



A Litter Bit Better!

2007 - 2017 Event Summary



2017 Sponsors

Event Sponsors \$5000+

City Auto Glass
City of Rochester
Hauk Advertising
KTTC/Fox47/CW/MeTV
RNeighbors
Rochester Service Company
Townsquare Media
Rochester
Waste Management

Ten-Ton Pile \$1000+

Arnold's Supply &
Kleenit Company
iHeartMedia
Kwik Trip

One-Ton Pile \$100-\$999

Apollo Dental
Courtesy Corporation
McDonalds
DeCook Excavating
Gay Lesbian Community
Services of SEMN
Mayor Ardele Brede
Olmsted County
Environmental Resources
People's Food Co-op
Rochester Chamber of
Commerce
Rochester Commercial
Banks Association
Rochester Downtown
Alliance
Rochester Park &
Recreation
Rochester Sand & Gravel
TJ Maxx Employees
WSB & Associates

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.

2017 was the 11th annual *Help Make Rochester A Litter Bit Better!* event. Each year, thousands of volunteers collect litter from across Rochester. Together in the past 11 years, these individuals, service groups, businesses, scout troops, faith-based organizations, neighborhood associations, and families have worked together to remove over **131.4 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.



Kings Run Park Clean-up Crew

Save the Date for Next Year!
April 21 - 28, 2018
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 2017 Steering Committee Members and their affiliated organizations are listed below.

2017 Steering Committee Active Members and Affiliated Organizations

Anthony Wittmer
Olmsted County

Mike Kraszewski
City of Rochester

Ryan Thesing
City of Rochester

Megan Moeller
City of Rochester

René Lafflam
RNeighbors

Sandy MacLaughlin
Resident

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 2017. 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!

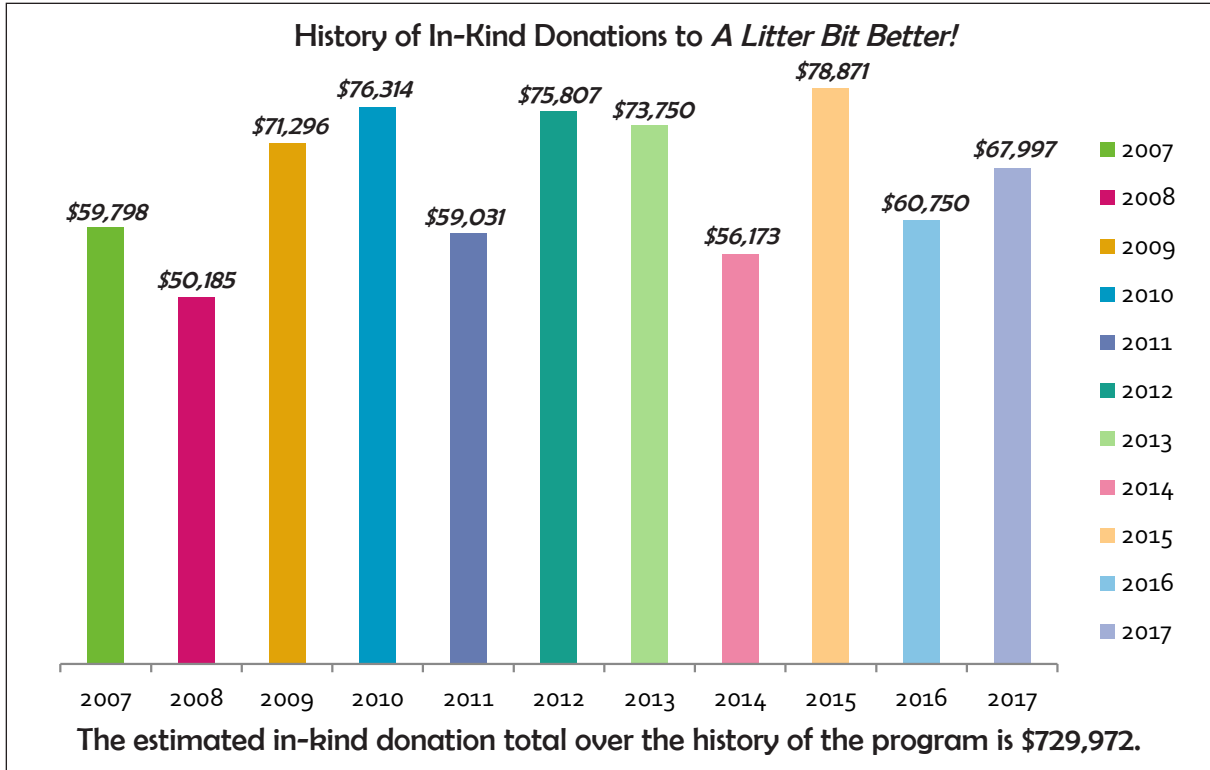


Houck Transit Advertising



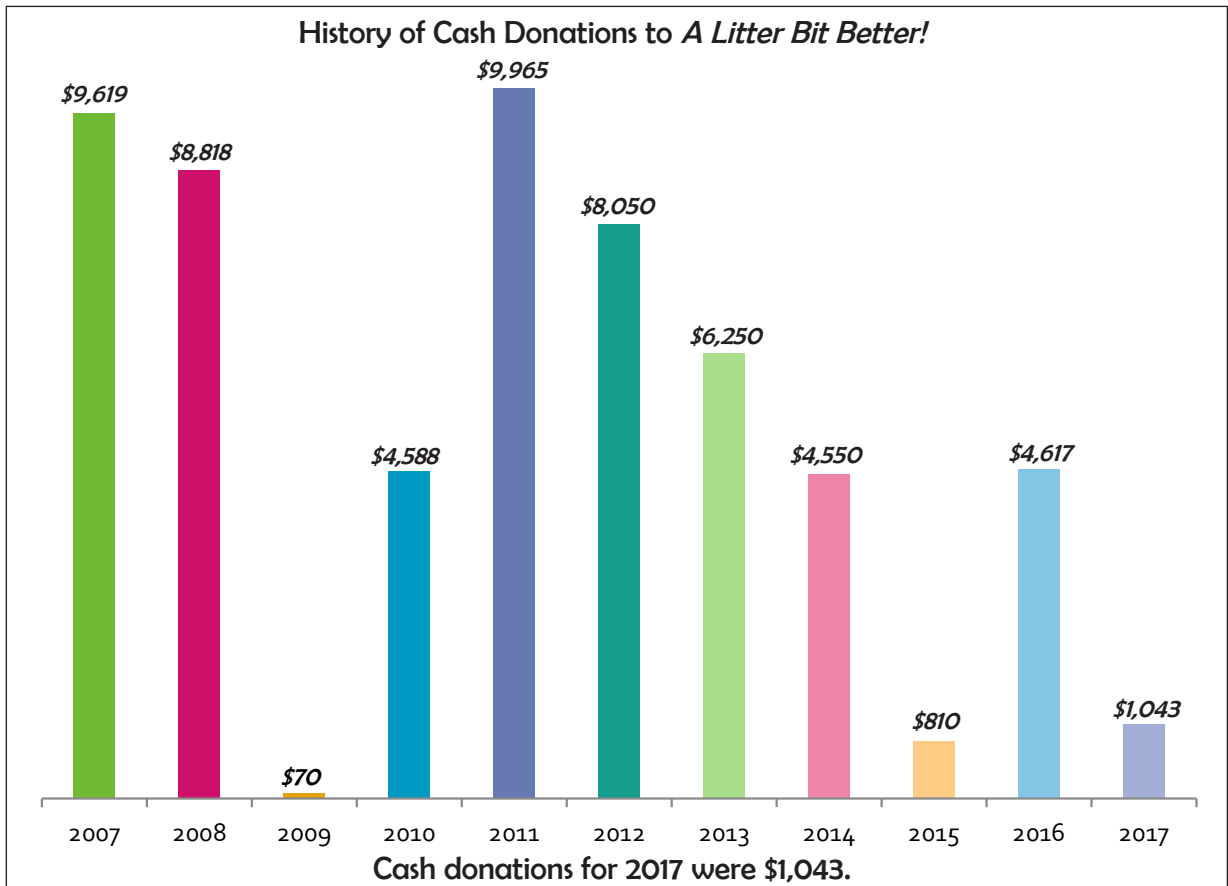
In-Kind Donations

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 2017 event was \$627.



Event Promotion

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

- “Save the Date” fliers
- Bulletin notices for faith-based organizations
- Posters displayed at businesses
- Press releases
- Radio, television, and newspaper ads
- Rochester Channel 19 Cable TV spots
- Website postings
- Public transportation advertising
- RNeighbors Facebook page posts
- Interviews & presentations
- Personal contacts
- Translated materials for non-English speakers
- Email notifications
- Marquee displays
- Newspaper, newsletter, and magazine articles
- Banner at Honkers Field



2017 Promotional Poster



Public Transportation Advertising

Poster Contest

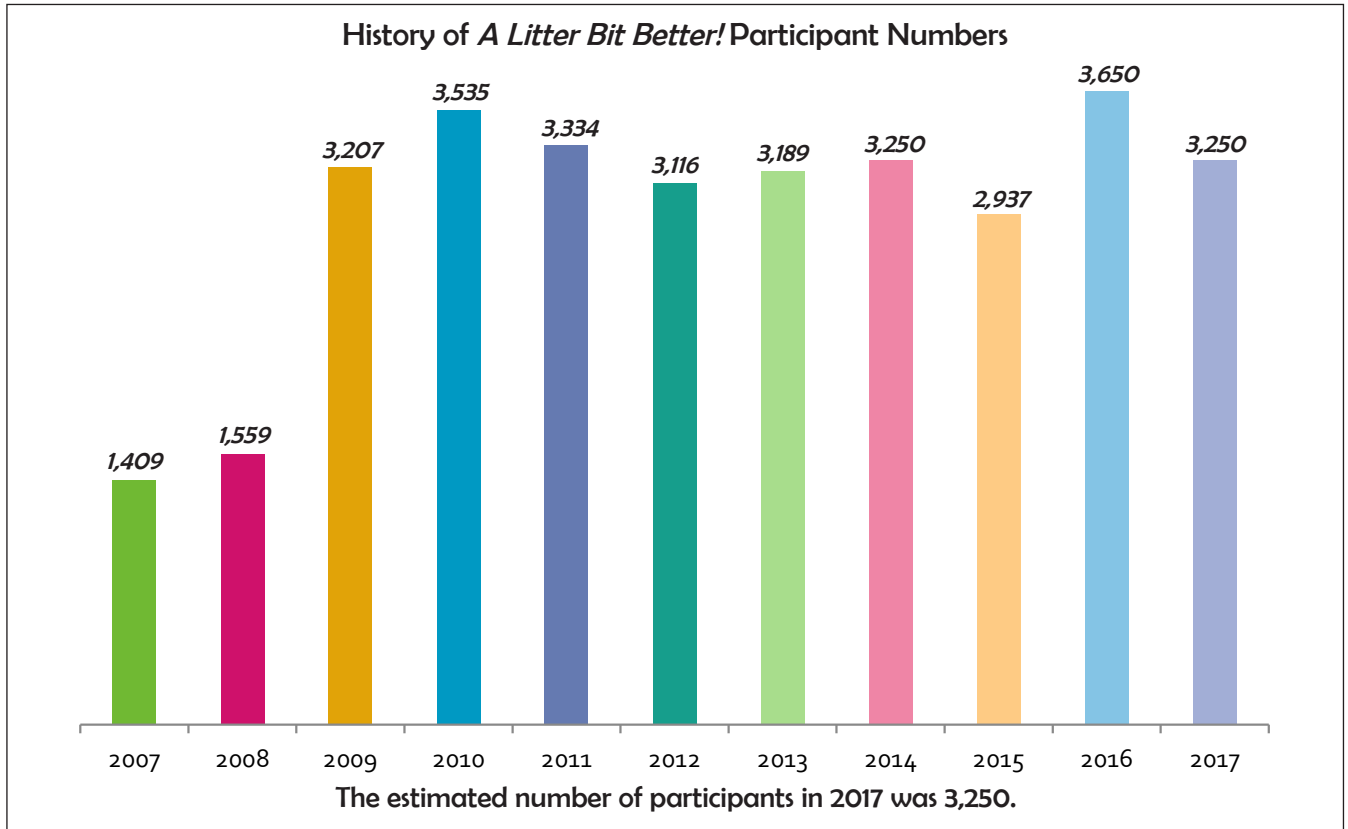
4th grade classrooms across Rochester are invited to participate in the annual poster contest and to sign a pledge to: **Never Litter. Always Pick Up Litter. Tell Others Not to Litter.** The winning poster design from each school receives an *A Litter Bit Better!* t-shirt, an opportunity to be in the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



2017 Grand Prize Winner Aditya Manikonda
Gibbs 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. 2017 volunteers included first-time participants, people that had participated a handful of times, and some that have participated each of the last 11 years!



Unitarian Universalist Youth Group

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
2017	31° - 71°	Gorgeous first half, cold the second half with 2 days of rain

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.



Sauer Group at Cook Park

I loved the opportunity to make a difference in the community!



O'Malley Peterson Group

I enjoyed cleaning up our neighborhood with friends. I feel that we accomplished a lot in a short amount of time.



JM Lourdes Girls Lacrosse Team & Rochester Better Chance



Davis Group at Eastwood Park

Volunteer Photos & Feedback



Claire, Emma, Same, Evan & Owen

I like my green spaces without litter.

It was great to see how much trash we collected and how much better the stretch near the road looked when we were done.



Ayaan & Elan at Watson Field



Boldt Construction Group

It was fun!

Our neighborhood looks forward to participating in this each year.



Cub Pack 82

It was a great experience for the kids.

Volunteer Photos & Feedback



Maki Group

It was a good experience for my teenager.



Pearson Group at Cook Park

I enjoyed cleaning up our neighborhood with friends



Good Dog Camp Group

Participating in A Litter Bit Better is the easiest way to meet people and keep our town looking nice and clean.



Rochester Athletic Club Group



Elton Hills Neighbors

What a good team building event!



Historic Southwest Neighborhood Association

This is a worthy event.

Volunteer Photos & Feedback

It's making a difference - there is less trash each year!



South Point Park Clean-up Crew



WSB & Associates



Mayo Clinic CMSDL



PICU Pickers



Making Waves Dragonboat Team

Keeping our planet clean is something we should all be doing.

A relative from out of state recently visited and commented on how clean Rochester looks.



Jensen HGA Group

Great deed done!



Hess Group



Surly Clean-up Crew



Brady at Summit Pointe Park

There's never enough people.



Mayo Clinic Telephone Operators



Riverside Student Advisory Board

I enjoy helping the community look better and hopefully others will notice and want to help in the future...or at least throw the trash in the can at the park.



Kings Run Park Clean-up Crew



Pinewood Ridge Clean-up Crew

2017 Results

Volunteers picked up litter at 241 collection sites that covered 5,347 acres of land in Rochester. There was an average of 3.4 pounds of litter collected up per acre picked up. These efforts resulted in a total of **18,400 pounds of litter being removed** from the environment in 2017.



Trash Mountain 2017

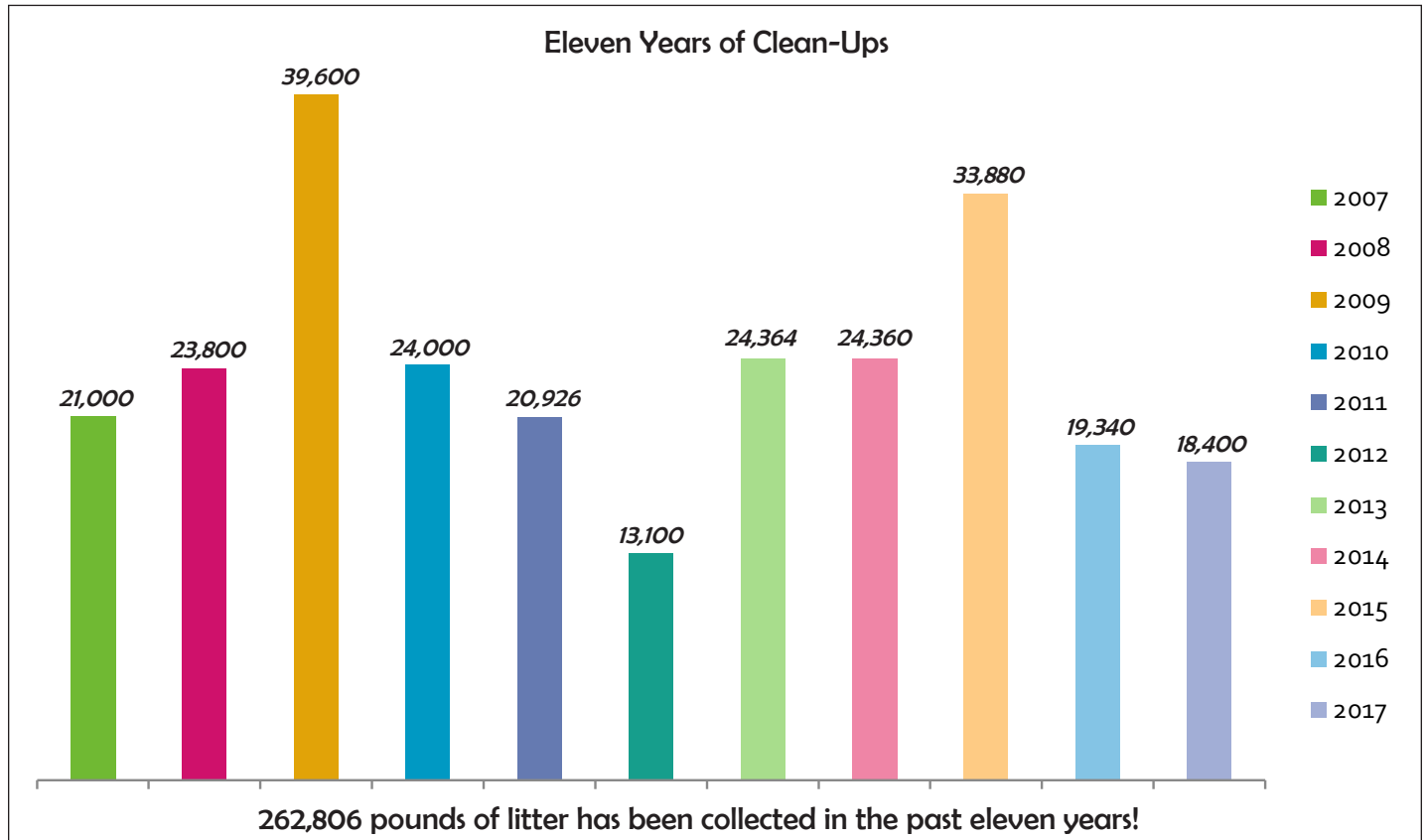


Tires, scrap metal, & appliances



Steering Committee Members & Waste Management Staff

The amount of litter picked up in 2017 was nearly the same as in 2016. The number of volunteers collecting has remained steady through the last 8 years, so this result is not due to a change in participation numbers.



Types of Trash Collected

Over 72% of survey respondents picked up fast food packaging and plastic bags. 86% of respondents picked up plastic bottles. 74% of respondents picked up cigarette butts. What else do you find in 9+ tons of trash?



A Crown Royal bag

Hockey pucks

Picture frame with a picture of a deer in it

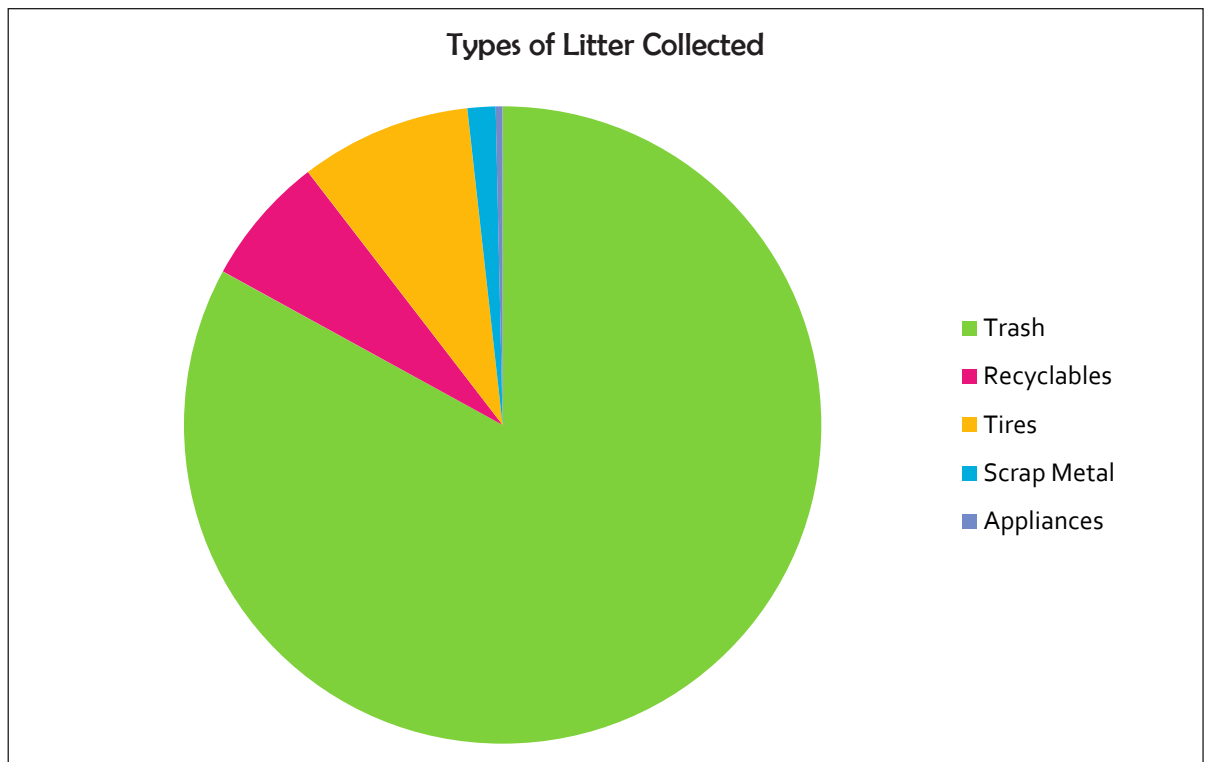


A latex glove

Roof shingles

A smart phone

Toilet stool



Candy wrappers

Half a pack of birth control pills

Styrofoam

Socks & Underwear

Garden hose



Q-tips

A Vanilla Ice t-shirt

Cigarette butts - by a long margin!

PLASTIC BAGS

Opportunities for Involvement

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

- 2018 Steering Committee Members - Be a part of leading *A Litter Bit Better!* Members work to keep the program running smoothly and develop new initiatives.
- Distribute posters
- Solicit donations

Contact Megan at mmoeller@rochestermn.gov or 507-328-2436 if you would like more information.

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

April 21 - 28, 2018

www.rneighbors.org/litterbitbetter

It was fun and great for our environment.

*It feels good to make
the area look better.*



Mayo Pharmacy Group

It feels good to make Rochester A Litter Bit Better!