

City of Milwaukee Clean City Campaign 2017-19

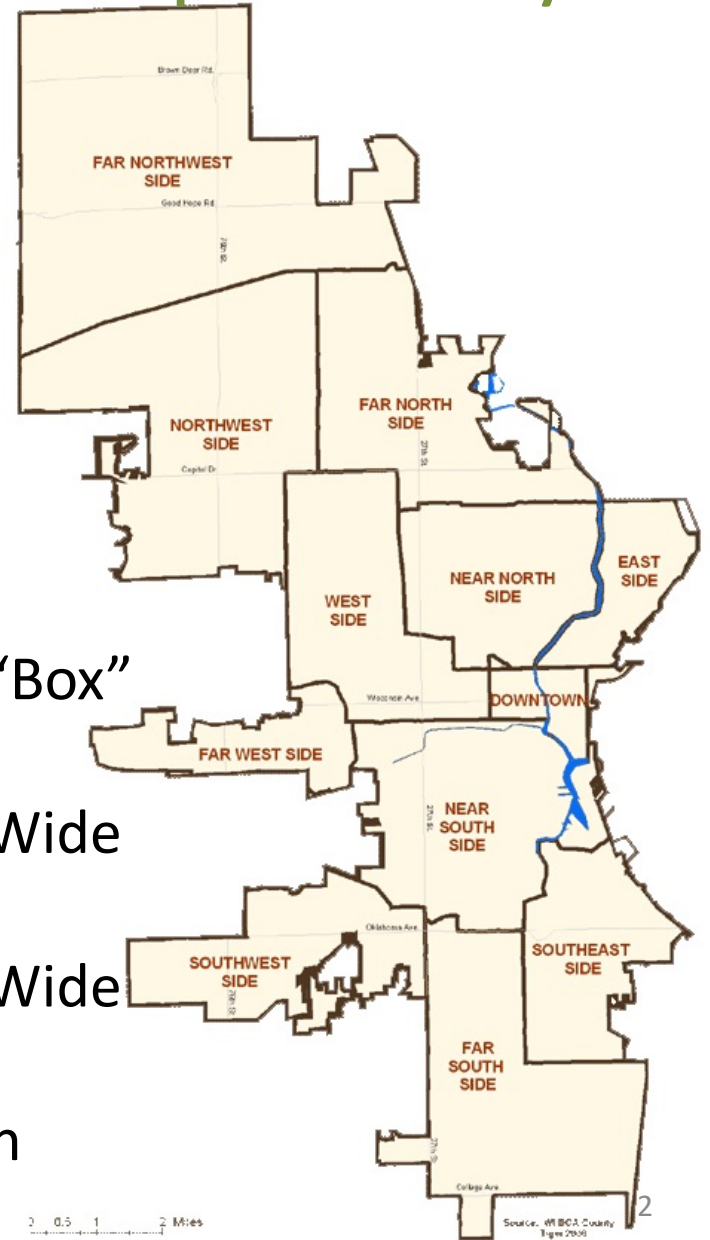
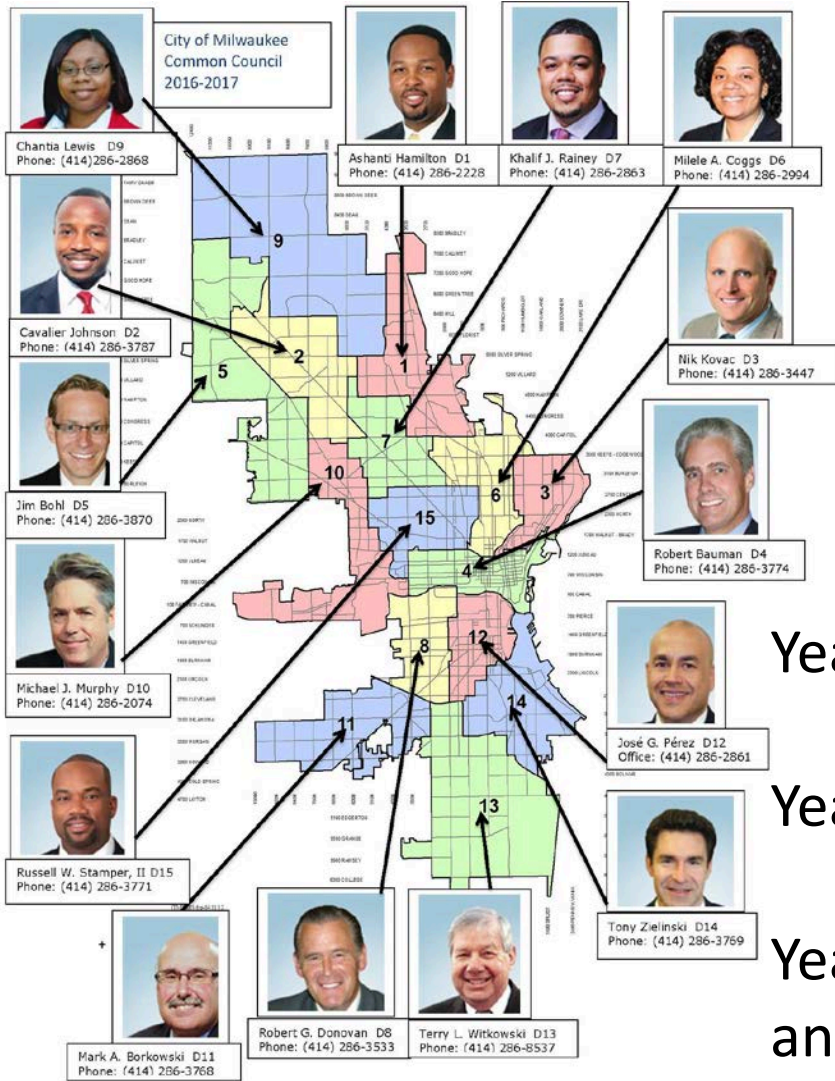
3 year plan

Our Place... Our City

Our Responsibility



Our Place... Our City... Our Responsibility



Year 1 – The “Box”

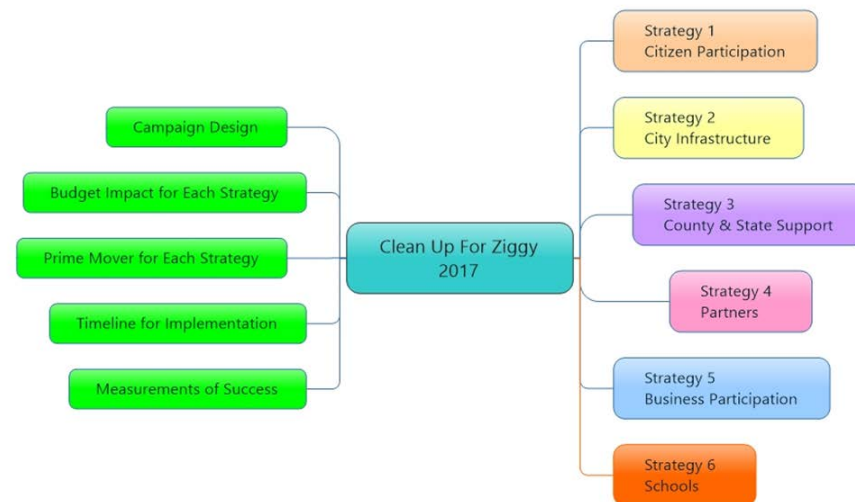
Year 2 – City Wide

Year 3 – City Wide
and Areas of
Concentration



6 Strategies for Success of our litter challenges

1. Citizen Awareness, Education and Participation
2. City Infrastructure
3. County and State Support
4. Partners
5. Business Participation
6. Schools



Strategy 1 - Citizen Awareness Education and Participation

- **Community Cleanup**
 - Great America Cleanup
 - Keep It Clean



- Create a Public Service Awareness (PSA) campaign for web, radio, tv, billboards and print
 - Create a graphic filled and informative flyer to be distributed in city water bills and personnel to target audiences
- Public Education





Strategy 2 - City infrastructure

- Restore funding for trash and recycling receptacles units to be placed in high traffic areas throughout the city.
 - Promote a new design for a combined trash and recycling receptacle for city streets



Strategy 3 – County & State Support

- Lobby the State of Wisconsin to promote a campaign to stop litter on our highways and roads
 - Encourage the State to put a PSA reminder inside the mailings of all license and car registration notices.
- Deal with two serious litter issues
 - Plastic bags - eradicate
 - Cigarette butts – enforce with fines

Coordination

- DPW – Clean and Green
- KGMB – Great America Cleanup and Keep It Clean - Volunteers
- DNS – Litter Advisory / Cleanup Orders
- Milwaukee County – Highways and Parks with House of Correction Inmate/Workers

Strategy 4 - Partners

- Support existing anti - litter campaigns currently being promoted i.e. cigarette butt litter, neighborhood cleanups, school awareness, parks
 - Reach out to County to promote a unified campaign
 - Keep Greater Milwaukee Beautiful
 - CBO's i.e. Safe and Sound, etc.
 - BID Districts
 - Commercial Corridors

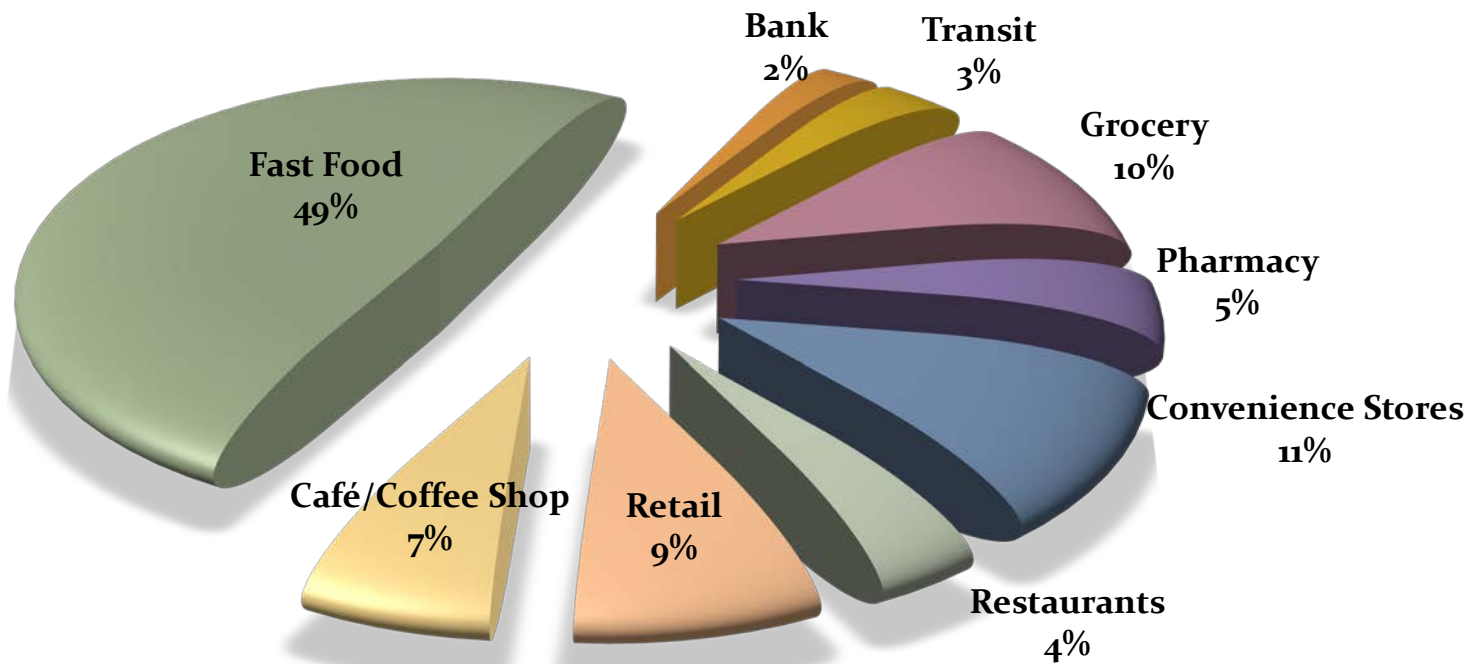


KEEP
GREATER
MILWAUKEE
BEAUTIFUL



Strategy 5 – Business Participation

Known Sources of Waste - Combined



The largest sources of waste collected were from fast food stores and convenience stores.

Target businesses - restaurants, gas stations and pubs that have a license up for renewal to receive PSA collateral material.

- Consider an ordinance requiring gas stations and restaurant with drive thru to have trash receptacles and to be responsible to pick up litter within 100 yards of their establishment.



Potential Sponsors

- McDonald's, Speedway, Pantry, Burger King, Walgreens, Coca Cola, Pepsi, Starbucks, MillerCoors, Burger King, KFC, Taco Bell, Popeye's, Checkers, Subway, Roundy's, Sentry, Wendy's
 - Matching \$\$\$\$ for a campaign – Year 3



Strategy 6 – Schools

- Involve school children in education through field trips to the Keep Greater Milwaukee Beautiful Environmental Education Center and Milwaukee Recycling Facility.
- A school district wide participation program designed for each grade level.
- Expand the Litter Marshall program in cooperation with the Milwaukee Police Department.

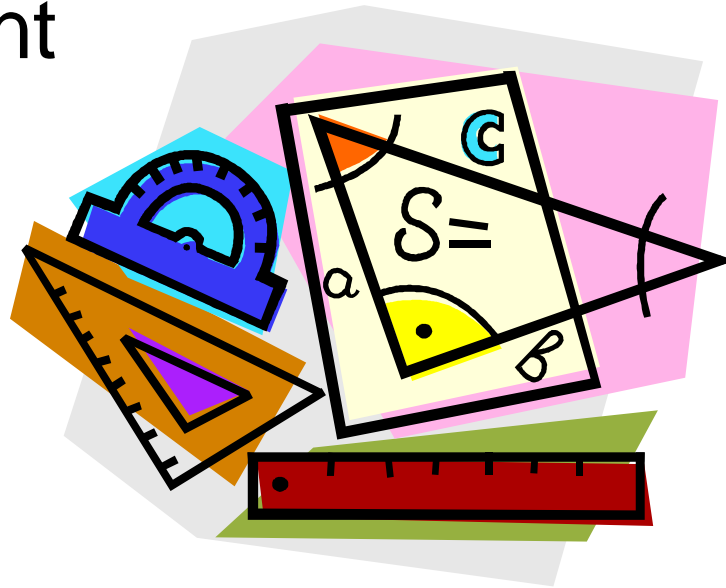


Student Activities and Education



Measurements of Success

- Education
- Employ Resources
- Coordination
- Enforcement



Campaign Design and Treatment



Clean Up For Ziggy

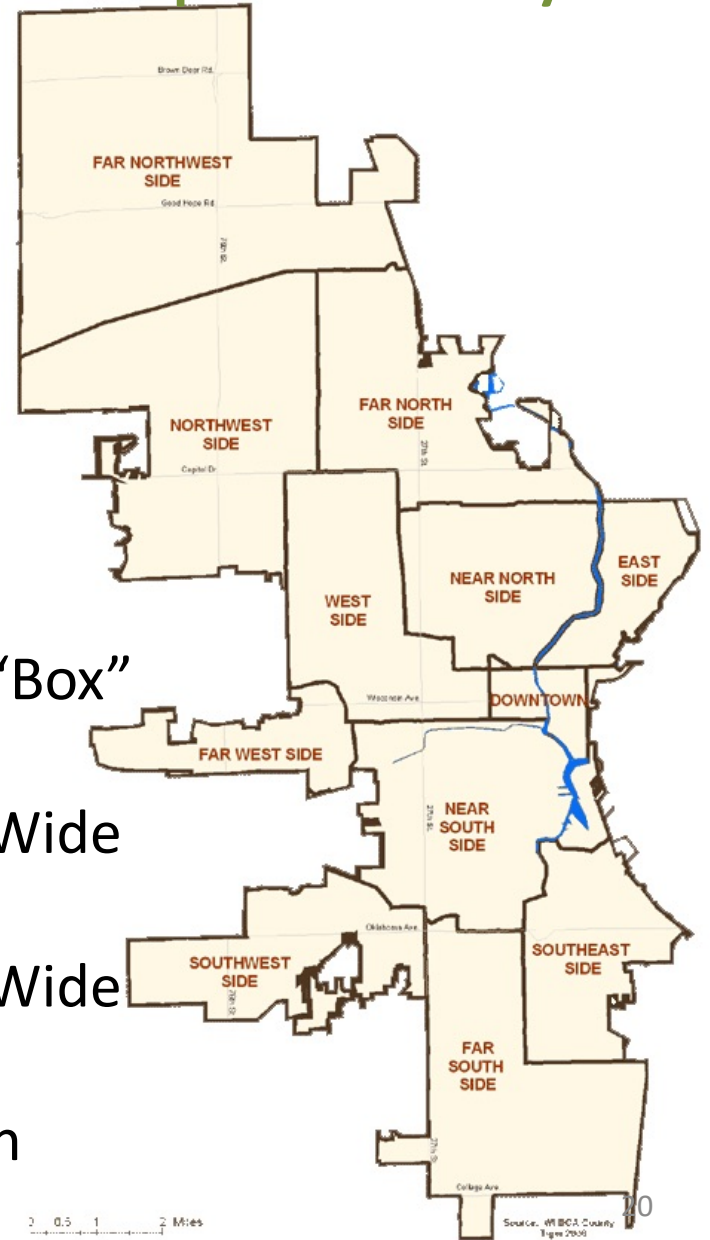
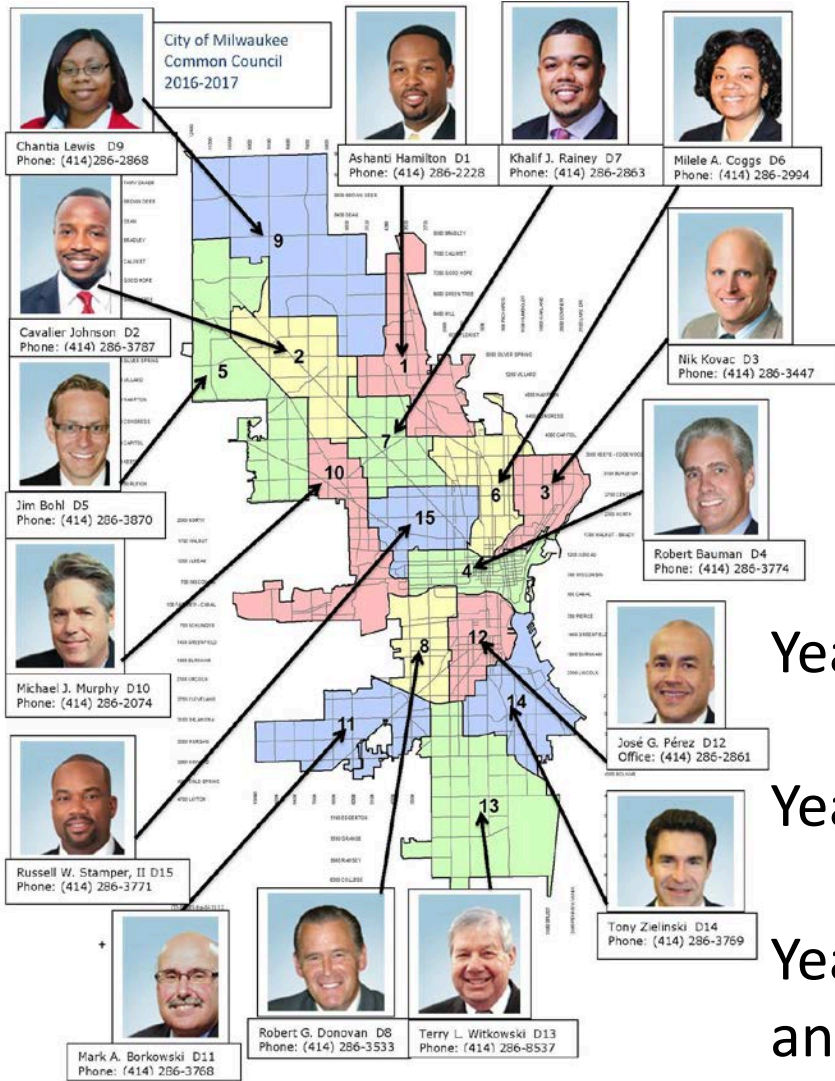


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Prime Mover for each strategy



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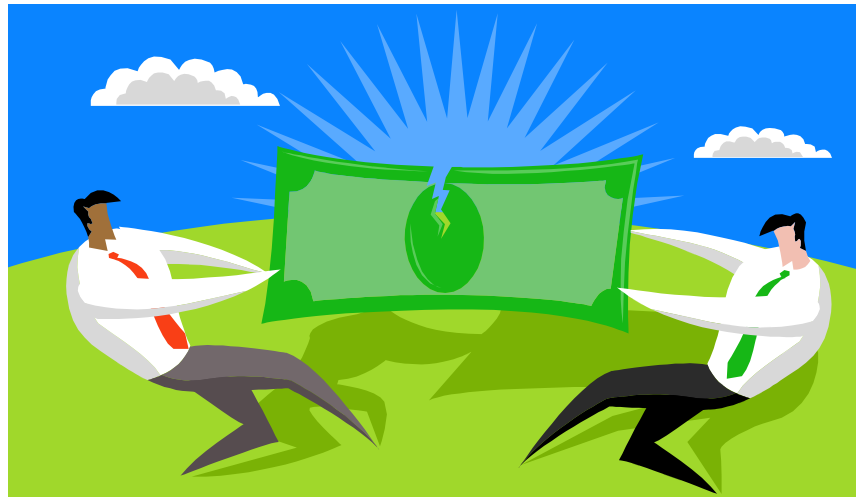


Year 1 – The “Box”

Year 2 – City Wide

Year 3 – City Wide
and Areas of
Concentration

Budget Impact for each Strategy



Timeline for implementation



Clean Up For Ziggy

Clean City Campaign

Year One
Strategy 1
Organize
Cleanups
• June, 2017

Year Two
Strategy 1,2,3,4,6
Education,
Marketing
Campaign Phase I
• January, 2018

Year Three
Strategy 5
Business
Participation
and Integrated
Joint
Marketing
Campaign II
• January, 2019



Kickoff Events
• Several Districts
in the BOX
• August, 2017

Kickoff Events
City Wide -
2018
• All City Programs
Integrated
• March, April, May
June, August, and
November, 2018

Kickoff Events
City Wide
• Total
collaborative
effort between
Private and Public
• Public and Special
Events
• Year Round
Efforts 2019

Thank You



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GREATER
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