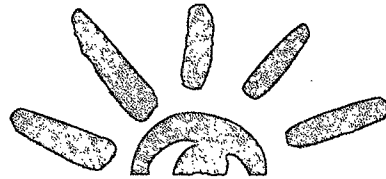


#24



LITTER ABATEMENT AND

AWARENESS CAMPAIGN

Environmental Services Bureau
DEPARTMENT OF PUBLIC WORKS

March 22, 2005



LITTER ABATEMENT AND AWARENESS CAMPAIGN

GOAL: A Cleaner and Safer Community

**Reduce
litter citywide**

**Increase
public awareness
of litter hazards**

**Ensure compliance
with State and
Federal laws**



**LITTER ABATEMENT AND
AWARENESS CAMPAIGN**

GOAL: A Cleaner and Safer Community

**Reduce
litter citywide**

**Increase
public awareness
of litter hazards**

**Ensure compliance
with State and
Federal laws**

Campaign target audience research

Neat Neighbors: Approximately **50%**

Fix it Foul Ups: Approximately **13%**

Rubbish Rebels: Approximately **9%**

Prove-it-to-me Polluters: Approximately **5%**

Preoccupied Polluters: Approximately **3%**

Non-Contributors: Approximately **20%**

County of Los Angeles Five-Year Stormwater Public Education study

Environmental Services Bureau

Types of Litter

- Cigarette butts
- Take-out food and beverage packaging
- Plastic bottles/packaging
- Glass containers
- Polystyrene (Styrofoam)
- Handbill advertisements



Strategies

- Grocery bag fees
- Product bans
- Advanced disposal fees
- Bottle bills
- Post-consumer content requirements



Abatement

- Adopt-a-Street
- Adopt-a-Waterway
- Street Sweeping
- No Litter Zone
- Community Clean-ups
- Code Enforcement
- Beach/Park litter removal

Reduction

- Litter Cans (ALC's)
- Auto Carts for Refuse and Recycling
- Frontloader Collection

Stakeholder Workshops

Internal: Nov. 8



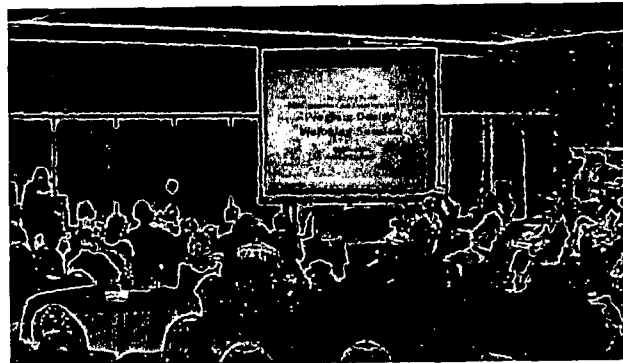
**LITTER ABATEMENT AND
AWARENESS CAMPAIGN
KICK-OFF WORKSHOP**



External: Jan. 19



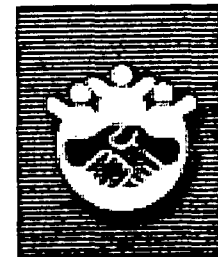
**LITTER ABATEMENT AND
AWARENESS CAMPAIGN
COMMUNITY WORKSHOP**



Youth: Feb. 23



**COMMISSION
ON YOUTH
AND CHILDREN**



Environmental Services Bureau

Workshop outcomes - Internal



LITTER ABATEMENT AND AWARENESS CAMPAIGN KICK-OFF WORKSHOP

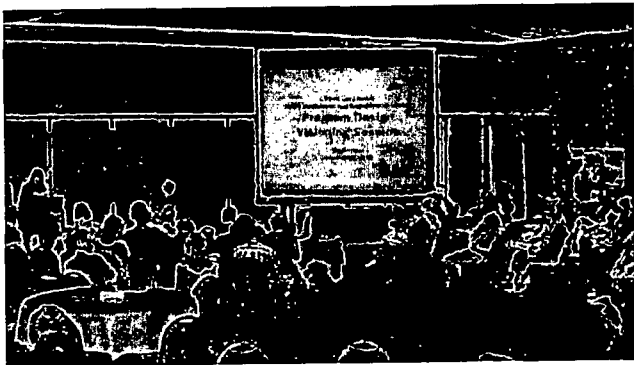


- Engage existing neighborhood groups
- Public Education tailored to different audiences
- Partnerships with City Departments and Long Beach businesses
- Enforcement

Workshop outcomes - External

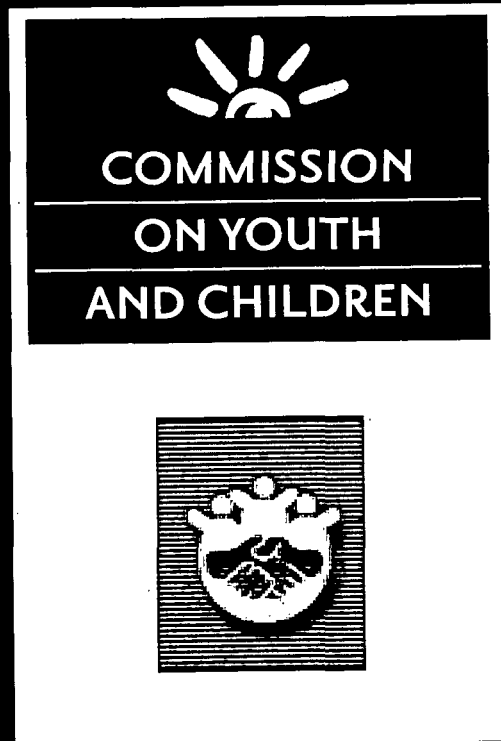


LITTER ABATEMENT AND AWARENESS CAMPAIGN COMMUNITY WORKSHOP



- Multi-faceted and multi-lingual
- Utilize existing resources
- Involve youth in solution
- Create recognition program
- Use a positive message

Focus Group Outcome - Commission on Youth and Children



- Focus message on enforcement and environmental impacts
- Partner with student groups at high schools
- Post litter penalty signs near high schools
- Early education is important
- Work with Commission's Public Relations Committee

Campaign focuses on 4 key areas:

Community Pride



Enforcement



Health/Environmental



Stewardship/Education



Campaign Criteria

- Multi-lingual and multi-cultural messages
- Encourages personal responsibility
- Can be customized while retaining consistent, recognizable theme

1. Community Pride



Long Beach is
my home, and 
I like it litter-free.

It's cool to can your litter.



www.litterfreeLB.org

City of Long Beach Environmental Services Bureau
Advertising Space Donated by Viacom Outdoor



Long Beach is
where I play, and 
I like it litter-free.

Park your litter in a can.



www.litterfreeLB.org

City of Long Beach Environmental Services Bureau
Advertising Space Donated by Viacom Outdoor

Environmental Services Bureau

1. Community Pride (multi-lingual)



Long Beach es nuestro hogar, y nos gusta libre de basura.



La basura debe arrojarse en el basurero.

www.litterfreeLB.org

City of Long Beach Environmental Services Bureau
Advertising Space Donated by Viacom Outdoor.



ឧទ្ទិស រួមគ្នាគោរព គ្នាបន្ទីង
សើមខ្ពង់ខ្ពស់បើក/ឆើ បេឡូណា
កុំឱ្យមោឃសំរាម។



ជាការលំណាស់គឺគួរយកសំរាមទៅចោលក្នុងធុង។

www.litterfreeLB.org

City of Long Beach Environmental Services Bureau
Advertising Space Donated by Viacom Outdoor.



2. Health/Environmental



It kills me when
people litter.

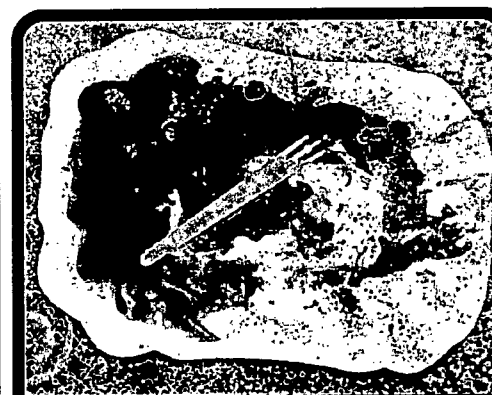
Long Beach: We like it litter-free.



www.litterfreeLB.org

City of Long Beach Environmental Services Bureau

Advertising Space Donated by Viacom Outdoor



WHEN WAS THE LAST
TIME YOU SPENT \$1,000
FOR LUNCH?

You can be fined \$1,000 for leaving your litter.



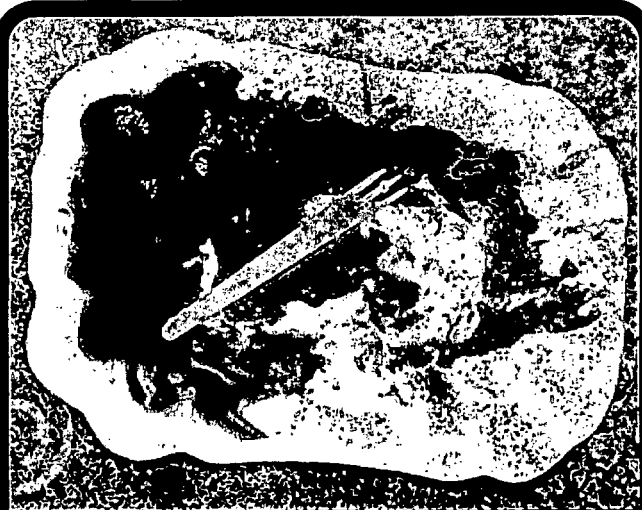
Long Beach: We like it litter-free.

www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

Environmental Services Bureau

3. Enforcement



**WHEN WAS THE LAST
TIME YOU SPENT \$1,000
FOR LUNCH?**

You can be fined \$1,000 for leaving your litter.



Long Beach: We like it litter-free.

www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU



**WHEN WAS THE LAST
TIME YOU SPENT \$1,000
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Long Beach: We like it litter-free.

www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

Environmental Services Bureau

4. Stewardship/Education



Environmental Services Bureau

Litter-free promotional materials

LONG BEACH  I like it
litter-free
www.litterfreeLB.org

●

Long Beach: 

We like it litter-free.



www.litterfreeLB.org
CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

This bag is made from 50% post consumer recycled material.

LONG BEACH  Nos gusta que libre de basura.
www.litterfreeLB.org

 **ខ្ញុំចូរ**

**ហើយយើងចូរចិត្ត
គ្មានសំណល់-សោះ។**

www.litterfreeLB.org

Create Partnerships Opportunities



You can make a difference.

A Clean City...



- attracts tourists
- attracts business
- increases property values
- decreases crime

Long Beach:
We like it litter-free.

City of Long Beach Environmental Services Bureau



Environmental Services Bureau

April/Earth Day Campaign Launch

April Clean Up Events

Saturday, April 16, 23 and 30

Environmental Services Bureau

April Litter Clean-up Events



Long Beach is
where I play, and
I like it litter-free.



Park your litter in a can.

www.litterfreeLB.org

City of Long Beach Environmental Services Bureau



Join This Upcoming Clean-up Event:

Saturday, April 16, 2005

Council District 1

8 am to 9 am – 14th Street and Pacific Avenue



Long Beach is
my home, and
I like it litter-free.



It's cool to can your litter.

www.litterfreeLB.org

City of Long Beach Environmental Services Bureau



Join This Upcoming Clean-up Event:

Saturday, April 16, 2005

Council District 1

8 am to 9 am – 14th Street and Pacific Avenue

www.litterfreeLB.org

DISTRICT 1

Saturday, April 16 — 8 am to 9 am

DISTRICT 2

Saturday, April 16 — 11:00 am to 12 noon

DISTRICT 3

Saturday, April 30 — 8 am to 9 am

DISTRICT 4

Saturday, April 30 — 9:30 am to 10:30 am

DISTRICT 5

Saturday, April 30 — 11:00 am to 12 noon

DISTRICT 6

Saturday, April 16 — 9:30 am to 10:30 am

DISTRICT 7

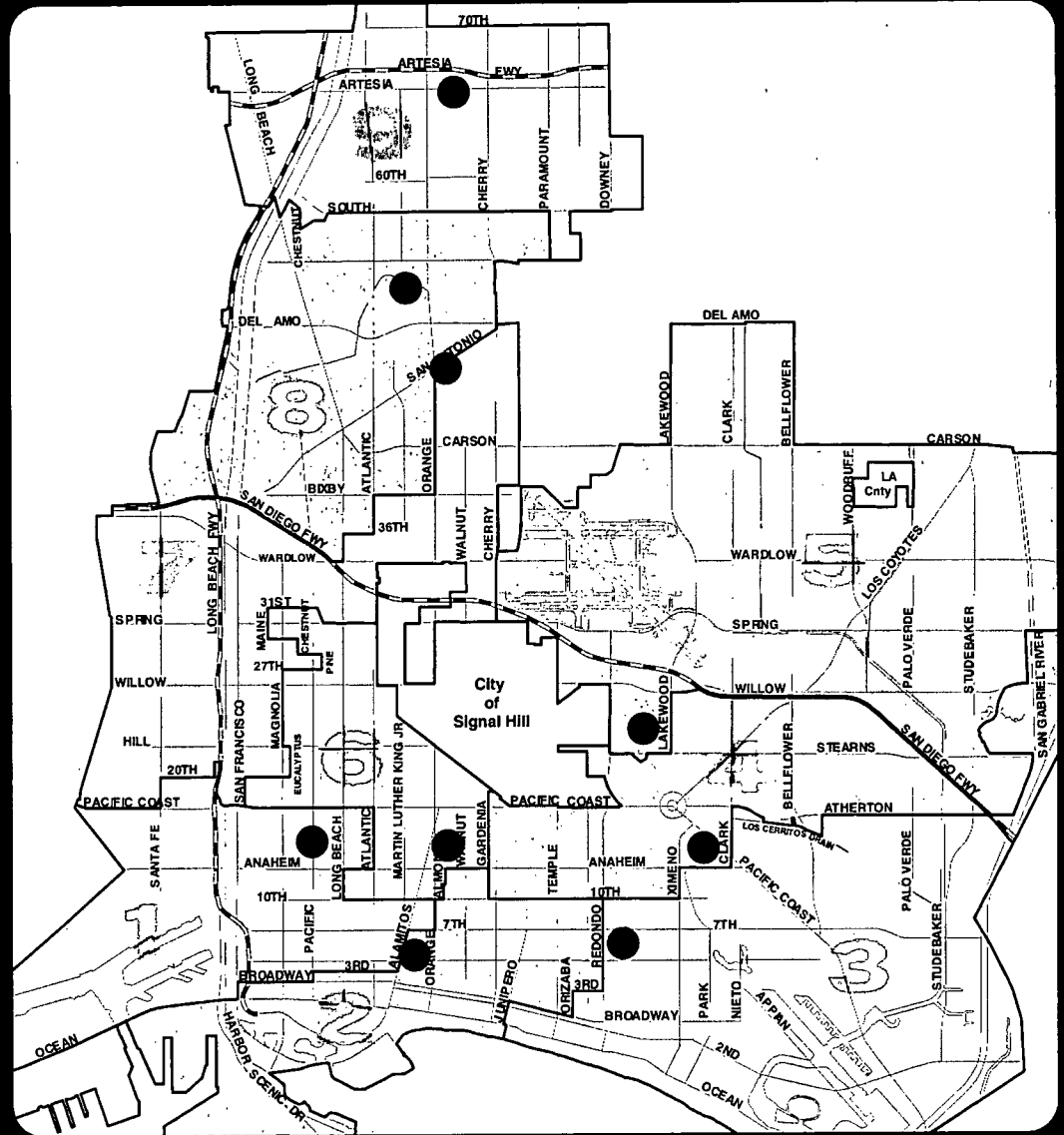
Saturday, April 23 — 8 am to 9 am

DISTRICT 8

Saturday, April 23 — 9:30 am to 10:30 am

DISTRICT 9

Saturday, April 23 — 11:00 am to 12 noon



Environmental Services Bureau

Extended information gathering

Internal web site

LONG BEACH
LITTER ABATEMENT AND AWARENESS CAMPAIGN

Help Make Long Beach a Cleaner and Safer City

Thank you to all those who participated in the November 8th Kick-Off Workshop.

Everyone agreed on the impacts litter has:

- Litter is giving people a bad impression of Long Beach
- Litter is affecting whether or not businesses relocate to Long Beach
- Litter is affecting the way residents feel about their neighborhoods
- Litter and crime levels seem to go hand in hand
- Litter, crime, graffiti and homelessness are part of the spiral to blight

The Workshop was the first important step in a cooperative effort among all Long Beach departments to pull together and help create cleaner and safer neighborhoods throughout the City of Long Beach.

View Map

External web site

LONG BEACH
LITTER ABATEMENT AND AWARENESS CAMPAIGN

Help Make Long Beach a Cleaner and Safer City

Education & Outreach

The City of Long Beach is planning to launch a citywide Litter Abatement and Awareness Campaign that is multi-faceted, multi-lingual, adaptable and long-term. "Long Beach: We like it litter-free" will include newspaper advertising, bus shelter posters, school-based outreach, and this web site.

What do you think?

What are your ideas for public education and outreach?

YOUR NAME: _____

YOUR PHONE NUMBER: _____

YOUR E-MAIL: _____

YOUR SUGGESTIONS: _____

Long Beach is my home, and I like it litter-free. Keep litter off the beach.

Long Beach is my home, and I like it litter-free. It's cool to clean your litter.

Long Beach es nuestro hogar, y nos gusta que libre de basura.

www.litterfreeLB.org

Environmental Services Bureau



**Long Beach is our home,
and we like it litter-free.**



Drop your litter in a can.

www.litterfreeLB.org



City of Long Beach Environmental Services Bureau • Funded by a grant from the California Department of Conservation

Environmental Services Bureau