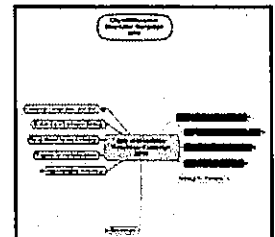
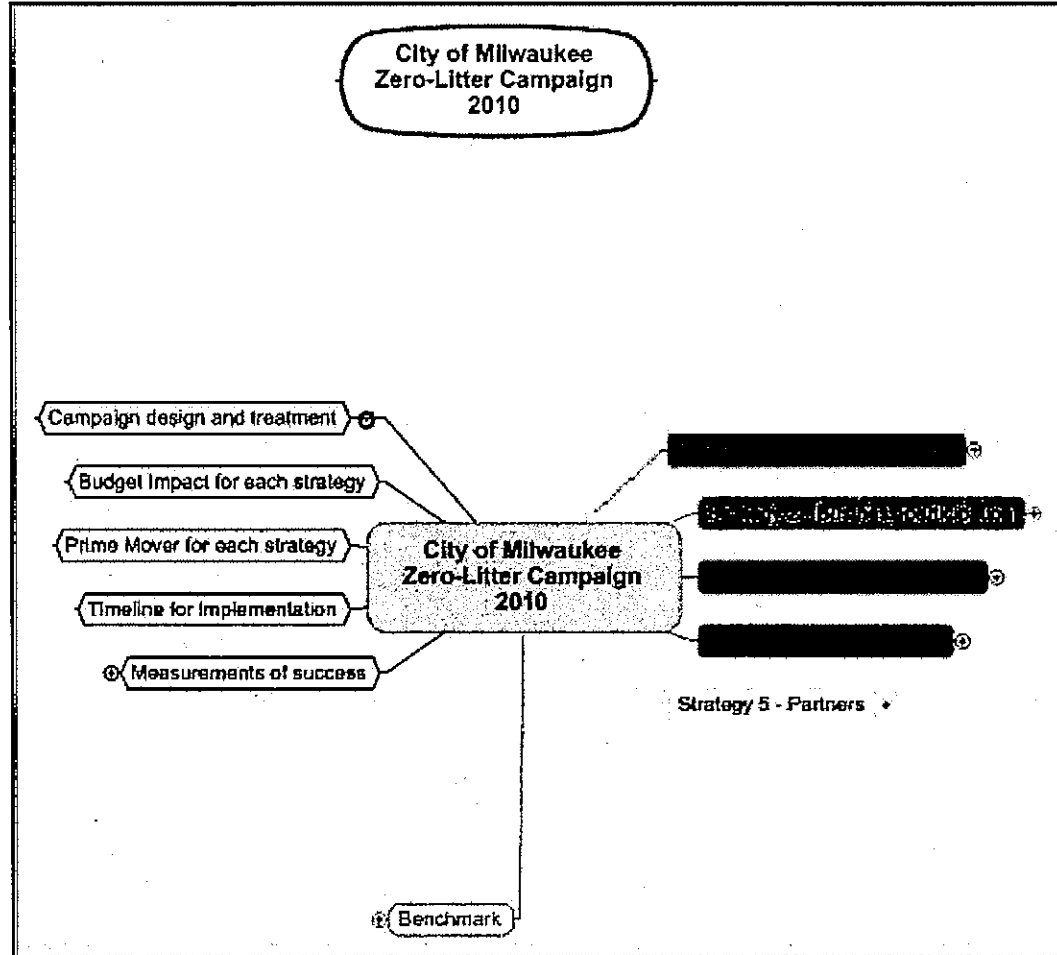


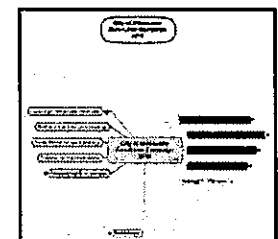
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City of Milwaukee Zero-Litter Campaign 2010

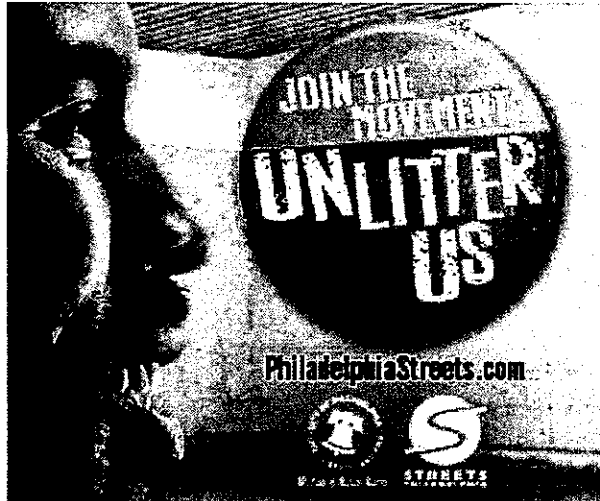


Strategy 1 - Citizen awareness

- 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

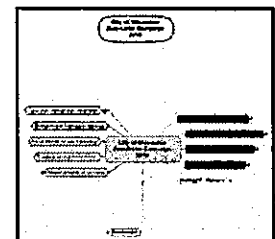


Strategy 2 – Business Participation



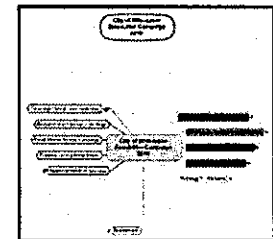
Target businesses - restaurants, gas stations and pubs that have a license up for renewal to receive PSA collateral material.

- 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.



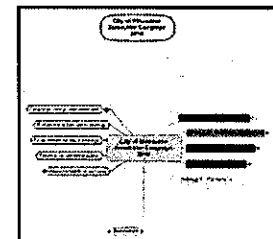
Potential Sponsors

- 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



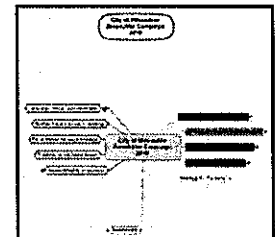
Strategy 3 - City infrastructure

- 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



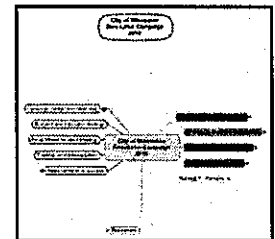
Strategy 4 - State Support

- 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.



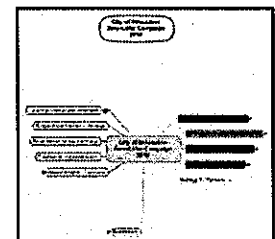
Strategy 5 - Partners

- 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



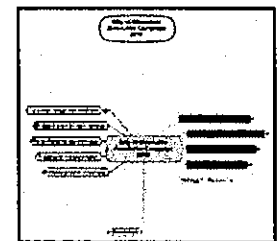
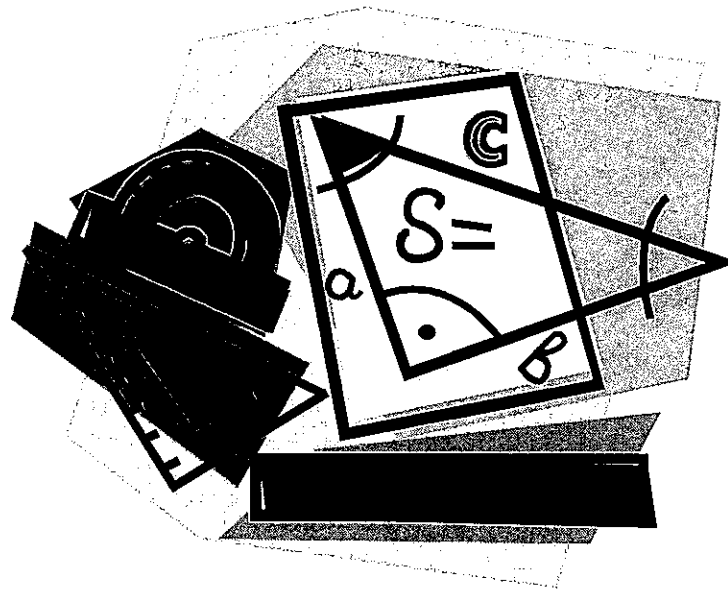
Benchmark

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



Measurements of Success

- Education
- Employ Resources
- Enforcement



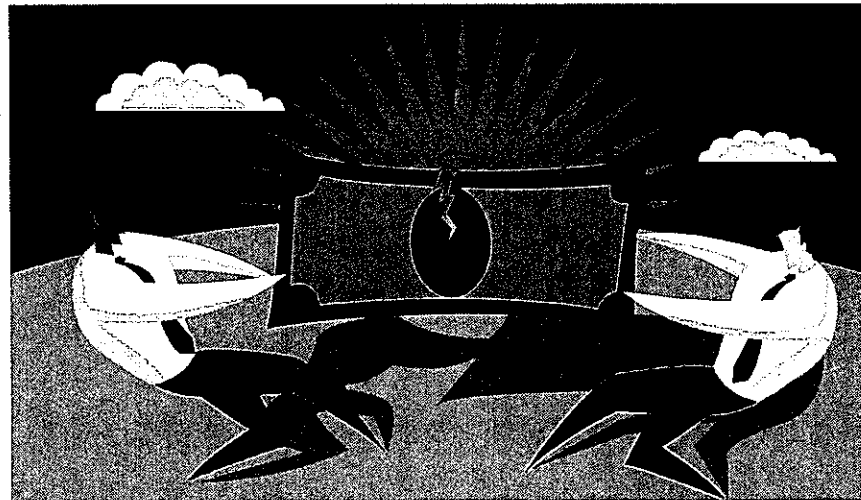
Campaign Design and Treatment



Prime Mover for each strategy



Budget Impact for each Strategy



Timeline for implementation

