



# CITY OF LONG BEACH

# C-25

## DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard • Long Beach, CA 90802

November 1, 2005

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the attached quarterly status report on the Litter Abatement and Awareness Campaign.

### DISCUSSION

One of the City Council's stated priorities for Fiscal Year 2005, was to improve the quality of life in the neighborhoods. As such, the City Manager developed a comprehensive Litter Abatement and Awareness Program as one of his four priority initiatives. Developing and implementing this important Campaign provides the Department of Public Works a great opportunity to engage, encourage and empower our residents, businesses and visitors to take more responsibility for the safety and appearance of our City.

Since the successful Campaign launch in April, Public Works has developed and implemented creative and innovative strategies, including an Elementary School Awareness program. The attached status report is the first in a series of quarterly reports.

### TIMING CONSIDERATIONS

None.

### FISCAL IMPACT

None.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

CHRISTINE F. ANDERSEN  
DIRECTOR OF PUBLIC WORKS

CFA:AT

P:\C\l\tr\FY0506\Nov\ESB Litter Prog Update

Attachments

APPROVED:

GERALD R. MILLER  
CITY MANAGER

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