



A Litter Bit Better! 2007 - 2014 Event Summary

2014 Sponsors

Event Sponsors \$5000+

- City Auto Glass
- City of Rochester
- Clear Channel Radio
- KTTC/Fox47/CW/MeTV
- Post-Bulletin
- RNeighbors
- Rochester Service Company
- Townsquare Media Rochester
- Waste Management

Ten-Ton Pile \$1000+

- Arnold's Supply & Kleenit Company
- Kwik Trip
- MnDOT District 6

One-Ton Pile \$100-\$999

- Canadian Honker Restaurant
- Courtesy Corporation
- McDonald's
- Houck Transit Advertising
- Knutson Construction
- Mayor Ardele Brede
- Olmsted County Environmental Resources
- Rochester Chamber of Commerce
- Rochester Commercial Banks
- Rochester Downtown Alliance
- Seneca Foods
- Taste of Rochester

Truckload \$1-\$99

- Mike Busch - State Farm

Introduction

In 2006 two concerned citizens proposed a city-wide litter clean-up event to Mayor Ardele Brede and the Chamber of Commerce. The Mayor brought together a team of organizations that developed a plan and coordinated the first annual *Help Make Rochester A Litter Bit Better!* event in 2007. With the help of generous sponsors, the event has been a success each and every year since.

2014 was the 8th annual *Help Make Rochester A Litter Bit Better!* event. Each year, thousands of volunteers collect litter from across Rochester. Together in the past 8 years, these individuals, service groups, businesses, scout troops, faith-based organizations, neighborhood associations, and families have worked together to remove over **95 tons of litter** from the community. The removal of this waste reduces potential land and water pollution while beautifying our cityscape. Participants in the event build community ties and reinforce a strong sense of community pride. The ultimate goal of the program is to prevent water pollution by eliminating litter-causing behavior in the City of Rochester.



South Point Pick-up Crew

Save the Date for Next Year!
April 18 - 25, 2015
www.rneighbors.org/litterbitbetter

Steering Committee Members

The success of an event the size of *A Litter Bit Better!* takes time, effort, and leadership. Various organizations and individuals have worked together since 2007 to put on this successful campaign. The 2014 Steering Committee Members and their affiliated organizations are listed below.

2014 Steering Committee Active Members and Affiliated Organizations

Ardell Brede City of Rochester	KC Reed Boy Scouts Gamehaven	Megan Duffey Moeller City of Rochester	Norrie MacIlraith Rochester Resident
Barb Huberty City of Rochester	Mark St. Peter City Auto Glass	Mike Kraszewski City of Rochester	René Lafflam RNeighbors
Chris Beighley Oak Terrace & Parkside			

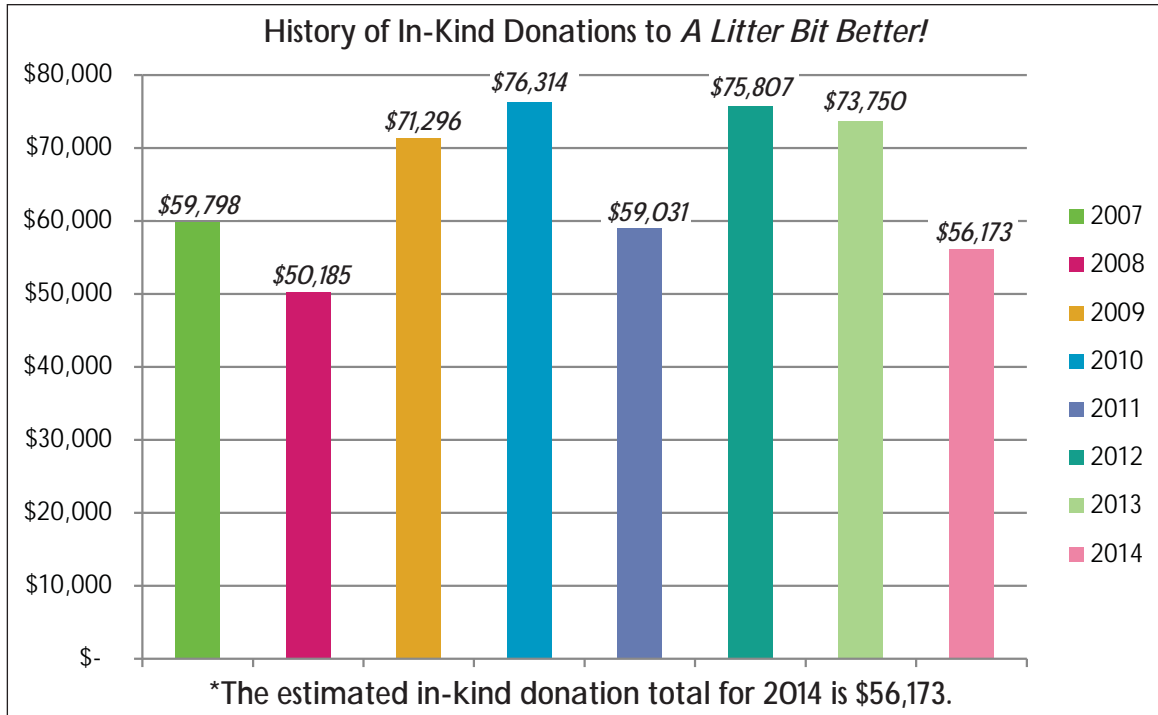
Event Sponsors

The *A Litter Bit Better!* campaign has been made possible by the generosity of businesses and individuals within the Rochester community. The sponsors listed in the sidebar on page one, donated cash, goods, or services in 2014. The logos below represent the Event Sponsors. These organizations contributed over \$5,000 in cash and in-kind services. Thank you to all the sponsors for their continuous support of this program!



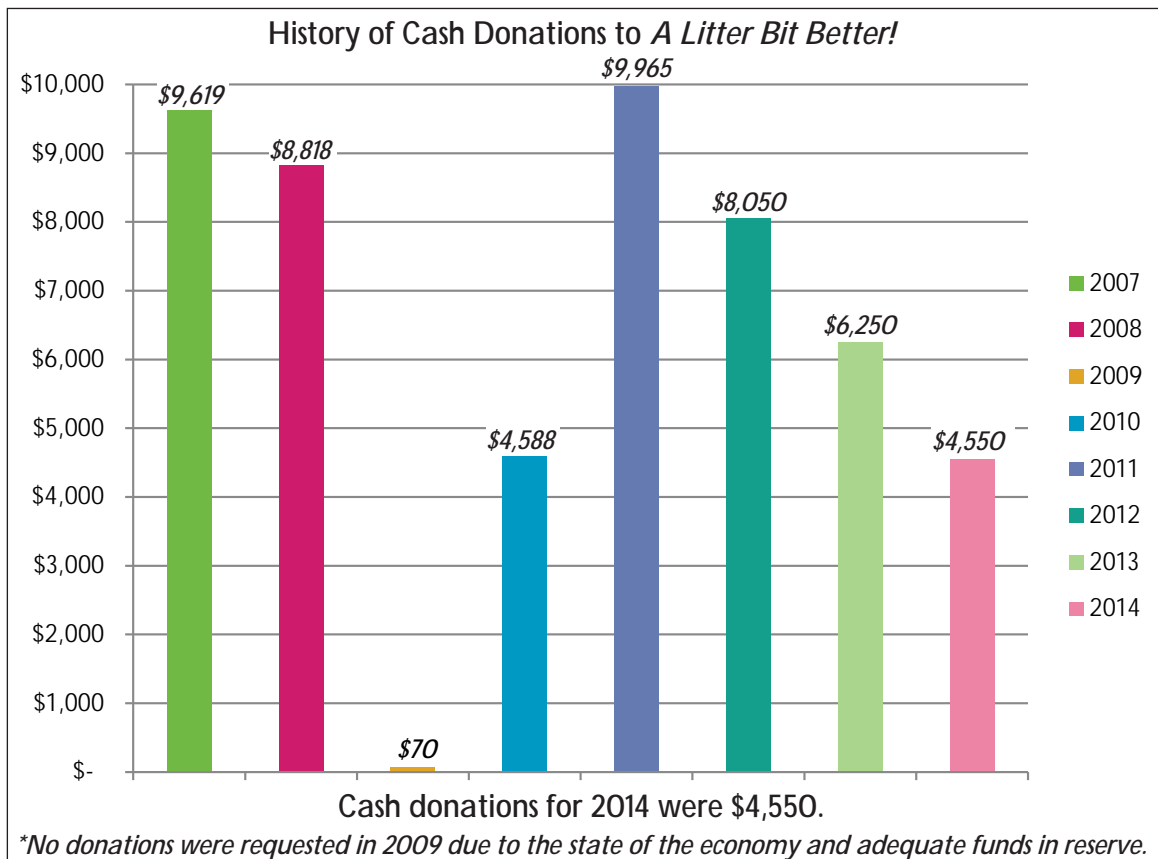
In-Kind Donations

In-kind donations of time, goods, and services include waste collection, storage and disposal, staffing, website, recycling bags, and TV, radio, and newspaper advertising.



Cash Donations

Cash donations pay for garbage bags, posters, Pledge Cards, magnets, postage, and more! The total expenses for the 2014 event was \$6,179.



The combination of cash expenditures and in-kind services yields a total program cost of approximately \$63,000, which is about \$2.58 per pound of litter collected.

Event Promotion

A wide variety of promotional methods are used throughout Rochester to target new and repeat participants. Examples include:

“Save the Date” fliers & magnets

Bulletin notices for faith-based organizations

Posters displayed at businesses

Press releases

Radio, television, and newspaper ads

Rochester Channel 19 Cable TV spots

Newspaper, newsletter, and magazine articles

RNeighbors Facebook page posts

Interviews & presentations

Personal contacts

Translated materials for non-English speakers

Email notifications

Marquee displays

Website postings



CW Promotional Commercial



2014 Promotional Poster

Poster Contest

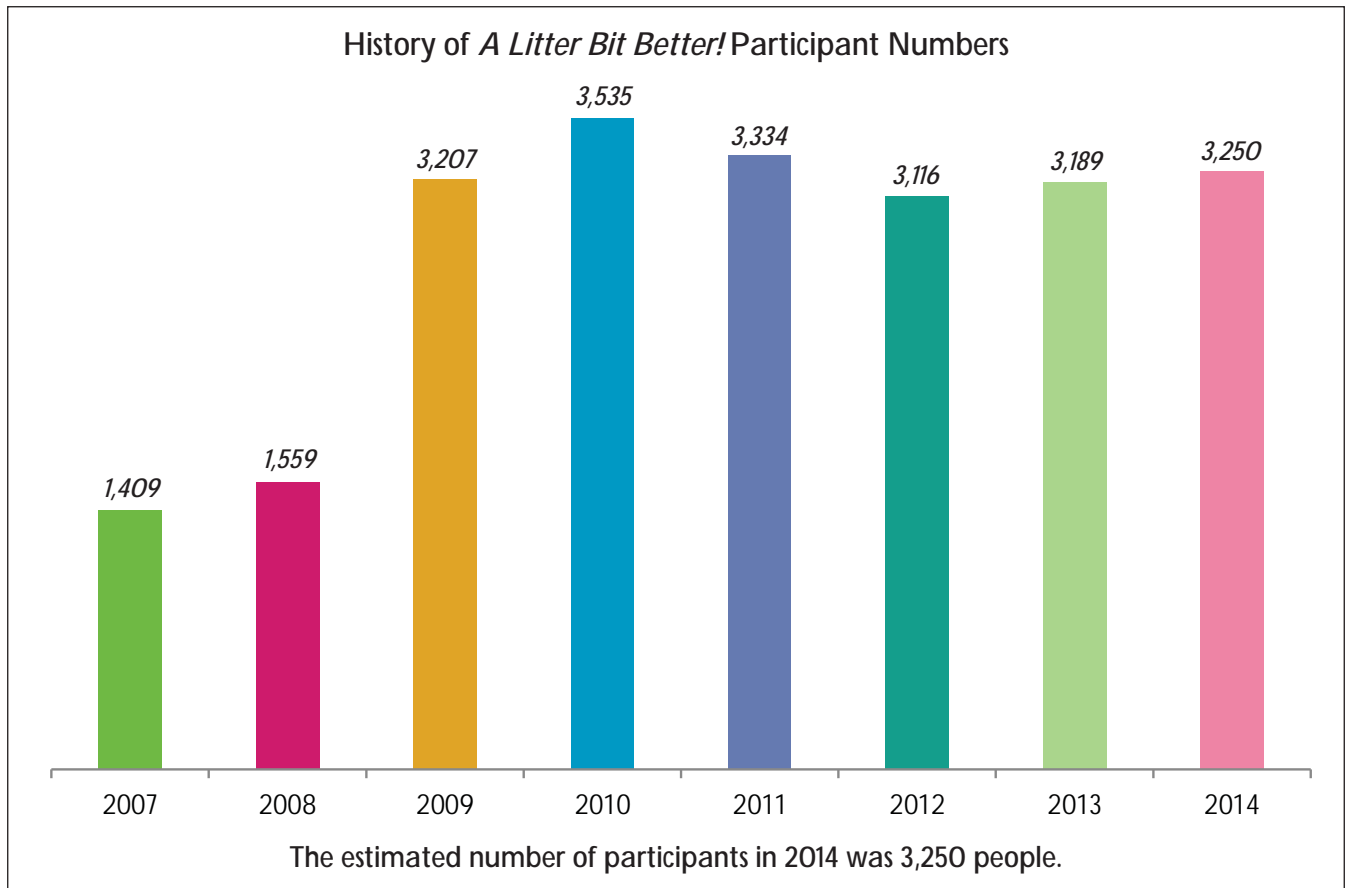
4th grade classrooms across Rochester are invited to participate in the annual poster contest and to sign a pledge to: **Never Litter. Always Pick Up Litter. Tell Others Not to Litter.** The winning poster design from each school receives an *A Litter Bit Better!* t-shirt, an opportunity to be in the Rochesterfest Parade, and a signed letter of appreciation from the Mayor. The Grand Prize Poster Winner will have their art published on the pledge card, a poster with their winning artwork, a photograph with the Mayor, and a pizza party for their class.



2014 Grand Prize Winner Anne Davis
Jefferson Elementary School

Participant Information

The number of people volunteering their time to *A Litter Bit Better!* is impressive. Individuals from all walks of life participate each year. An astonishing 67% of volunteers in 2014 had previously participated in *A Litter Bit Better!* and 98% of survey respondents indicated they would participate again in the future.



Weather Conditions

Dedicated *A Litter Bit Better!* volunteers participate year after year regardless of the weather.

Year	Temperature (°F)	Precipitation
2007	44° - 81°	None
2008	45° - 73°	1 day of rain
2009	52° - 75°	None
2010	40° - 80°	Trace of rain on 3 days
2011	32° - 51°	Rain and snow 9 out of 12 days
2012	34° - 73°	Trace of rain on 6 days
2013	44° - 71°	4 days of flurries, 2 days of 70° and sunshine
2014	46° - 69°	Some chilly days, some warm and sunny, trace of rain

This wet weather was tough to get my crew together but we did it on Meghen's 11th birthday (in the rain) before celebrating her big day! :-)

It's a good reason to be outdoors.

Volunteer Photos & Feedback

Each year volunteer groups complete a brief survey to help evaluate the program. The quoted texts and photos are a sampling of volunteer experiences.



Birchwood Neighbors

I hate litter!!!

Thank you for the opportunity! I feel like our neighborhood made a difference!



Coenen Group



Advanced Chiropractic Clinic

It's a great event!

It's nice to get outside and make Rochester cleaner while enjoying the company of others!



Hosana Youth Sent to Serve

It's a wonderful community and neighborhood event. Everyone should participate. I hope we are setting a good example for our younger generations.

Volunteer Photos & Feedback



Homestead Village

It felt good to have a positive impact on my neighborhood. I enjoyed meeting my neighbors and being outside.

It's a great way to enforce non-littering principles in children.

It's a week where I can pick up all the garbage I want without having to worry about where to dispose of it



Boy Scouts Pack 101



Maki Group

It's fun, it's outside, it helps the environment!

I felt good to clean up and see our results



Oak Terrace & Parkside Neighbors



Affinity Plus

Thank you for this wonderful program!

Volunteer Photos & Feedback

Very rewarding 3 hour experience!



Boy Scout Troop 29

Once we had picked up some areas we started to notice other areas that we might cover next year.



Think Mutual Bank



Grace G



Mayo's Thoracic Vascular ICU



Bierman Group



Dylan P

This experience has made me cognizant not to litter.

Packing peanuts - GRRR!



Folwell Neighborhood Association

Volunteer Photos & Feedback



Rice Group



Meier Group



Girl Scout Troop 43166



Unidentified Volunteers

[I am now] more conscious of plastic bags.



Keller Williams Group



Whitecomb Group



Strauss Kids

I am MORE likely now to pick up litter anywhere - it feels good to pick it up!



YMCA & People's COOP

2014 Results

Volunteers picked up litter at 237 collection sites that covered 5,106 acres of land in Rochester. The sites ranged in size from 0.5 acres to 257 acres with the average site being 21 acres in size. These efforts resulted in **24,360 pounds of litter being removed** from the environment in 2014.

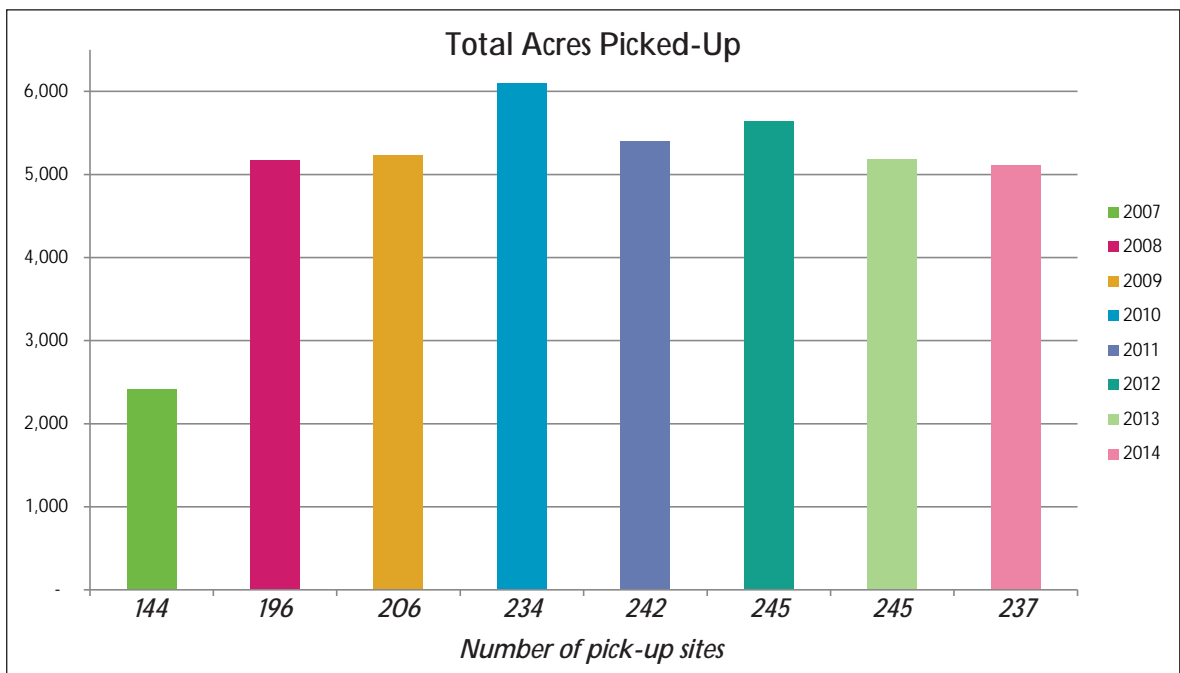
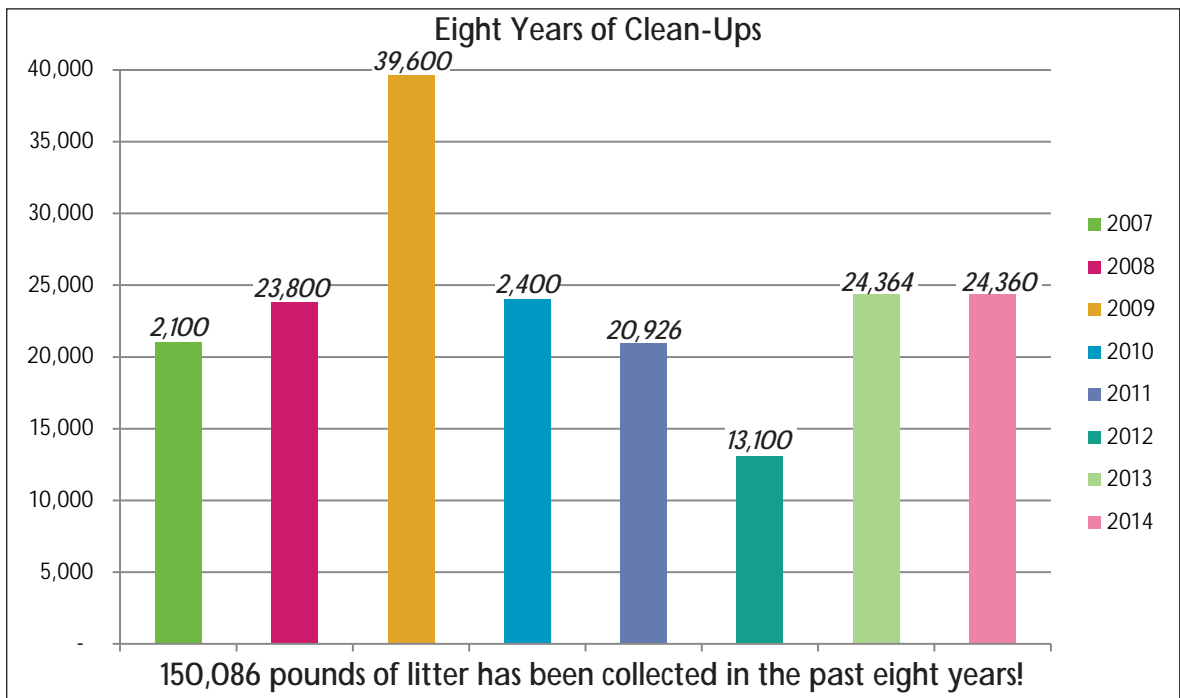


Trash Mountain 2014



Trash waiting to be weighed.

The amount of litter picked up in 2014 was approximately the same as in 2013. The number of volunteers collecting has remained essentially steady through the last 6 years, so this result is not due to less effort.



Types of Trash Collected

Over 80% of survey respondents picked up fast food packaging and plastic bags. 90% of respondents picked up plastic bottles. What else do you find in 12 tons of trash?



A \$20 bill!

Flash Drive

Two bags full of new grocery items.

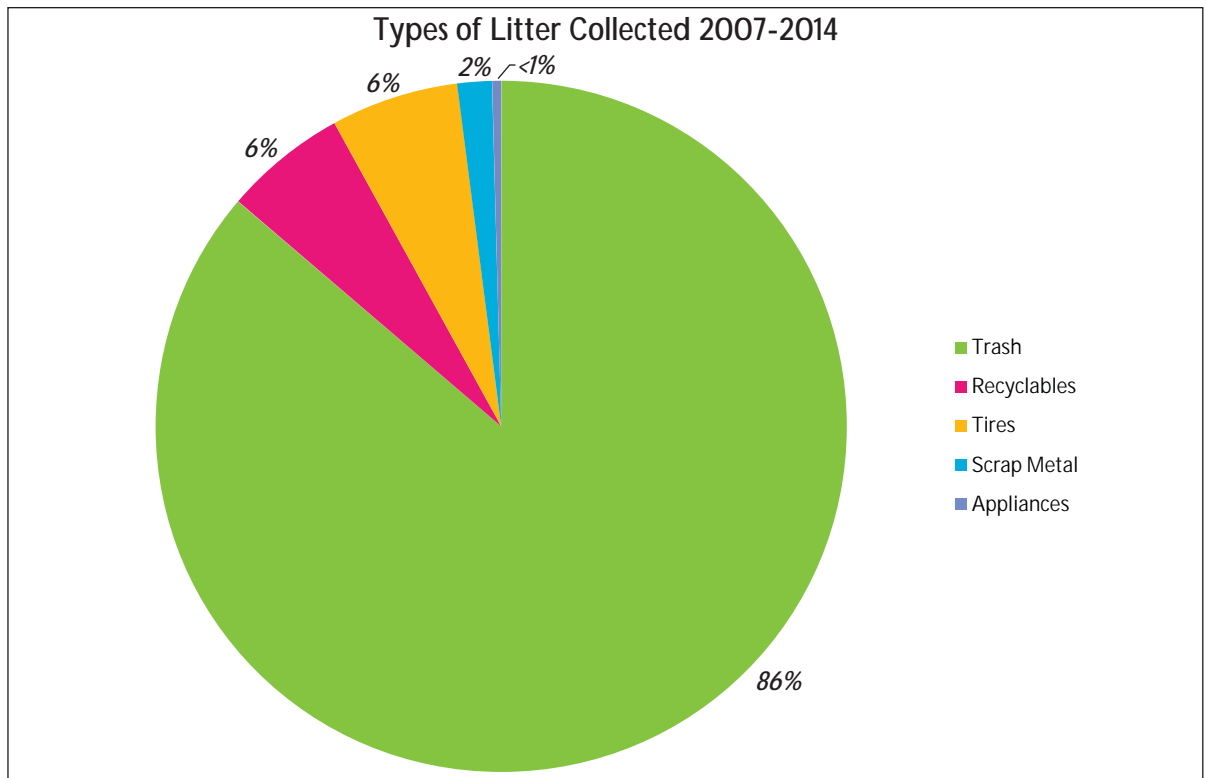


Roll of barbed wire.

A candy-filled Easter egg.

Spoiler from a car.

Yellow flotation device



A brand-new pair of jeans.

Plastic plant pots

Half a bowling ball

A slinky

Underwear



30+ Dr. Pepper bottles filled with liquid and cigarette butts.

Someone's keys

An iPod - that still worked!

An Angry Birds temporary tattoo

Business Partnerships

Businesses in Rochester recognize the impact of having a clean, litter-free landscape. In 2011 an initiative to encourage businesses to focus on litter prevention and clean-ups throughout the year was created. Participants monitor trash weekly, create a litter policy, educate staff and customers, and post a decal in their windows. All businesses are encouraged to participate in this program - to learn more and register, visit www.rneighbors.org. The businesses listed below have voluntarily agreed to participate in this program:



Apollo Dental Center	HyVee Rochester - All Locations	Recreation Lanes
Arnold's Supply & Kleenit Company	Keller Williams Realty	Rochester Area Family YMCA
Boldt Construction	The Mayo Clinic	Rochester Good Food Store Co-op
Canadian Honker Restaurant	Minnesota School of Business	Sherwin Williams South
City Auto Glass	Mister Carwash	Sixta Insurance, LLC
Civic League Day Nursery	Panera Bread - North & South	Söntés
G & L Insurance Group	Post Bulletin	The UPS Store
Gamehaven Council	Pro Image Promotions & Apparel	Weis Builders Inc.

Will your business become A Litter Bit Better next year?

A Litter Butt Better! Initiative

Cigarette butts are the #1 littered item in the U.S. In 2010, a subcommittee formed to tackle this issue in Rochester. The *Help Make Rochester A Litter Butt Better!* initiative has been gaining momentum ever since. 2014 highlights from related projects include:



- The Rochester Downtown Alliance, Mayor Ardele Brede, and Rochester Park and Recreation teamed up in 2014 to offer the “Butt Kickers!” of John Adams Middle School a bounty on cigarette butts picked up from the Downtown landscape. This group of 26 individuals picked up 23,006 butts in approximately 5 hours. The bounty resulted in \$1,500 being raised for the school’s science lab.
- The “Butt Kickers 3.0” won first place for 8th grade projects in E-cybermission, a national competition where teams of 3-4 students use math, science, and engineering to try and solve a community problem. Their project was to share relatable information about potentially toxic chemicals in cigarette butts. The students put cigarette butts in different forms in different amounts of water to see color changes. These jars displays can be used to help demonstrate the contributions of cigarette butt litter to water pollution.



The “Butt Kickers” with Mayor Brede.



Butt Kickers in action.



Cigarette butts collected in two hours.

Opportunities for Involvement

Here are some ways you can be involved in *A Litter Bit Better!*

- 2015 Steering Committee Members - Be a part of leading *A Litter Bit Better!* Members work to keep the program running smoothly and develop new initiatives. (Members attend 5, hour-long meetings per year.)
- Distribute posters
- Recruit Business Partners
- Solicit donations

Contact Megan Moeller at mmoeller@rochestermn.gov or 507-328-2440 if you would like more information.

Save the Date for the next *A Litter Bit Better!*

April 18 - 25, 2015

www.rneighbors.org/litterbitbetter



DoubleTree Hotel Group



Llewellyn Group



Rochester Public Utilities

We are already looking forward to next year's event!