



A Litter Bit Better! 2007 - 2016 Event Summary



2016 Sponsors

Event Sponsors \$5000+

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

Ten-Ton Pile \$1000+

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

One-Ton Pile \$100-\$999

- Apollo Dental Center
- Courtesy Corporation
- McDonald's
- Mayor Ardell Brede
- Olmsted County Environmental Resources
- Olmsted Medical Center
- Rochester Chamber of Commerce
- Rochester Commercial Banks Association
- Rochester Downtown Alliance
- Rochester Park & Recreation
- Seneca Foods
- WSB

Truckload \$1-\$99

- TJ Maxx Associates

Introduction

In 2006 two concerned citizens proposed a city-wide litter clean-up event to Mayor Ardell 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.

2016 was the 10th annual *Help Make Rochester A Litter Bit Better!* event. Each year, thousands of volunteers collect litter from across Rochester. Together in the past 10 years, these individuals, service groups, businesses, scout troops, faith-based organizations, neighborhood associations, and families have worked together to remove over **122 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.



Save the Date for Next Year!
April 22-29, 2017

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 2016 Steering Committee Members and their affiliated organizations are listed below.

2016 Steering Committee Active Members and Affiliated Organizations

Ardell Brede City of Rochester	Megan Duffey Moeller City of Rochester	Norrie MacIlraith Rochester Resident	René Lafflam RNeighbors
Anthony Wittmer Olmsted County	Mike Kraszewski City of Rochester	Ryan Thesing City of Rochester	Sandy MacLaughlin Rochester Resident
Chris Beighley Oak Terrace & Parkside			

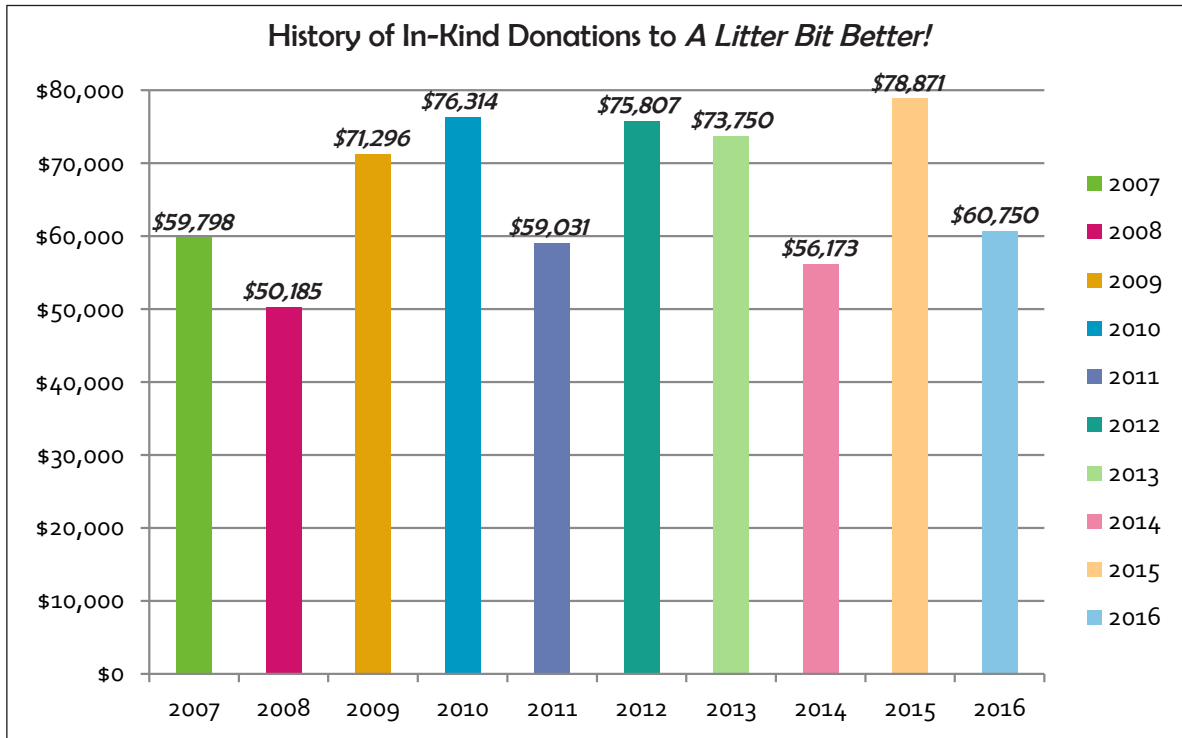
Event Sponsors

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 2016. 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!



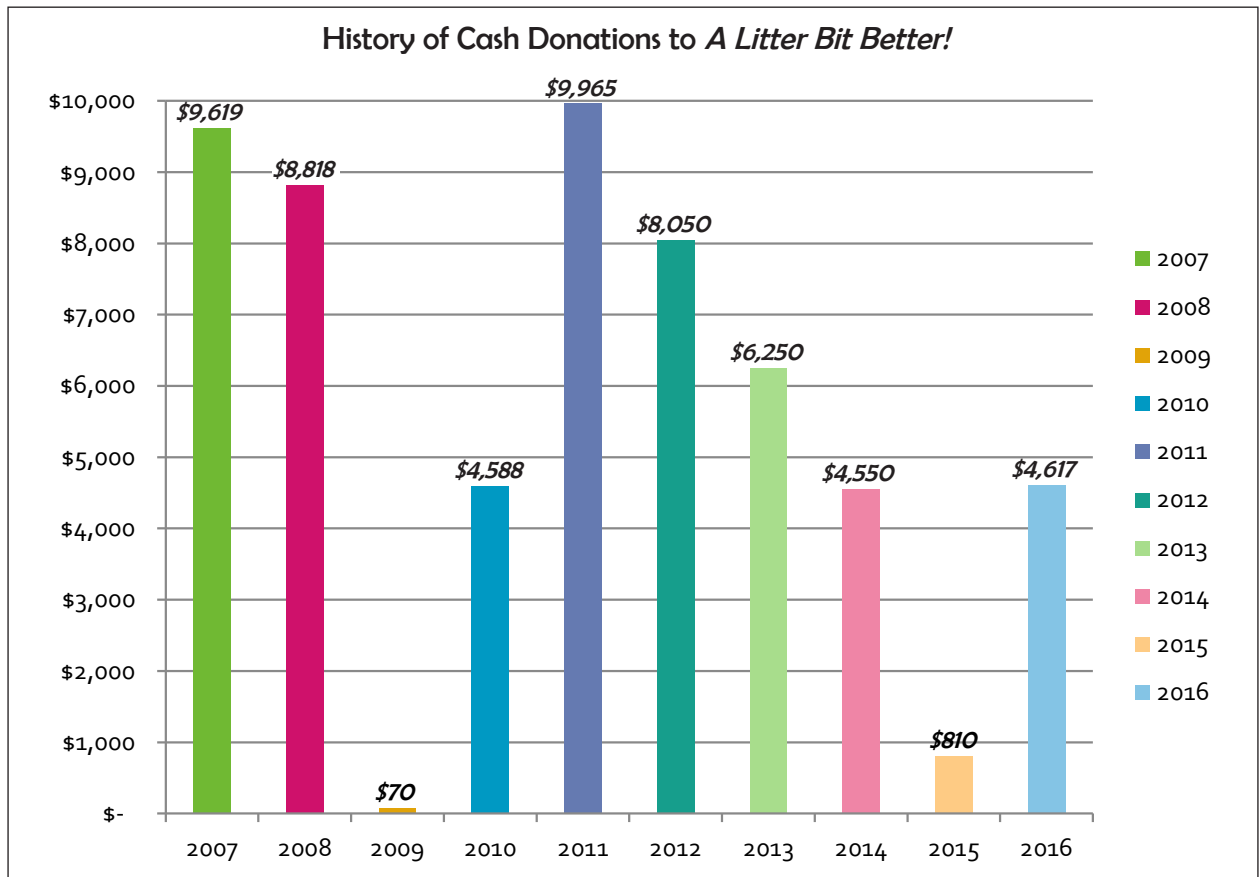
In-Kind Donations

In-kind donations of time, goods, and services include waste collection, storage and disposal, staffing, website, recycling bags, and TV, radio, and newspaper advertising. **Nearly \$662,000 worth of in-kind donations have been made in the history of the *A Litter Bit Better!* program.**



Cash Donations

Cash donations pay for garbage bags, posters, Pledge Cards, magnets, postage, and more. **Over \$57,000 has been donated to the *A Litter Bit Better!* program since its inception in 2007!**



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 180 TV spots

Website postings

Bus advertising

RNeighbors Facebook page posts

Interviews & presentations

Personal contacts

Translated materials for non-English speakers

Email notifications

Marquee displays

Newspaper, newsletter, and magazine articles



Graham Park Billboard Advertisement



2016 Promotional Poster

Poster Contest

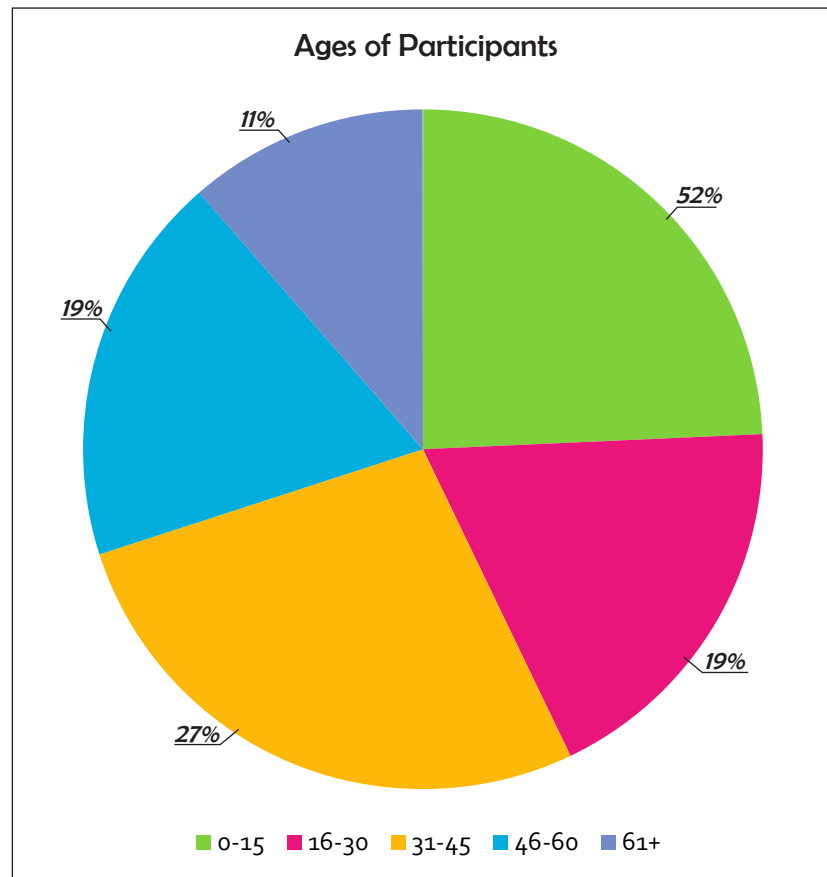
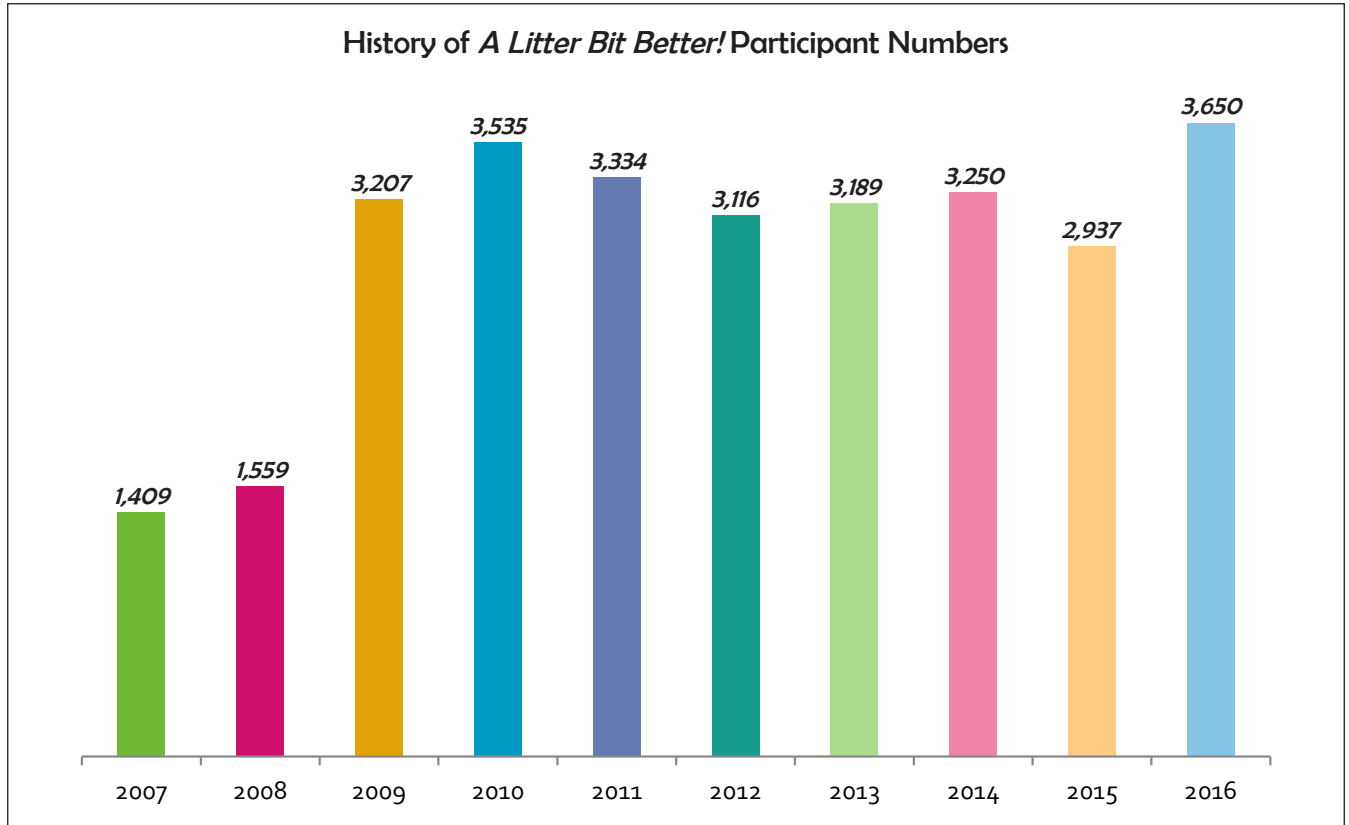
4th grade classrooms across Rochester are invited to participate in the annual poster contest and to sign a pledge to: **Never Litter. Always Pick Up Litter. Tell Others Not to Litter.** The winning poster design from each school receives an *A Litter Bit Better!* t-shirt, an opportunity to be in the 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.



2016 Grand Prize Winner Natalie Kottom
Schaeffer Elementary School

Participant Information

The number of people volunteering their time to *A Litter Bit Better!* is impressive. **Over 29,000 volunteers have participated in the past ten years.** An astonishing 71% of volunteers in 2016 had previously participated in *A Litter Bit Better!*



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
2015	40° - 72°	Warmer weekends, cooler weekdays, rain on 4 days
2016	37° - 68°	Trace of rain on 3 days

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.



It's a GREAT program!

My young daughter was really impacted positively by this - she worked for 5½ hours without complaint!



Volunteer Photos & Feedback



This is a great family tradition of giving back to our community.



This event is a lot of fun and makes the world better!



It is very important, especially for the kids, to learn it is important to take care of where we live.

Volunteer Photos & Feedback



It was a great way to get exercise and clean up the community.



It was really great getting together to help service our community.



Volunteer Photos & Feedback



It is always interesting listening to the amazement in the kids' voices realizing how much litter there is and how people could litter this much.



Everyone should do their part to make this a better, cleaner city.



Volunteer Photos & Feedback



I like a clean world. If only everyone did their part.



We believe the proper disposal of cigarette butts is by far our biggest litter problem. The world is NOT your ashtray!



Volunteer Photos & Feedback



It felt good to make even a little difference for Mother Nature and was so much fun spending time with friends and family.



It was easy to participate in this event since it was so well organized.



Volunteer Photos & Feedback



Always happy to do my part to make a cleaner environment!



We participate because it is the right thing to do and it is interesting to see what kind of trash is out there (archeological interest???)



2016 Results

Volunteers picked up litter at 305 collection sites that covered 5,842 acres of land in Rochester. These efforts resulted in **19,340 pounds of litter being removed** from the environment in 2016.



"Trash Mountain" weigh-in at the Waste Management scale house



Steering Committee Members & Waste Management Staff

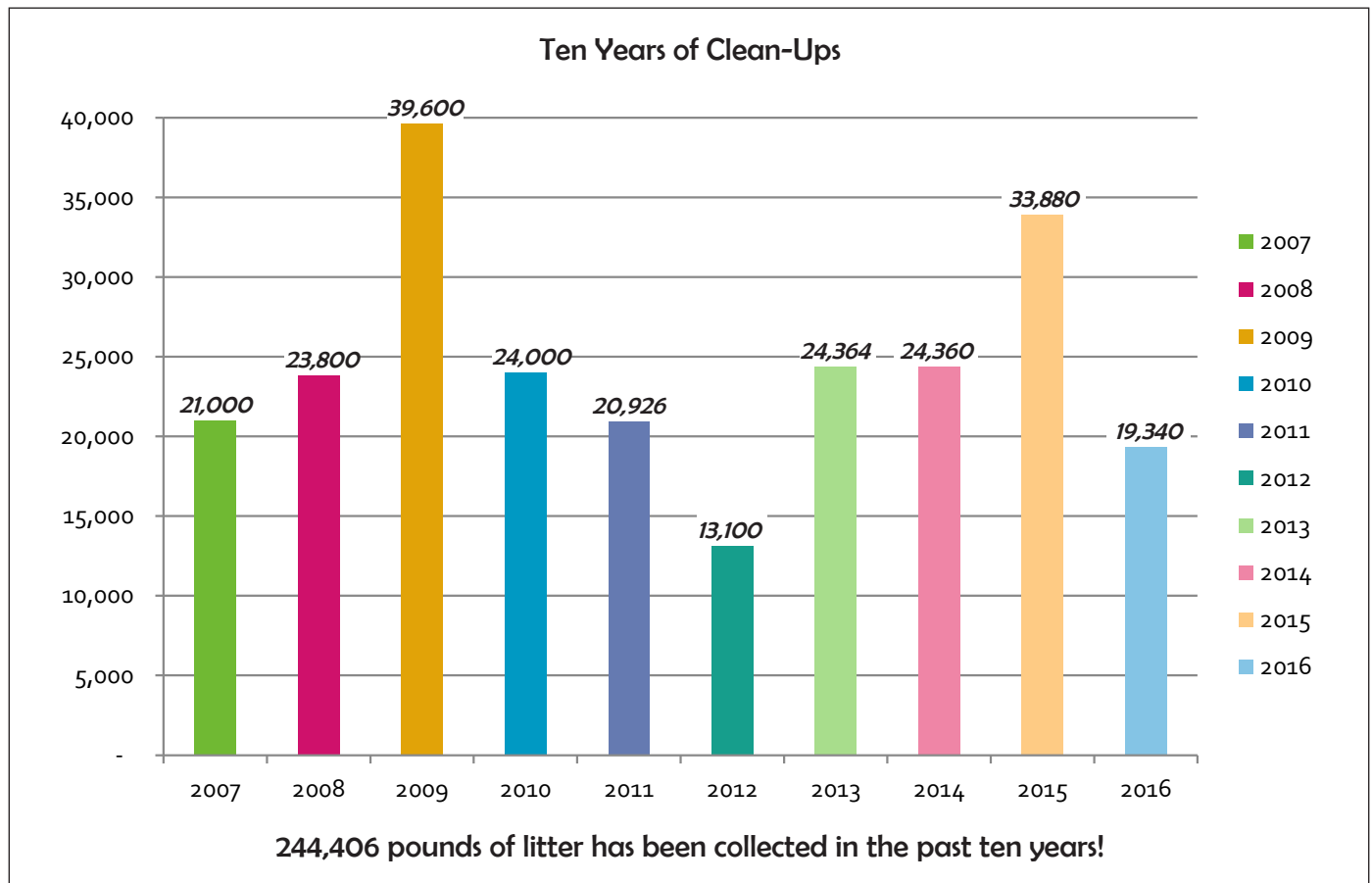


Tires and scrap metal from the event



11 roll-offs were filled with collected litter

The amount of litter picked up in 2016 was greatly reduced when compared to 2015, even with the record breaking participant numbers.



Types of Trash Collected

What were the most common types of litter? Not much has changed in that regard in the past ten years: fast food packaging, plastic bags, and plastic bottles. What else was found?



Money

Fence posts

Part of a washing machine

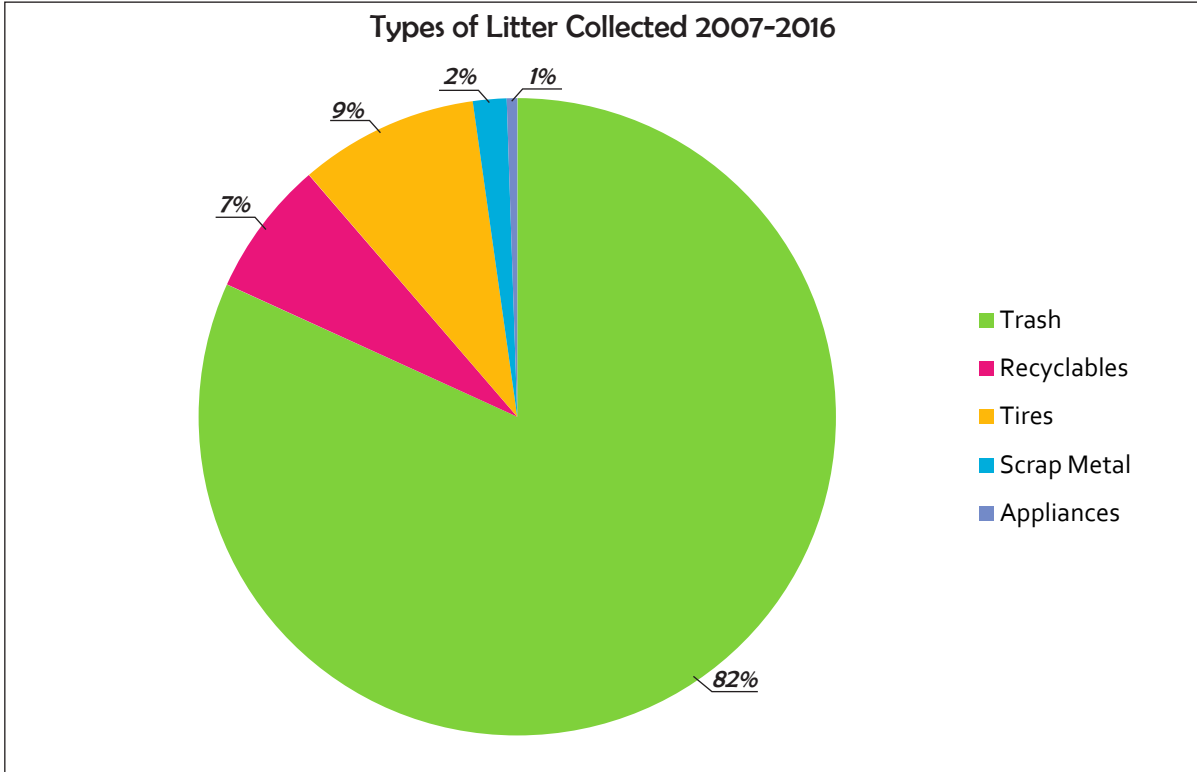


Brake pedal

Fishing stuff

Packing peanuts

Swimming pool liner



Pop bottles filled with cigarette butts

A floppy disk

A pregnancy test



Undies

Coupon for a free 12 pack of beer from Elgin Liquor

Crutches



Microwave ring

A large area rug

Mickey Mouse ball

John Adams “Butt Kickers” Initiative

Cigarette butts are the #1 littered item in the U.S. In 2012 a group of John Adams Middle School students formed the “Butt Kickers!” to help combat cigarette butt waste in Rochester. The first 4 years of the program resulted in 94,304 cigarette butts being removed from the environment. The “Butt Kickers” were once again in action in 2016. Sponsors Rochester Downtown Alliance, Mayor Ardel Brede, and Rochester Parks and Recreation teamed up in to offer the “Butt Kickers!” a bounty on cigarette butts picked up from the Downtown landscape. This group of individuals picked up 28,179 butts in approximately 6 hours. The bounty resulted in \$1,500 being raised for the school’s science lab.



Opportunities for Involvement

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

- 2017 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
- 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 22-29, 2017

www.rneighbors.org/litterbitbetter



There was noticeably less litter at our site this year - how great!