

Education

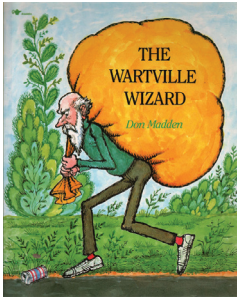
KCB is reach youth through schools, libraries, summer camps and youth organizations offering both learning and service objectives.

While cleanups are a major factor in improving the health and visual appearance of a community, CHANGING BEHAVIOR is the true path to ending litter.

Beginning with our YOUTH today will ensure tomorrow's generations understand the hazards of litter and develop a socially responsible attitude regarding the community and the environment.

Litter Learning

KCB has developed an approved Litter Activity Guide filled with lessons and activities for grades K-6 and offers training via teacher workshops and created a 3rd grade Literacy Kit using the children's book, The Wartville Wizard along with activity sheets and litter promotional items as the teaching tools.



Schools To Neighborhoods

KCB is working to connect schools to neighborhoods for service experience and credit. Youth engagement builds pride and awareness of how much work it is to keep a neighborhood clean and beautiful.

Litter-Free School Zones

A 2 year commitment by area High Schools to keep their campus and surrounding neighborhood streets litter-free. An official city sign is put into place on the right of way to signify the school is in the **Litter-Free Zone** program.

Litter and Littering Facts

LITTER begets litter-15% of littering is the result of the presence of visible litter. According to the Broken Window Theory if an area is neglected and badly maintained, crime and anti-social behavior will increase.



Keep America Beautiful litter research says **51.2 BILLION** pieces of litter appear on US roadways each year.

76% of roadway litter originates from motorists or pedestrians.



There is no such thing as a "littering type." People of all ages and social background and genders litter.

85% of littering is the result of human behavior and attitudes.

Fast food, snack and packaging litter comprises 46% of roadway litter, with paper and plastic products at 22% of littered materials.



Wind and weather move litter around at transition points such as entrances, parking lots, street corners, loading docks.

18% of all littered items end up in our storm drains and into streams and major waterways.

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE


KEEP COLUMBUS BEAUTIFUL
KEEP AMERICA BEAUTIFUL AFFILIATE

KCB Visitor and Supply Center

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KEEP AMERICA BEAUTIFUL AFFILIATE



End Littering in Columbus

KEEP COLUMBUS BEAUTIFUL IS WORKING TO END LITTERING

HERE IS HOW YOU CAN WORK WITH US

Individuals

End littering starts with each individual: If you see litter on the ground just remember Three Words About Litter...



PICK IT UP!! Set a personal goal to pick up a specific amount of litter each day. SMOKE? Use a pocket or car ashtray for butts.

Neighborhoods

Conduct a Litter Index: KCB will train community leaders to visually assess and score existing litter in your neighborhood. Use your first index as your baseline and then score again in a year after implementing the suggested strategies below.

Utilize the City of Columbus 311 reporting system to have repairs made to broken trash containers, bulk items picked up and to address code violations, report nuisance properties and keep vacant lots mowed.



Abatement

Regular and Sustained Efforts: Keep on top of litter by hosting a brief volunteer cleanup EVERY MONTH-same day, time and location. Publicize to your neighborhood by newsletter or social media. Put together a street plan, target your major corridors and arteries and continual litter hot spots.

Follow up with large community cleanups in Spring and Fall. Add food or incentives to build neighborhood pride and make picking up litter fun. Involve area youth from your local school. Equipment and supplies are available on loan through the Keep Columbus Beautiful Visitor and Supply Center at 1265 Marion Rd.



Pride

The strongest form of litter prevention is social disapproval. Promote a litter-free neighborhood as the “gold standard.” Include expectations for a litter-free community and a City of Columbus Resident’s Guide to Refuse Collection in WELCOME PACKETS for new homeowners or renters. Invite newcomers to cleanup events. Periodically remind residents to “bag garbage” and tie up bags of trash to avoid vermin and spillage by Refuse collectors. Beautify with shrubs, flowers, and mulch. Consider a neighborhood garden tour.

Business/Merchant Associations

KCB recommends Association leaders walk and talk with businesses along the commercial corridor to encourage daily storefront and parking lot litter removal, good waste management and accountability for overflow or spillage. Encourage retail merchants and area restaurants to provide waste and cigarette litter containers at entry/exits for use by customers. Tour the corridors regularly for trouble spots and work with government or transit authorities to make sure public receptacles are serviced and the corridor is always litter-free.

Government

City, County and State government provides regular litter abatement and street sweeping on major highways and interior roadways and arteries. The Franklin County Environmental Court utilizes fines and those individuals assigned a penalty of community service to abate litter.

Enforcement

Littering is against the law and when enforced is a minor misdemeanor. KCB believes consistent enforcement of ordinances and codes will help deter and change behavior in the community at-large.



Litter and Littering Facts

LITTER is any misplaced solid waste.

LITTER is also a socio-economic problem with significant impact on our roads, waterways, neighborhoods, quality of life, safety, economy, tourism, public health, wildlife and the environment.



We all pay for LITTER

LITTER cleanup costs the US more than **\$11.5 Billion** each year.

Businesses pay **\$9.1 Billion**, state and

local governments, schools and other organizations pay for the remaining costs.



LITTER in a community decreases property values by 7% and a littered neighborhood sends a signal that the area is unsafe and no one cares.

