



**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





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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
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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:

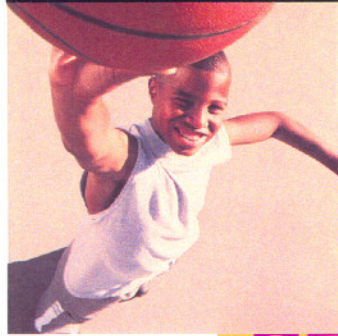
- Schedule and present "Lunch with a Lizard" program in 10 different elementary schools in Long Beach
- Develop litter abatement and awareness segment for TREC curriculum for school visits in January – April 2006
- Develop and debut Long Beach high school club sponsorship packets (enclosures will include 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

General Awareness: Boulevard Banners

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



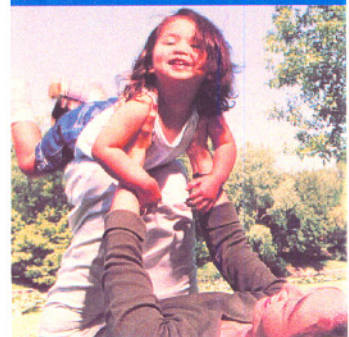
**LONG
BEACH**
I like it
litter-
free 
www.litterfreeLB.org




**LONG
BEACH**
nos gusta
libre de
basura
www.litterfreeLB.org




ឱ្យស្អាត
គឺយើងចង់ឲ្យក្រុងយើង មានស្អាត
កុំឱ្យមានសំរាម
www.litterfreeLB.org



General Awareness: Signs and Banners

Truck Signs and Special Event Banner



Litter Box Labels



General Awareness: 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

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



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



ឡូហ្គឺប, ប្រទេសដ៏ល្អដ៏យល់ចិត្ត
ស៊ីបេយ៉ាតូស៊ីក/ស៊ី យេឡូណា
កុំឱ្យបំពានសំរាម
ជាការលើកលែងស៊ីក្លុនយកសំរាមទៅហោលកូតកុល



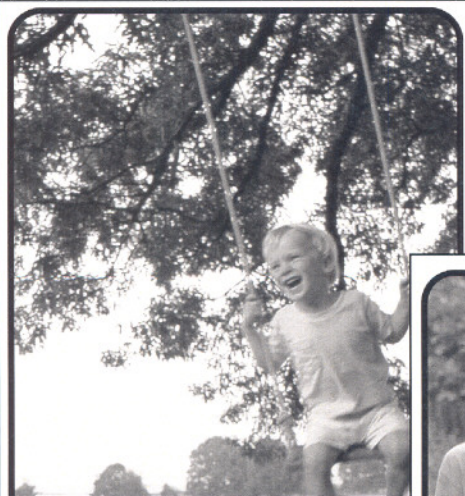
www.litterfreeLB.org


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



General Awareness: Newspaper Ads

Grunion and Downtown Gazettes
April 2005



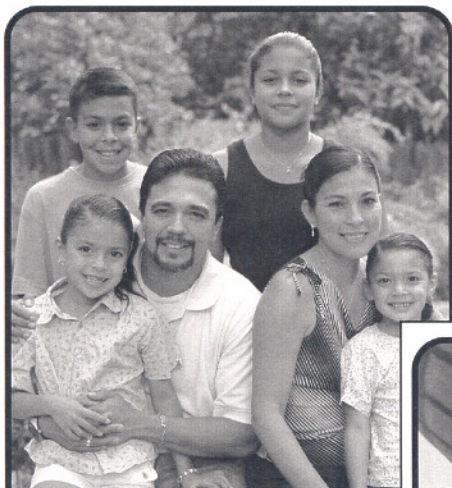
Long Beach is 
where I play, and
I like it litter-free.


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



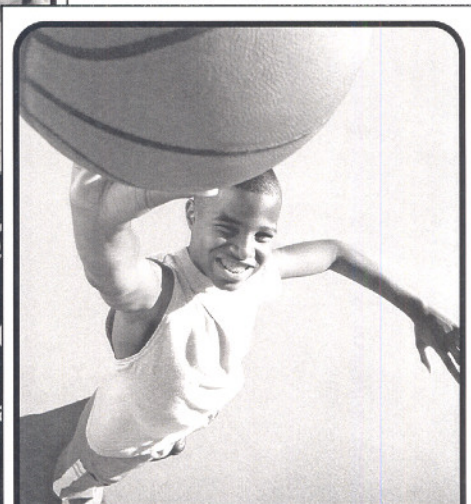
Long Beach is 
our home, and
we like it litter-free.

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.



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Long Beach litter-free, visit
www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

General Awareness: Newspaper Ads

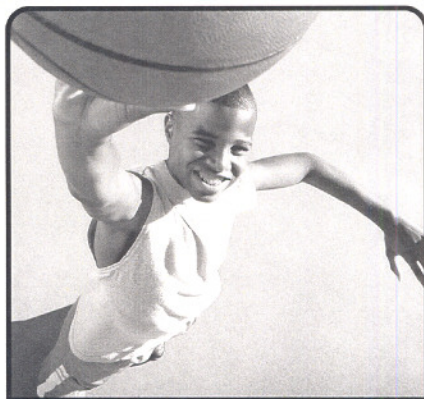



Long Beach is
where I play, and 
I like it litter-free.
Park your litter in a can.



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

General Awareness: Newspaper Ads

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



General Awareness: 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.

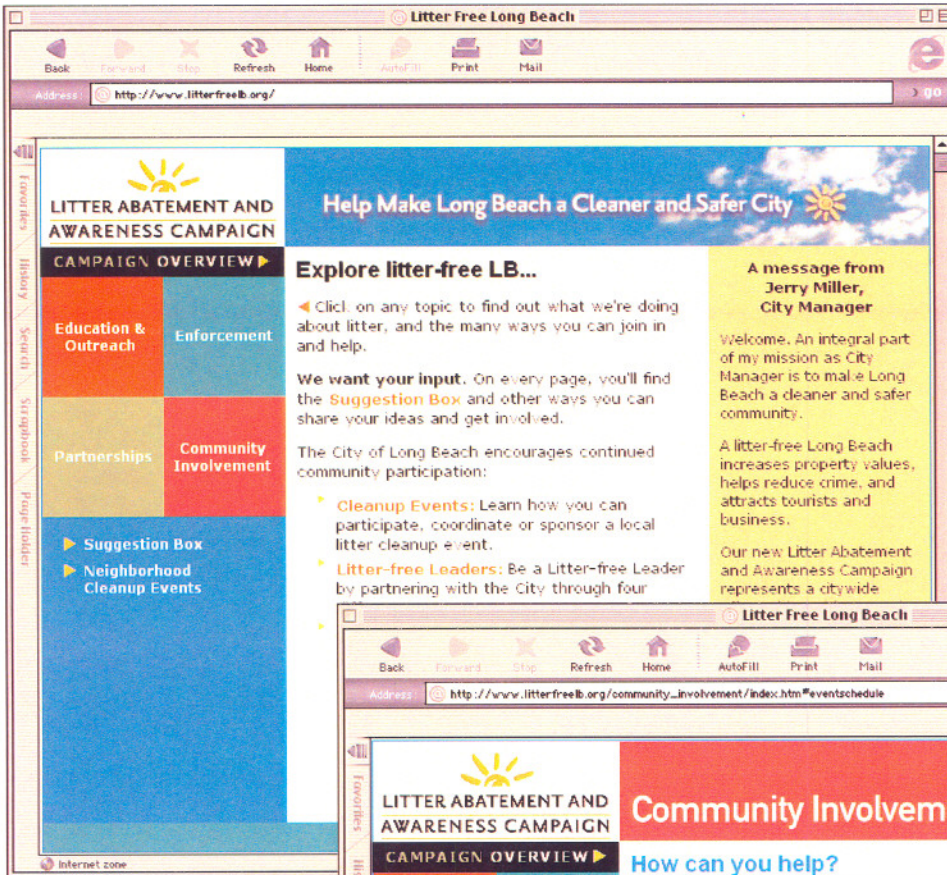
Can your trash and enjoy a litter-free Sea Festival.

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



CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

General Awareness: www.litterfreeLB.org



Web Site



Partnerships: 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:

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

Long Beach:
we like it litter-free.



Join These Upcoming Clean-up Events:

Saturday, April 16, 2005

8:00 am to 9:00 am District 1
Councilmember Bonnie Lorenthal
14th Street and Pacific Avenue

9:30 am to 10:30 am District 6
Councilmember Louise Richardson
14th Street and Warren Avenue

11:00 am to 12 noon District 3
Councilmember Dan Baker
4th Street and Centos Avenue



Saturday, April 23, 2005

8:00 am to 9:00 am District 7
Councilmember Tonya Reyes Ungo
Orange Avenue and Banner Street

9:30 am to 10:50 am District 8
Councilmember Ray Gebelich
Market Street and Lewis Avenue

11:00 am to 12 Noon District 9
Councilmember Val Lerch
Walrus Avenue and Artesia Boulevard

Saturday, April 30, 2005

8:00 am to 9:00 am District 3
Councilmember Frank Colonna
644 Redondo Avenue in the
Albertson's center

9:30 am to 10:30 am District 4
Councilmember Patrick O'Donnell
14th Street and Raycroft Avenue

11:00 am to 12 Noon District 5
Councilmember Jackie Kell
23rd Street and Mira Mar Avenue



www.litterfreeLB.org

Long Beach:
we like it litter-free.



Join Councilmember Val Lerch at these upcoming
9th district clean-up events:

- June 18 9:00 am
Atlantic Avenue - South Street to 91 Freeway
Meet at Houghton Park Northwest corner of
Hunting and Atlantic Avenue.
- July 16 9:00 am
Long Beach Blvd. - Artesia Blvd. to the city
limit. Meet at Southeast corner of Artesia Blvd.
and Long Beach Blvd.
- August 20 9:00 am
Artesia Blvd. - Cherry Avenue to Atlantic
Avenue. Meet at Southeast corner of Walnut Ave.
and Artesia Blvd.
- September 17 9:00 am
Cherry Avenue - South Street to Artesia Blvd.
Meet at Northeast corner of Cherry Avenue and
South Street.
- October 15 9:00 am
Artesia Blvd. - Paramount Blvd. to Downey
Avenue. Meet at Northwest corner of
Artesia Blvd. and Downey Avenue.
- November 19 9:00 am
Atlantic Avenue - South Street to 91
Freeway. Meet at Houghton Park Northeast
corner. Hunting and Atlantic Avenue.



www.litterfreeLB.org

High school community service hours
available for all events listed above



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

8 am to 9 am - 644 Redondo Avenue (Albertson's)
Councilmember Frank Colonna - District 3

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.

Belmont Auto Spa Anaheim and Redondo	Coast Car Wash 7th and Bellflower
Bixby Knolls Car Wash Wardlow and Atlantic	Express Auto Wash Orange and Artesia
Castle Hand Car Wash & Detail Center West PCH and Harbor	Los Altos Car Wash Stearns and Bellflower
Cherry Hill Auto Wash & Detailing Cherry and Wardlow	Naples Hand Wash & Detail 2nd and San Marco
Circle Marina Car Wash PCH and Park	Offshore Auto Detailing 2nd and Pomona

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

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.

Belmont Auto Spa Anaheim and Redondo	Cherry Hill Auto Wash & Detailing Cherry and Wardlow	Express Auto Wash Orange and Artesia	Naples Hand Wash & Detail 2nd and San Marco
Bixby Knolls Car Wash Wardlow and Atlantic	Circle Marina Car Wash PCH and Park	Los Altos Car Wash Stearns and Bellflower	Offshore Auto Detailing 2nd and Pomona
Castle Hand Car Wash & Detail Center West PCH and Harbor	Coast Car Wash 7th and Bellflower		

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

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Litter Bags

Long Beach:
We like it litter-free.

www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

This bag is made from 30% post-consumer recycled material.

Bumper Stickers

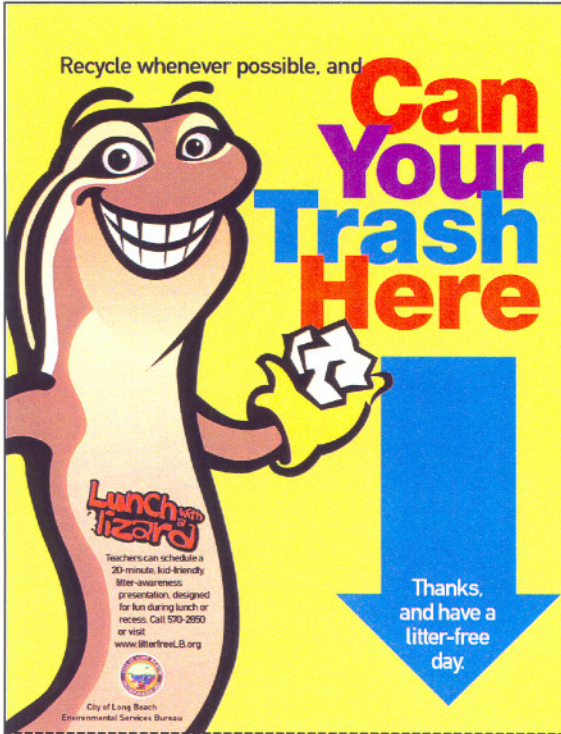
LONG BEACH I like it litter-free
www.litterfreeLB.org

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

ឱ្យស្អាត យើងយល់ច្បាស់ថា គ្មានសំណាម-សោរដៃ
www.litterfreeLB.org

Elementary School Outreach: Character/School Presentations

Classroom Posters



Name the Lizard Contest:

LB School: _____ Room #: _____

What three names does your class suggest for our litter-free lizard?

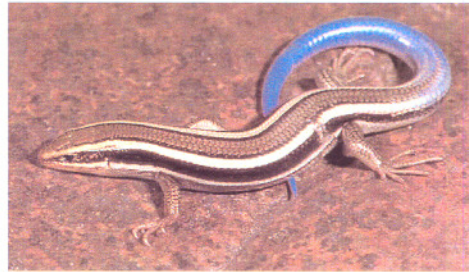
Teachers: see reverse for submission instructions



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 is 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 schedule for your school, you may hand deliver it to the presentation team. Mail you entry to: Long Beach Environmental Services Bureau, 2929 East Willow Street, Long Beach, Ca 90806. 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="text"/> qty. Lizard Pens <input type="text"/> qty. Lizard Pencil Sharpeners <input type="text"/> qty. Lizard Temp-tattoos <input type="text"/> qty. Lizard Homework Folders

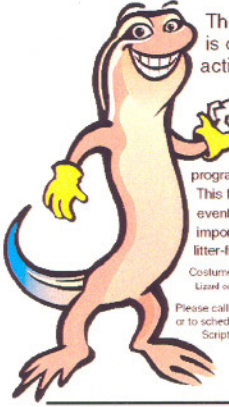
Elementary School Outreach: Character/School Presentations

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 and a host in an elementary school program, "Lunch with a Lizard". This fun and interactive school-based event is designed to teach kids the importance of keeping Long Beach litter-free.

Costume or mascot/mime experience preferred.
Lizard costume designed for 5'4" to 6'2", 165 lbs. max.

Please call (562) 570-2950 for more information, or to schedule an interview.
Scripts available upon request.

Long Beach:
We like it litter-free.
www.litterfreeLB.org

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

Rewards for school participation:




Lizard pens

Homework folders

Name: _____

Room #: _____

My Homework



FIVE things I can do to help make Long Beach litter-free.

1. Always throw litter in a trash can.
2. Be part of a neighborhood clean-up event.
3. Remind friends and family NOT to litter.
4. Recycle as much as possible.
5. Look for ways to reduce waste, like using reusable lunch boxes!

www.litterfreeLB.org



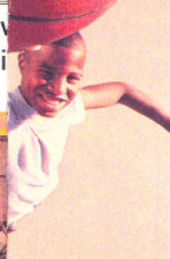
Temporary Tattoos



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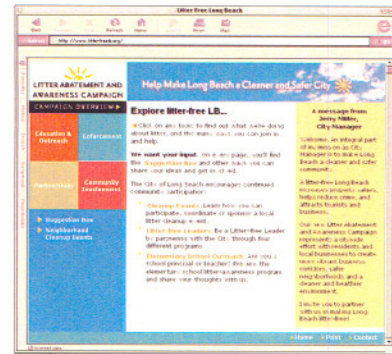
November 8
Kick-off workshop
for internal
stakeholders



Boulevard
banners
are hung
throughout
Long Beach.



January 19
Community
workshop for
external
stakeholders



www.litterfreeLB.org
updated



Elementary school
outreach program
completes
development

November
2004

December
2004

January
2005

September
2005

October
2005



**LITTER ABATEMENT AND
AWARENESS CAMPAIGN**

Environmental Services Bureau

DEPARTMENT OF PUBLIC WORKS

November 1, 2005



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

Goal: A Cleaner and Safer Community

Reduce
litter citywide

Increase
public awareness
of litter hazards

Ensure compliance
with State and
Federal laws

Environmental Services Bureau

Campaign Launch: 9 Clean Up Events



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

Park your litter in a can.

www.litterfreeLB.org

Join This Upcoming Clean-up Event:

Saturday, April 30, 2005
 9:00 am - 11:30 am
 20th St. and Mira Mar Ave.

Long Beach: we like it litter-free.

Join These Upcoming Clean-up Events:

Saturday, April 16, 2005

Sunday, April 27, 2005

Monday, April 28, 2005

Tuesday, April 29, 2005

www.litterfreeLB.org

April 2005

Long Beach: we like it litter-free.

Join Community Volunteer Lunch at these upcoming litter-free clean-up events:

1. June 11
2. July 16
3. August 18
4. September 12
5. October 15
6. November 19

www.litterfreeLB.org

Environmental Services Bureau

Bus Shelter Advertising



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 arrajarse en el basurero.

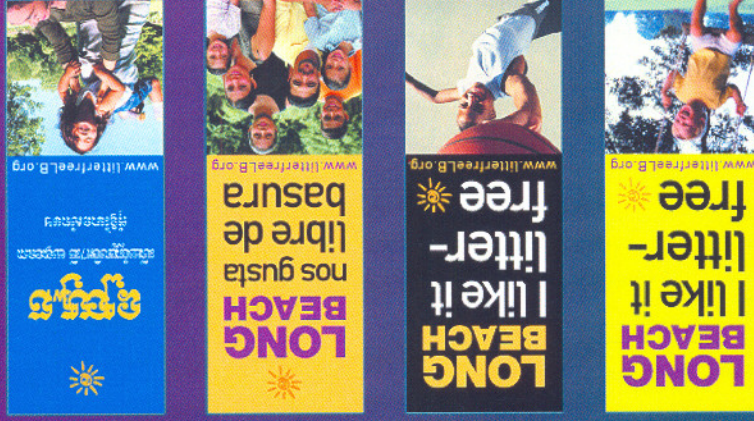
www.litterfreeLB.org



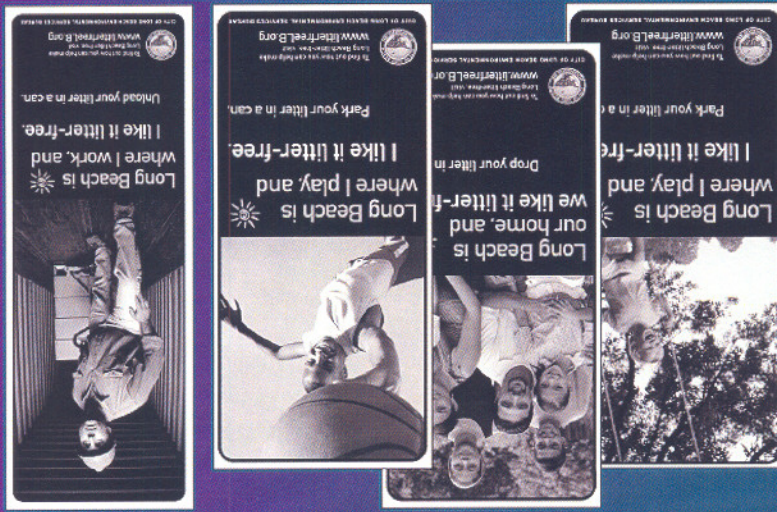
Long Beach is my home, and I like it litter-free. It's cool to can your litter.

www.litterfreeLB.org

Environmental Services Bureau

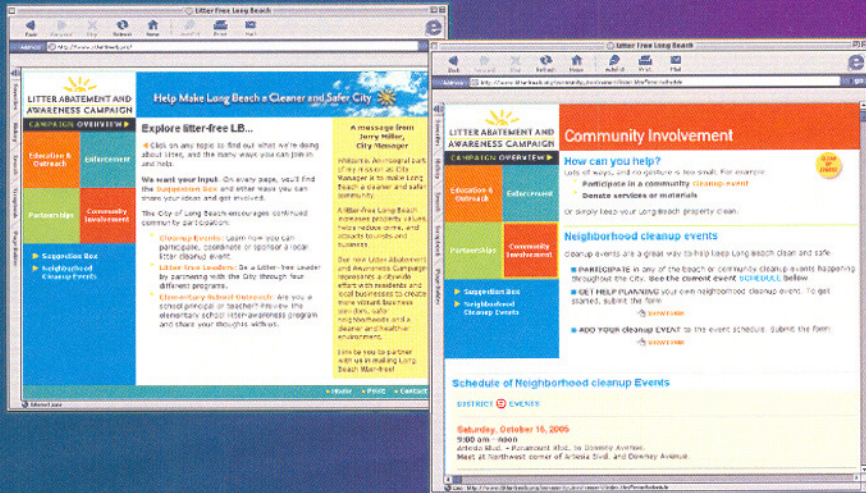


Boulevard Banners



Newspaper Advertising

www.litterfreeLB.org



Environmental Services Bureau

Sea Festival - Summer 2005

The graphic is a vertical rectangular panel. At the top, it says 'Sea Festival - Summer 2005'. Below this is a collage of three images: a sailboat on the ocean, a family of five, and a person recycling. To the right of the collage, the text reads: 'Long Beach is our home, and we like it litter-free.', 'Drop your litter in a can.', and 'www.litterfreeLB.org'. Below the collage, there is a dark box with the text: 'What better way to celebrate the sea, than to make it litter-free. Can your trash and enjoy a litter-free Sea Festival.' At the bottom, there are two logos: a green 'RECYCLE HERE' logo with 'LB We like it litter-free' and 'www.longbeach-recycles.org', and a blue 'LB We like it litter-free' logo with 'www.litterfreeLB.org'. At the very bottom, it says 'To find out how you can help make Long Beach litter-free visit www.litterfreeLB.org' and 'CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU'.

Environmental Services Bureau



- 63 businesses on Anaheim Street
- 7 businesses on South Street
- 15 business on 7th Street
- 7 businesses on Artesia Blvd.
- 13 businesses on Pacific Avenue

Partners include:

No Litter Zone Partnerships



Car Wash Partnerships



17 highway locations adopted:

- 3 PCH Cash for Cans
- 1 Broutman PR
- 2 Any Electrical Work
- 11 City of Long Beach

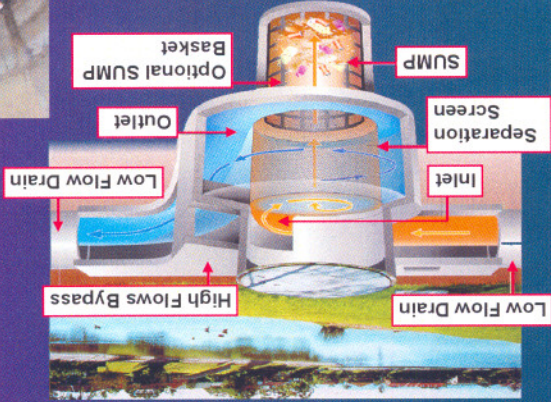
Adopt-a-Highway



12 waterway locations adopted:

- 1 Onyx/Montenay Pacific Power
- 9 Port of Long Beach
- 1 Matson Navigation
- 1 Waste Management

Adopt-a-Waterway



Continuous Deflective Separation System

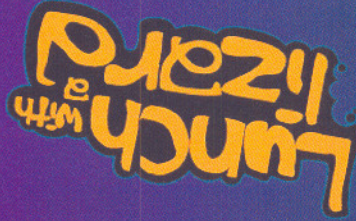


- Pump station trash nets

Litter management systems



20 minute lunch or recess presentation



Elementary School Outreach Program



Catch Basin Inserts

Teacher Tools for Elementary Schools

Downloadable activities with litter awareness messages that support California Content Standards.

It all adds up...

After the activity, each child should be given the opportunity to draw the message they wish to share with the community.

What is the name of all the shapes you see in the picture? Write them in the spaces on the board.

How many shapes do you see? How many shapes do you see? How many shapes do you see? How many shapes do you see?

Sea shapes...

Find shapes in your ocean that are like a starfish, a seahorse, or a crab. How many shapes do you see? How many shapes do you see? How many shapes do you see? How many shapes do you see?

Litter letters...

Write the letters of the words in the boxes. Use the letters to make words. Write the words in the boxes.

What is the name of the animal? Write the name in the box.

What is the name of the animal? Write the name in the box.

What is the name of the animal? Write the name in the box.

Environmental Services Bureau

Elementary School Teacher Surveys

1000 surveys distributed

Survey

1. Do you feel it is important for elementary schools to be aware of how the community and how they are connected to the school?

2. Would a 20-minute lunch or recess time presentation work with your school?

3. Would you consider using teaching standards and programs for awareness?

4. Would you use www.litterbeeblog.org to download teaching tools and resources?

5. Is your school located in Long Beach?

Teacher name: _____

School name: _____

Grade: _____

Please contact me to schedule lunch with a band at my school.

Thank you for helping us to create the perfect program. **www.litterbeeblog.org** provides us with more in-depth and useful information.

You can contact the City of Long Beach Environmental Services Bureau at 562-593-7262. Please contact us if you have any questions or if you are interested in the program.

Lunch with Lizard Teachers.

If your elementary school is located in Long Beach, you can schedule a lunch with a Lizard. This 20-minute, interactive, litter awareness presentation is especially designed for fun during lunch or recess.

Help us create the perfect program! If you submit the quick survey (on reverse) at the Aquarium event, you will automatically be entered today's drawing for a cool school presentation or call 570-2850 to schedule a presentation at your school.

What www.litterbeeblog.org for more information.

CITY OF LONG BEACH ENVIRONMENTAL SERVICES BUREAU

Environmental Services Bureau

Campaign Next Steps:

- Schedule "Lunch with a Lizard" presentation in ten schools
- Develop litter-awareness segment for TREC
- Develop outreach materials for Long Beach high schools
- Post litter penalty signs in key Long Beach locations
- Continue clean-up events
- Develop system to evaluate effectiveness of Campaign

"Name the Lizard" Contest



- Homework Folders
- Lizard Pens
- Lizard Temporary Tattoos
- Lizard Pencil Sharpeners

LITTER ABATEMENT AND
AWARENESS CAMPAIGN

Environmental Services Bureau
DEPARTMENT OF PUBLIC WORKS

November 1, 2005

