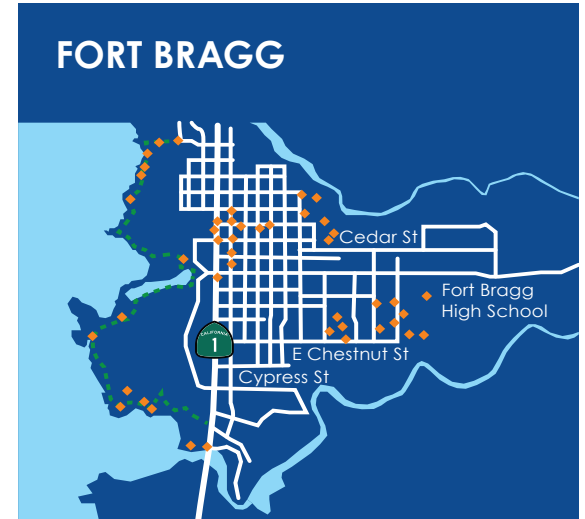
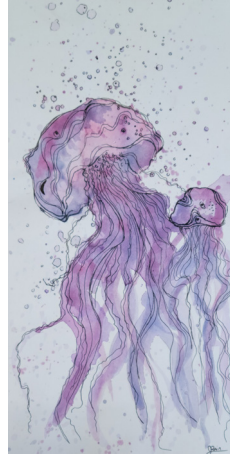




FORT BRAGG ART AND RECYCLING BEAUTIFICATION PROJECT



PROJECT OVERVIEW

This project involves curating and installing 55 new eye-catching art-wrapped dual waste/recycling bins and renovating 20 others. These bins will be strategically placed in three high-trash generating areas within the city. The project was inspired by similar initiatives in other communities and reflects the city's commitment to using art for creative placemaking.

Each area will feature thematic designs highlighting their environmental significance, serving as reminders of the importance of stewardship. Along the Coastal Trail, themes will focus on aquatic animals and their habitats, taking advantage of the area's proximity to whale migration routes. The Central Business District will showcase local flora and fauna, while school/park zones will feature fictional monsters/creatures promoting waste reduction.

Furthermore, the city plans to organize two Beach Clean-Up events, scheduled for the Sunday-Tuesday following the annual Fireworks Celebration. These events will target primary fireworks viewing areas along the coast and will be promoted through a comprehensive "Clean California" campaign, with outreach materials available in both English and Spanish to accommodate the limited English proficiency community.

PROJECT SCHEDULE

- 09/15/23 Project kick-off with public education campaign
- 05/15/24 Student Art Competition/Selection of Winning Artwork
- 06/15/24 Order Art Wrapped Receptacles and Doors
- 07/07/24 Beach Clean-Up Event (#1)/3 Acres of Beach cleared of trash
- 09/01/24 Install art-wrapped Waste Receptacles/ Replace doors on existing cans with art-wrapped doors
- 07/06/25 Beach Clean-Up Event (#2)/3 Acres of Beach cleared of trash

AT-A-GLANCE

OVERALL TOTAL ESTIMATED COST \$268,000

FUNDING SOURCE BREAKDOWN Clean California & Local Funds

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