

# Anti-Litter Campaign

Media Kit



[www.KeepBakersfieldBeautiful.us](http://www.KeepBakersfieldBeautiful.us)

## Who Is Behind This Campaign

### *Committee Members*

- Keep Bakersfield Beautiful
- City of Bakersfield
- County of Kern
- *The Bakersfield Californian*
- Bright House Networks
- Clear Channel Radio
- KUZZ
- Telemundo 17.3
- KGET – TV 17

### *Committee Contact*

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## Why Litter Is Your Problem

- Litter clean-ups use your tax dollars
- Litter is a crime that attracts more crimes
- Litter pollutes the Kern River
- Litter makes property values decline
- Litter decreases community pride
- Litter is a factor when businesses choose a location

## What Is Litter

- Cigarette butts and other tobacco products cause 57 % of litter
- Food scraps, wrappers, and containers, cause 36 % of litter
- Misc. items make up the remainder of litter

- 2009 Litter Research  
by MidAtlantic Solid Waste Consultants  
for Keep America Beautiful

## How To Prevent Litter

- Teach children and adults that littering is wrong
- Provide adequate waste containers at businesses and public spaces
- Cover cargo hauled on roadways
- Participate in volunteer litter clean-ups, since litter is known to attract more litter
- Continue awareness and motivational campaigns

**LITTER**  
**IT'S BENEATH US**

# Litter Research

According to the 2009 National Visible Litter Survey and Litter Cost Study prepared by MidAtlantic Solid Waste Consultants for Keep America Beautiful

- The U.S. pays more than an estimated \$11.5 billion annually for litter clean-ups
- Economic struggles may reduce tax-funded litter clean-ups
- 60% of property appraisers would reduce a home's value if it were littered
- Litter in a community decreases property values by more than 7%
- 36% of business development officials say that litter impacts a decision to locate to a community
- Litter can decrease tourism dollars in a community
- Litter in streets and parks can contaminate waterways, get in storm drains, and enter neighborhoods because wind, weather, traffic and animals may move litter around
- About 85% of litter is the result of individual attitudes
- About 81% litter is done on purpose
- Aside from roadways, most litter is found at transition points, such as entrances to stores and services where food, beverages, smoking, etc. are not allowed



# Anti-Litter Campaign

## Time Line Highlights

### **Oct. 2010**

- City of Bakersfield Council referral inspired this anti-litter campaign
- Anti-litter campaign committee formed

### **Nov. 2010**

- Media awareness campaign started
- Started to ask for public input to pick a local anti-litter slogan on [www.KeepBakersfieldBeautiful.us](http://www.KeepBakersfieldBeautiful.us), [www.BakersfieldCity.us](http://www.BakersfieldCity.us), and [www.bakersfieldcity.us/recreation](http://www.bakersfieldcity.us/recreation)

### **Dec. 2010**

- Started to use mass media to ask the public for input to pick a local anti-litter slogan

### **Jan. 2011**

- Advisory meeting with local who participated in the successful ongoing anti-litter campaign called Don't Mess with Texas
- Stopped public input for an anti-litter slogan

### **Feb. 2011**

- The committee selected Litter: It's Beneath Us as its slogan
- Matthew McKenna, President & C.E.O. of Keep America Beautiful sent a letter in appreciation of this campaign effort

### **Mar. 2011**

- 5 Keep Bakersfield Beautiful volunteer litter clean-ups



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## Time Line Highlights

### **Apr. 2011**

- Great American Cleanup Awards Ceremony featured “Litter: It’s Beneath Us”
- Keep Bakersfield Beautiful volunteers cleaned up more than 50 tons of litter and debris in Greater Bakersfield
- Bright House Networks produced TV PSA featuring first celebrity spokesperson, Mayor of Bakersfield Harvey L. Hall
- Clear Channel Radio produced radio PSA featuring Mayor of Bakersfield Harvey L. Hall

### **May 2011**

- Distribution of first Litter: It’s Beneath Us radio and TV PSAs
- 3 scheduled Keep Bakersfield Beautiful volunteer clean-ups

### **Upcoming**

- More campaign awareness efforts
- Reach out to Spanish speaking communities
- More PSAs featuring celebrities and dignitaries
- Seek sponsors to support continued branding of Litter: It’s Beneath Us

