

**From:** "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>  
**To:** "Direct to Mayor and Council - DL"  
**CC:** "City Manager's Correspondence Group - DL"  
"Pickard, Gail" <Gail.Pickard@vancouver.ca>  
**Date:** 6/3/2019 5:27:41 PM  
**Subject:** Upcoming NR - Pocket Ashtray Launch

Dear Mayor and Council,

As part of the City's annual "Put waste in its place" anti-litter campaign, we are launching a pocket ashtray dispenser pilot program, where through outreach events, community centres and at City Hall campus, pocket ashtrays will be distributed. Pocket ashtrays are intended to reduce cigarette butt litter by putting the solution directly in the hands of smokers, and making properly disposing of cigarette butts as convenient as possible. Keeping Vancouver's streets and public areas clean is a City priority. Cigarette butts continue to be the most prevalent type of litter collected in beach cleanups – it is estimated that 1 million cigarette butts are littered in Vancouver every day.

**Media Event:** City staff will be joined by VFRS, DV BIA and Tourism Vancouver for the launch of the pocket ashtray program Wednesday, June 5 at 11:45 am at the Vancouver Art Gallery. Mayor and Councillors are welcome to attend.

Best,  
Sadhu

Sadhu Aufochs Johnston | City Manager  
Office of the City Manager | City of Vancouver  
604.873.7627 | [sadhu.johnston@vancouver.ca](mailto:sadhu.johnston@vancouver.ca)

Pronouns: he, him, his



*The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.*