

**LITTER ABATEMENT AND
AWARENESS CAMPAIGN
CITY OF LONG BEACH**

Litter Campaign Quarterly Report: November 2005

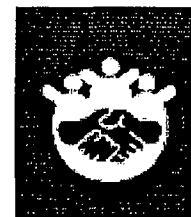
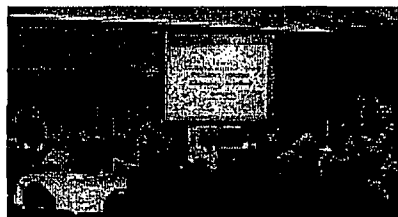
This is the first in a series of quarterly updates on the progress of the City's new Litter Abatement and Awareness Campaign (Campaign). This past spring, the Environmental Services Bureau (ESB) completed a successful Campaign launch. The following is a summary of our efforts.

Campaign Development

The Campaign's development phase included stakeholder workshops, design of Campaign components, and the Campaign launch, featuring City-sponsored community cleanups and the debut of the Campaign's brand identity and marketing message.

Stakeholder Workshops – To facilitate the development of the strategy and main components of the Campaign, professionally facilitated workshops were conducted with City departments and community stakeholders. In addition, a workshop was conducted with the Commission on Youth and Children. Key strategic recommendations from these meetings were:

Department Directors Workshop, November 8, 2004	Community Workshop, January 19, 2005	Commission on Youth and Children, February 23, 2005
<p>Campaign focus: Personal responsibility and taking pride in Long Beach</p> <ul style="list-style-type: none"> • Community involvement through emphasis on neighborhoods • Outreach conducted by utilizing existing City communication infrastructure • Public education tailored to different audiences • Partnerships with City Departments and Long Beach businesses 	<p>Campaign focus: Create a greater awareness in residents to affect a change in attitude, with a focus on families and kids</p> <ul style="list-style-type: none"> • Multi-faceted and multi-lingual Campaign (K-12, families, seniors) • Active participation by schools • Use a positive message • Create a recognition program 	<p>Campaign focus: Importance of not littering and the consequences of littering</p> <ul style="list-style-type: none"> • Focus on enforcement for young adults/teens • Partner with student groups at Long Beach high schools • Educate elementary school students about importance of not littering • Work with Commission's Public Relations Committee



**LITTER ABATEMENT AND
AWARENESS CAMPAIGN
CITY OF LONG BEACH**

www.litterfreeLB.org

Immediately after the external stakeholder workshop, a Campaign web site (www.litterfreeLB.org) was posted online. This web site functions as a major Campaign communication tool and offers residents, businesses and City staff the opportunity to make ongoing suggestions.

Creation of Campaign Components – The Campaign was organized into four components, based on information gathered at the stakeholder workshops about who needed to be reached and how best to deliver those messages.

The web site profiles the four Campaign components as follows:

Education and Outreach Component focuses on three audience segments (General Awareness; Elementary School Outreach; and Teens and High School Outreach);

Community Involvement Component encourages involvement at the community, regional and statewide levels by providing information on scheduled cleanup events and an online form for registering neighborhood cleanups;

Partnerships Component offers Long Beach businesses five different "Litter-free Partners" sponsorship opportunities; and

Enforcement Component provides information on existing municipal codes, state laws and different fines and penalties relating to littering, illegal dumping and scavenging of recyclables.

Campaign Launch

April/Earth Day Launch – Based on ideas discussed at the different stakeholder workshops regarding messages to be conveyed, a Campaign graphic identity and core message were developed – "Long Beach is our home...We like it litter-free".

The Campaign launch which took place in April, focused on a series of nine neighborhood cleanup events (one in each Council District), and served as a debut of the graphic identity and core message. The cleanups were a success, with 145 volunteers participating and almost 12 tons of trash and litter collected.

Marketing/Outreach Efforts

- Created Campaign signs and partnered with Viacom for installation at 18 bus stops in Long Beach
- Created and installed Campaign signs on City refuse trucks
- Campaign presentations by ESB at various community meetings
- Extensive advertising placements in *Press Telegram*, *Grunion Gazette* and *Downtown Gazette* announcing nine neighborhood cleanup events
- Developed and issued series of press releases to coincide with local newspaper print advertising
- Created, printed and distributed flyers promoting the nine neighborhood cleanup events (English, Spanish, Khmer)

**LITTER ABATEMENT AND
AWARENESS CAMPAIGN
CITY OF LONG BEACH**

- Created and printed customized posters promoting the April cleanup event for each Council District to distribute to local businesses, City libraries and other targeted locations
- Created, printed and distributed Campaign bumper stickers (English, Spanish, Khmer); distributed custom baseball caps promoting "LitterfreeLB" program
- Created, printed and distributed 68,000 special Campaign car litter bags at 10 different car washes in Long Beach

Campaign Next Steps

Since the Campaign launch, primary focus has been upon the development of the Education/Outreach Component, with special emphasis on the Campaign's Elementary School Outreach program.

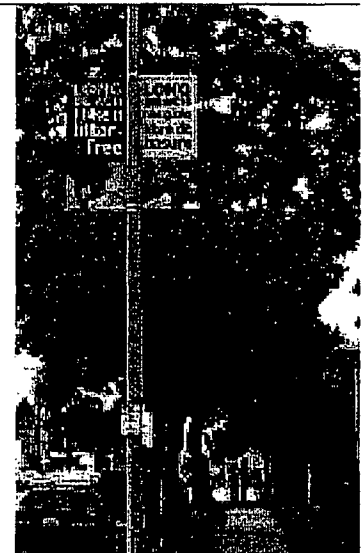
Education/Outreach Development

- Major revisions were made to the Campaign web site (www.litterfreeLB.org)
- Ongoing support was provided at monthly cleanups in Council District 9; Special "We like it litter-free" signs for City-provided dumpsters were developed and produced
- Ongoing support of local car washes for distribution of free car litter bags
- A series of presentations were made to Community Association meetings
- Special event trash and recycling receptacles featuring the Campaign graphic identity and Campaign web site were provided for the Sea Festival and Municipal Concert Series; Special Sea Festival print ads were run in the *Press Telegram*
- Special "Thank you for driving Long Beach in a litter-free direction" print ads were run in the *Press Telegram*, *Downtown* and *Grunion Gazettes*
- Developed Campaign and recycling ads for October issue of *The Wave*
- Special boulevard banners featuring the Campaign's brand identity and core message were developed, produced and posted in Council Districts 7, 8 and 9

Boulevard Banner Locations

- 74 Banners – Atlantic Ave., between E. South Street and E. 67th Street
- 4 Banners – E. Artesia Blvd., between Indiana Ave. and Downey Ave.
- 30 Banners – E. Artesia Blvd., between Atlantic Ave. and Cherry Ave.
- 37 Banners – Cherry Ave., between E. Artesia Blvd. and E. South Street
- 18 Banners – Long Beach Blvd., between E. Artesia Blvd. and W. 70th Street
- 36 Banners – Orange Ave., between South Street and E. San Antonio Drive
- 6 Banners – E. San Antonio Drive, between Orange Ave. and N. Cerritos Drive
- 64 Banners – Atlantic Blvd., between 46th Street and E. Wardlow Road
- 23 Banners – Carson Street, between Atlantic Ave. and Cherry Ave.
- 15 Banners – Wardlow, between Cherry Ave. and Orange Ave.
- 5 Banners – Willow Street, between Redondo and Temple
- 3 Banners – Temple, between Willow Street and 29th

Note: The next rotation of the Boulevard Banners will be West Long Beach and other areas as space becomes available.



**LITTER ABATEMENT AND
AWARENESS CAMPAIGN
CITY OF LONG BEACH**

Elementary School Outreach Program

- Developed mascot concept for Long Beach elementary school outreach; created "Litter-free Lizard" character and "Lunch with a Lizard" program (including script and special teacher tools)
- Developed "Lunch with a Lizard" giveaway concepts; ordered products to match concepts (lizard pens, pencil sharpeners, homework folders, temporary tattoos, and special critter backpacks for students; canvas bags for teachers)
- Developed and presented special "Lunch with a Lizard" concept at the October 19, 2005 Open House for Teachers at the Aquarium of the Pacific (promoted Campaign web site, distributed special teacher survey, display of Litter-free Lizard concept and "Lunch with a Lizard" student giveaways, distributed canvas bags to Long Beach teachers); Approximately 1,000 attended the open house

Future Campaign Development

During the next quarter, our primary focus will continue to be upon the Campaign's Education and Outreach component, with the following elements:

- Schedule and present "Lunch with a Lizard" program in 10 different elementary schools in Long Beach
- Develop litter abatement and awareness segment for TREC curriculum for school visits in January – April 2006
- Develop and debut Long Beach high school club sponsorship packets (enclosures will include Teen litter survey; litter-free school posters; CD of litter-free art parts, ads and articles; advertisement for service learning credits at neighborhood cleanup events)
- Develop and distribute series of articles and print ads to Long Beach high school newsletters
- Post littering fine and penalty signs in key locations throughout the City

**LONG
BEACH**
I like it
litter-
free

www.litterfreeLB.org



**LONG
BEACH**
I like it
litter-
free

www.litterfreeLB.org



**LONG
BEACH**
nos gusta
libre de
basura

www.litterfreeLB.org



ខ្ញុំស្រឡា

ស្រឡាវិញនឹងប្រទេសខ្មែរ

ស្អាតប្រទេសខ្មែរ

www.litterfreeLB.org



General Awareness: Signs and Banners

Truck Signs and Special Event Banner



Litter Box Labels



Bus Shelters



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



Park your litter in a can.

www.litterfreeLB.org



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



www.litterfreeLB.org



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 Specs Derived by Victoria D'Aaboe



ស្រុកយើងគឺជាដំណើរការ
ស្រស់ស្អាតដោយឥតលំអិត
កុំបោះបង្គោលសំរាម



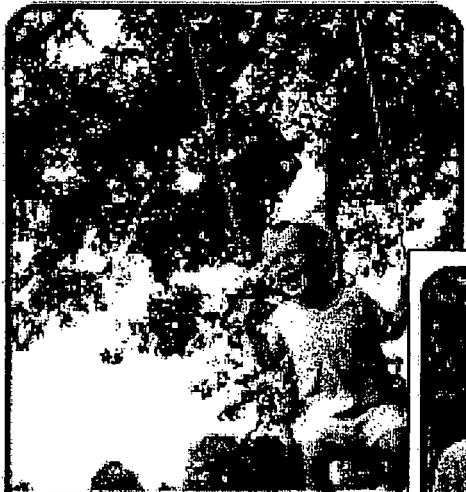
បោះបង្គោលសំរាមក្នុងធុងបោះបង្គោលសំរាម

www.litterfreeLB.org

City of Long Beach Environmental Services Bureau
Advertising Specs Derived by Victoria D'Aaboe



Grunion and Downtown Gazettes
April 2005



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

Park your litter in a can.



To find out how you can help make
Long Beach litter-free, visit
www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU



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

Drop your litter in a can.



To find out how you can help make
Long Beach litter-free, visit
www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU



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

Park your litter in a can.



To find out how you can help make
Long Beach litter-free, visit
www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU



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

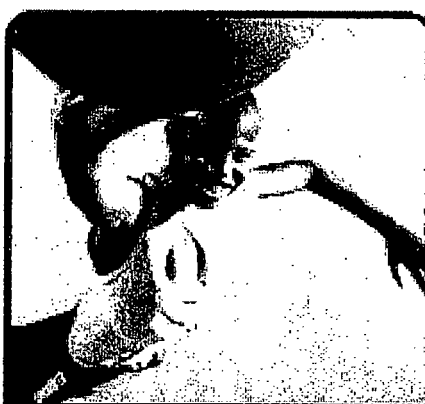


Park your litter in a can.



To find out how you can help make Long Beach litter-free, visit www.litterfreeLB.org
City of Long Beach Environmental Services Bureau

Long Beach Press Telegram
April 2005



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



Park your litter in a can.



To find out how you can help make
Long Beach litter-free, visit
www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU



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



Drop your litter in a can.



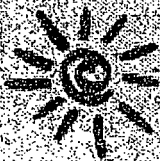
To find out how you can help make
Long Beach litter-free, visit
www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

Long Beach
Press Telegram
September 2005



**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



Newspaper Ads



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

Unload your litter in a can.



To find out how you can help make
Long Beach litter-free, visit
www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

Long Beach
Business Journal
April 2005
July 2005



What better way
to celebrate the sea,
 than to make it
litter-free.

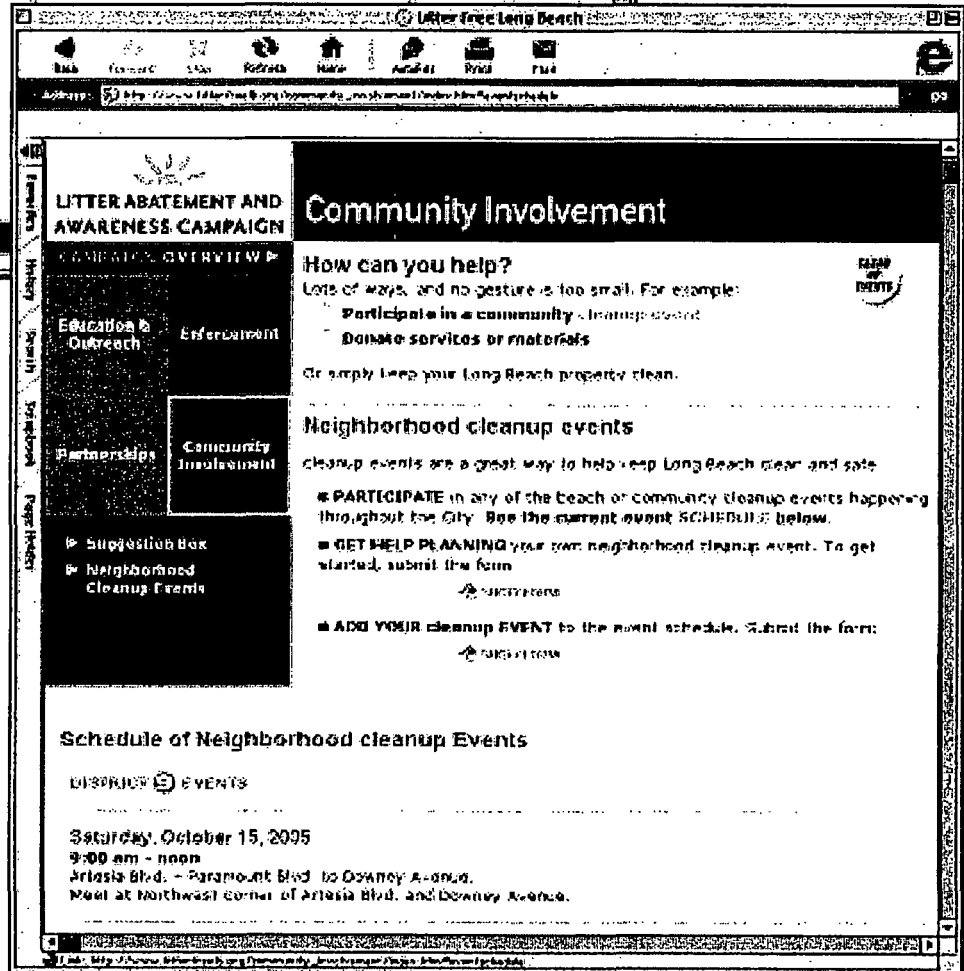
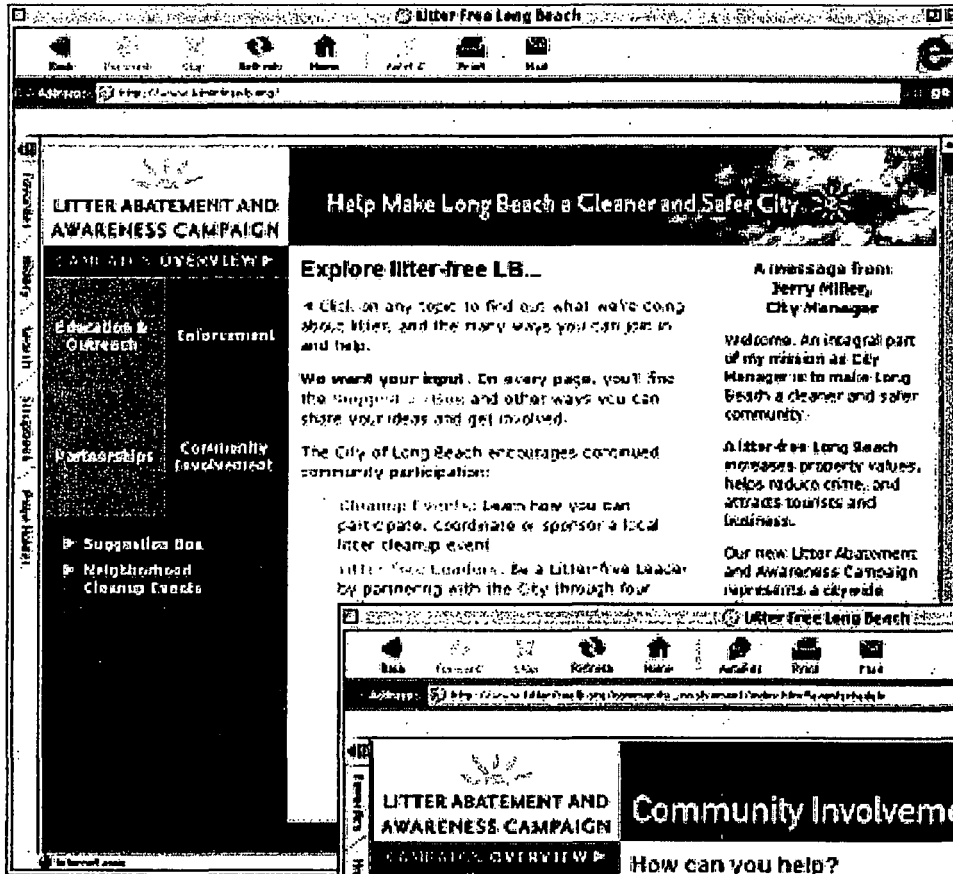
Can your trash and enjoy
a litter-free Sea Festival.

To find out how you can help make Long Beach
litter-free, visit www.litterfreeLB.org



CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

Web Site



Clean-up Events

Clean-Up Events in all Districts
 April 2005
 Continued Clean-Ups in District 9



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:

Long Beach:
 we like it litter-free.



Join These Upcoming Clean-up Events:

Saturday, April 16, 2005

Location: Long Beach District 10
Time: 9:00 am - 12:00 pm
Activity: Clean-up of the area around the school building.



Sunday, April 17, 2005

Location: Long Beach District 11
Time: 9:00 am - 12:00 pm
Activity: Clean-up of the area around the school building.



Saturday, April 23, 2005

Location: Long Beach District 12
Time: 9:00 am - 12:00 pm
Activity: Clean-up of the area around the school building.



www.litterfreeLB.org

Long Beach:
 we like it litter-free.



Join Councilmember Val Lorch at these upcoming
 11th district clean-up events:

1. April 10, 4:30 pm
 11th District Clean-up at the school building.
2. July 10, 9:00 am
 Long Beach District 11 Clean-up at the school building.
3. August 20, 9:00 am
 11th District Clean-up at the school building.
4. September 17, 9:00 am
 11th District Clean-up at the school building.
5. October 16, 9:00 am
 11th District Clean-up at the school building.
6. November 14, 9:00 am
 11th District Clean-up at the school building.



www.litterfreeLB.org
 City of Long Beach Environmental Services Bureau



Long Beach is our home,
 and we like it litter-free.
 Drop your litter in a can.



www.litterfreeLB.org

Join This Upcoming Clean-up Event:

Saturday, April 30, 2005

9:00 am - 4:44 Redondo Avenue (Albion Blvd)
 Councilmember Val Lorch - District 11

Partnerships: Litter Bag Distribution through Business Partners

Partner Acknowledgement Ad

Thank you
for driving Long Beach
in a litter-free direction.

Long Beach wishes to thank the following car wash companies for distributing car litter bags to help keep Long Beach litter-free.

<ul style="list-style-type: none"> Advanced Auto Spa Amphibian and Outboards Black Knight Car Wash Bluebonnet Car Wash Car Wash & Detail Center Car Wash Plus Cherry Hill Auto Wash & Detailing Cherry Hill Auto Wash & Detailing Circle Machine Car Wash Circle Machine Car Wash 	<ul style="list-style-type: none"> Circle Car Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash
---	--

Car Wash Lobby Posters

Thank you
for driving Long Beach
in a litter-free direction.

Long Beach wishes to thank the following car wash companies for distributing car litter bags to help keep Long Beach litter-free.

<ul style="list-style-type: none"> Advanced Auto Spa Amphibian and Outboards Black Knight Car Wash Bluebonnet Car Wash Car Wash & Detail Center Car Wash Plus Cherry Hill Auto Wash & Detailing Cherry Hill Auto Wash & Detailing Circle Machine Car Wash Circle Machine Car Wash 	<ul style="list-style-type: none"> Circle Car Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash 	<ul style="list-style-type: none"> Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash Express Auto Wash
---	--	--

To find out how you can help make Long Beach litter-free, visit www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

Litter Bags

Long Beach:
We like it litter-free.

www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

Bumper Stickers

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

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

ស្រុកយើង គួរឲ្យស្អាត
www.litterfreeLB.org

Elementary School Outreach: Character/School Presentations

Classroom Posters

Recycle whenever possible, and

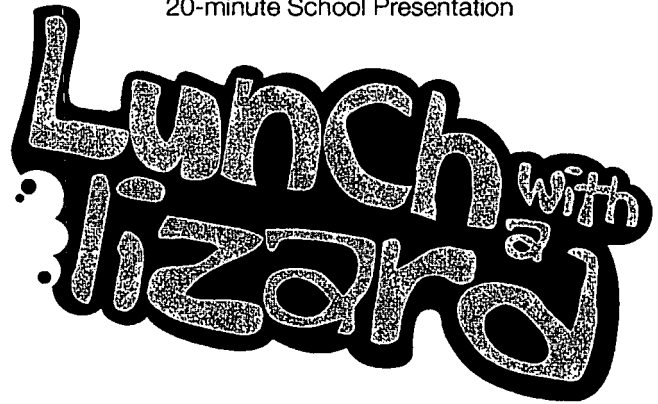


Can Your Trash Here

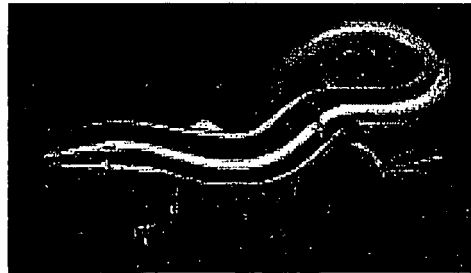


Name the Lizard Contest:
 (A School _____) _____
 What three names does your class suggest for our litter-free lizard?

20-minute School Presentation



Our litter-free lizard is a Western Skink



Common name: Western Skink

Habitat: In central and southern California, the western skink is restricted to the Coast Ranges and southern mountains exclusive of desert regions. Cover for these secretive lizards is provided by rotting logs, surface litter, and large flat stones.

Name the Lizard contest

Contest Submission Deadline for entries: May 1, 2006.

Rewards for entering:	All entries automatically receive a prize for each child in the class. Choose one of four prizes below that you think your class would most appreciate. (see below)
Chosen name wins a June Pizza Party	If one of the names your class submits is chosen for our lizard friend, your class will receive a year-end pizza party in June from the Environmental Services Bureau with our newly named lizard making an appearance.
How to enter:	You can mail your entry, or if a "Lunch with a Lizard" presentation has been scheduled for your school, you may hand deliver it to the presentation team. Mail you entry to: Long Beach Environmental Services Bureau, 2029 East Willow Street, Long Beach, Ca 90805. Only elementary schools within the Long Beach Unified School District are eligible to enter the contest or schedule a "Lunch with a Lizard" presentation.
Write number of students next to the prize of your choice.	<input type="checkbox"/> Lizard Pencil <input type="checkbox"/> Lizard Pencil Sharpener <input type="checkbox"/> Lizard Teraspacer <input type="checkbox"/> Lizard Homework Folders

Elementary School Outreach: Character/School Presentations

School Banner



Advertisements for Actors

Performance Opportunity

The City of Long Beach is offering part-time acting positions to energetic adults.

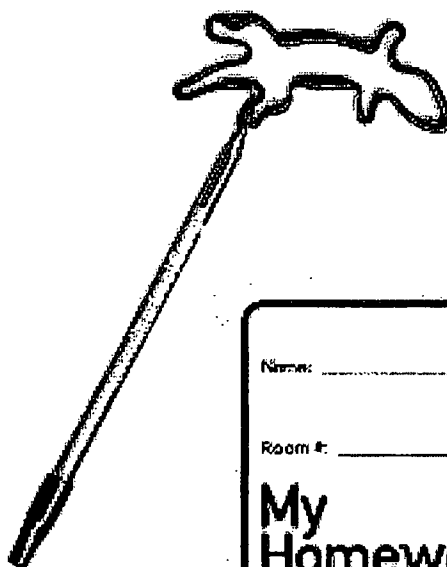
Performers will play the part of a lizard who hosts an elementary school program "Lunch with a Lizard". This fun and interactive role-based event is designed to teach kids the importance of keeping Long Beach litter-free.

Costume and make-up provided. Performers receive complimentary lunch and refreshments.

Interested in this job? For more information, call to request an application.

Long Beach
We Like It Litter-Free
www.litterfreeLB.org

Rewards for school participation:



Lizard pens

Homework folders

Name: _____

Room #: _____

My Homework

FIVE

1. I have read my book.
2. I have done my math.
3. I have done my writing.
4. I have done my art.
5. I have done my science.

www.litterfreeLB.org



Temporary Tattoos

LITTER ABATEMENT AND AWARENESS CAMPAIGN CITY OF LONG BEACH



April-M
Bus sh

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

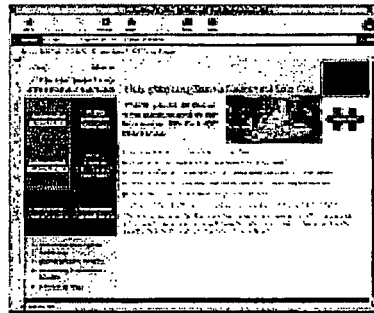
Park your litter in a can.



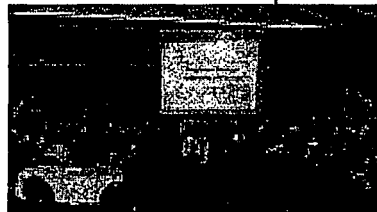
www.litterfreeLB.org
City of Long Beach Environmental Services Bureau
The only city in California with a litter-free goal.



November 8
Kick-off workshop
for internal
stakeholders



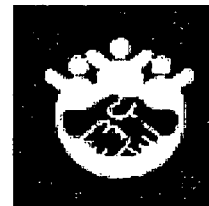
www.litterfreeLB.org
is launched



January 19
Community
workshop for
external
stakeholders

Campaign target audience research

- Board Members: Approximately 20%
- City Staff: Approximately 10%
- Business District: Approximately 3%
- Environmental Professionals: Approximately 5%
- Homeless Population: Approximately 2%
- Local Residents: Approximately 60%



February 23
Commission on
Youth & Children
focus group

March 22
Presentation
to City Council

November
2004

December
2004

January 2005

February
2005

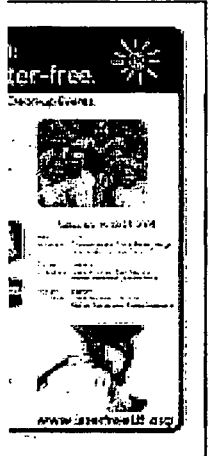
March 2005

April 2005

advertising



April 12
April 23
April 30
Clean Up Events



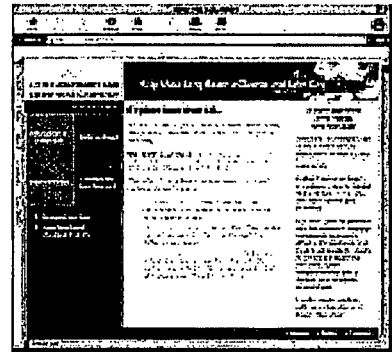
Litter outreach partners with Sea Festival.



Elementary school outreach program begins development



Boulevard banners are hung throughout Long Beach.



www.litterfreeLB.org updated



Elementary school outreach program completes development



Car litter bags distributed through business partners

May 2005

June 2005

July 2005

August 2005

September 2005

October 2005