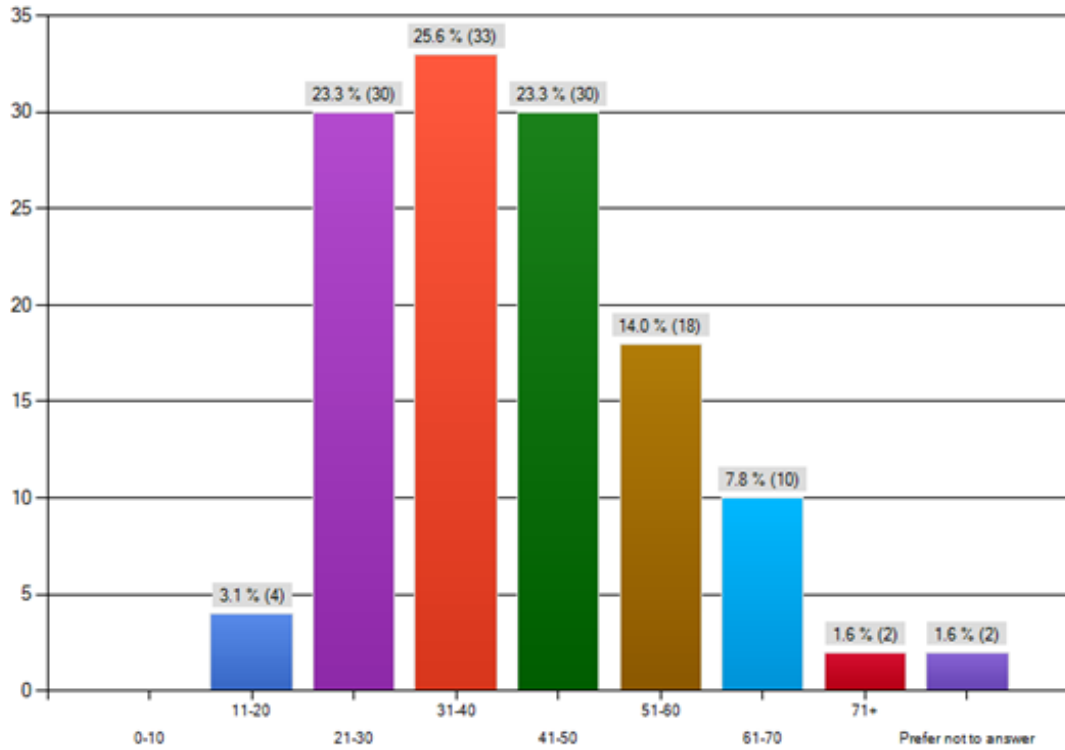




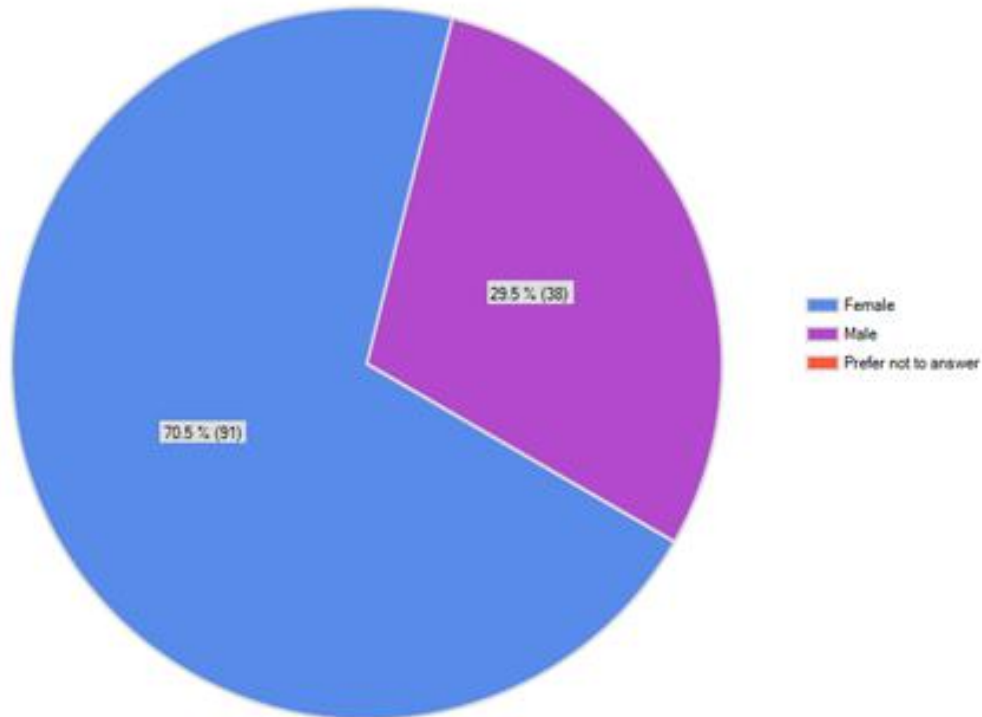
ALBB 2011 SURVEY SUMMARY

The following summarizes feedback from the 2011 survey respondents.

What age group are you in?

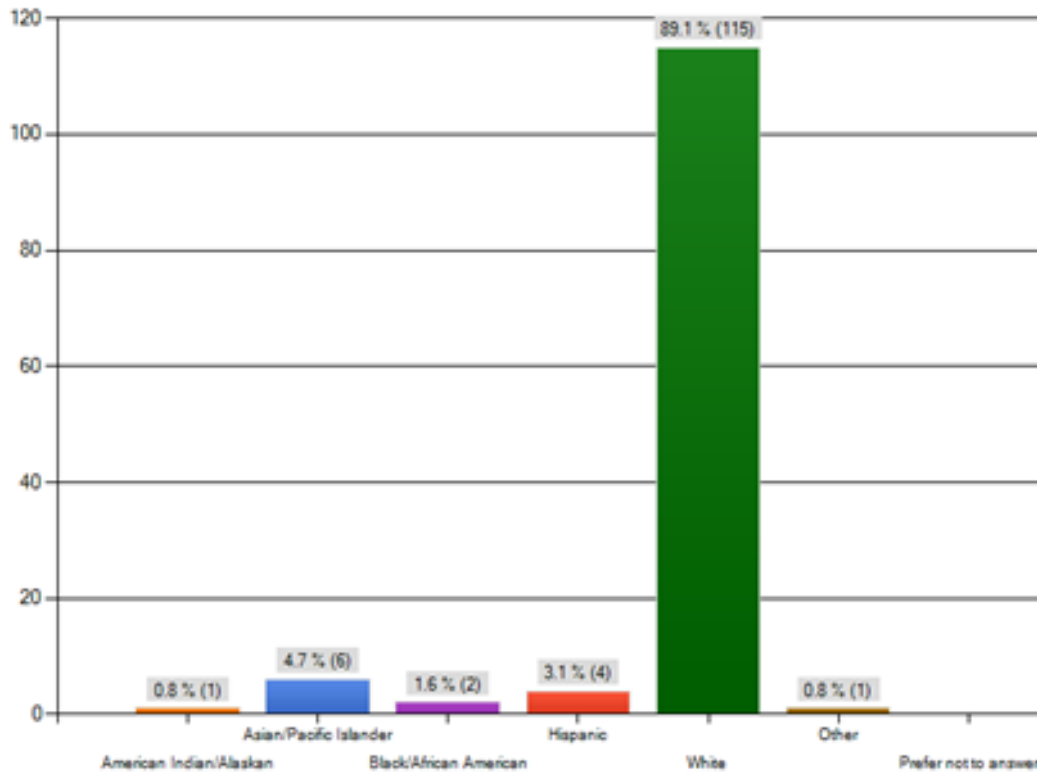


What is your gender?



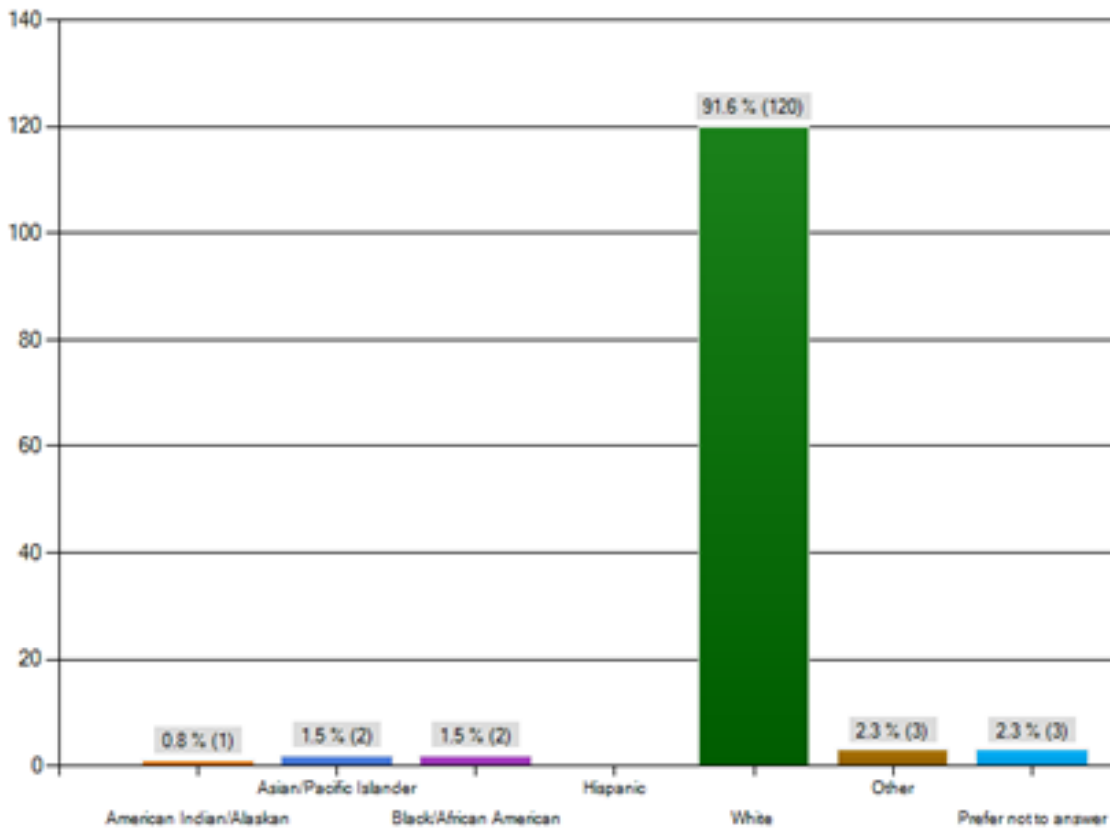
2011

What is your Racial or Ethnic Group?

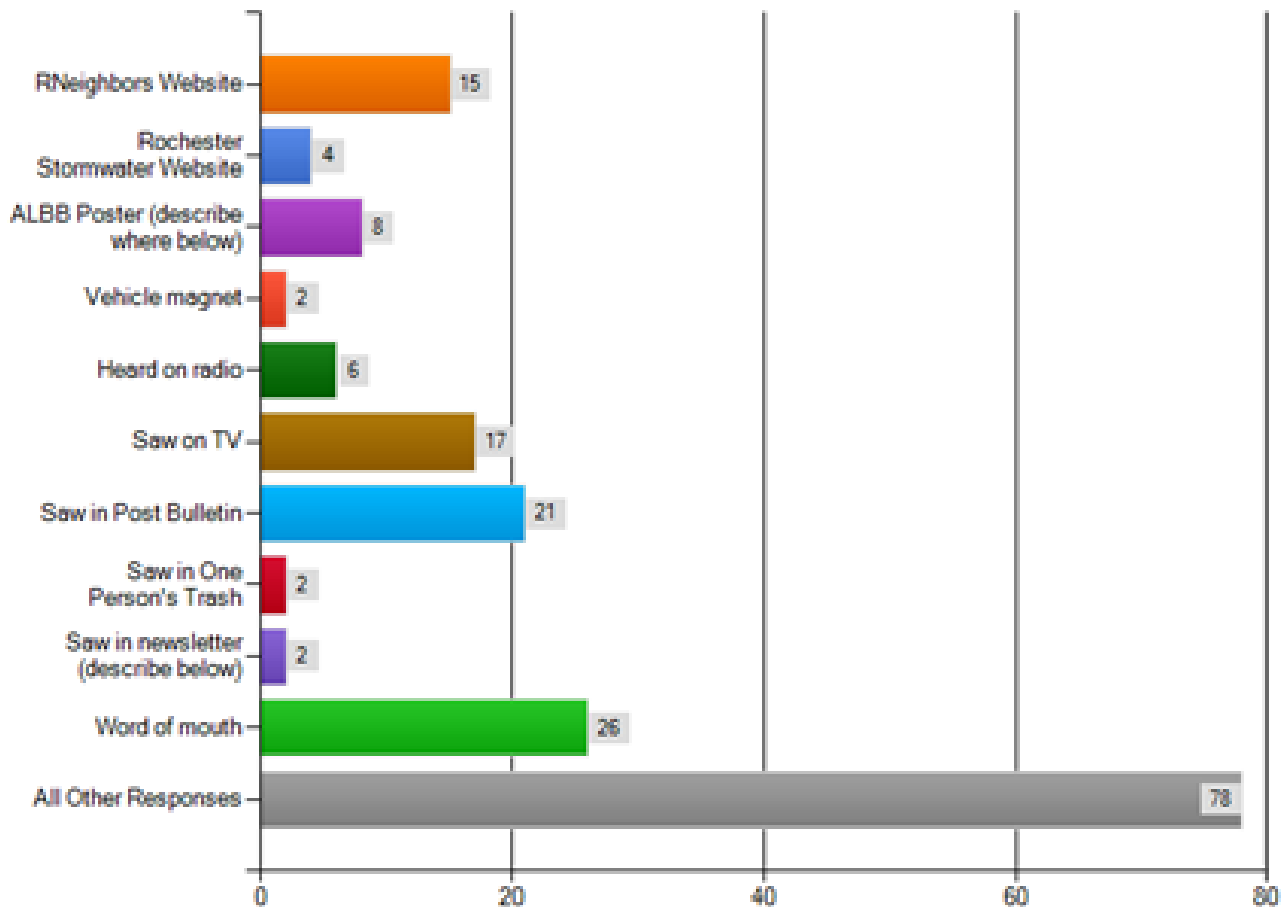


2010

What is your Racial or Ethnic Group?



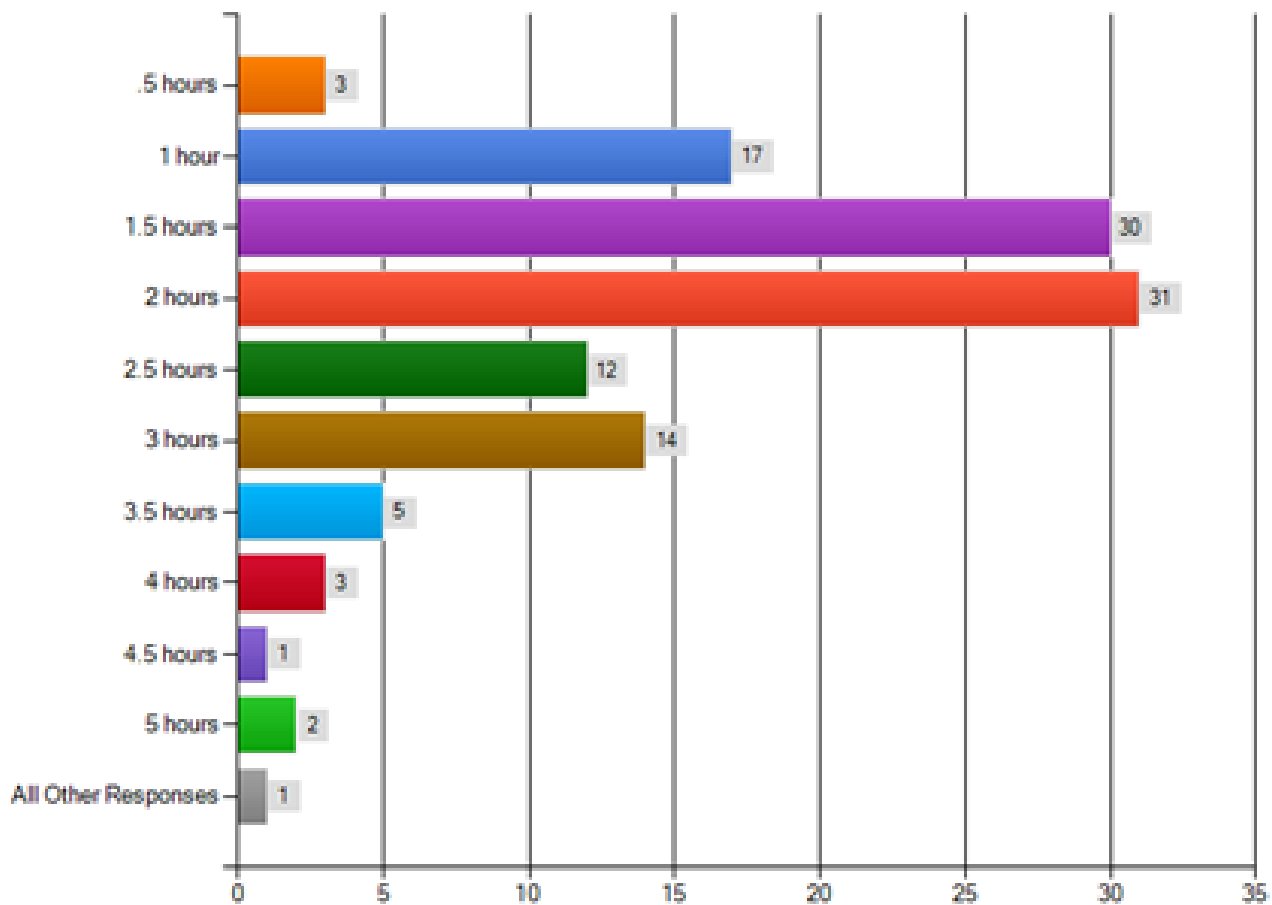
How did you hear about A Litter Bit Better? (Check all that apply):



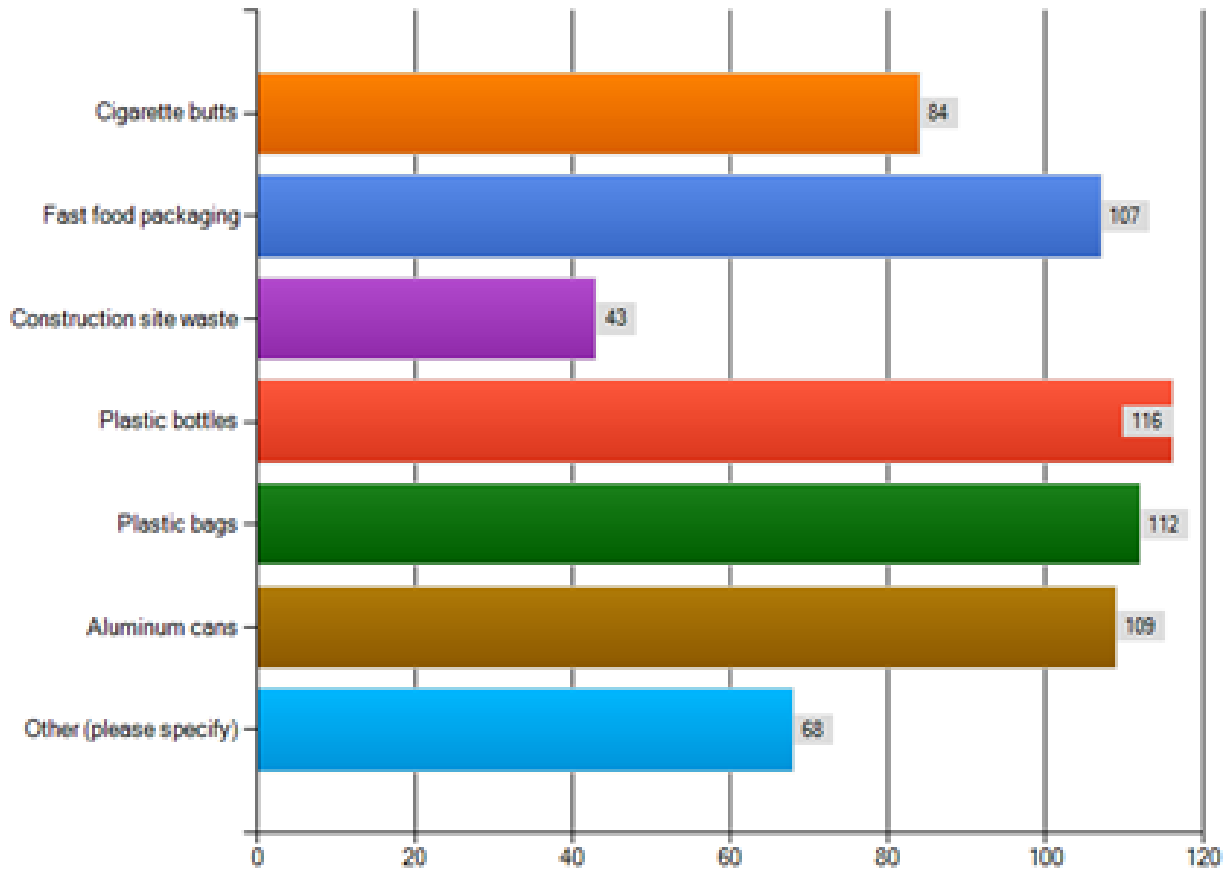
Mark St. Peter (3 responses)
 a poster was dropped off at our store (Hers) to be displayed
 I work at McDonlad's.
 Through the Emerging Leaders in Giving group.
 e-mails from others (3 responses)
 Saw poster in the Shops at University Square.
 radio ... email ...
 century nhs
 Steering Committee Member!
 Recieved a fridge magnet with the dates on it from an event last year I can't recall.
 KTTC
 facebook
 Slatterly Park Neighborhood Association
 downtown business locations & library
 Olmsted County Public Works - Office Bulletin Board
 It started years ago with the Boy Scouts
 Poster in a Mayo building
 At the Double Tree
 UMR campus
 Approached by Mark St. Peter to participate -- although I had heard about ALBB, Mark
 trully promoted participation in the program.

Post Bulletin
Mayo Clinic Source
I work at Kwik Trip
though girl scouts last year.
Honker's game.
Chamber newsletter promoted the activity
Library
signs around town
Presentation to the Chamber Ambassadors
flyers and tv ads
Food Co-Op flyer
word of mouth

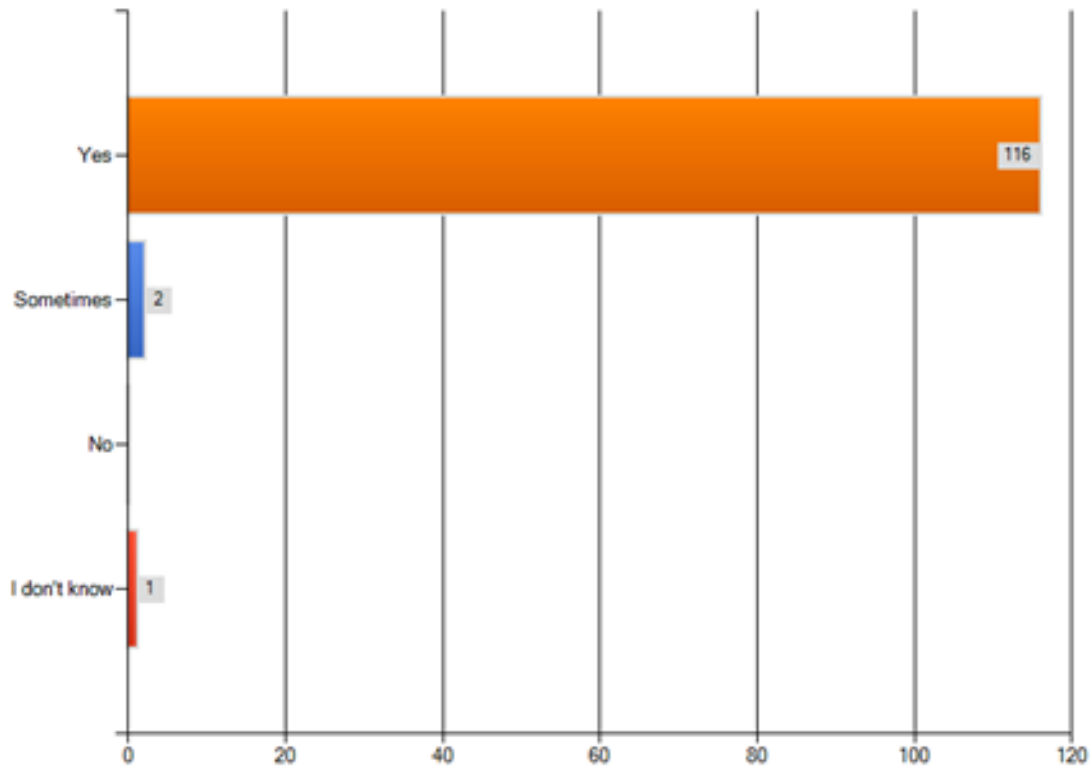
How much time did you spend collecting litter?



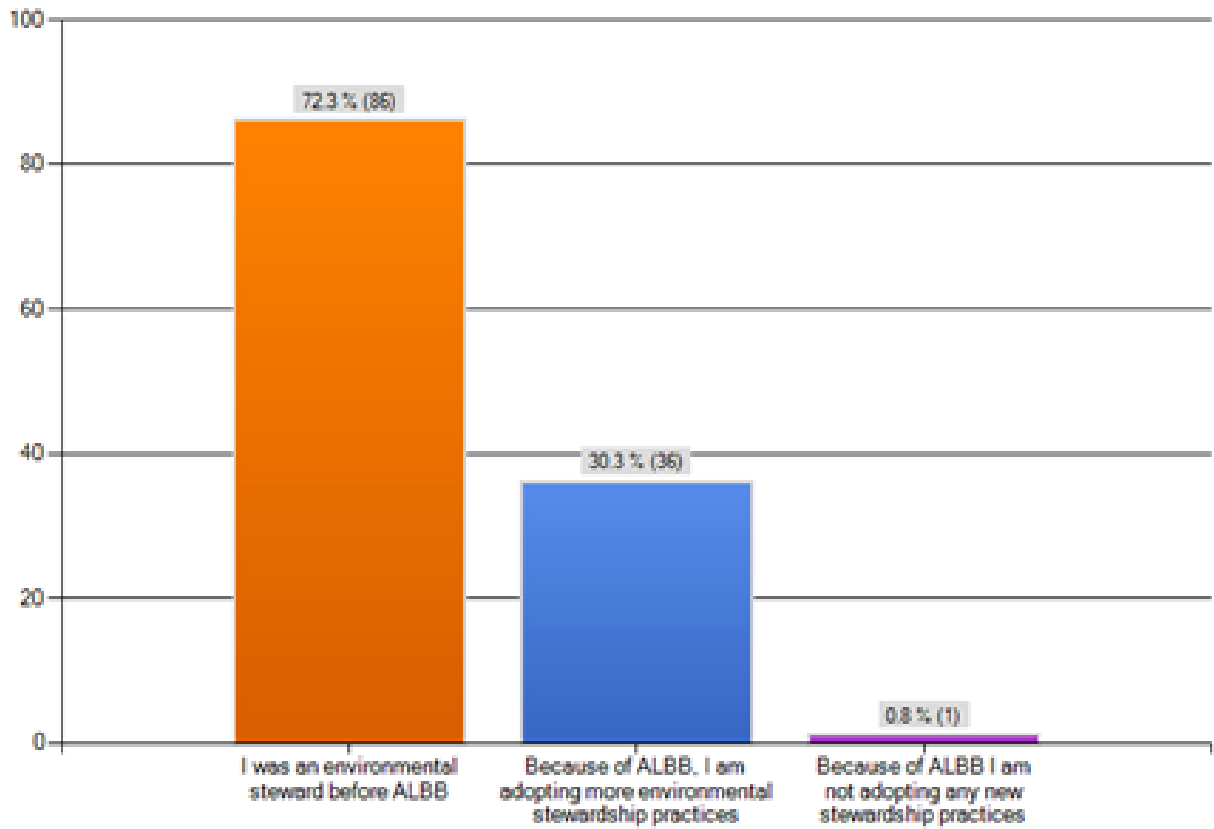
What types of litter did you collect?



Littering can cause water pollution:



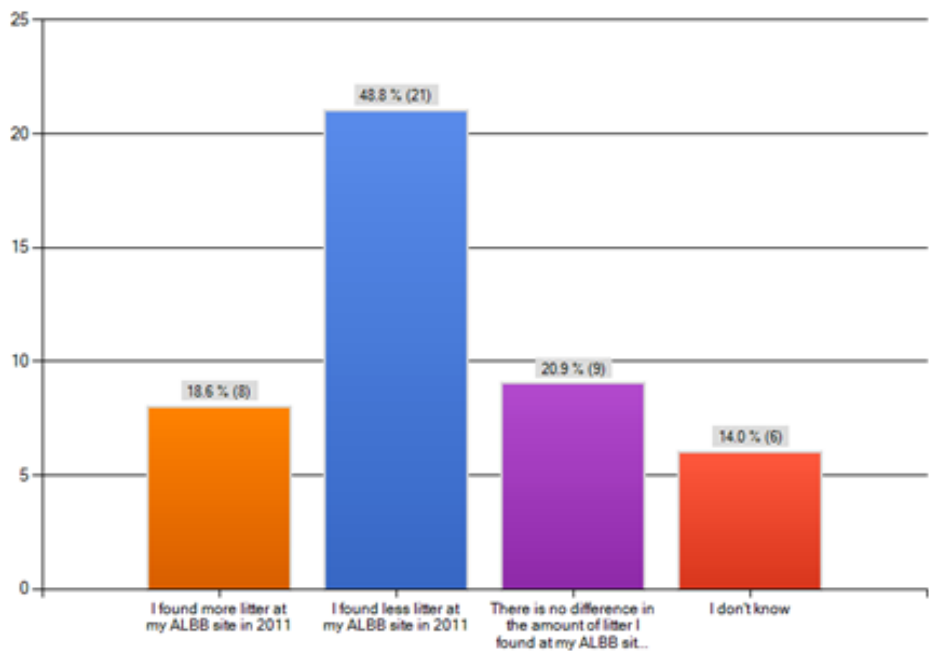
There are many things people can do to protect the environment such as recycling, composting, saving energy, picking up pet waste, etc. Check the statements below that best represent you:



How often have you participated in ALBB?

44.5% - first time participants

How has the amount of litter found at your site changed each year?



Is litter a problem for businesses in Rochester?

31.6% - strongly agree

52.1% - agree

15.4% - neutral

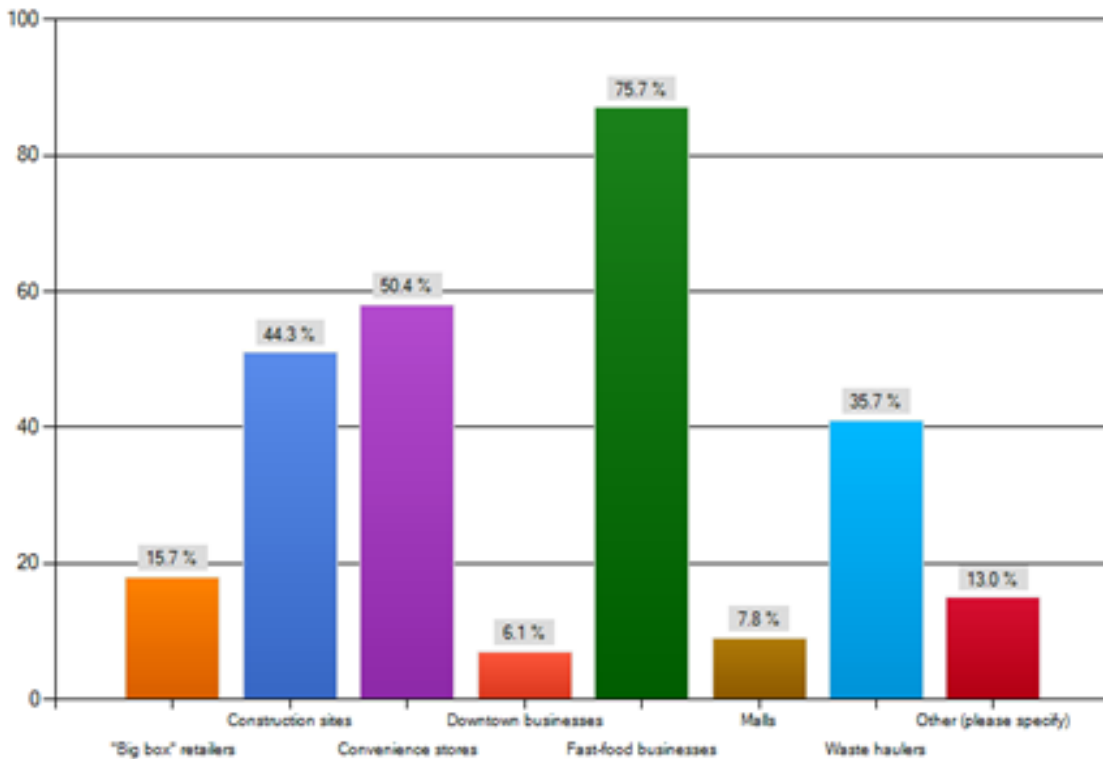
.9% - disagree

Have you heard about the new Business Partner program?

20.3% - yes

79.7% - no

What type of businesses do you feel are the primary litter producers? (check all that apply)



Other Responses:

ALL!

Any business that doesn't have a cigarette butt container by their entry ways or where their employees stand to break. The jackpot of trash was found behind the JAA Auto Repair on 6th AVE NW that had trickled down the slope into Cascade Creek -- poorly closed dumpster lids, lack of concern or awareness.

in our area construction was number one. fast food rappers and newspapers where second

I think there is also a big problem with residents filling their bins to over-flowing and leaving them on the curb throughout the day. They are trying to "do" the right thing, however, often times that trash and recycling is blowing around. When the haulers come to pick it up, some of it falls out of the bin and is blown away. There may be some room for education in this area.

The people who throw the above items on the ground

Bars (3 responses)

Bags and receipts from Target.

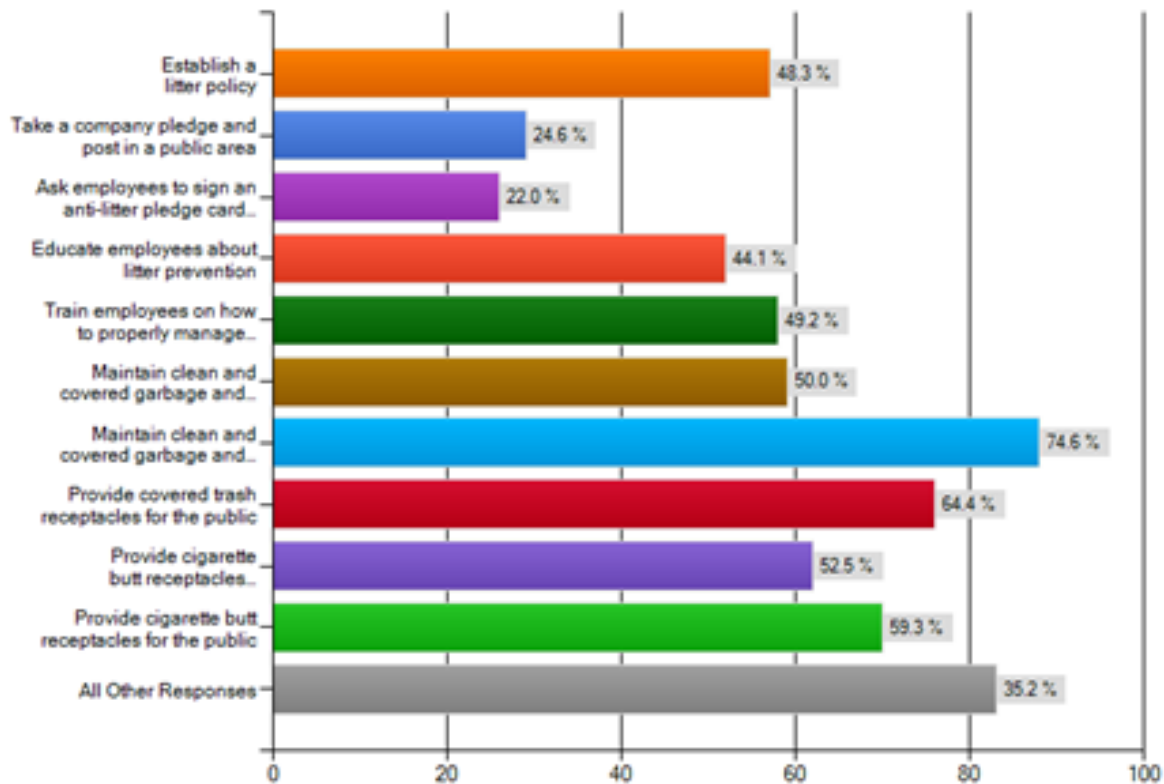
Grocery stores like HyVee (trash is abundant behind their 37th St. store) (3 responses)

I don't feel it is the retailers that litter it is the consumer who makes purchases and then decides to litter the waste from the purchase (i.e. plastic bags, meal sacks, beverage cups, general packaging).

lazy people

dumpsters that are not properly covered, also when wste haulers dump dumpsters in wind.

**What activities do you feel businesses still need to take to reduce their litter problems?
(check all that apply)**



79.8% of respondents pick up litter other times of the year

Suggestion for not littering: keeping a bag in the car

97.3% would participate in ALBB again

I think this is an amazing program and I think it makes teens(that is who I used to help us pick up litter) more aware of the work that goes into picking up trash, and more conscious of not littering during activities.

I feel it's a great cause

It is a great community event

It's good opportunity to clean up Rochester.
1. Great way to get winter trash off the streets. 2. Gives neighbors an excuse to get out together. 3. Instills neighborhood pride and city pride (we were just up in St. Paul for Easter and couldn't believe they haven't had crews out yet to get trash off the highways, Olmsted County and Rochester does such a nice job).
It feels good to be a participant in keeping our community clean.
I wish I had my camera when we went out last week. The waterway by whistle binkies south was completely covered in styrofoam, plastic bottles and aluminum cans. By the time our group was done, it looked pristine. We were all very proud of our work! Group quote: "We made Rochester a lotta bit better"
Great group service opportunity that has a real impact on the community!
It's an easy way to get involved in the community with so much work put into the details by the organizers.
Great program! Very educational! Feels good to help out the community! Great for youth! It's wonderful to be outdoors!
This is a great activity for all my little daycare children. They have so much fun and is a great Earth Day project.
that is good for our earth.
It was fun
Like that I see instant results and see others doing it as well.
I believe it is a great program.
Great experience
Very positive reaction from my entire group - "The Girlfriends" (and some spouses/children)
I would suggest that whoever does my area next year is warned to wear boots, it was quite swampy.
Helps make Rochester look better, after the winter, places look awful. Makes me feel better that I am doing something for the city and society
I liked the area better clean. People will always litter so someone has to clean it up and I felt good doing it, knowing it was a good healthy cause.
this is a great service project for my girl scout troop!
Good family activity for Girl Scouts.
it is the right thing to do to maintain a litter free neighborhood.
Need to have neighborhood organized and tuned in first.
It was fun and it sends a good message to other community people how important it is to keep our city clean-i.e. we take time away from work to participate.
Glad the city takes care of picking up the trash/recyclables, and the cost of disposal rather than the good Samaritans getting stuck with that on top of the manual labor. Plus you'll come get the big things, like this year we found a couch.
It reflects poorly on the community if there is a lot of litter along streets and in parks, etc.
Makes me feel good to help. Those walking by are very appreciative and often say thank you.
It shows how much litter, is really out there. My children were shocked at the amount of cans and bottles. And it makes them not want to litter and tell other people to also not litter.
I felt that the area we cleaned looked a great deal better when we were finished. It made a big difference!
Important to keep plastic out of the environment.
It was fun.
It's a great community service project for our Cub Scout group.
Great help to the community in making our streets/ditches look clean for ourselves and for others driving through the city.
It's a good program and really helps keep reduce litter in Rochester.
This is a great program and one that keeps Rochester looking great.

My Girl Scout troop has participated in this clean-up for the past three years. Now the girls are seniors in high school and are off to college next year. They won't be available to do this work next spring. I would need to organize a group of friends to help out, as this is a LOT of work, more than people realize.....

It is being environmentally friendly and it was fun

Helps keep Rochester clean. City was getting pretty tacky looking before this antilitter campaign began

it is fun

It was fun, important to support community, part of being responsible community member.