



# CITY OF HAYWARD

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[www.Hayward-CA.gov](http://www.Hayward-CA.gov)

## Cover Memo

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**File #:** ACT 23-028, **Version:** 1

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**DATE:** May 8, 2023

**TO:** Council Sustainability Committee

**FROM:** Director of Public Works

**SUBJECT**

Litter Assessment by Litterati

**RECOMMENDATION**

That the Council Sustainability Committee (CSC) reviews and comments on this report.

**SUMMARY**

In an effort to better understand Hayward's litter problem, staff worked with the global litter data science company, Litterati, throughout 2022. Litterati, selected the City of Hayward, alongside the cities of Memphis, TN and Norfolk, VA, to participate in a new pilot project, the City Fingerprint Project (CFP). CFP allows cities to take a data science approach to develop a composite litter baseline throughout the City. To do so, Litterati hired Litter Researchers to record observed litter at 300 locations across the City during three data collection periods (April, July, and September). Litterati staff then analyzed that data and compiled it into a litter assessment.

**ATTACHMENTS**

Attachment I Staff Report

Attachment II Litterati Final Report

Attachment III Cigarette Receptacles Pros & Cons