City of Danbury

Mayor Mark Boughton
Introduces:

Danbury I-Pledge
Safe, Clean, Prosperous
Anti-Litter Campaign

Greeting from Mayor Boughton

It is with great pleasure that I introduce to you the newest blight and liter control initiative in the City of Danbury, Danbury I-Pledge.

I –Pledge is an opportunity for all of us to renew our commitment to protecting and preserving Danbury's environmental future by pledging to eliminate litter and blight throughout our great city.

Our goal with I-Pledge is to build a community and volunteer driven program that further boosts our quality of life, while implementing more effective awareness programs in our schools, and increasing enforcement.

We want our children to learn to appreciate and value the beauty of our community at a young age so that they can continue blight and liter prevention into their adult lives.

In addition, we want to put an emphasis on implementing and expanding our current blight regulations, and to reprimand individuals who do not follow our laws.

Please read through this information and address a blight issue close to your home or somewhere in the city; and take the Pledge! You can become involved through clean-up programs already being implemented by my office, talk to your children about this plan and what they can do, or report a blight crime to the authorities using City Line 311.

It takes each individual, young and older, who lives and works or visits our city, for this initiative to be successful, and I am asking you to do your part.

What is Litter?

Litter = Waste products that are disposed of improperly

Some facts:

❖Cigarette butts and other tobacco products alone is responsible for 37 % of litter

❖Packaging litter - food scraps, wrappers, candy and snack packaging, and containers, comprise 46 % of litter

❖***Motorists and pedestrians are responsible for 76% of roadside litter in the United States***

- Litter Research
Keep America Beautiful – Jan 2010

Why Litter Is Your Problem

- ❖ Litter cost our City thousands of tax dollars a year
- ❖ Litter has a negative effect on health and wellness
- ❖ Litter is a crime that attracts more crime
- ❖ Litter threatens our wildlife, reservoirs and other waterways such as our Lakes, Ponds and Rivers
- ❖ Litter decreases property values
- ❖ Litter decreases pride in our community
- ❖ Litter is a major factor when families and businesses consider a new home

How To Prevent Litter

- Instruct children and adults to set an example by properly disposing of trash
- Pick up one piece of litter every day
- Keep a litter bag in your vehicle
- Provide adequate waste containers with lids at home, business and public spaces
- Businesses and apartment complexes should clean their waste disposal areas regularly
- Bundle and securely tie your newspapers and other recyclables so they don't blow away
- All vehicles, especially trash haulers must cover up their loads to prevent loose articles from blowing to the ground
- Participate in volunteer litter clean-ups. Communities that make cleaning up a priority, inspire others to do the same
- Ask neighbors, civic organizations and businesses you know to form a team and Adopt-A-Street or Adopt-A-Spot. By pledging to care for a City street or property you are setting the ultimate example of how important a clean community really is. Clean and beautiful areas tend to discourage littering. Contact the Mayor's Office for details on how you can help make a difference.

Initiatives and Enforcement

❖Increased police enforcement of litter laws and statutes.
❖If you litter, you're breaking the law....and it will cost you!
❖It is everyone's responsibility to manage and upkeep their property. The Unified Neighborhood Inspection Team (UNIT) will ensure those in violation of Danbury Blight Ordinances will be notified. Those not adhering to the notice can incur severe fines.
❖Installation of new sidewalk trash containers throughout City Center and beyond
❖Introducing state of the art and eco friendly recyclable trash units for City Center and parks. Through a corporate, private and City sponsorship, these trash disposals, will compact and help sort pedestrian trash encouraging proactive community participation in keeping our City clean.
❖Initiate new anti-litter educational program at our schools to educate our youth on the damage litter poses to our community.
❖Increase awareness of City programs to engage the community in year-round neighborhood beautification. These programs include the City of Danbury Adopt-a-Street and Adopt-a-Spot programs.

The Danbury Police Department takes a strong stance on littering. Violators face fines, forfeiture of vehicle and prison.

Sec. 22a-250 Littering or dumping prohibited: Carries a Minimum fine of $219 (Surcharges may be added on)

Sec. 22a-250a Forfeiture of vehicles used in violations of environmental laws.
++ If the material being dumped is deemed Hazardous Material: Connecticut has established a maximum penalty of $25,000 per day per violation and imprisonment of one year or both.++
Sec. 22a-250b Reward for information re illegal dumping: The Commissioner of Environmental Protection may offer a reward of up to one thousand dollars for information which leads to the imposition of a civil penalty for a violation of Sec. 22a-250.

The Danbury Police Department has Officer Ken Utter who is assigned to Graffiti and Blight in the City of Danbury. Together with the Danbury UNIT they dedicate their efforts to making the City of Danbury a cleaner place to live. Officer Ken Utter can be reached at 203-796-1662. Residents can also call the Danbury Police Department 203-797-4611 to report illegal dumping.

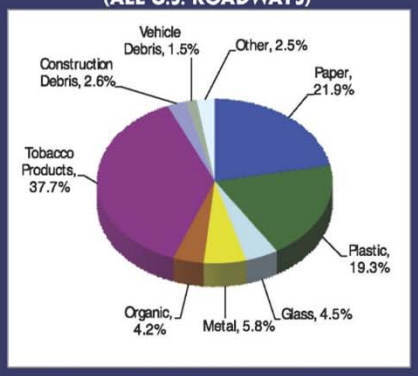
LITTER IN AMERICA

Results from the nation's largest litter study

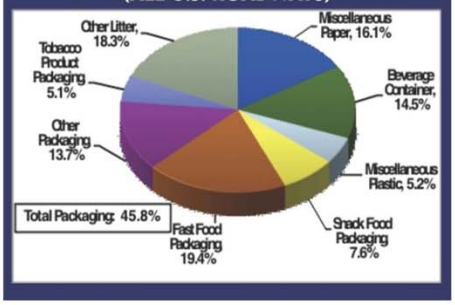
KEY FINDINGS: LITTER

The 2009 National Visible Litter Survey and Litter Cost Study* is the first new national litter research from Keep America Beautiful since 1969. The survey documents The composition of litter across America, its quantity, and locations, and the direct and indirect costs of litter to communities and businesses.

AGGREGATE COMPOSITION OF LITTER (ALL U.S. ROADWAYS)



TYPES OF LITTER 4-INCHES PLUS (ALL U.S. ROADWAYS)



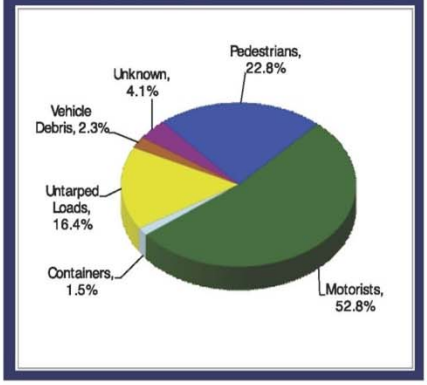
LITTER REMAINS A PERVASIVE PROBLEM.

While litter and littering have decreased, they continue to have a significant impact on our communities and environment.

- **Over 51 billion pieces of litter appear on U.S. roadways each year.** Most of it, 46.6 billion pieces (91%), is less than four inches. That's **6,729 items per mile** of roadway.

- **Tobacco products comprise roughly 38% of all U.S. roadway litter.** Paper (22%) and plastic (19%) are the next largest types of materials.

SOURCES OF AGGREGATE LITTER



- **Packaging litter comprises nearly 46% of litter 4 inches and greater.** This includes fast food, snack, tobacco, and other product packaging.

- **Most roadway litter—76%--appears to originate from motorists and pedestrians.** Individual actions by motorists (52%), pedestrians (22.8%), improperly covered trucks and cargo loads (16.4%), and other behaviors are the source of roadway litter.

- **Most non-roadway litter is found at "transition points."** These are at or near entrances to movie theaters, retail, bus stops, and other places where anyone consuming a food or tobacco product is required to discard the item before entering.

** The 2009 National Visible Litter Survey and Litter Cost Study was prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful, Inc. Research reports and an executive summary can be downloaded at www.kab.org/research09. Keep America Beautiful, Inc. 2009 national litter and littering behavior research were conducted through a grant from Philip Morris USA, an Altria Company. Wm. Wrigley Jr. Company Foundation sponsored the creation of these fact sheets.*

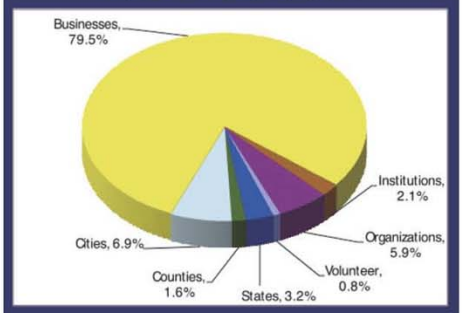
All contents Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

LITTER IN AMERICA

Results from the nation's largest litter study

THE COST OF LITTER IS SUBSTANTIAL

BREAKDOWN OF DIRECT LITTER COSTS IN THE U.S.



Litter clean up costs the U.S. more than $11.5 billion each year, with businesses paying $9.1 billion. Local and state governments, schools, and other organizations pick up the remaining costs.

The indirect costs of litter are also considerable.

- **The presence of litter in a community decreases property values by 7%.**
- Of homeowners surveyed, **40% believe that litter reduces home values by 10% to 24%.**
- 55% of realtors think that **litter reduces property values by about 9%.**
- 60% of property appraisers **would reduce a home's value if it was littered.**

WHAT'S CHANGED IN 40 YEARS?

A comparative analysis of the 2009 research and KAB's national litter study conducted in 1969 found that successful education, ongoing clean-up efforts, and changes in packaging are having an impact:

- Visible litter on our nation's roadways has **decreased approximately 61% in the past 40 years.**
- Paper, metal, glass, and beverage container litter has **decreased by 74.4% since the 1969 national study.**
- The incidence of **plastic items in the litter stream has increased over 165%.** This reflects a 340% per capita increase in use of plastic packaging over the past 40 years

Litter has environmental consequences. Wind and weather, traffic, and animals move litter into gutters, lawns and landscaped areas, alleyways, and parking structures. Litter near storm drains and beach debris are also likely to wash into local waterways, with potential for serious environmental contamination.

Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

LITTER IN AMERICA

Results from the nation's largest litter study

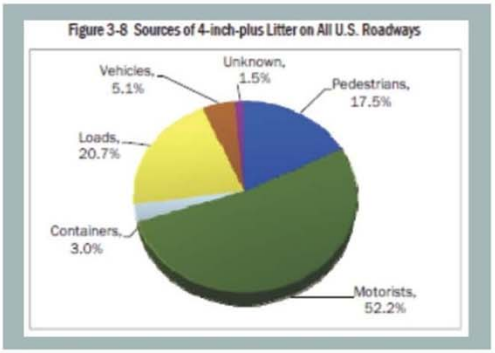
KEY FINDINGS: SOURCES OF LITTER

Keep America Beautiful's 2009 National Visible Litter Survey and Litter Cost Study* identifies individuals as the primary source of litter. Motorists and pedestrians are littering on roads and highways, in downtown business districts, recreational areas, and beaches.

LITTER ON ROADS AND HIGHWAYS IS THE RESULT OF INDIVIDUAL ACTIONS.

• **Motorists and pedestrians contribute a combined nearly 70% of litter over 4 inches.** Along roadways and highways, motorists generate 52.2% of litter and pedestrians 17.5%.

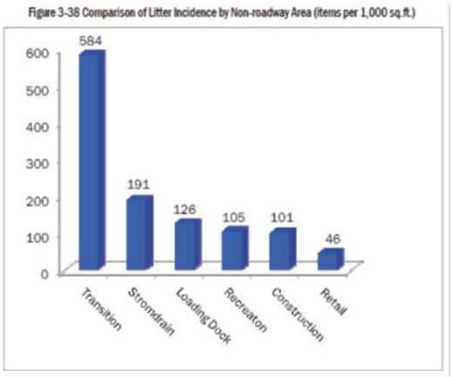
• **Motorists not properly securing truck or cargo loads, including collection vehicles, represent 20.7% of roadway litter 4 inches-plus**. Vehicle debris and improperly secured containers, dumpsters, trash cans or residential waste/recycling bins represent another 8.1% of litter over 4 inches.



ALONG U.S. ROADWAYS CIGARETTE BUTTS, DISCARDED IMPROPERLY BY MOTORISTS AND PEDESTRIANS, ARE THE MOST FREQUENTLY IDENTIFIED ITEM.

• **Tobacco products comprise roughly 38% of ALL U.S. roadway litter** in overall aggregate analysis. Paper (22%) and plastic (19%) are the next largest percentages of litter on roads and highways.

• **Packaging litter comprises nearly 46% of litter 4 inches and greater.** This includes fast food, snack, tobacco, and other product packaging. And 61% of beverage containers 4 inches or greater on U.S. roadways are soft drink and beer containers.



** The 2009 National Visible Litter Survey and Litter Cost Study was prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful, Inc. Research reports and an executive summary can be downloaded at www.kab.org/research09. Keep America Beautiful, Inc. 2009 national litter and littering behavior research were conducted through a grant from Philip Morris USA, an Altria Company. Wm. Wrigley Jr. Company Foundation sponsored the creation of these fact sheets.*

All contents Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

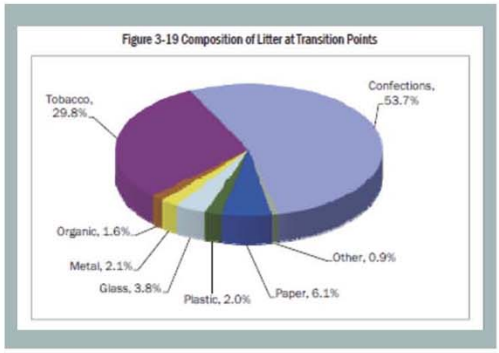
LITTER IN AMERICA

Results from the nation's largest litter study

OFF THE ROADS, MOST LITTER IS IMPROPERLY DISCARDED AT "TRANSITION POINTS."

• About 95% of litter at transition points is from pedestrians. These are areas where individuals consuming a food or tobacco product are required to discard the product before entering.

• Virtually all litter—97%--found at transition areas are small items. Confection litter (candy, chocolate, gum, etc.) is the most predominant at 53.7%, and tobacco products second at 29.8%.



STORM DRAINS, LOADING DOCKS, RECREATION AREAS, CONSTRUCTION SITES, AND RETAIL DISTRICTS ARE ALSO AREAS WHERE LITTER COLLECTS—MOSTLY SMALLER ITEMS LIKE CIGARETTE BUTTS, CONFECTION, AND PAPER.

• **After transition points, storm drains are the most littered.** Cigarette butts, confection, and other litter accumulate in or around storm drains, located primarily in gutters and designed to drain excess rain from paved streets, parking lots, etc.

• **85% of litter at loading docks is from workers loading and unloading goods.** Areas behind retail and other businesses are littered predominantly with cigarette butts, but also metals, plastic, and paper.

• **People litter both large and small items at recreational areas.** The source of most litter at parks, beaches, and open areas where people congregate for leisure activities is pedestrians—98.5%. Small items, which represent about half the litter, are cigarette butts and confection, while larger litter is most commonly food-related.

• **The primary source of litter at active residential and commercial construction sites is workers (69%).** They improperly dispose of trash from snacks, meals, smoking, etc. Most construction site litter is smaller items (93%), including cigarette butts, small pieces of paper, plastic, and confection.

• **High-traffic locations are a draw for a variety of items littered by shoppers.** Strip malls, shopping centers, and convenience stores all attract packaging litter, cigarette butts, and confection.

Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

LITTER IN AMERICA

Results from the nation's largest litter study

KEY FINDINGS: THE COSTS OF AMERICANS LITTERING

The 2009 National Visible Litter Survey and Litter Cost Study* documents the direct and indirect costs of litter to communities, schools, and businesses. While visible roadside litter is down 61% since 1969, litter, and littering behavior, remains a persistent and costly problem.

BREAKDOWN OF DIRECT LITTER COSTS IN THE U.S.

Litter clean up costs the U.S. more than an estimated $11.5 billion each year.

- Businesses pay $9.1 billion of clean up costs, or about **80%**.

- States, cities, and counties together expend $1.3 billion on litter abatement. **Litter removal is often a hidden cost within employee expenses or other projects which makes it difficult to determine the actual cost to local governments.**

- Educational institutions spend approximately $241 million dollars annually for litter clean up. **Similar to local governments, litter costs are often not included as a budget line item, making it difficult to determine the time spent on cleanup in hallways, cafeterias, and sports facilities.**

- Many communities depend on volunteers to clean up litter, a trend that will likely grow.

- Continuing population growth—about 3.5 million/year—will strain litter abatement efforts. Even if litter is reduced on a per capita basis, more people will tend to result in more litter.

- As the U.S.—along with state and local governments—struggles economically, budget cuts may reduce tax-funded litter clean-up programs.

THE INDIRECT COSTS OF LITTER ON QUALITY-OF-LIFE ARE CONSIDERABLE.

Indirect costs include the degree to which litter reduces the value of real estate, deters a customer from entering a business, or a new employer from locating to a community. To measure these impacts of litter, the 2009 study surveyed homeowners, realtors, and business development officials.

- **93% of homeowners say a littered neighborhood would decrease their assessment of a home's value and influences their decision to purchase a property.** And 40% estimated that litter would reduce a home's value by 10% to 24%.

- 36% of business development officials say that **litter impacts a decision to locate to a community.**

- 55% of realtors think that **litter reduces property values by about 9%.**

- 60% of property appraisers **would reduce a home's value if it was littered.**

- **The presence of litter in a community decreases property values by a little over 7%**, according to the National Association of Home Builders pricing model.

** The 2009 National Visible Litter Survey and Litter Cost Study was prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful, Inc. Research reports and an executive summary can be downloaded at www.kab.org/research09. Keep America Beautiful, Inc. 2009 national litter and littering behavior research were conducted through a grant from Philip Morris USA, an Altria Company. Wm. Wrigley Jr. Company Foundation sponsored the creation of these fact sheets.*

All contents Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

LITTER IN AMERICA

Results from the nation's largest litter study

LITTER HAS COSTLY ENVIRONMENTAL CONSEQUENCES.

• The environmental outcomes of litter can have economic impacts. This includes lost tourism revenues, expenses for repairing vehicles, boats and ships, restoration of ecosystems, wildlife injury, and eventually the cost to human health.

• Debris may be carried by storm drains into local waterways, with potential for serious environmental contamination. Wind and weather, traffic, and animals all move litter into gutters, lawns and landscaped areas, alleyways, and parking structures.

DIRECT COSTS OF LITTER

ENTITY TYPE	COST (IN MILLIONS)
States	$ 363
Counties	$ 185
Municipalities	$ 797
Businesses	$ 9,128
Educational	$ 240
NGOs	$ 769
TOTAL	**$ 11,482**

Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

LITTER IN AMERICA

Results from the nation's largest litter study

KEY FINDINGS: CIGARETTE BUTT LITTER

Cigarette butts are the most frequently littered item. Tobacco products comprise 38% of all U.S. roadway litter and 30% at "transition points," places where smokers much discontinue smoking before proceeding. As part of Keep America Beautiful's 2009 Littering Behavior in America* research, specific data was gathered about cigarette butt littering. This included observations of smokers at recreation areas, bars/restaurants, retail, and medical/hospitals.

THE OVERALL LITTERING RATE FOR CIGARETTE BUTTS IS 65%.

This is slightly higher than the 58% rate found in the general littering observations.

- **When a cigarette butt is littered, dropping with intent is the most frequent behavior or strategy** (35%), followed by "flick/fling" (27%), and "stomp" (27%).

- **Most cigarette butts are littered on the ground** (85%), 37% into bushes/shrubbery, 25% on or around trash receptacles, and 15% into planters.

Table 10. Frequencies of Litter Disposal Strategies for Cigarette Butt Litter

	Frequency	Percentage
Drop with Intent	122	35%
Flick/Fling	94	27%
Stomp	92	27%
Other	17	5%
Bury	9	3%
Wedge	6	2%
Shoot & Miss	3	1%
TOTAL	343	100%

Table 4. Frequencies of Where Cigarette Butts were Littered in Observation Locations

	Frequency	Percentage
Ground	110	85%
Bushes/Shrubbery	48	37%
On or around trash receptacles	32	25%
Planters	20	15%
Other	6	5%

CIGARETTE BUTT LITTERING IS MORE INFLUENCED BY THE ENVIRONMENT THAN GENERAL LITTERING. ONE OF THE STRONGEST PREDICTORS OF CIGARETTE BUTT LITTERING IS THE NUMBER OF ASH RECEPTACLES.

- **38% of cigarette butt littering is associated with the physical environment,** including the number of ash receptacles. The presence of ash receptacles, either as stand-alone, or integrated into a trash can, correlates with lower rates of cigarette butt littering.

- **For every additional ash receptacle, the littering rate for cigarette butts decreases by 9%.**

- **At the time of improper disposal, litterers were an average of 31 feet from an ash receptacle.** While trash receptacles are widespread (at 91% of observed sites), ash receptacles are less common, with only 47% of observed sites having an ash only or ash/trash receptacle.

- **Of smokers who work, 41.8% report that they do not have receptacles for cigarette butts at their work location.**

** The 2009 National Visible Litter Survey and Litter Cost Study was prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful, Inc. Research reports and an executive summary can be downloaded at www.kab.org/research09. Keep America Beautiful, Inc. 2009 national litter and littering behavior research were conducted through a grant from Philip Morris USA, an Altria Company. Wm. Wrigley Jr. Company Foundation sponsored the creation of these fact sheets.*

All contents Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

LITTER IN AMERICA

Results from the nation's largest litter study

ANOTHER STRONG PREDICTOR OF CIGARETTE BUTT LITTERING IS THE AMOUNT OF EXISTING LITTER.

- **Smokers are more likely to litter if the environment contains any type of litter, not just cigarette butts.** More littered environments encourage more littering.

- **Medical/hospital sites have the highest littering rates,** followed by recreation areas, bars/restaurants, and then retail locations and city centers.

Table 14. Place of Disposal for Cigarette Butt Litter

	Frequency
Pocketed	2
Trash can	8
Ashtray	26
Ground	7
Field Strip	5
Personal Ashtray	2
Cigarette Pack	1

63% OF CIGARETTE BUTT LITTERING IS ATTRIBUTABLE TO INDIVIDUAL MOTIVATIONS.

- **Younger adult smokers are more likely to litter cigarette butts than older smokers,** although there is no correlation with gender.

- **Only 14% of current smokers report owning a pocket ashtray,** and 28.1% report that they do not have a receptacle for cigarette butts in their car.

- **77% of individuals in an intercept survey report that they thought cigarette butts were litter.** When asked how they disposed of their cigarette butts when outside, most report using an ashtray. Others report using a trash can or dropping the butt to the ground.

These key research findings indicate that that the most effective ways to address cigarette butt littering include increasing the availability of ash receptacles and portable ashtrays, decreasing the amount of existing litter through clean-up activities, and educating the public with motivational messages that target individual responsibility and obligation.

Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

LITTER IN AMERICA

Results from the nation's largest litter study

KEY FINDINGS: LITTERING BEHAVIOR

Littering Behavior in America*, new research from Keep America Beautiful, reports on three nationwide studies—behavior observations, intercept interviews, and a national telephone survey. These explore how frequently people litter, the individual and contextual variables that contribute to littering, and the effectiveness of various approaches to reduce littering.

In the 2009 national survey, the first since 1969, 15% of individuals self-reported littering in the past month. In 1969, 50% admitted littering. While self-reported littering rates have declined in the past 40 years, individual littering—and litter—persists.

LITTER IS PRIMARILY THE RESULT OF INDIVIDUAL BEHAVIORS.

- **About 85% of littering is the result of individual attitudes.** Changing individual behavior is key to preventing litter.

- Nearly one in five, or **17%, of all disposals observed in public spaces were littering.** The remainder (83%) was properly discarded in a trash or recycling receptacle.

- **Most littering behavior—81%--occurred with notable intent.** This included dropping (54%), flick/fling of the item (20%), and other littering with notable intent (7%).

Table 8. Frequencies of Litter Disposal Strategies for General Litter

	Frequency	Percentage
Drop: Intent †	183	54%
Flick/Fling †	68	20%
Drop: No Intent	42	12%
Shoot & Miss †	8	2%
Placed item on table, bench, or ledge †	21	6%
Inch Away †	8	2%
Wedge †	4	1%
Sweep †	3	<1%
90%ers †	2	<1%
Blew away	3	<1%
TOTAL	342	100%

Note: † designates littering that occurred with notable "intent."

THE COMMUNITY ENVIRONMENT ALSO INFLUENCES LITTERING BEHAVIOR.

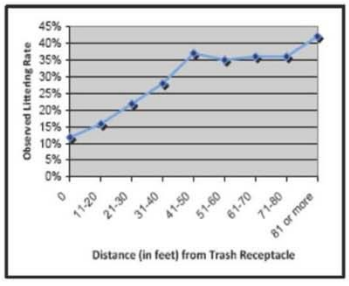
- **A strong contributor to littering is the prevalence of existing litter.** About 15% of littering is affected by the environment, or existing litter.

- **Trash receptacles are widespread, while ash receptacles are less common.** Of the sites observed, 91% had trash receptacles (including dumpsters), but only 47% had ash receptacles. And even fewer had recycling containers (12%).

- **Most littering occurs at a considerable distance from a receptacle.** At the time of improper disposal, the average estimated distance to the nearest receptacles was 29 feet. The observed littering rate when a receptacle was 10 feet or closer was 12%, and the likelihood of littering increased steadily for receptacles at a greater distance.

- **Individuals under 30 are more likely to litter than those who are older.** In fact, age, and not gender, is a significant predictor of littering behavior.

Figure 2: Observed Littering Rate by Distance to Receptacle



** The 2009 National Visible Litter Survey and Litter Cost Study was prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful, Inc. Research reports and an executive summary can be downloaded at www.kab.org/research09. Keep America Beautiful, Inc. 2009 national litter and littering behavior research were conducted through a grant from Philip Morris USA, an Altria Company. Wm. Wrigley Jr. Company Foundation sponsored the creation of these fact sheets.*

All contents Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

LITTER IN AMERICA

Results from the nation's largest litter study

CIGARETTE BUTT LITTERING

The most frequently littered items are cigarette butts. Tobacco products are roughly 38% of all U.S. roadway litter and comprise nearly 30% at "transition points". Here are more facts about cigarette butt littering:

- A focused observation of smokers revealed a **65% littering rate.** Both the availability of ash receptacles and the amount of existing litter affected the littering rate.

- **Cigarette butt litter was more strongly influenced by the environment than was general litter.** A full 38% of cigarette butt littering was due to the environment, and 62% to individual behavior.

Table 6. Type and Frequency of Disposed Objects

	Proper	Improper	% Littered
Cigarette Butt	146	194	57%
Combo/Mixed Trash	325	12	4%
Paper	251	20	7%
Beverage Cup	180	5	3%
Napkin/Tissue	110	9	8%
Beverage Bottle: Plastic	100	5	5%
Food Remnants	65	16	20%
Food Wrapper	85	14	14%
Beverage Can	59	8	12%
Food Container	57	1	2%
Plastic Bag	38	2	5%
Beverage Bottle: Glass	11	0	0%
Unknown	116	10	8%
Other	77	46	37%
TOTAL	**1,620**	**342**	**17%**

PREVENTING LITTER REQUIRES CHANGING INDIVIDUAL BEHAVIOR— AND THE ENVIRONMENT

Make proper disposal convenient and accessible. Provide sufficient trash, ash, and recycling receptacles. There is a special need for more ash receptacles.

Ensure consistent and ongoing clean-up efforts. Littered environments attract more litter. Decrease the amount of existing litter.

Use landscaping, improving the built infrastructure, and ongoing maintenance to set a community standard and promote a sense of personal responsibility not to litter. Communities that make an effort to "beautify" result in lower rates of littering behavior.

Make the most of awareness and motivational campaigns. Use messaging that highlights social disapproval for littering and a preference for clean, litter-free communities. Messages that show littering as common undermine littering prevention. And keep the focus on individual responsibility.

Copyright 2010 Keep America Beautiful, Inc. – www.kab.org. January 2010

“I Pledge.....

- ❑ To read the information on the impact of litter provided here so I can learn and understand the serious impact litter has on my family and community.
- ❑ To pick up at least one piece of trash a day. If I see litter on the ground, I will pick it up and place it in the trash can.
- ❑ To ensure trash can lids are closed tightly so that trash doesn’t blow to the ground
- ❑ To bundle and securely tie my newspapers and other recyclables so they don’t blow away
- ❑ To keep a trash bag in the family car and empty it in the family trash can when we get home
- ❑ To participate in volunteer litter clean-ups
- ❑ To report unlawful dumping and littering to the police or Cityline 311
- ❑ To ask neighbors, civic organizations and businesses I know to form a team and Adopt-a-Street or Adopt-a-Spot
- ❑ To always remember that Pledging to keep our community clean is not a one time thing.....it should be a lifetime commitment for me, my family and friends.