



C-12

Date: December 21, 2004
To: Gerald R. Miller, City Manager *my cfs*
From: Christine F. Andersen, Director of Public Works *CFA*
For: Housing and Neighborhoods Committee
Subject: Litter Awareness and Abatement Program

DISCUSSION

A goal for this fiscal year is the development and implementation of a City beautification program that focuses on a litter abatement and awareness campaign.

To this end, Public Works sponsored a half-day workshop in November for City Department directors and key staff. The purpose of this workshop was to identify current litter reduction and abatement efforts, and solicit recommendations for developing goals, strategies, and commitments for program implementation. The result was a productive discussion and preview of a community awareness campaign.

In order to further refine program goals and strategies, the next step is to engage community stakeholders to seek input and recommendations. A Community Workshop is scheduled for Wednesday, January 19, 2005, at The Grand Long Beach Event Center, from 5:30 p.m. to 8:30 p.m. This Workshop will be structured to feature both large and small group discussions so that all participants can voice their opinions and provide recommendations.

Meeting notices will be sent to community activists, neighborhood and business associations, environmental groups, and service organizations. Public Works will also be seeking City Council input on community participants. In addition, there is a plan to hold a separate youth-oriented workshop in February.

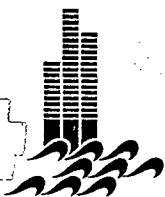
The Department of Public Works will be contacting the Council offices in the next few weeks for suggested additions to our list of potential Community Workshop participants. For further information about the community meetings or education campaign please contact James Kuhl, Manager of Environmental Services, 570-2850.

IT IS RECOMMENDED THAT THE COMMITTEE:

Receive and file this report.

CFA:lc

cc: Christine F. Shippey, Assistant City Manager
James Kuhl, Manager, Environmental Services Bureau



RECEIVED
CITY CLERK
LONG BEACH, CALIF.

02 MAY -8 PM 2:06

Date: **May 8, 2002**

To: **Mayor Beverly O'Neill and City Councilmembers**

From: **Vice Mayor Dan Baker** *DB*

Subject: **Developing codes, enforcement programs, and penalties to combat litter**

BACKGROUND

Since January 2001, Long Beach Beautiful has partnered with the City of Long Beach to help energize, organize, and educate the public about littering and the importance of cleaning our neighborhoods and business districts.

Successful partnerships with community groups and business organizations in every part of the city have grown into citywide volunteer powered programs that make a real and lasting visual impact on business districts and surrounding neighborhoods.

Our next step must address those people who refuse to care for Long Beach and contribute to a culture of litter and disregard for our neighborhoods.

PROPOSAL

Refer this item to the Housing and Neighborhoods Committee for a review of anti-littering laws, enforcing methods, and littering penalties and for recommendations to the City Council.