense, any applicable insurance and/or bonds required by law.

#### 11. Term and Termination

- a. This Agreement shall remain in effect for a period of 12 months from the effective date ("Term"), and shall expire unless extended in writing by both Parties.
- b. KAB may terminate this Agreement or withhold Grant payments upon written notice to Grantee if: (i) Grantee is under criminal investigation or prosecution; (ii) Grantee experiences a material financial failure threatening the Agreement's execution; (iii) Grantee fails to make substantial progress on the commitments in **Exhibit A**; or (iv) Grantee (a) violates any applicable law or regulation, or (b) breaches this Agreement and fails to cure the breach within 30 days of notice.
- c. In the event the Agreement is terminated under the above circumstances, KAB reserves the right to require Grantee to return all or a portion of the Grant.

#### 12. Record Retention

- a. Grantee shall maintain an accurate record of the Grant received, program metrics, and all expenses incurred under this Grant, and retain such books and records for at least four years after completion of the use of this Grant.
- b. At KAB's request, Grantee shall permit reasonable access to its files, records, and personnel by KAB for the purpose of making financial audits, evaluations or verifications, program evaluations, or other verifications concerning this Grant as KAB deems necessary.

#### 13. Assignment and Transfer

This Agreement shall not be transferred or assigned by either Party without prior written consent of the other party.

14. Notices

Any required notice under this agreement should be sent electronically to the addresses listed below, or to any updated address provided by the relevant Party in a notice given as outlined in this section.

Keep America Beautiful  
c/o David Forsell, SVP Affiliate Operations & Programs  
[dforsell@kab.org](mailto:dforsell@kab.org)

15. Entire Agreement

The Agreement and its attachments set forth the entire understanding and agreement of the parties, and supersede any and all oral or written communications. No change, modification, or amendment to this Agreement shall be valid unless set forth in writing and signed by both parties. Neither party shall be bound by any oral agreements, representations or special arrangements contrary to or in addition to the terms and conditions contained herein.

16. Counterparts

This Agreement may be executed in one or more counterparts. For purposes of executing this Agreement, a document signed and transmitted by e-mail or telecopier is to be treated as an original document. The signature of any party thereon is to be considered as an original signature and the document transmitted is to be considered to have the same binding effect as an original signature or an original document.

IN WITNESS WHEREOF, and in accordance with the provisions outlined above, the parties have executed this Agreement.

**GRANT RECIPIENT PARTNER**

By:

Print Name: Kate Parmelee

Title: Deputy City Manager for Strategic Initiatives & Innovation

Email: mbeckett@cityofpsl.com

Date:

**KEEP AMERICA BEAUTIFUL**

By:

Print Name: Jennifer Lawson

Title: President & CEO, Keep America Beautiful

Date:



## **Exhibit A**

### **Description of Grant Activities**

The following describes the responsibilities of each party under the Grant.

#### **KAB's Responsibilities**

1. Provide funding or products to Grantee as outlined in section 1 of this Agreement;
2. Provide Grantee with an electronic platform to report Project results ("Grant Reporting Platform");
3. Provide technical support as requested by the Grantee

#### **Grantee's Responsibilities**

1. Adhere to the funding limitations and conditions stated in the Agreement;
2. Implement the Project(s) as funded in the Agreement and outlined in the grant application submitted for review and attached as **Exhibit D**;
3. Keep KAB notified of any significant changes made in the Grant proposal, including but not limited to scheduled events and volunteer opportunities;
4. Notify KAB at least two weeks in advance of dates and times of scheduled events funded through this Grant;
5. Document the Project or event, including before and after photographs, volunteers in action, and share in a close-out report due by the deadlines outlined in this Agreement;
6. Identify Keep America Beautiful and use the Greatest American Cleanup Campaign branding during any events and as part of any social or media promotion (KAB would provide toolkit).





## Exhibit C

### Keep America Beautiful Brand Standards

Electric files for KAB logos can be found here: [2020 Trademark Logos](#). Please consult with the KAB Program Manager regarding the preferred logo style and color for your particular project while adhering to the following brand standards.

#### Trademarks

When referring to Keep America Beautiful and its brands the ® (trademark registration) symbol must be used. For example: "AMERICA RECYCLES DAY® will take place on November 15, 2025. The Keep America Beautiful trademarks must be used as a noun. For example, say: "WASTE IN PLACE® is a program that teaches students how to process litter." Do not say: "We want you to keep your waste in place. Include the following legal language in an appropriate place on a website (for example, in a footer, and in the terms and conditions): KEEP AMERICA BEAUTIFUL is registered trademarks of Keep America Beautiful and is used with permission.

Keep America Beautiful®

Great American Cleanup®

Greatest American Cleanup®

America Recycles Day®

Waste in Place®

If you have questions about the Keep America Beautiful trademarks, or how to properly use them, please e-mail Allison Hannel: [ahannel@kab.org](mailto:ahannel@kab.org).

#### Logo Usage

Both the logomark and the wordmark are registered trademarks of Keep America Beautiful, and should always be represented with the superscript registered trademark symbol. There are two approved versions of the Keep America Beautiful logo. The vertical or stacked version of the Keep America Beautiful logo in Grass is preferred. The horizontal version of the Keep America Beautiful logo can be used when space is limited.





## Approved Logogram

To protect the integrity of the logo, a defined amount of space or “padding” should be left around the logo. Use the diameter of the central tree to determine the amount of clearance space needed (or 20% of the width of the logo). Do not scale in print smaller than 1.88 inches and in a screen view less than 100 px.

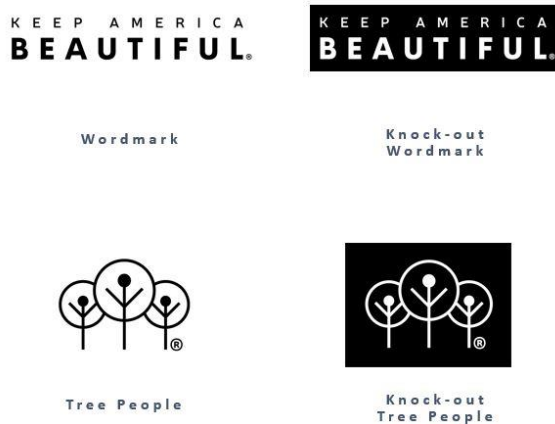


Below are the approved formats of the Keep America Beautiful logo. The version of the Keep America Beautiful logo with just the tree people logogram should only be used as an accent in a document where the full logo lockup has already been utilized. Each approved logo lockup should never be altered or broken.

### Primary



### Secondary



## Do's and Don'ts

Do not alter the proportions of the logo, using an unapproved brand font, color, or tagline, and/or creating legibility issues in placement.



## Brand Color

Grass is the primary brand color for the Keep America Beautiful logo. Grass – associated with growth, organic, nature, caring, and earth –embodies our position as a community improvement organization in the environmental sector.

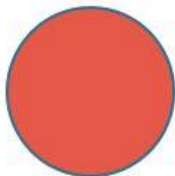


**Grass**

**CMYK:** 74, 6, 73, 0  
**PMS:** 2251C 7482U  
**RBG:** 58 173 115  
**Hex:** #3AAD73

## Secondary Brand Colors

The Keep America Beautiful secondary colors further reflect our mission. Flame embodies activism, Sky represents the calm and steady trustworthiness of a legacy nonprofit organization, and Sunbeam reflects the bright and uplifting capacity of community improvement and beautification.



**Flame**

**CMYK:** 4, 81, 76, 0  
**PMS:** 7597C 485U  
**RBG:** 230 88 71  
**Hex:** #E65847

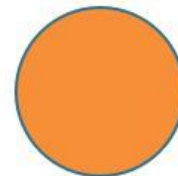
Used for the End  
Littering goal.



**Sky**

**CMYK:** 71, 26, 12, 0  
**PMS:** 7703C 638U  
**RBG:** 67 154 194  
**Hex:** #439AC2

Used for the Improve  
Recycling goal.



**Sunbeam**

**CMYK:** 0, 45, 92, 0  
**PMS:** 130C 129U  
**RBG:** 249 157 46  
**Hex:** #F99D2E

Used for the Beautify  
Communities goal.

## Accent Colors

The following are approved Keep America Beautiful accent colors. Seal should be used as the text color for all print and digital materials. Storm may be used for headlines, subheads, and other design elements. Snow may be used as background color or body copy, as an alternative to white.



**Seal**

**CMYK:** 81, 66, 63, 75  
**PMS:** Black 6C Neutral Black U  
**RBG:** 17 29 32  
**Hex:** #111D20

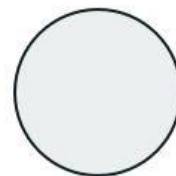
Used for the body copy.



**Storm**

**CMYK:** 62, 45, 45, 12  
**PMS:** 444C 430U  
**RBG:** 104 117 121  
**Hex:** #687579

Used for headlines and elements.



**Snow**

**CMYK:** 6, 3, 3, 0  
**PMS:** 663C 656U  
**RBG:** 236 239 240  
**Hex:** #ECEFF0

Used for backgrounds and body copy.

If you have any question about these logo guidelines, please contact: [ahannel@kab.org](mailto:ahannel@kab.org) or [kabgrants@kab.org](mailto:kabgrants@kab.org)



## **Exhibit D**

### **Grant Application**

[2025 Cigarette Litter Prevention & Recycling Program Grants](#)

Response ID: [104140](#)

Submitted Date: 2025-03-21 14:48:41

Completion Time: 1 hr. 45 min. 11 sec.

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**Grant Guidelines: 2025 Cigarette Litter Prevention & Recycling Program (CLPR)  
Grants**

**Application Due: 5pm ET on March 22, 2025.**

Extensions will not be granted. Incomplete applications will not be reviewed.

**Overview**

The Keep America Beautiful Cigarette Litter Prevention & Recycling Program (CLPR) helps reduce litter in American communities by collecting cigarette waste from public spaces and waterways and recycling it. Since its inception in 2003, the program has been implemented in more than 1,800 communities across the nation, achieving an average of 50% reduction in cigarette waste. In 2025, in partnership with its sponsors Altria, Reynolds American, Inc. and Santa Fe Natural Tobacco Company, KAB will offer cash and replacement infrastructure grants to support communities, affiliates and partners looking to:

- implement the CLPR for the first time
- scale existing CLPR efforts for broader impact
- maintain existing or reinvigorate past CLPR efforts
- replace aging, damaged or stolen receptacle infrastructure

## Funding & Assets Available

- Over \$300,000 in funding will be available across cash funding tracks.

### CLPP Assets as Provided by KAB

Keep America Beautiful is providing infrastructure and tools to help educate and engage community members about cigarette butt litter.

Depending on the specific award and grant agreement, participants will receive the following:

Cash award up to \$20,000 for program implementation.



Car Cup Ashtrays & Pocket Ashtrays

Receptacles for mounting (6 per box)



**Note:** Cigarette butts AND the bag will be recycled.

**Sealable Bags** (approximately 11" x 9")  
for recycling by KAB and TerraCycle with QR code for easy recycling.

- Cash grants will range between \$500 and \$20,000 depending on the funding track.
- Mounted cigarette receptacles will only be provided for replacement infrastructure track grants.
- Upon request, grantees can also receive the following assets in-kind: cigarette butt recycling bags, pocket ashtrays, auto ashtrays.

## General Eligibility

- These grants are open to Keep America Beautiful affiliates, nonprofits, local governments, and other community organizations. Non-KAB affiliates are strongly encouraged to partner with a KAB Affiliate in their community or state. KAB affiliates in President's Circle will receive priority review and consideration.

## Timeline

- Application Deadline: 5PM ET on March 22, 2025
- Award Announcement: April - May 2025
- Project implementation: May - December 15, 2025
- Reporting Deadlines: Keep America Beautiful will require every grant recipient to complete interim and final reports by the following deadlines.
  - Interim Report Due: 5pm ET, September 30, 2025
  - Final Report Due: 5pm ET, December 15, 2025

## General Guidelines (Applicable to all funding tracks)

- All grantees are strongly encouraged to recycle their cigarette butts. Applicants that signal commitment to cigarette butt recycling and/or outline a plan to recycle their cigarette butts will be prioritized for funding.
  - Note that Grantees who recycle their butts via TerraCycle will also benefit from TerraCycle's commitment to donating \$1 per pound of cigarette waste collected from CLPR grantees. Registration with TerraCycle is required for this benefit.
- Proposals specifically interested in using CLPR as a clean water strategy will also be

prioritized for funding.

- Proposals must clearly describe the need for the project.
- Applicant must demonstrate the ability to conclude the project and required reporting within the grant period.
- Applicants will be required to provide a budget and an accompanying rationale in their applications.
- As you plan your grant program activities, please keep in mind that grantees will receive 70% of their cash grant upon executing a grant agreement and submitting an invoice. The remaining 30% of the award will be disbursed after submitting a final invoice and having their final reports approved by Keep America Beautiful.

**Grant Review Process & Considerations** Applications will be reviewed & decided by a grant review and selection committee and evaluated for:

- Clear articulation for program need.
- Expected impact and outcomes in terms of cigarette litter reduced, materials recycled, and population served.
- Willingness and commitment to recycling cigarette butts and using the program as a clean water strategy.
- Ability to successfully implement the program within implementation period.
- Completeness, clarity, and respect for word limits.

Evaluation criteria above are not all required but highly encouraged to ensure strong and successful applications. Please note that 2023 and 2024 grant recipients who did not submit final reports to KAB will not be eligible for a grant in 2025.

**Reporting Requirements** Grantees will be expected to detail the following items in their final report:

- Date receptacles were received and placed into service.
- Photos and stories showcasing project impact.
- Verification and/or updates of materials in grant application.
- Documented status of cigarette litter (less/same/more) where the program is implemented.
- Weight of cigarette butts collected and recycled.
- Media outreach and/or coverage.
- Locations where receptacles are placed
- Copies of educational and/or marketing materials.

**Funding Tracks** In 2025, KAB will be offering the following funding tracks: **Track 1: New Communities Eligibility**

This funding track is available to affiliate or partner organizations/communities that have never received a CLPR grant in the past and are looking to implement the proven 4-step approach for the first time.

*Funding Available* Cash grants ranging between \$5,000 - \$20,000

*Budget Guidelines*

- We expect a substantial portion of the requested budget to go towards the purchase of cigarette litter receptacle infrastructure (eg. standing or mounted cigarette collection bins), as this is critical to the program's success. The amount can range depending on need, but KAB recommends allocating 20% to 40% of the total budget to infrastructure. **Grants will not be issued to new communities that:**
  - **fail to include a budget** for purchasing infrastructure OR
  - **if not planning to purchase infrastructure** with the grant funds, fail to justify the source of infrastructure to meet your program's needs.



- Up to 20% of the project budget can be allocated to administrative, project management, and maintenance costs.

**Other Considerations** Applicants must commit to implementing the field-tested 4-step Cigarette Litter Prevention & Recycling Program.

- Applicants are highly encouraged to learn more about the 4-step CLPR process and scope the feasibility of executing it within the grant's implementation period before applying.
- Keep America Beautiful affiliates can access additional resources by joining the '[CLPR Implementation Group](#)' in the KAB Affiliate Hub.
- All applicants can view our 2024 pre-implementation webinar [here](#). KAB will publish an updated webinar in February 2025.

**Track 2: Existing CLPR communities** *Eligibility* This funding track is available to affiliate or partner organizations/communities that have received a Cigarette Litter Prevention Program in the past and want to:

- scale their program footprint, either through new partnerships or scaling into new areas within their geographies OR
- maintain existing efforts, revitalize past efforts or adjust their programming to implement learning from past program evaluations.

#### *Guidelines*

- Grants ranging between \$500 and \$15,000
- No infrastructure will be provided by KAB. Applicants should factor the cost of cigarette butt collection infrastructure into their budget request.

#### *Budget Guidelines*

- For applicants looking to scale efforts, KAB recommends that at least 20-30% of the requested budget is allocated to the purchase of cigarette litter receptacle and infrastructure.
- Up to 20% of the project budget can be allocated to administrative, project management and maintenance costs.

#### **Track 3: Infrastructure Replacement Grants** *Eligibility*

This track is available to affiliate or partner organizations/communities that have received a CLPR grant in the past and need to replace aging, damaged or stolen receptacle infrastructure.

#### *Assets Available*



- This track will provide in-kind mounted cigarette butt receptacles. No cash funding is available.
- Requests will be fulfilled until existing inventory is exhausted.

- Available inventory includes TerraCycle mounted aluminum receptacles with the following dimensions: 3 1/8" x 3 1/8" x 19"
- The minimum number of receptacles you can order is six.

## Grant Terms Acknowledgement

I have read and fully understand the above description and requirements. By clicking the check box below, I agree to these terms and conditions of the grant program.

- **Yes**

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## Contact Information (Page 2 /3)

### Applicant Contact Information

First Name Last Name  
**Kate Parmelee**

Title Contact Email Address  
**Deputy City Manager for Strategic Initiatives & Innovation** [grants@cityofpsl.com](mailto:grants@cityofpsl.com)

Contact Phone Number  
**772-344-4196**

Is the primary contact for this project the same as the Applicant?  
**Yes**

### Organization Information

Organization Name  
**Keep Port St. Lucie Beautiful- City of Port St Lucie**

Street Address	Organization Phone Number	City	State	Zip Code	Organization Website
<b>121 SW Port St Lucie Blvd.</b>	<b>772-871-5103</b>	<b>Port St Lucie</b>	<b>Florida</b>	<b>34984</b>	<b><a href="https://www.cityofpsl.com/Home">https://www.cityofpsl.com/Home</a></b>

Federal Tax ID #  
**59-6141662**

Is your organization a Keep America Beautiful affiliate?  
**Yes**

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## Cigarette Litter Prevention & Recycling Program (CLPR) Grant Project Information (Page 3 /3)

### Eligibility/Track Selection

Please select the track that best fits your application:

**Track 2: I have implemented the CLPR program in the past and need funding to further scale the program, support existing efforts, or revitalize past efforts.**

### Project Summary

In 50 words or less, please summarize your current or expanding CLPR efforts

**Keep Port St. Lucie Beautiful (KPSLB) will conduct extensive marketing and messaging, distribute ashtrays, and recycle cigarette butts citywide. The City of Port St. Lucie will increase awareness of the impacts of cigarette litter and conduct efforts to keep Port St Lucie beautiful, litter-free, and a great place to live and work.**

What is the estimated number of volunteers that you expect to participate in this project? Enter 0 if no volunteers used for the project.

**0**

How many individuals will be served or reached by this program?

**260000**

### Project Need

Please select the option that best describes the reason for your grant request:

**Continuing or maintaining existing CLPR efforts**

Describe why you are requesting this funding. What is the new need or opportunity being addressed? What are your goals? How will your grant help you be successful?

**The City of Port St. Lucie continues to experience cigarette litter citywide. To combat this ongoing problem, the City seeks funding to highlight the detrimental effects of cigarette waste on the environment and public health. Additionally, the initiative will promote efforts that maintain the community's natural beauty, ensuring that Port St. Lucie remains a clean, inviting, and enjoyable place for residents and visitors alike to live, work, and thrive. This grant will help address and reduce litter by encouraging participation in cigarette litter prevention. A robust marketing and messaging campaign will target the entire Port St. Lucie community, including restaurants, commercial property/business owners, and vehicle drivers. With grant funding, KPSLB in collaboration with the City's Communications Department will build upon previous work and create an engaging campaign to help unite stakeholders in the common cause of preventing cigarette litter. KPSLB will also participate in Keep America Beautiful's in-kind cigarette butt recycling and ashtray distribution efforts to encourage responsible disposal of cigarette waste. This grant will help address litter control by allowing the City to combine dynamic marketing with distribution of pocket ashtrays and**

**recycling of cigarette butts to encourage cigarette litter prevention.**

### **Project Plan**

How will the project be implemented? Please identify how you will utilize organization staff and/or volunteers.

**The grant-funded marketing and messaging campaign will address cigarette litter prevention by targeting residents, restaurants, commercial property/business owners, and vehicle drivers. In collaboration with the City's Communications Department, KPSLB will create a colorful, interesting campaign to help unite stakeholders in the common cause of preventing litter. The campaign will include social media (Facebook, Instagram, and Twitter), the KPSLB website, e-newsletters, City Manager's Monthly Report, and paid ads (social media platforms, Google, radio, and TV PSAs). Emails will be sent out to various group lists. A special cigarette-animated character will be used for print and video PSAs. KPSLB will also distribute pocket ashtrays at outreach events and participate in Keep America Beautiful's cigarette butt recycling campaign to encourage litter prevention. The collaborative team will include the KPSLB Committee and staff, Adopt-a-Street Program volunteers, Treasure Coast Waterway Cleanup Event Coordinators, the KPSLB Litter Crew, other local restaurants, business owners, and property managers.**

### **Project Impact**

Apart from a reduction in cigarette litter, what are the expected outcomes of your project? (Project outcomes are the changes that you believe will occur as a result of your project. Outcomes can include, but are not limited to: individual-level changes, such as changes in knowledge, interests, awareness, and skills; institutional changes, such as changes in policies and partnerships; and community changes, such as changes in the environment and economy.)What specific outcomes that you listed will be measured and how will you measure them?

**OUTCOMES & MEASUREMENTS • Outcome: Increase in recycled butts. Measure - Monthly tracking and weighing of cigarette butt-filled boxes by KPSLB utilizing hand scales, before shipping to TerraCycle. • Outcome: Increase in public's awareness on the importance of cigarette litter disposal. Measure - Survey distributed to public at events attended or sponsored by KPSLB. • Outcome: Increase in community pride. • Measure - Annual National Community Survey results. • Outcome: Reduced complaints of litter in the public realm. • Measure - Number of complaints to City of Port St. Lucie.**

### **Project Timeline**

Project Start Date	Project Completion Date
<b>05/15/2025</b>	<b>12/15/2025</b>

### **Project Partners**

Tell us about your CLPR taskforce and how they've enabled and will continue to enable the program's success.

**The collaborative team will include the KPSLB Committee and staff, Adopt-a-Street Program volunteers, Treasure Coast Waterway Cleanup Event Coordinators, the KPSLB Litter Crew, other local restaurants, business owners, and property managers. For years, these partners have served as boots on the ground carrying out and participating in Port St. Lucie's cigarette litter prevention efforts. They have delivered ash receptacles, litter grabbers, and buckets to restaurants and businesses and informed them about the KPSLB program. Likewise, they will be instrumental in implementing this project and ensuring its success.**

### Project Infrastructure

Style of cigarette litter collection bin you plan on requesting . [Select all that apply by holding Ctrl+ (on Mac use Command key) and clicking on your selections].

#### - Wall/post mounted receptacle

Please provide further details regarding the receptacles you'd like to purchase. Include models, vendors and if relevant, links

Would you like to receive pocket ashtrays

**Keep Port St. Lucie Beautiful is not requesting funds for purchasing receptacles.**

**Yes**

Would you like to receive auto ashtrays **Yes** Would you like to receive Envelopes **Yes**

### Shipping Information

For shipping pocket ashtrays, auto ashtrays, or recycling envelopes, shall we use the applicant contact information and organization address listed on the previous page or should we ship to a different contact and/or address?

#### Different Contact and/or Address

Shipping Address Delivery Considerations (select all that apply)

#### - Advance Notice of Delivery Needed

#### Shipping Contact

Shipping Contact First Name **Meighan** Shipping Contact Last Name **Beckett**

Shipping Contact Email **mbeckett@cityofpsl.com** Shipping Contact Phone **772-871-5082**

Shipping Contact Street Address **121 SW Port St Lucie Blvd.** Shipping Contact City **Port St. Lucie**

Shipping Contact State **Florida** Shipping Contact Zip Code **34984**

### Grant Request

Requested CLPR cash grant amount (\$5,000 - \$20,000). Please select your requested amount below.

**\$5,000**

Budget: How will the requested funds from the previous question be spent? Please indicate the amount in each category below. The number must total the requested grant amount. Please enter 0 if no expenses in a particular category. Please follow infrastructure spending recommendations outlined in grant guidelines. Up to 20% of budget can cover program administrative, management and maintenance cost.

Administrative expenses

**100**

Labor expenses

**0**

Education and marketing materials	Media expenses	Receptacle Infrastructure Expenses	Other infrastructure expenses
<b>3400</b>	<b>1500</b>	<b>0</b>	<b>0</b>

Please explain your budget allocations and how you are planning to spend the funds in each category. If your allocation for infrastructure is zero or less than the 20-30% recommended range please justify.

**Administrative expenses - Packaging to ship cigarette butts to TerraCycle for recycling. Education and marketing materials -Marketing and promotional materials for CLPR and TerraCycle. Media expenses - Radio ads. Other infrastructure expenses - KPSLB is not applying for infrastructure.**

Which of the following types of additional support will your program leverage to ensure program success?

- In-kind labor (other than program volunteers)**
- In-kind supplies**
- In-kind media**

**Additional Information**

Will your program focus on or seek to directly benefit waterways?(e.g., Implementing near local waterways, including receptacles near waterways or storm drains, raising awareness of impact of cigarette litter on waterways)?

**No**

Cigarette butts are recycled at no cost to you via KAB’s partner TerraCycle. Are you planning to participate in the butt recycling service from TerraCycle?

**Yes**

If available, please describe your plan to recycle cigarette butts.

**Cigarette butt litter will be tracked, weighed and placed in boxes by KPSLB utilizing hand scales, and then shipped to TerraCycle for recycling.**

Please describe your plans for cigarette receptacle installation and maintenance.

If installing new receptacles, have you secured the required permission to install receptacles in new areas? If installing in public spaces, have you secured or scoped any permissions required from the local jurisdiction? If installing in private spaces, have you secured permission from the property owners?

Who will service and empty the cigarette litter stands?

Please describe your plan for pocket and/or auto ashtray distribution. If you will not distribute these products, please enter N/A.

**Keep Port St. Lucie Beautiful is not requesting funds for purchasing or installing new receptacles, but is committed to maintaining 92 previously installed receptacles throughout the city.**

**Yes**

**- Paid internal staff**

**Ashtrays will be distributed at KPSLB's 13 upcoming 2025 Outreach Events including: Caring Community Cleanup, Earth Day, SafetyFest, St. Lucie Mets Appreciation Night, Drive-thru Tree Giveaway, Health Fair, FreedomFest, TC Waterway Cleanup, City University, Drive-thru Tree Giveaway, National Night Out, Oktoberfest, PSL in Lights.**

With an 8-month implementation grant period, understanding the steps and buy-in required to enable your project's success is critical. Please describe any preparatory or early planning work you have done to ensure the project is feasible within the timeline.

How will you ensure your project can be sustained into the future?

**KPSLB is building upon past cigarette litter prevention efforts, which will allow for the usage and expansion of an existing framework. The City will use established communication outlets such as social media (Facebook, Instagram, and Twitter), the KPSLB website, e-newsletters, City Manager's Monthly Report, and paid ads (Facebook, radio, and TV PSAs). Previously created group email lists will also be utilized. A special cigarette- animated character was created for print and video PSAs. The KPSLB website has been updated with a unique web banner for CLPR - "Cigarettes are not biodegradable". A street banner was created with an action call to residents "Cigarette Butts are the #1 form of litter, Find out how you can Keep Port St. Lucie Beautiful" with "Keep Butts off the ground". KPSLB also has an established calendar of yearly events where outreach will occur.**

**KPSLB will continue to promote cigarette litter prevention with banners, signage, the KPSLB newsletter, the City's website, and eblasts following the grant period. The City will continue to look for grant funding to sustain its marketing and messaging, distribute ashtrays, and recycle cigarette butts citywide.**

What challenges do you anticipate in completing your project? (E.g. permits, property owner approvals, insufficient funding, inclement weather, community buy-in, material

supplies/procurement). What can you do or are planning to do to ensure those challenges do not get in the way of project success?

**Community buy-in is a potential challenge in completing this project. Therefore, KPSLB will exhaust all options to market, advertise, and conduct outreach to increase awareness on the importance of cigarette litter disposal. Also, inclement weather is a potential impediment to community events. In the event of poor weather, KPSLB will reschedule its outreach activities.**

**If you are finished with this grant application, please click "Review and Submit" to be taken to the Confirmation Page where you can review and print your completed application. On that page, you will be asked to "Confirm" your submission, at which time your application is complete.**

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## Certificate Of Completion

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Subject: Keep America Beautiful™ Cigarette Litter Prevention & Recycling Grants Award

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Signatures: 0

Envelope Originator:

Certificate Pages: 4

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Jason Smith

AutoNav: Enabled

1010 Washington Blvd

Enveloped Stamping: Enabled

Stamford, CT 06901

Time Zone: (UTC-05:00) Eastern Time (US & Canada)

jsmith@kab.org

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Kate Parmelee

grants@cityofpsl.com

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Jennifer Lawson

jlawson@kab.org

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### Timestamp

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Keep America Beautiful Grants

affiliateservices@kab.org

Security Level: Email, Account Authentication  
(None)

### Electronic Record and Signature Disclosure:

Not Offered via Docusign

KAB Grants

kabgrants@kab.org

Security Level: Email, Account Authentication  
(None)

### Electronic Record and Signature Disclosure:

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Notary Events	Signature	Timestamp
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