



Save the Date: April 16-23, 2011

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Waste Management
Wells Fargo

January 6, 2011

Dear ALBB Supporter:

We know you value a clean and healthy community and we'd like your feedback about a possible new program focus for 2011. Please read the description below, then take a few minutes to complete an online survey to tell us if you think this program idea has merit and will gain acceptance in the business community.

The Steering Committee is considering the establishment of a "certified business partner" program to increase ongoing litter reduction efforts by businesses and their customers.

There are many details to resolve, but generally "certified business partners" would agree to tasks such as the following:

1. Take the ALBB pledge and display this pledge where their customers can see it.
2. Educate staff about litter issues and train them on proper waste management techniques (materials would be provided for you).
3. Manage a waste area for employees with enough covered garbage/ recycling dumpsters to handle the company's waste and agree to request additional collection whenever dumpsters fill before their regular collection date.
4. Provide covered receptacles for customer use and empty them before they overflow.
5. Provide a designated smoking area, with a cigarette butt receptacle, and place cigarette butt receptacles near entrances for customer use.
6. Conduct regular patrols of their property to collect litter.
7. Mentor another business and teach them your litter management tips.
8. Other ideas you recommend.

In addition to the pride of being an anti-litter pollution role model demonstrating commitment to *Helping make Rochester a Litter Bit Better!*, registered business partners would receive support and recognition for their efforts. Specific details are yet to be determined, based on your feedback about motivators for participation.

Please visit www.surveymonkey.com/s/2W3BY5 before January 25th to complete an easy survey to share your ideas.

We want to know if you think this approach will result in less litter in Rochester. Your answers will help the Steering Committee decide whether a business partner focus will be adopted in 2011.

As always, your support is greatly appreciated as we enter the planning process of ALBB's fifth year of making a difference in our community.

Thank you very much!

Sincerely,

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