



TOWN OF APPOMATTOX

MEMORANDUM

TO: Mayor and Members of Town Council
FROM: Michael Campbell, Town Manager
DATE: June 8, 2026
SUBJECT: Share The Air Program - Implementation Considerations

At the request of Council Member Cardwell, Council is being asked to consider voluntary participation in the Share The Air program. This memo is intended to identify practical implementation considerations if Council chooses to authorize participation. It is not intended to recommend approval or disapproval of the program.

1. Nature of Participation

Staff would treat participation as a voluntary public education and signage effort. Approval would not create an enforceable ordinance, civil penalty, criminal violation, or independent staff enforcement obligation. Any signage or public information should make the voluntary nature of the program clear.

2. Signage and Public Communication

If approved, staff can coordinate with program representatives regarding no-cost signage and educational materials. Public communication should focus on cleaner parks and public spaces, reduced tobacco-related litter, youth tobacco prevention, and family-friendly outdoor areas. Staff should avoid wording that implies a legal prohibition unless Council later adopts an enforceable ordinance after legal review.

3. Staff Response to Questions or Complaints

If staff receives questions or complaints, the response should be informational. Staff can explain that the Town encourages voluntary compliance in designated outdoor public areas but would not issue citations, impose penalties, or place employees in confrontational enforcement situations. If repeated operational issues arise, staff can bring the matter back to Council for further policy direction.

4. Use of the Town Name, Logo, and Public Identification

Share The Air may wish to identify the Town as a participating locality or include the Town in program-related materials. Any use of the Town name or logo should be reviewed and authorized by the Town before publication. Materials should accurately reflect that participation is voluntary and should not suggest that the Town has adopted an enforceable smoking or vaping ordinance unless Council takes separate action to do so.

5. If Council Wants an Enforceable Policy

If Council wishes to consider anything beyond voluntary participation, such as a mandatory restriction or ordinance with penalties, that issue should be reviewed separately by the Town Attorney before further action. A separate ordinance or formal policy discussion would also need to address enforcement authority, staff responsibilities, penalties, signage language, and complaint handling.

Summary

If Council adopts the resolution, staff can proceed with voluntary program coordination, signage, and public education. If Council wants mandatory restrictions or enforcement, staff recommends that the matter be reviewed separately with the Town Attorney before additional Council action.