

**Rehoboth Beach**  
**“Clean and Pristine-The Nations Summer Capital”**

This is a brief and rough draft of some personal thoughts by Dave Ronovech.

**Areas of Concern:**

1. Sidewalk and street gutter litter.
  - a. General litter and cigarette butts.
2. Construction site debris.
3. Boardwalk and dune litter and cigarette butt problem.
  - a. Encompasses from Deauville Beach to Prospect St.
4. Off-Season boardwalk litter.
  - a. Lack of garbage receptacles.

**Potential helpful ideas:**

1. Encourage business owners and employees to “take pride” in a neat and clean store front.
  - a. Have city personnel perform the work.
  - b. **Provide** cigarette butt disposal containers. If there isn’t a receptacle for smokers to dispose of the butts then throwing them onto the ground is their **only** choice.
2. Force construction sites to take their own responsibility of employee litter.
  - a. Have the city monitor construction sites and issue warnings with potential fines for failure to cooperate.
3. Add onto existing boardwalk signage to “please don’t litter, help keep R.B. clean”, or similar wordage.
  - a. Create and post signage stating that littering is unlawful and will be enforced by police with severe fines.
  - b. **Provide** smokers will a receptacle to properly dispose of their cigarette butts.
  - c. Frequent cleaning of areas around every boardwalk bench as these are the most highly abused.
  - d. Have the city perform the clean up.
  - e. Initiate an “adopt a piece of boardwalk” volunteer effort among concerned individuals or business sector.
4. Place additional garbage cans along boardwalk **especially** along the southern end.

**Further efforts:**

1. Create a special city department that is responsible for **only** the above litter concerns.
2. Create a “no smoking beach” as other coastal communities have been **forced** to enact.

### Other thoughts:

1. By setting higher standards as in adopting a motto of “**Clean and Pristine Rehoboth Beach**” you are then forced to live up to that statement which provides the motivation to succeed.
2. Initiate and foster a **feeling of pride** in being good land and sea stewards of the environment.
3. **The garbage and litter in streets has a very good chance of being swept out to sea in storm drain runoff and then landing back onto the beach with the incoming tides.**
4. The city has the unfortunate **extra work** of not only being good stewards of the land but also of the ocean.
5. The city of Rehoboth Beach has the chance to become a “**role model**” for other coastal communities to look up to and admire the efforts at litter control.
6. Unfortunately, the new Rehoboth Avenue facelift is already falling to cigarette litter as the landscaped treed areas are currently being used as smokers’ ashtrays.
7. It would be a shame if the city were looked upon by visitors as being “**dirty**” in **the not too distant future.**
8. Litter can never be totally beaten but can be controlled.

### Two other items:

1. The snow fence along the southern end of the boardwalk is in poor condition. I’m not sure whose responsibility it may be, but for the longest time segments have fallen down onto the boardwalk.
2. The ocean and beach area is the **life blood and golden egg** of Rehoboth Beach. **Overlooking responsible stewardship can ultimately have serious negative effects on the future of the city.**