Anti-Litter Campaign

Keep Beverly Hills spotless.

#CleanBH

Public Works Commission
February 14, 2019
Anti-Litter Campaign Goals

- A positive community anti-litter campaign
- Address litter issues in our community
The program will include:

• Social Media Postings
• Yard Signs
• Window Clings for Businesses
• Solid Waste Vehicle Signage
• Outreach via various City media, including *Backbone* newsletter, Earth Day and utility billing messaging.
Anti-Litter Campaign

Window clings

Solid Waste Vehicle Signage

Social Media

Backbone Articles

Yard Signs
Recommendation 1

Keep Beverly Hills *spotless.*
#CleanBH

Keep Beverly Hills *spotless.*
#CleanBH

Keep Beverly Hills *spotless.*
#CleanBH
Art Samples

Recommendation 2

- This is litter too! #CleanBH
- This is litter too! #CleanBH
- This is litter too! #CleanBH
Art Samples

Alternative 1

Keep Beverly Hills spotless.
#CleanBH

Keep Beverly Hills spotless.
#CleanBH

Keep Beverly Hills spotless.
#CleanBH

Alternative 2

ZERO tolerance for littering.
#CleanBH

ZERO tolerance for littering.
#CleanBH

ZERO tolerance for littering.
#CleanBH
Next Steps

- Seek Public Works Commission approval to move forward
- PW Liaison Meeting
- Council Meeting
- Implementation by late March 2019
Recommendation

Move forward with the anti-litter campaign and recommended artwork