A Litter Bit Better! Five-Year Summary 2007-2011

Introduction

In late 2006, two citizens came to Mayor Ardell Brede and the Chamber of Commerce with the idea of getting community members involved in a city-wide litter cleanup effort. The Mayor brought a team of organizations together to plan and coordinate what would become the annual *Help Make Rochester A Litter Bit Better!* event.

A Litter Bit Better! volunteers collect litter, reduce land and water pollution, and increase community pride during the eight-day annual event. Through this event and other special initiatives, the *A Litter Bit Better!* Steering Committee hopes to reduce litter-generating behavior in Rochester.

Over the last five years, thousands of individuals, service groups, businesses, scout troops, faith groups, Neighborhood Associations, and families have been a part of this program. Together they collected over 129,000 pounds of trash over five years in Rochester. This event could not happen without the continued support and generous contributions from our sponsors and hard working volunteers. Thank you!

Waste Management Staff and ALBB Steering Committee Members at "Trash Mountain" (2011)

Volunteers reporting for duty (2007)

Five-Year Summary At-A-Glance

	2007	2008	2009	2010	2011
Pounds	21,100	23,867	39,600	24,689	20,962
Tons	10.5	11.9	19.8	12.3	10.5
Sites/Groups	144	196	206	235	242
Acres	2,412	5,169	5,232	6,100	5,400
Volunteers	1,400	4,003	3,207	3,535	3,334
Average Group Size*	9.7	20.4	15.6	15.1	13.8

**Based on registration numbers. Group size ranged from individuals to 1,000 (Mayo High School)*

TOTAL TO DATE

127,910 POUNDS or 64.2 TONS

A rusty can was this volunteer's find (2011)

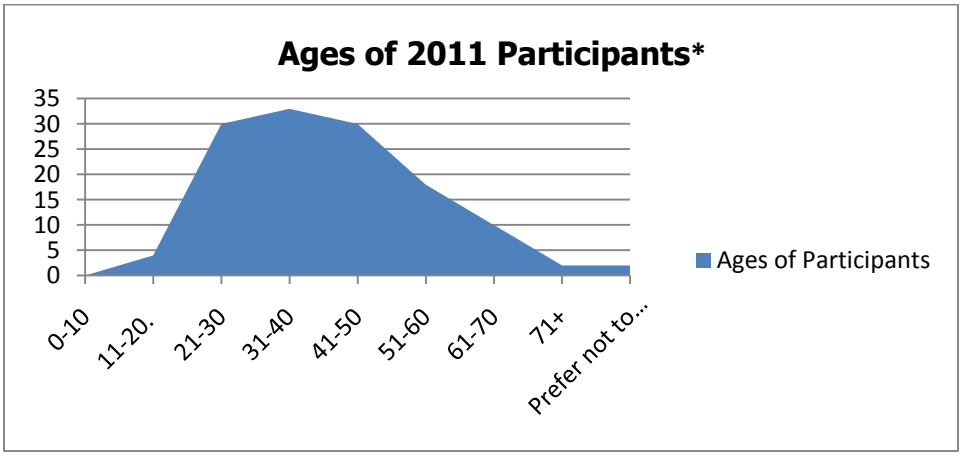
Weight Breakdown

2007	2008	2009	2010	2011	Items
19,600	15,660	33506	15760	16,020	trash
N/A	1,740	1000	300	200	recyclables
N/A	740	980	1250	800	tires (assuming an average of 25 lbs/tire)
N/A	700	200	800	200	metal
N/A	1300	1200	100	800	post-event collections by MK
1,500	3727	2214	3879	2192	TH 52 collection by MnDOT staff
N/A	N/A	500	0	250	appliances
N/A	N/A	N/A	2600	500	Park and Rec collection
21,100	**23,867**	**39,600**	**24,689**	**20,962**	**TOTAL Pounds**
10.55	**11.93**	**19.80**	**12.34**	**10.48**	**TOTAL Tons**

Volunteer Information

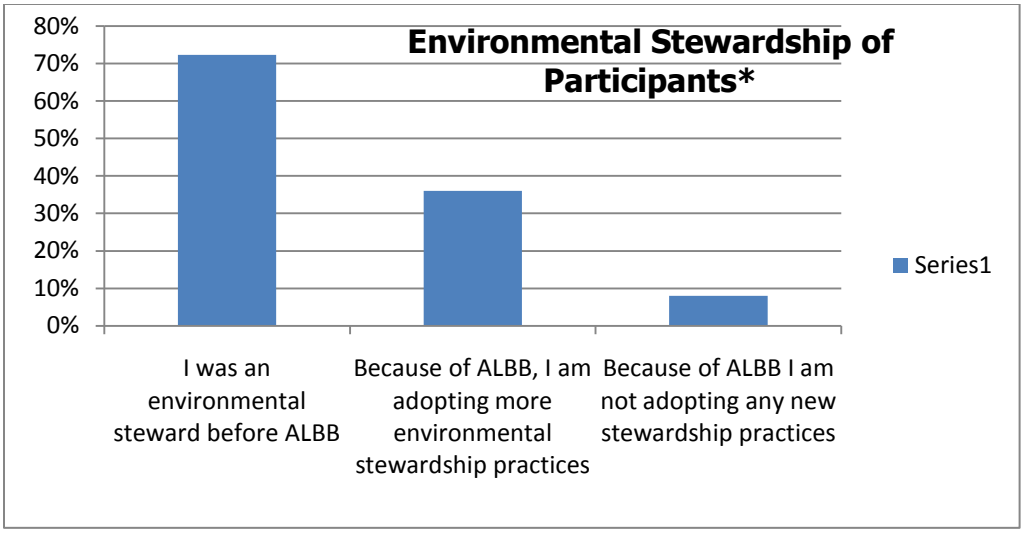
ALBB participants represent numerous population segments including youth and seniors, churches and businesses, repeat picker-uppers and "newbies." The following describes some of the makeup of *ALBB* participants.

Part of Kutzky Neighborhood's collection pile(2011)



"It feels good to see our neighborhood participate and get a face-lift in the process!"

~Susan Todzy, Kutzky Neighborhood



*From 2011 online survey respondents

ALBB Group Types by Year

	2008			2009		
Group Type	**# of Groups**	**# of Registered Volunteers**	**% of Volunteers**	**# of Groups**	**# of Registered Volunteers**	**% of Volunteers**
Businesses	24	412	26.4%	36	441	13.8%
Churches	6	104	6.7%	11	311	9.7%
Families	16	101	6.5%	58	258	8.0%
Individuals	4	4	0.3%	16	16	0.5%
Neighborhood Associations	8	144	9.2%	14	234	7.3%
Other Orgs	17	159	10.2%	21	213	6.6%
Schools	7	253	16.2%	15	1204	37.5%
Scouts	22	382	24.5%	35	530	16.5%
TOTALS	**104**	**1559**	**100%**	**206**	**3207**	**100%**

	2010			2011		
Group Type	**# of Groups**	**# of Registered Volunteers**	**% of Volunteers**	**# of Groups**	**# of Registered Volunteers**	**% of Volunteers**
Businesses	23	288	8.1%	52	685	20.5%
Churches	13	804	22.7%	8	94	2.8%
Families	88	315	8.9%	59	246	7.4%
Individuals	18	16	0.5%	17	17	0.5%
Neighborhood Associations	27	302	8.5%	30	353	10.6%
Other Orgs	22	317	9.0%	33	386	11.6%
Schools	15	1108	31.3%	17	1181	35.4%
Scouts	29	385	10.9%	26	379	11.4%
TOTALS	**235**	**3535**	**100%**	**242**	**3334**	**100%**

ALBB Leadership 2007-2011

This program thrives through the efforts of many. The following chart shows the organizations who have served as Steering Committee Members and/or Partner Liaisons over the last 5 years.
(Green = year served)

Organization	2007	2008	2009	2010	2011
Boy Scouts Gamehaven Council	■	■	■	■	■
4-H	■				
Canadian Honker				■	■
Chamber of Commerce		■	■	■	■
City Auto Glass - Rochester	■	■	■	■	■
City of Rochester - Public Works, Parks and Rec	■	■	■	■	■
Federal Bureau of Prisons - FMC					■
Girl Scouts		■	■	■	
Good Food Store					■
KTTC/KXLT/CW	■	■	■	■	■
Kwik Trip	■	■	■	■	■
Mayo Clinic					■
Mayo High School				■	
MnDOT		■	■	■	■
Olmsted County Solid Waste		■	■	■	■
Olmsted County Youth Commission		■	■		
Point of View Condos				■	■
Property Brokers of MN				■	■
Quarry Hill Nature Center	■	■	■	■	
RNeighbors	■	■	■	■	■
Rochester Area Builders				■	■
Rochester Community and Technical College	■	■	■	■	
Rochester Post Bulletin/Radish/Exposed	■	■	■	■	■
Rochester Service Company	■	■	■	■	■
Think Mutual Bank	■	■	■	■	
Trek Analytics				■	■
Veolia Environmental Services				■	■
Waste Management	■	■	■	■	■

Steering Committee Member Angie Dalenberg and family on their collection day (2011)

Mark St. Peter and Bud Mattson – steering committee members(2011)

Sponsor and Partner Liaison Rochester Service Company crew proudly sporting their ALBB vehicle magnet (2011)

Sponsors 2007-2011

This table summarizes cash and in-kind sponsors that sustain the program with their generous support. There has been some variation from year-to-year on the sponsorship level. The number following the name in the table below denotes years of sponsorship.

Event Sponsor ($5000+)	Ten-Ton Pile ($1000-$4999)	One-Ton Pile ($100-$999)	Truckload ($1-$99)
City of Rochester(5)	Arnold's Supply and Kleenit Company(5)	Associated Bank(3)	Boy Scouts, Gamehaven Council(3)
City Auto Glass Rochester(5)	Kwik Trip(5)	Canadian Honker(3)	Coldwell Banker at Your Service Realty, Linda Odden(1)
Clear Channel(5)	Mayo Clinic(1)	Church of St. John the Evangelist(4)	Farmer's Insurance, Nate Bailey Agency(1)
Cumulus Broadcasting(5)	MnDOT District 6(4)	Coffee News(1)	Farmer's Insurance, Steve Strauss Agency(3)
KXLT/KTTC/CW(5)	Olmsted County Public Works(5)	Courtesy Corporation – McDonalds(1)	Gingerbread House(1)
RNeighbors(5)	Rochester Area Foundation(1)	David Zoe(1)	Hawthorne Education Center(1)
Rochester Post Bulletin(5)	Rochester Honkers Baseball Club(4)	Girl Scouts(4)	Hunt Silver Lake Drug and Gift(3)
Rochester Service Company(5)	Roscoe's Root Beer and Ribs, Inc.(3)	Good Food Store(1)	Nature's Best Cleaners, Inc.(5)
Waste Management(5)	Sixta Insurance(1)	Great Harvest Bread Co.(3)	Olmsted County DFL(2)
	Somerby Golf Community(2)	Green Planet Disposal(1)	On-Site Sanitation(2)
	Think Bank(4)	International Multicultural Assistance Association(1)	Rochester License Center, Inc.(1)
		K&M Glass(1)	Ted Smith Insurance(1)
		KAAL TV(1)	Wells Fargo(1)
		Keller Williams Realty, Jim Clark Agency(1)	Various Citizens:
		KIMT TV(1)	Abts(1)
		Mayo Foundation(2)	Hillenbrand(3)
		Midwest Wireless(1)	Larson(1)
		Mike Busch State Farm(1)	Miller(1)
		MN Energy(1)	
		Olmsted County Youth Commission(2)	
		Pepsi(4)	
		Quarry Hill Nature Center(4)	
		Rochester Central Lutheran School(1)	
		Rochester Chamber of Commerce(5)	
		Rochester Commercial Banks(1)	
		Rochester Community and Technical College(4)	
		Sterling State Bank(1)	
		Sunstone Hotels(1)	
		Thrivent Financial, Med City Chapter(2)	
		University of MN Extension, 4H(1)	
		Veolia Environmental Services(3)	

"I do Litter Bit Better because I care about the world and respect it."
~8-year old volunteer

Siblings pose near their litter pile (2011)

Cub Scouts Den 1 Pack 498 with their haul (2011)

The DoubletreeStaff (2011)

The rain didn't stop Girl Scout Troop 40102! (2010)

Budget

Our sponsors provide an overwhelming amount of support through cash and in-kind donations each year. Expenses vary year to year based on the need to purchase litter bags and new initiatives.

Budget Year	In-Kind Donations*	Cash Donations	Expenses**
2007	$ 56,798.00	$ 9,619.00	$ 4,051.00
2008	$ 50,184.70	$ 8,818.45	$ 2,654.35
2009	$ 71,295.74	$ 70.00	$ 1,396.25
2010	$ 76,314.00	$ 4,588.00	$ 3,557.00
2011	$ 59,031.49	$ 9,965.00	$ 5,083.45

*Litter collection, disposal, PSA's, interviews, advertising, steering committee, closing ceremony food

**Purchase of bags, printing, paper, magnets, t-shirts, pocket receptacles, postage

Members of FUEL and United Way Emerging Leaders collected litter near Whistle Binkies South (2011)

"We made Rochester a Lotta Bit Better!"
~FUEL/United Way Emerging Leaders group

Bag Use

	Garbage	Recycling
2007	2800	0*
2008	3200	2200
2009	3380	1500
2010	3600	2300
2011	3000	1500

*Recycling bags were not used the first year.

"Great program! Very educational! Feels good to help out the community! Great for youth! It's wonderful to be outdoors!"
~Anonymous volunteer

Event Promotion

A large variety of promotional materials and methods have been used to target new and repeat participants:

- Save the Date postcard mailings, fliers, and magnets
- Church bulletin notices
- Posters distributed at area businesses
- Press releases
- Newspaper, newsletter, and magazine articles
- Radio, television, and newspaper ads
- Rochester Cable Channel 19 TV spots
- Email notifications
- Website postings
- RNeighbors Facebook page posts
- Interviews and presentations
- Vehicle magnets
- Personal contacts

2011 Exposed Ad on Cigarette Butts

School Poster Contest

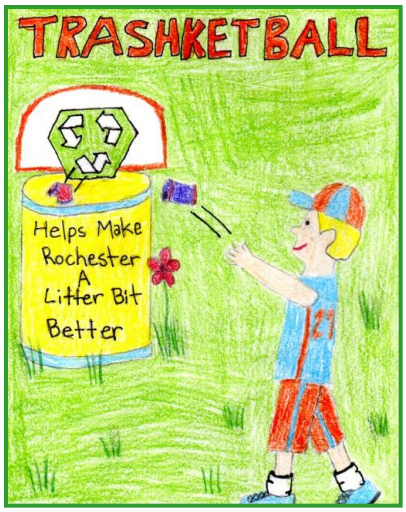
A poster contest was started in 2008 for all 4th graders. One winner from each school is selected and the winner receives an *A Litter Bit Better!* tshirt, an opportunity to be in the Rochesterfest parade to distribute litter bags, and a signed letter of appreciation from the Mayor. In addition, a Grand Prize Winner is selected and has their art published on a pledge card that is distributed to all 4th graders. In addition to the prize noted above, the Grand Prize Winner also receives a poster with their winning artwork, a photograph with the Mayor, and a pizza party for their class.

Poster Contest	Number of Schools	Number of Entries
2008	4	113
2009	5	81
2010	7	144
2011	9	141

Grand Prize Poster Contest winner Ethan Manuel and his classmates from Rochester Central Lutheran School had a pizza lunch with Mayor Brede!

2011 Grand Prize Winner Ethan Manuel's winning artwork

2008 Grand Prize Winner Alicia Cowl



2009 Grand Prize Winner Kayla Manuel

2010 Grand Prize Winner Daphne Jebens

Survey Responses

Paper surveys have been utilized since the very first year to allow participants to share their experiences and to help guide the program into the future. In 2010, an online survey was developed and increased response rates - almost 50% of groups in 2010 and 2011 submitting their feedback!

From those surveyed in 2011, we learned that:

- The average time spent collecting is 1.5-2 hours
- Over 30% of respondents said that because of *ALBB* they are adopting more environmental stewardship practices
- The most commonly found items were plastic bottles, plastic bags, aluminum cans, fast food packaging and cigarette butts
- 97.5% of respondents understand that littering can cause water pollution
- 48.8% of those who collected in the same area multiple years found less litter this year
- 83.7% of respondents either agree or strongly agree that litter is a problem for businesses in Rochester, but only 20% had heard about the new Business Partnership program
- Fast food businesses were targeted as the primary litter producers, though numerous comments indicated that it was *patrons* that littered, not the businesses themselves
- The number one activity recommended for businesses to control waste was to maintain clean and covered garbage and recycling areas outdoors
- 79.8% of participants collect litter during other times of the year
- 97% would participate in *ALBB* again

Wierdest Items

ALBB participants enjoy reporting the odd things they find during their pick-ups. In 2011, the list includes:

- Christmas Ornaments
- 1lb ground beef
- Adult magazines (found by Scouts)
- Doritos bag with a phone # and "Call Me" message
- Lottery tickets
- $10 to $160
- A Where's Waldo stuffed toy

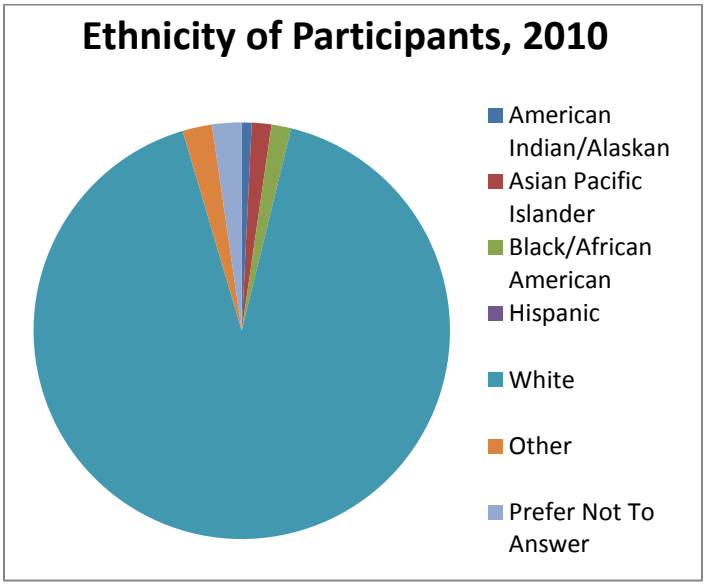
NEW IN 2011

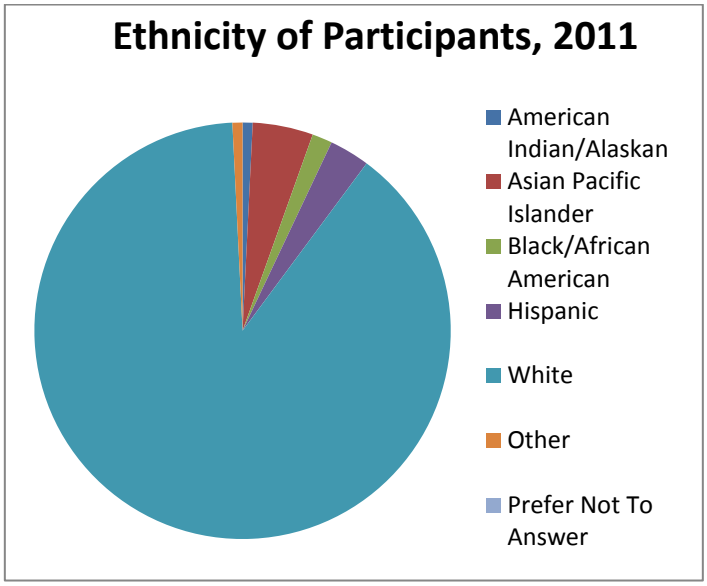
ALBB Founders Accept Environmental Achievement Award on Behalf of All Participants and Sponsors

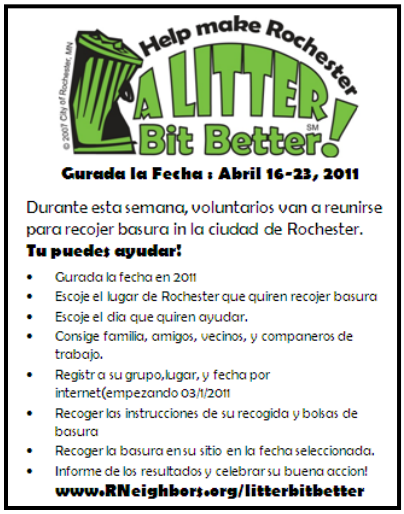
Mark St. Peter and Craig Weckwerth were thrilled to accept the award from RPU/Olmsted County for all of the volunteers and supporters over the last 4+ years. The late County Commissioner Mike Podulke handmade the stained glass award, which makes receiving it even more special to the recipients.

Outreach to Non-English Speaking Citizens

As a result of survey and Steering Committee feedback, an effort was made to encourage more participation from non-English speaking citizens in 2011. New partnerships were formed with the Intercultural Mutual Assistance Association and Hawthorne Education Center and our Save the Date cards were translated into 7 different languages (Arabic, Bosnian, Hmong, Khmer, Somali, Spanish, and Vietnamese) that were distributed throughout the community. As a result, there was an increase in survey respondents and participation from these groups.







Help make Rochester A LITTER Bit Better!

Gurada la Fecha : Abril 16-23, 2011

Durante esta semana, voluntarios van a reunirse para recojer basura in la ciudad de Rochester.

Tu puedes ayudar!

- Gurada la fecha en 2011
- Escoje el lugar de Rochester que quiren recojer basura
- Escoje el dia que quiren ayudar.
- Consige familia, amigos, vecinos, y companeros de trabajo.
- Registr a su grupo,lugar, y fecha por internet(empezando 03/1/2011
- Recoger las instrucciones de su recogida y bolsas de basura
- Recoger la basura en su sitio en la fecha seleccionada.
- Informe de los resultados y celebrar su buena accion!

www.RNeighbors.org/litterbitbetter

Save the Date card in Spanish

Help make Rochester A LITTER Bit Better!

Xafid taariikhda: April 16-23

Cusbuucaas gudhiisa, mutadawaciin ayaa si wadajir ah qashinka uga qaadayo Rochester.

Waad caawini kartaa! Waatan habka:

- Xafid taariikhda ee 2011
- Dooro meel Rochester ah oo qashinka ka ururiso
- Calaamadeyso maalin qashin ururis ah
- So kaxey reerka, saaxiibada, deriska, shaqaalaha aad la shaqeysid
- Websaytka ka diwangeli kooxdaada, goobtaada, iyo maalintaada (laga bilaabo 3/01/2011)
- Soo qaado tusmada ururinta iyo bacyada qashinka
- Ka ururi qashinka goobtaada, maalinta aad dooratay
- Soo gudbi natiijadaada eena u dabaaldeg camalkaada fiican!

www.RNeighbors.org/litterbitbetter

Save the Date card in Somali

The new Business Partner logo

Weis Builders utilize the logo for site signs and attached stickers to their hard hats

A Litter Bit Better Business Partner Program Launches

Each year participants note the large amount of litter from various business that they find in their adopted areas. After researching a program appropriate for Rochester businesses, a new Business Partnership program was created. In the first two weeks, 19 businesses voluntarily signed on – agreeing to monitor trash weekly, create a litter policy, educate staff and customers, and post a decal in their windows. Look for and thank those businesses who are partners! We encourage more businesses to become partners in the years to come.

The First Nineteen Business Partners

Apollo Dental Center	Arnold's Supply & Kleenit Co.	Boldt Construction
Canadian Honker Restaurant/Catering	City Auto Glass	G & L Insurance Group
Gamehaven Council	Rochester Good Food Store Co-op	Hy-Vee Rochester Stores (3)
Keller Williams Realty	Panera Bread North and South	Post-Bulletin Co., LLC
Pro Image Promotions & Apparel	Recreation Lanes	Sherwin Williams South
Sixta Insurance, LLC	Sontes	The UPS Store
Weis Builders Inc.		

T-Shirt Sales

There have been multiple requests over the years to make *ALBB* shirts available to volunteers. The Steering Committee decided to pursue this in 2011, and 57 shirts were sold at $12.00 each as a fundraiser component that generated $684.00 in additional revenue.

New Partnerships

ALBB formed several new partnerships and further expanded its outreach in 2011.

- The Good Food Store's Dave Kraemer joined the Steering Committee, GFS donated cash for the event, created a great display promoting both *ALBB* and the Think Green Fair, and became our first Business Partner.
- Courtesy Corporation – McDonalds came on board in 2011 as an in-kind sponsor. During *ALBB* week, all Rochester McDonalds restaurants distributed an insert in their drive through bags to educate patrons on their sustainability initiatives and to encourage participation in *ALBB*. Additionally, a *Litter Bit Better* message was posted on McDonalds marquees during the event.
- Angie Dalenberg from Mayo Clinic signed on as a Steering Committee member, coordinated our ad in The Source (an employee newsletter), and obtained a $1,000 donation from Mayo Clinic.
- The Rochester Downtown Alliance's Safe and Clean Committee partnered with *ALBB* to distribute pocket cigarette butt receptacles at downtown businesses and events, was awarded a Keep America Beautiful grant to perform cigarette butt scans, distribute pocket receptacles, and educate the community about cigarette butt litter.
- MN School of Business students taking Global Citizenship will have an opportunity to further the Business Partnership and Litter Butt Better programs this summer. They will follow up

with current Business Partners, recruit and train more, and distribute pocket receptacles at the Sunday Concerts in the Park.

Weather Conditions

2011 brought interesting weather – wind, snow, rain, and just a bit of sunshine. Organizers added 3 more days to the event, however, folks picked up their areas quicker, which may have affected totals. Below are the weather reports for all five *ALBB* years.

YEAR	TEMPERATURE RANGE (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, snow and fog 9 out of 12 days

Shawn Minty's litter collection crew (2011)

Volunteers at the Frank Canine Dog Park (2011)

RPU staff wade into the water to collect litter (2011)

Additional Litter Information

From the Minnesota Department of Transportation Website:

- Research has shown that 55% of all littering is done intentionally by people who drop or discard products.
- Experts estimate that 80% of all littering is done by males.
- Food and beverage packaging constitutes 51% of roadside litter.

From Georgia's "Litter: It Costs You" Campaign:

- Litter can lead to decreased tourism and business revenues.
- Litter can decrease the value of a home or business.
- Litter can be a major indicator of neighborhood decline.

From the Clean Air Council:

- In the U.S., the average person creates 4.39 pounds of trash per day.
- Americans throw away 2.5 million plastic bottles every hour.
- Each day the United States throws away enough trash to fill 63,000 garbage trucks.
- Research and experience prove that litter attracts more litter. A clean community discourages littering and raises local living standards and quality of life.

From The American Litter Scorecard, 2008 – a scoring of the 50 U.S. states on the quality and effectiveness of their litter removal activities:

- MN is ranked #4 overall. Features of the top states are above normal livability scores, lowest per person waste disposals, and little to no public corruption conviction rates. For MN to become a National Best state, MN legislators would need to pass a statewide beverage container deposit bill.
- Worst states include Mississippi, Nevada, Louisiana, West Virginia, Alabama, and Arkansas.

Other Litter Statistics:

- According to Keep America Beautiful, cigarette butts are the most littered item in America.
- In 2005, 1,122 Americans died as a result of traffic accidents caused by littering/moveable debris along roadways (*2005 Traffic Facts. NHTSA).*

Ten Reasons Why People Think Other People Litter

(From *A Litter Bit Better!* 2007-2009 survey responses.)

1. It is easier than finding a trash can
2. They think the world is a trash can
3. People are lazy
4. People don't care
5. They don't realize the impact they have on the environment
6. People don't respect the planet
7. Peer pressure
8. They think it is someone else's problem
9. Lack of pride toward their community
10. It is easier to have someone else pick up after them

Over 1,000 Mayo High School students collected over 2 tons of litter from along Bear Creek (2009).

We Need Your Help!

Want to get more involved with *ALBB*? We are looking for Steering Committee members and volunteers to help keep this program going! Contact Allison Plute, aplute@rochestermn.gov for more information.

SAVE THE DATE FOR *A LITTER BIT BETTER!* 2012: APRIL 21 – 28, 2012

For more event photos visit:
www.RNeighbors.org/litterbitbetter

Event Sponsors, Steering Committee Members and Friends celebrate another successful ALBB week. (2011)