

Project Clean & Green 2005 Program Summary

Project Clean & Green is a new City-wide spring cleanup initiative implemented in the City's 2005 adopted budget. The program combined several existing neighborhood cleanups with new initiatives to promote a clean, healthy and beautiful environment for City residents and visitors. This initiative capitalized on changes made to City refuse collection practices where citizens can now place unwanted items at their collection point **on their scheduled collection day** without having to call for a special pickup. The normal collection crew takes the extra items, thus simplifying the service.

Program Overview

The City was divided into seven clean up zones. Crews targeted one zone each week. Residents received door/cart hangers stating their designated cleanup week and were asked to place items at their collection point by 7AM on their collection day. The program began in the perimeter of the City and wrapped up in the central east side to coincide with student move outs around Marquette and UWM over the Memorial Day weekend.

The program involved 11 additional collection crews and four supplemental skid loader crews for large refuse piles. The program was funded through a \$200,000 CDBG grant supplemented by \$125,000 in existing neighborhood cleanup program dollars.

Promotional Campaign

Project Clean & Green received widespread coverage to impact as many City of Milwaukee residents as possible. The first public outreach occurred March 31st on WNOV Radio 860 with Alderman McGee. Crews began hanging door/cart tags the week of April 11th and continued throughout the cleanup, tagging carts the week preceding that zone's cleanup. A quarter page ad was included in the Milwaukee Journal Sentinel's Green Pages on April 7th.

The Mayor's press event was originally scheduled for April 13th (the first week of the program) but was actually held on May 4th (the fourth week of the program). Channel 12 and Fox6 News both did spots on the program and City Channel 25 taped the Mayor's press event and reran the segment several times. Posters were also delivered to City facilities (including public libraries) and several community organizations.

Program Objectives

The program sought to foster neighborhood pride and ownership through:

- **Coordinated bulky collections** (City crews worked in one of seven zones each week during April 11 – May 27th)
- **Neighborhood clean ups** (Clean up bags and gloves were distributed through Keep Greater Milwaukee Beautiful)
- **Graffiti removal** (provided through the graffiti hotline - 286-8715)
- **Tree planting** (provided through greeningmilwaukee.org)
- **Neighborhood beautification activities** (over 100 community and neighborhood groups were contacted with information regarding the program)

Statistics

This new initiative allowed residents to get rid of unwanted items that piled up in their garages, basements and attics over the winter months. Clean & Green crews collected:

1,680 tons of refuse
(a 23% increase over targeted cleanups performed in 2004)
7,160 small brush piles
4,240 tires
4,980 skid loader piles of debris

The “green” part of **Project Clean & Green** included:

- 15 Arbor Day programs (one in each aldermanic district)
- The Mayor’s Landscape Award Kick-Off Program on May 4th where citizens were awarded for beautifying their yards.
- Greening Milwaukee responded to nearly 200 requests for free trees. Fifteen trees were planted on May 21st.

Resident’s Participation

Participation in the program varied widely by zone. We started April 11th in Zone 1 on the southwest side of the City which had the lightest weights collected. The following week, Zone 2 on the Northwest side of the City had the heaviest weights and the most brush collected. Zone 5 had the most (1,395) skid loader piles and Zone 6 had the most (880) tires collected.

Moving Forward

With this first year of the program behind us, the managers discussed several things that would change with next year’s program. They include:

- Starting the cleanup one or two weeks later to make sure we wind down after the Memorial Day weekend
- Starting the cleanup in the central area of the City rather than working from the perimeter to the center
- Designating more equipment for brush collection
- A more proactive promotional campaign so residents are aware of what’s going on
- Actively recruiting community and neighborhood groups to be coordinators of cleanups in their area(s)