

KEEP
COLUMBUS
BEAUTIFUL



END LITTERING
IN COLUMBUS

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR



**VISIBLE
LITTER**



Dear Friends:

We are fortunate to live in one of the best cities in the nation. Yet even here in one of the nation's cleanest cities, we have the problem of visible litter. Yes, litter can be seen on our highways, commercial corridors, residential streets and in our alleys.

Litter is costly to clean up, it impacts our quality of life, safety and economic Development. Eventually, litter ends up in our waterways harming our environment. It is time to end littering in Columbus.

END LITTERING in Columbus presents a new way of approaching the problem of litter. A comprehensive plan focusing on key stakeholders; government, business, education, enforcement and neighborhoods. The proposed concepts, if implemented by each stakeholder, will address the problem of litter in a more coordinated and sustained way.

One of the most critical aspects of this plan involves our children. Introducing litter as a service-learning component in our classrooms today, will help to ingrain socially responsible behavior and community pride in our citizens of tomorrow.

By all of **us** working together we can **END LITTERING** and make Columbus a cleaner and more beautiful city for all.

Andrew J. Ginther, Mayor





END LITTERING IN COLUMBUS

A strategic plan to reduce litter in the City of Columbus presented by Keep Columbus Beautiful, a community improvement program within the Department of Public Service, Division of Refuse Collection.

The plan is targeted at key stakeholder groups who have within their power the ability to change a socioeconomic problem.

INDIVIDUALS

NEIGHBORHOODS

BUSINESS

**GOVERNMENT/
ENFORCEMENT**

EDUCATION

INDIVIDUALS

Ending littering starts with each individual.

If you see litter on the ground ... **PICK IT UP!!**

Set a personal goal to pick up a certain number of pieces of litter each day - challenge others to do the same.

Smoke? Use a pocket or car ashtray for butts.

Put a bag in your car for trash/litter.

Picking up litter and debris provides a daily dose of exercise - grab a bag, pair of gloves, take a walk, bend, reach, stay fit.


Litter is everywhere: your street, park, work, school, church, business parking lot, bus stop and more. Think about how and where you can make a difference by picking up litter.



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

**PICK
IT
UP!!**
THREE WORDS
ABOUT LITTER

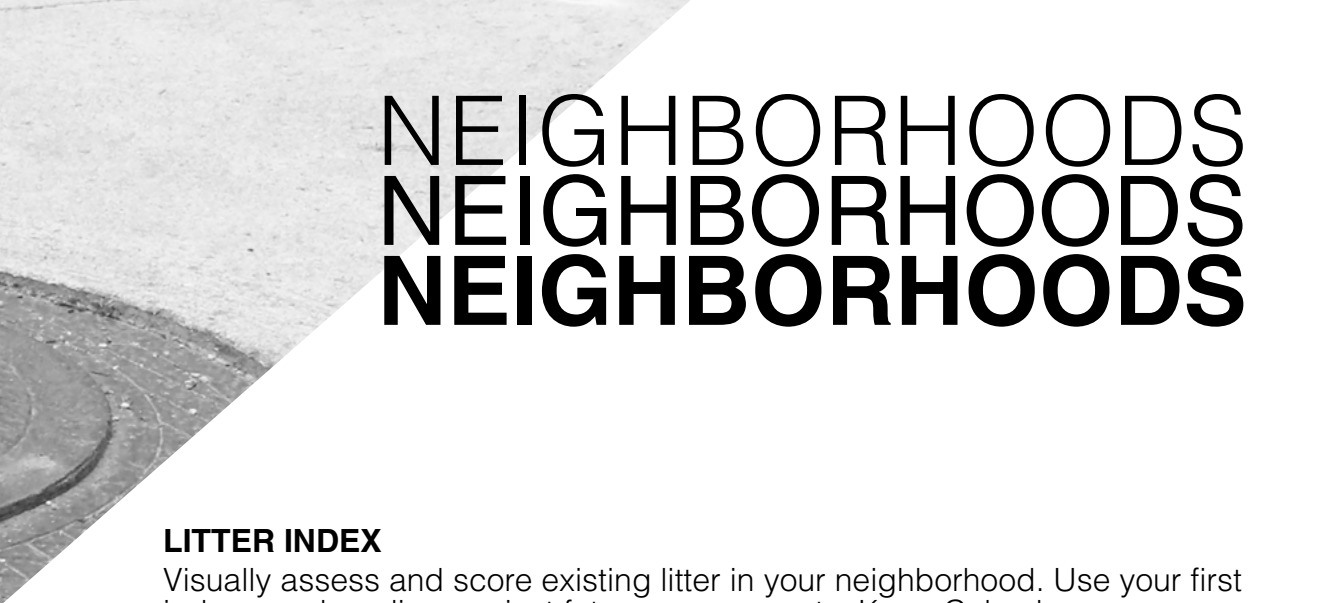




18%
of litter ends
up in storm
drains.

**A littered
neighborhood
sends a signal
that the area is
unsafe and no
one cares.**

**Litter in a
community
decreases
property
values by
7%.**



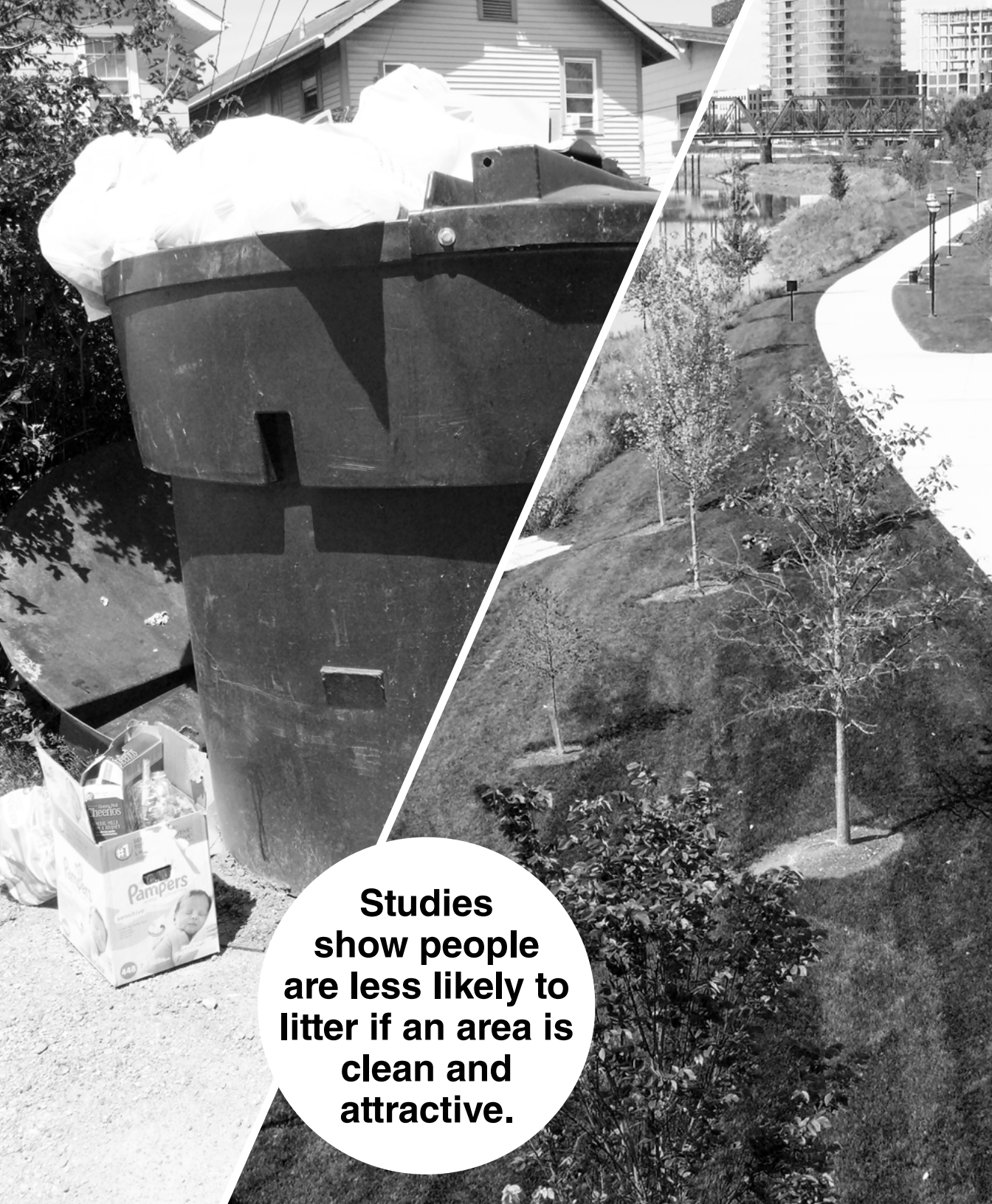
NEIGHBORHOODS NEIGHBORHOODS NEIGHBORHOODS

LITTER INDEX

Visually assess and score existing litter in your neighborhood. Use your first index as a baseline against future assessments. Keep Columbus Beautiful will provide group training or make the national litter index scoring system accessible online.

ABATEMENT

- Keep on top of the visible litter problem. Offer a volunteer cleanup EVERY MONTH - **same day, time and location**. Rotate leaders. Publicize the date. A consistent date each month will allow local high schools students to participate for service credit or Keep Columbus Beautiful to send other willing community volunteers to join up. Add a fun component like food or a fun name to the effort.
- Keep the monthly **PICK IT UP!!** event simple and quick. Focus only on areas that determine perception. Map a cleanup plan that targets “highly visible boundaries” such as neighborhood gateways, major arteries and litter hot spots. Store a minimum amount of abatement supplies on hand for monthly efforts.
- Plan larger more in depth cleanups twice a year - **spring and fall** - that engage the entire community. Contact the Keep Columbus Beautiful Visitor and Supply Center for bulk amounts of bags, litter grabbers, safety vests, gloves, rakes, shovels and more.



**Studies
show people
are less likely to
litter if an area is
clean and
attractive.**




NEIGHBORHOODS NEIGHBORHOODS NEIGHBORHOODS

PRIDE

- Zero tolerance for litter.
- Promote a litter-free neighborhood as the “gold standard.”
- Utilize the **PICK IT UP!!** logo on materials, newsletters, social media and websites.
- Include expectations for a litter-free community in a *welcome packet* for new homeowners and renters along with the City of Columbus Resident’s Guide to Refuse Collection. Invite the newcomers to attend the monthly cleanup event.
- Discuss litter problems and continual hot spots at civic and block watch meetings.
- Form a “Hot Spot” litter team to be deployed if litter becomes unsightly before the next scheduled cleanup.
- Encourage good waste management practices-bag trash, tie the bag, close the lid on the containers.
- Call **311** for bulk pickup and to repair damaged containers.

BEAUTIFICATION

Consider beautifying an area that attracts litter with shrubs, grasses, flowers and mulch.



**Beautification:
an attractive area
stays cleaner. The
addition of flowers,
shrubs, trees,
and art deter
littering.**

**Litter is a
socioeconomic
problem with
significant impact
on safety,
economy,
and tourism.**



BUSINESS

MERCHANT ASSOCIATIONS

Commercial corridors and small retail shopping districts draw in both pedestrians and varied mode modes of transportation, delivery trucks and passenger vehicles all of which contribute to litter and debris on roadways, sidewalks, parking lots and storefronts. Usually located on a major artery, near highways, the business district may be the first impression of a neighborhood.

BEAUTIFICATION

- Flowers, shrubs, and trees deter littering.
- Keep sidewalk and curb weed growth under control.
- Consider a public art program.



RECOMMENDATIONS FOR TRADE AND MERCHANT ASSOCIATION LEADERS:

- **Be seen!** Walk and talk with businesses regularly along the corridor, encourage daily litter and trash removal from storefronts and parking lots by each business.
- Hire someone to clean the corridor of litter weekly. Consider a youth ambassador program or approach an agency offering workforce development opportunities.
- Check to see if dumpsters are closed or overflowing.
- Hold the business accountable for good waste management practices.

BUSINESS



- Consider power washing sidewalks.
- Work with government and transit authorities to make sure curbside public trash and litter receptacles are in good repair and serviced regularly.
- Contact a government CODE officer if a business is not compliant after repeated requests.
- Ask each business/restaurant to provide a trash container at the entries and exit areas of their store.
- Make sure containers are available for smokers to dispose of their cigarette butts in designated smoking spots.
- **Be creative!** Ask businesses to make litter a priority and to be proactive with their customers regarding litter.



**51.2 billion
pieces of litter
appear on
US roadways
each year.**

**Keep Columbus
Clean and Green
Do Not Litter**

**\$500 Fine,
60 Days In Jail**
City Code, Section 2329.01





GOVERNMENT

Government has miles and miles of roadways to keep clean. City, County and State Governments provide regular litter abatement and street sweeping on major highways and interior roadways and arteries. The Franklin County Environmental Court uses community service as a sentencing alternative that not only holds individuals accountable for their actions, but provides them an opportunity to do their part in making our communities a better place. The Court's Community Clean Up Crew works to abate roadway and alley litter.

ENFORCEMENT

Littering is against the law and when enforced is a minor misdemeanor. Keep Columbus Beautiful believes consistent enforcement of ordinances and codes will help deter and change behavior.

We propose a Columbus Litter Enforcement Day every spring and fall to remind citizens the consequences to littering.

We are asking each government entity to work more strategically and collaboratively in keeping our highways and roadways free of visible litter.

Three words about litter . . .



Pick it Up



EDUCATION

Keep Columbus Beautiful is reaching youth through schools, libraries, summer camps and youth organizations. A curriculum-based Litter Guide of lessons and activities for K-6 students is being implemented in Columbus City Schools. Teachers have online access to the guide and a video overview. Additionally, the children's book, *The Wartville Wizard* will be used along with activities in 3rd grade reading classes and summer reading programs in libraries across the city. The book is used in City of Columbus Recreation Center summer camps accompanied by a service activity. The **PICK IT UP!! Challenge** has City of Columbus Recreation Centers competing for the most bags of litter collected around their facility.

SCHOOLS TO NEIGHBORHOODS

Keep Columbus Beautiful works to connects schools to area neighborhoods associations for service credit. Youth engagement helps build awareness for the amount of work involved in keeping a neighborhood clean and beautiful. It builds stronger loyalty and pride to the community.

LITTER-FREE SCHOOL ZONES

Area high schools sign a two year contract to keep their facility, campus and surrounding neighborhood streets litter-free. An official city sign is placed in the public right of way to signify the school is in the Litter-Free Zone program.

85%
of littering is the
result of human
behavior. Shaping
behavior starts with
education.

END LITTERING

A Strategic Plan for Columbus

	Stakeholder	Strategic Goal
Government	<ul style="list-style-type: none">• City of Columbus• Franklin County• ODOT• Environmental Court• Keep Columbus Beautiful	<ul style="list-style-type: none">• Synchronize litter abatement efforts to maximize visual perception of litter in key highways and routes• Public Service personnel in Refuse, Street Maintenance etc. asked to carry litter grabbers and bags PICK IT UP!!
Education	<ul style="list-style-type: none">• Columbus City Schools (High School, Middle School, Elementary School)	<ul style="list-style-type: none">• Change behavior through education, develop pride in school and community• Reconnect schools with neighborhood
Media & Communication		<ul style="list-style-type: none">• PICK IT UP!! campaign message utilized

Action

- Spring government litter teams to coordinate mapping of roadways and develop a hot spot plan to utilize community service works more efficiently
- Street Sweeping to coordinate with neighborhoods Highway Ramps and Major corridors volunteers

Collaborators

- City of Columbus Street Maintenance to help lead/organize effort
- Director, Public Service
- Keep Columbus Beautiful
- Businesses
- Volunteers

High School:

- Litter free school zone
- 2 year contract agreement
- Street Sign posted in right of way
- Develop pride initiative to keep inside and school campus clean
- Trash containers in place for school events that involve the community such as sports
- Announcements at events that school is litter free
- Pair students needing service credit with neighborhood leaders to do litter abatement

Middle School:

- Service Days
- Design Challenge, Waste Management Field Trip

Elementary School:

- Litter Literacy - use of Wartville Wizard book with activities in 3rd grade classrooms
- Litter curriculum introduced through use of approved litter activity guide

- City /Director of Education
- Keep Columbus Beautiful School Curriculum Specialists
- Keep Columbus Beautiful provides litter abatement equipment and supplies to those who sign up for a Litter-Free Zone
- Retired Teachers Association members trained to teach litter activity lessons in schools

- Public service announcements, billboards, social media, litter hot line
- Keep Columbus Beautiful publications and website

- Government
- Neighborhoods

END LITTERING

A Strategic Plan for Columbus

	Stakeholder	Strategic Goal
Businesses & Neighborhoods	<ul style="list-style-type: none">• Area Commissions• Civic Associations• Block Watches• Merchant and Trade Associations• Businesses	<ul style="list-style-type: none">• Monthly abatement plan for neighborhood boundary streets and litter hot spots• Ask each Area Commission to have a litter/ Beautification Committee• Civic Leaders/Block watches to set up regular cleanup• Keep Columbus Beautiful Adopt an Area to focus of recruiting for major corridors and main arteries
Enforcement	<ul style="list-style-type: none">• Columbus Police• County Sheriff• SWI/CODE	<ul style="list-style-type: none">• Litter Enforcement Day on Highways - police/ sherriff ticket motorists for litter, unsecured loads
Recycling		<ul style="list-style-type: none">• Cigarette Butt Recycling Program

Action

- Target NCR Corridors/major arteries
- ASK NCR Leaders to come up with standards they feel would be acceptable to ask businesses to follow
- Walk and talk with businesses along the corridor
- NCR leaders to utilize 311/code enforcement to site those who have **heavily littered sites** and do not comply
- Personal requests made to owners
- Keep Columbus Beautiful trains neighborhood leaders in Litter Index baseline for neighborhood
- Schedule a regular cleanup, same day, time, location each month. Consistently clean perception points, gateways and hot spots
- Notify residents of monthly date, post on website, encourage ongoing participation to keep on top of visual litter
- Provide welcome packets for new residents (renters) homeowners. Outline neighborhood expectations for a litter-free community and curb appeal as a priority

- Engage media
- Environmental Court asked to engage those ticketed to not pay a fine but to do community service

- Pilot program within City of Columbus government buildings
- Purchase containers/partnership with Terracycle
- Current recycling Stewards asked to handle collection and shipping

Collaborators

- Neighborhood Commercial
- Revitalization Leaders
- Keep Columbus Beautiful
- DEV
- Brainstorm ways to help keep these commercial corridors clean
- Ideal-funds to have a work force development program in place to do monthly (or more) cleanups on the corridors or summer youth program.
- Keep Columbus Beautiful - Provide litter abatement equipment hubs to merchant associations or pride offices
- Department of Neighborhoods Pride Liaisons
- Police Block Watch Liaisons
- Keep Columbus Beautiful Visitor and Supply Center

- Litter Laws enforced

- KICKBUTTColumbus! educate the public about cigarette litter
- Internal factoids and no tolerance policy instituted for butt litter





It takes all of **U[★]S** to keep Columbus beautiful.



End Littering in Columbus publication produced by:



KEEP
COLUMBUS
BEAUTIFUL

KEEP AMERICA BEAUTIFUL AFFILIATE

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COLUMBUS
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PUBLIC SERVICE

neighborhood
DESIGNcenter



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