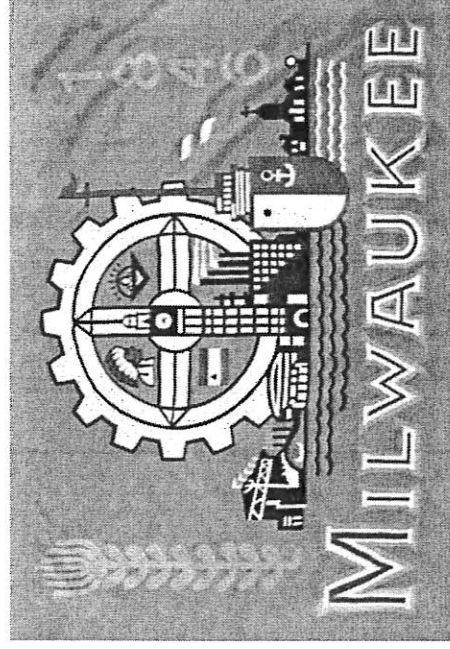
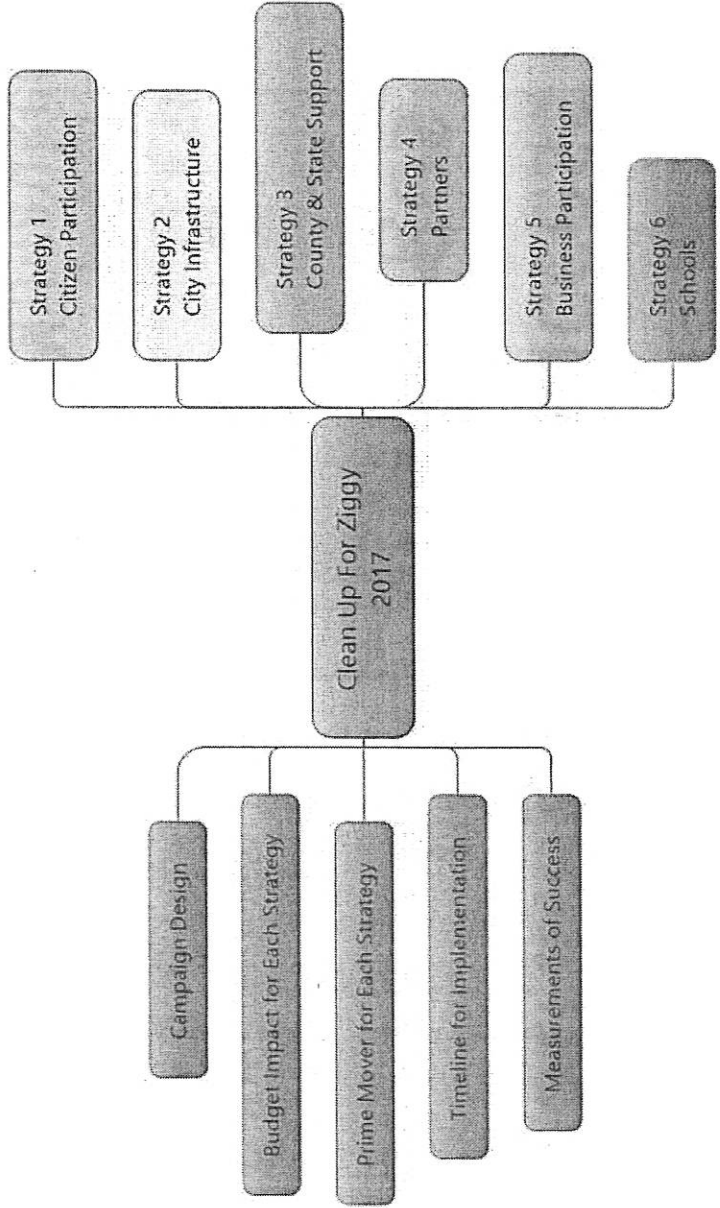
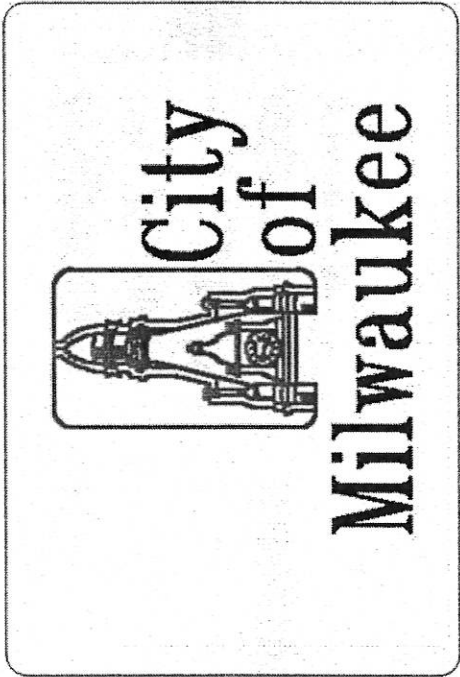


City of Milwaukee Clean Milwaukee Campaign

2017-19 3 year plan

Our Place... Our City Our Responsibility





Strategy 1 - Citizen Awareness Education and Participation

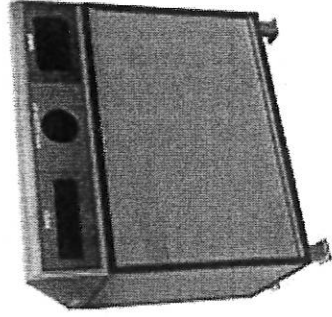
- Community Cleanup
 - Great America Cleanup
 - Keep It Clean
- Create a Public Service Awareness (PSA) campaign for web, radio, tv, billboards and print
 - Create a graphic filled and informative flyer to be distributed in city water bills and personnel to target audiences



- Public Education

Strategy 2 - City infrastructure

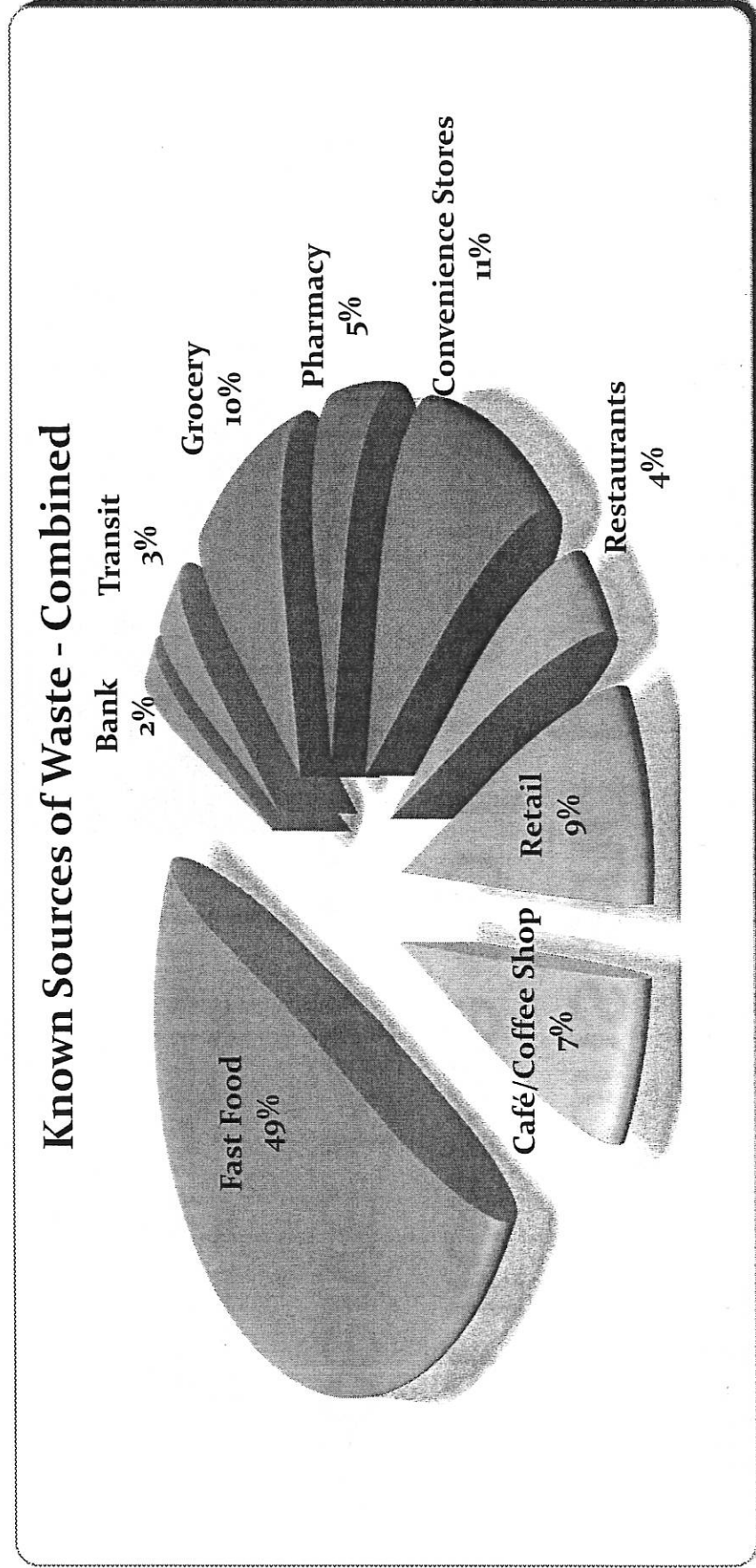
- Restore funding for trash and recycling receptacles units to be placed in high traffic areas throughout the city.
- Promote a new design for a combined trash and recycling receptacle for city streets



Clean Milwaukee 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 5 – Business Participation



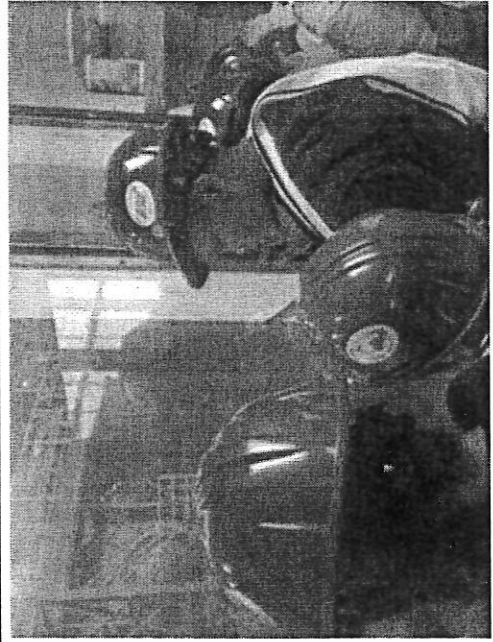
The largest sources of waste collected were from fast food stores and convenience stores.

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



Student Activities and Education



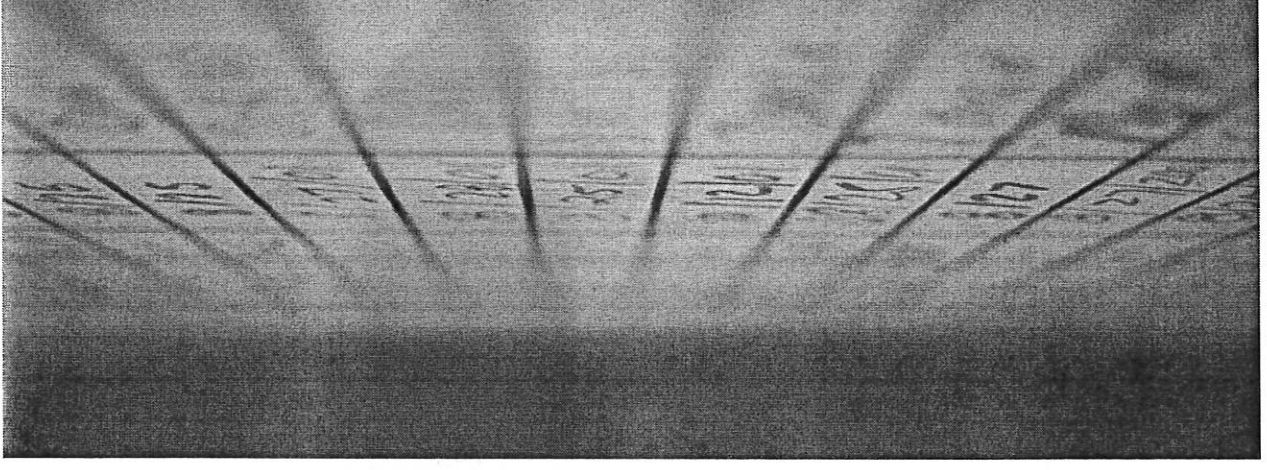
Campaign Design and Treatment



Prime Mover for each strategy



Timeline for implementation



Thank You



Joe Wilson

Executive Director

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