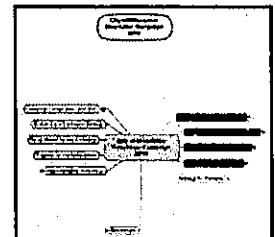
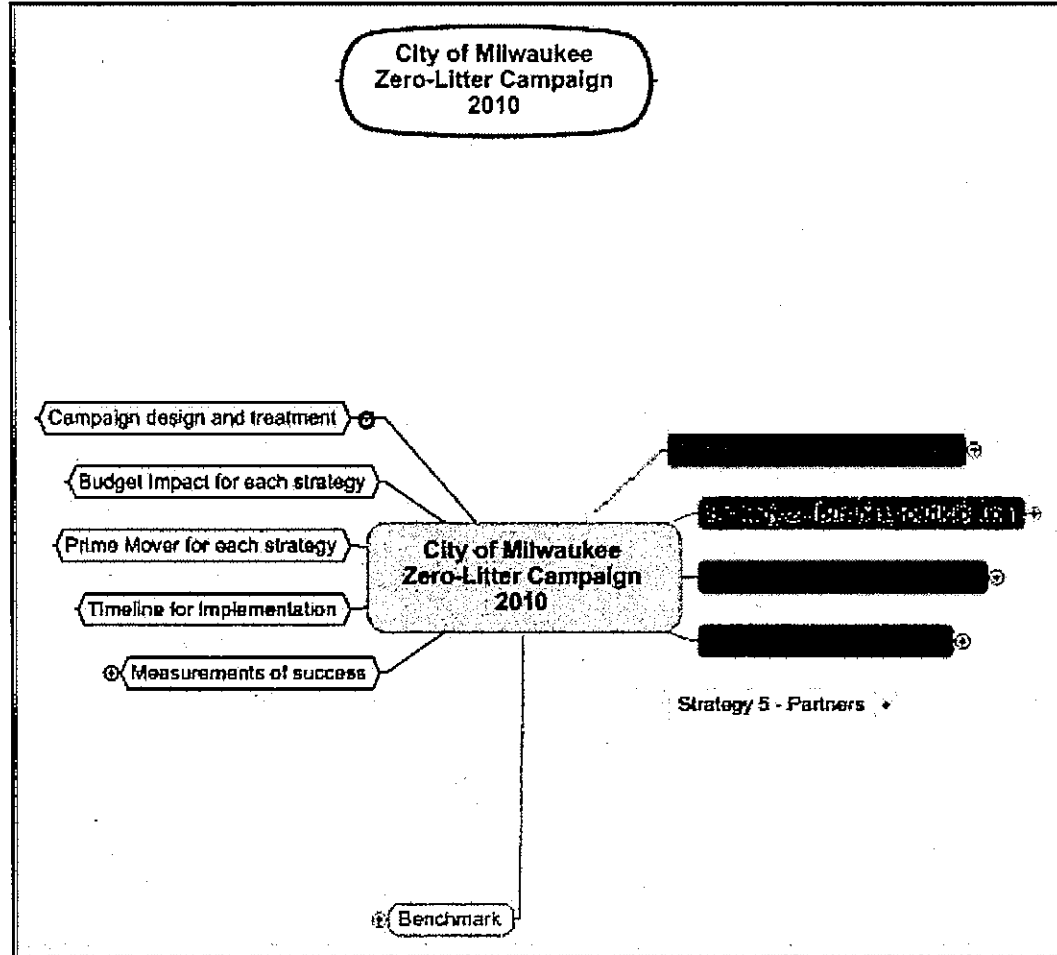


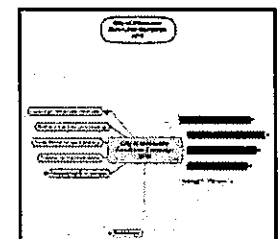
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# City of Milwaukee Zero-Litter Campaign 2010

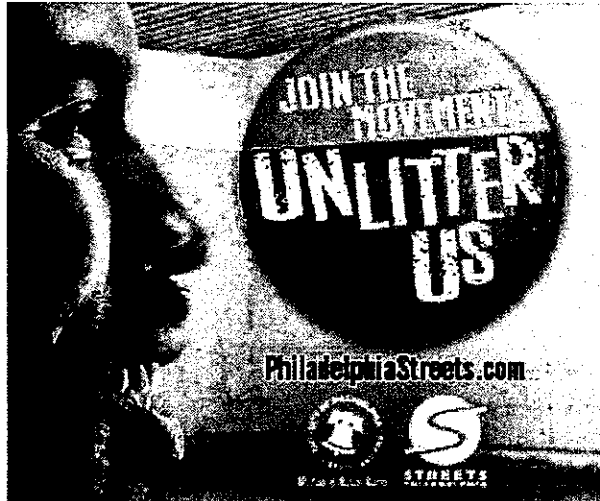


# Strategy 1 - Citizen awareness

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

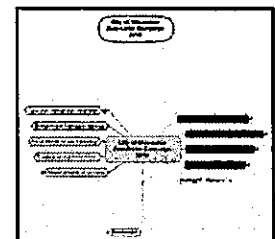


# Strategy 2 – Business Participation



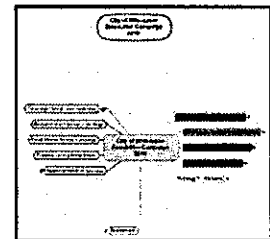
**Target businesses - restaurants, gas stations and pubs that have a license up for renewal to receive PSA collateral material.**

- 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.



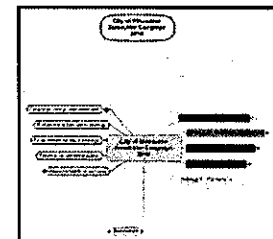
# Potential Sponsors

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



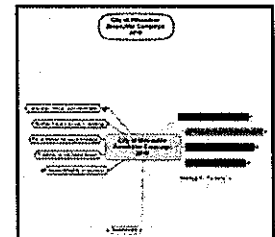
# Strategy 3 - City infrastructure

- 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



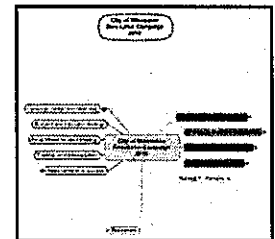
# Strategy 4 - State Support

- 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.



# Strategy 5 - Partners

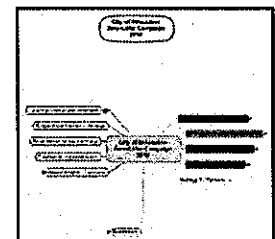
- Support existing anti - litter campaigns currently being promoted i.e. cigarette butt litter, neighborhood cleanups, school awareness, parks
  - Reach out to County to promote a unified campaign
  - Keep Greater Milwaukee Beautiful
  - Safe and Sound
  - BID Districts





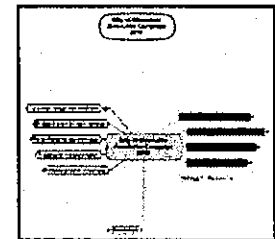
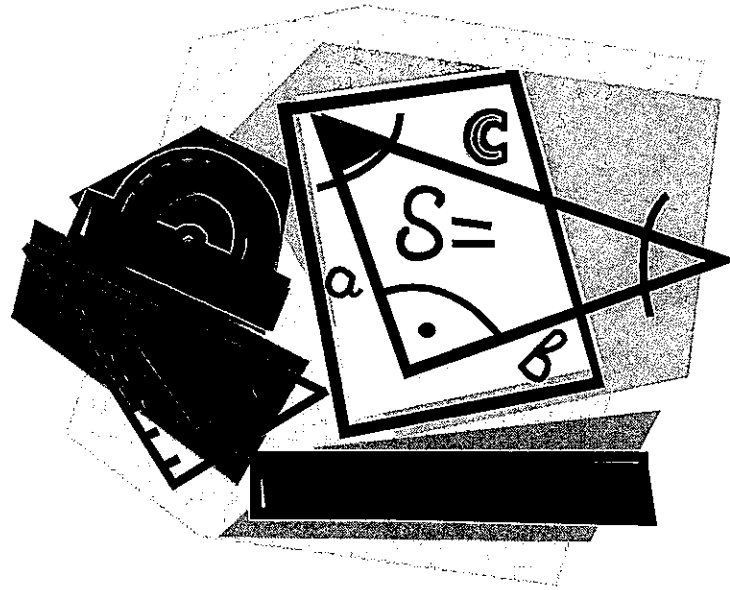
# Benchmark

- <http://www.litter.wa.gov/campaign.html>
- <http://www.philadelphiastreet.com/unlitter-us-intro.aspx>



# Measurements of Success

- Education
- Employ Resources
- Enforcement



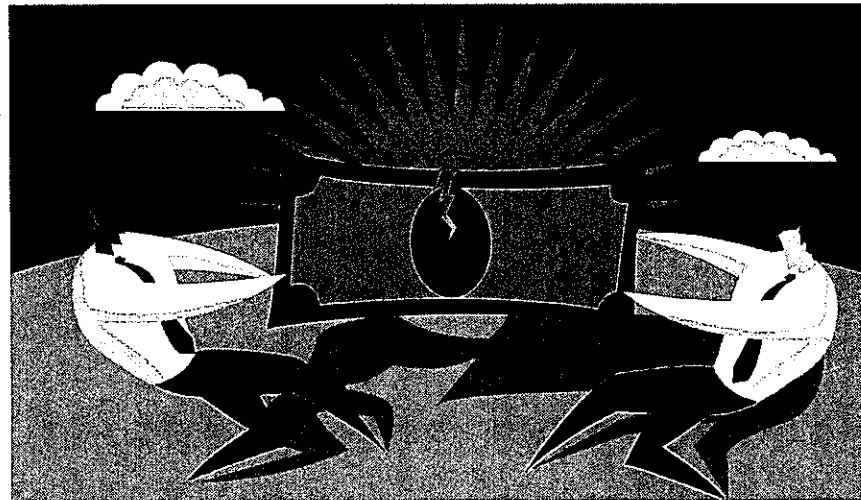
# Campaign Design and Treatment



# Prime Mover for each strategy



# Budget Impact for each Strategy



# Timeline for implementation

