State of California
DEPARTMENT OF TRANSPORTATION

Business, Transportation and Housing Agency

Memorandum

Flex your power!
Be energy efficient!

To: DEPUTY DIRECTORS
DIVISION CHIEFS
DISTRICT DIRECTORS
DEPUTY DISTRICT DIRECTORS

Date: May 1, 2007

From: WILL KEMPTON
Director

Subject: Litter Abatement Plan

In early 2006, I created a Litter Abatement Task Force (Task Force) with the intention of reversing the growing concern over the increasing levels of litter and illegal dumping that plague the citizens of California. The Task Force assembled is a team of representatives from numerous divisions including Maintenance, Public Affairs, Legislative Affairs, Design, Construction, Environmental, and Research and Innovation.

This Task Force has been instrumental in developing the *California Department of Transportation Litter Abatement Plan* (Plan), a strategic plan to improve our environment by reducing litter in California. Littering causes a wide range of economic and environmental issues that need to be addressed. The Plan presents a comprehensive approach to address the many issues related to litter and achieves a balance between physical intervention and proactive, preventive measures.

Attached is a copy of the Plan for your reference and implementation. Specific key elements identified in the Plan may require quarterly updates once implemented.

If you have any questions, please contact Steve Takigawa, Chief, Division of Maintenance, at (916) 654-5849.

Attachment

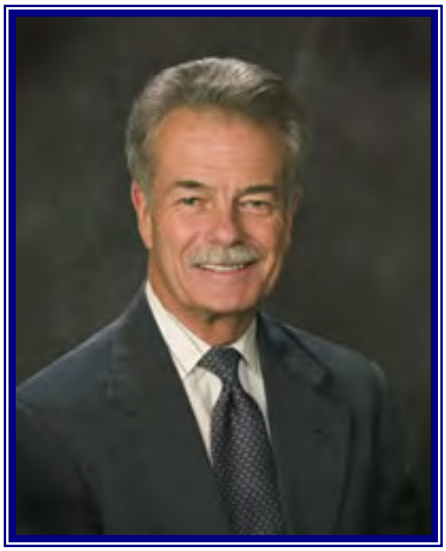
The California Department of Transportation Litter Abatement Plan

A Strategic Plan of Actions Designed to Improve California's Environment

Prepared
by

The California Department of Transportation
Litter Abatement Task Force

Published on May 1, 2007



Will Kempton, Director of Transportation

Director's Foreword

It is a pleasure to present the first comprehensive Litter Abatement Plan (Plan) ever developed by the California Department of Transportation (Department). This Plan is the result of increasing concern about litter and illegal dumping in California and their effects on the environment and quality of life for the citizens in our State.

This Plan achieves a balance between physical intervention and preventive measures. It is a coordinated and consistent approach intended to reduce the effects of littering, increase public awareness and education, and emphasize the importance of litter-related policies and enforcement. The fight against litter will involve other state and local governments as well as volunteer organizations and business communities.

I acknowledge our partners, the California Ocean Protection Council, Department of Conservation, California Environmental Protection Agency, California Coastal Commission, AT & T, Association of California Cities, Association of Rural Counties, California Conservation Corps, Keep California Beautiful, State Water Resources Control Board, and the Integrated Waste Management Board for their on-going effort to develop a Statewide Strategic Anti-Litter Plan.

I am confident that through successful implementation of the many measures included in this Plan, the Department will make a significant contribution toward a cleaner California environment.

WILL KEMPTON
Director

Deputy Director's Foreword

Michael Miles, Deputy Director
Maintenance and Operations

In the recent past, the Department primarily focused its litter abatement efforts on the removal of litter and debris along the State's highways. The cost to taxpayers to remove litter has been as high as $55 million annually. Although the Department also invests substantial resources to educate the public and increase awareness of litter and storm water quality issues using the "Don't Trash California" campaign, picking up litter to improve highway aesthetics has been the general focus of the Department's litter abatement efforts.

A reactive approach to litter abatement provides only short-term benefits that do not lead to the long-term changes needed to reduce litter in the State of California.

The Department recently created a special Litter Abatement Manager and Task Force with a long-term goal to improve California's environment. This group was challenged to develop a balanced, comprehensive approach to effectively deal with this statewide issue and will be instrumental in its implementation.

I acknowledge and give special recognition to the Department's Litter Abatement Task Force, responsible for developing this plan of action.

I also acknowledge and applaud those individuals and organizations in this State who are demonstrating a strong commitment to the prevention of littering and illegal dumping, and take this opportunity to encourage others to join the Department, the Adopt-A-Highway Program, and environmental nonprofit organizations in our mutual crusade to reduce littering in California.

MICHAEL MILES
Deputy Director
Maintenance and Operations

Table of Contents

Department of Transportation Director's Foreword……...i
Department of Transportation Deputy Director's Foreword…….ii
Executive Summary……..iii

Litter Abatement Plan

Introduction……..……1
Background……...…….…….1
Definition of Litter…….…….2
Department's Litter Abatement Vision…….……..4
Desired Results…….…….……..4
Strategy Implementation, Monitoring and Evaluation……..13
Monitoring and Evaluation…….…...14
Conclusion…….…....14

Appendices

Appendix 1: Summary of Anti-Litter Programs Employed by Other States……..….…….16

Appendix 2: A Strategic, Coordinated Approach to Reducing Litter in California…….……18

Litter Abatement Executive Summary
Action Plan

The Problem

The continuing increase of litter and complaints as well as the deteriorating appearance of highway right of ways may have a huge potential effect on the environment, quality of life, and State economics. The need for litter abatement continues to increase as does the cost to provide this service.

Desired Results

The desired results of the Department's Plan is to:

- Reduce littering; and
- Improve the appearance of the environment through implementation of a balanced litter management/abatement program.

Background

All effective reductions in litter efforts documented have three common elements: (1) Public Education and Awareness (Preventive), (2) Litter Control/Removal (Reactive), and (3) Enforcement (Corrective). The Litter Abatement Task Force took a comprehensive approach and developed the attached Plan. Within this Plan is a wide variety of objectives and tasks that we feel would be elements of a successful litter abatement program for the Department and the State. This Plan recommends actions in the following strategic measures:

- Measure performance;
- Employ physical intervention and mechanical device innovations;
- Emphasize litter policies and enforcement;
- Partner with stakeholders; and
- Increase public awareness.

Within each of these measures a series of objectives, actions, implementation tasks, and key performance indicators are presented.

Achieving statewide coordination for litter prevention and management is a tremendous challenge. To succeed in this significant endeavor, many organizations and individuals within the State must be involved and a wide range of resources are required. The Department has a long-term commitment to improve the environment by reducing litter in California. Over the implementation time span of this action plan, the Department will provide the statewide leadership to work toward fostering inter-agency, district, division, and community ownership of initiatives and identifying the resources to implement them.

The Department will have a vital role in building invaluable partnerships and in facilitating links to enable organizations, individuals, California governmental agencies, and communities to contribute to a planned, coordinated, comprehensive approach to litter and related issues.

Action Plan

While the Plan contains many objectives covering a wide range of topics, the Task Force believes that it would be most efficient to focus the Department's initial efforts on the most critical items. These core objectives would be the immediate Action Plan to pursue and implement. As with the full Plan, this is dynamic and should be updated, and expanded as needed.

The highest priorities that have been selected include objectives for each of the three core elements of successful plans. The core objectives and objective reference in the full document are provided. Additional detail can be seen in the full Plan.

1) Public Education and Awareness (Preventive):

Develop a Litter Abatement Public Awareness Campaign that incorporates existing public awareness efforts. (5.1)

Identify venues for focusing public efforts (existing and new) to create a comprehensive Litter Abatement Public Awareness (LAPA) campaign. This could include the following actions:

a) Appoint a public awareness task group.
b) Assess/identify litter-specific aspects of Stormwater Program's "Don't Trash California" campaign that should be part of a LAPA campaign.
c) Identify other public awareness efforts where litter-specific tasks could be amplified or added, both internal and external to the Department.
d) Research effectiveness of other litter-related campaigns used by others, nationally, and incorporates best practices.
e) Create a comprehensive LAPA campaign.

Participate in the development of a State litter awareness campaign resource package for distribution to others. (5.2)

Research and develop a reporting system to involve California citizens in reporting acts of littering: "Report-a-Litterbug Hotline." (3.3)

2) Litter Control/Pickup (Reactive):

Maximize the cost effectiveness of physical intervention strategies. (2.1)

a) Investigate and develop "hot spots" to focus efforts.
b) Implement a focused litter removal plan in specific areas of urban districts.
c) Coordinate sweeping and mowing activities statewide to compliment the Adopt-A-Highway (AAH) Program segment clean-up schedules.

Department of Corrections' involvement in litter removal effort. (2.6)

Determine the feasibility of expanding the use of State inmates and County corrections prisoners to supplement Department State forces in litter removal activities.

Optimize the AAH Program. (2.8)

Optimize AAH Program performance through improved permit compliance by:

a) Maintenance Supervisors ensure that AAH Program volunteers and contractors comply with the permit frequency requirements.
b) Notify District AAH Program Coordinators to take action if requirements are not met.

District AAH Program Coordinators follow through to ensure that AAH Program groups properly follow performance guidelines.

Promote/Expand participation in the AAH Program by:

a) Compile all AAH Program volunteer group and segment information in a single database.
b) Web-enable AAH Program information.
c) Solicit the cooperation of local agencies and industry in providing links to AAH Program website.
d) Allow/encourage sharing adoption segments (co-adoptions) by two or more groups to increase frequency of pick-ups.

3) Enforcement (Corrective):

Increase enforcement of litter laws on State property. (3.1)

a) Determine how other states have increased enforcement of litter laws.
b) Determine current level of anti-litter enforcement in California.
c) Develop strategy with other State agencies to increase enforcement of litter laws.

In addition to these core area objectives, in order to implement and measure the success of these key elements, the objectives under Measure Performance would also be implemented. They include defining roles, responsibilities, implementation schedules, as well as including Litter Abatement in the Department's Operational Plan.

Several of these key objectives along with others identified in the full Plan are already being pursued and implemented.

An annual reporting cycle will be undertaken for all program priorities outlined in this strategy. Part of this annual process will be the reporting of measures of success and the results of projects undertaken, with a planned mid-term review after eighteen months operation of the strategy. Input from stakeholders will be sought to feed into this process.

The California Department of Transportation Litter Abatement Plan

Introduction

Over the years, many groups, organizations, and agencies in California have employed numerous strategies to create and sustain a clean environment in which to live, commute, work, and recreate. Despite their best efforts, however, litter continues to present quality of life and environmental issues in our State.

California is not alone in facing litter problems. Research shows that every state and many countries have implemented programs to address the many factors contributing to litter. The programs share common approaches, including physical clean-ups by government and volunteer organizations, effective enforcement, community involvement, enhanced legislation, and public education programs. *Refer to Appendix 1 for a summary of anti-litter programs employed by other states.*

Litter results in significant economic, social, and environmental costs. It is aesthetically displeasing, presents a range of threats to human and ecologic health, and affects the quality of life for the citizens in California. Litter increases the risk of fire, personal injury, the spread of diseases, pollutes waterways, and threatens wildlife. The impacts are real, the issue is genuine, and litter is increasingly being recognized as an important component of the statewide environmental agenda.

In an effort to improve the environment by reducing litter in California, the California Department of Transportation (Department) has prepared this Litter Abatement Plan (Plan). The Plan identifies numerous strategies to address the litter problem within our State.

Background

The Department has historically spent tens of millions of dollars each year to remove litter from our highways and roadsides. In the 2005/06 fiscal year alone, the Department's Maintenance Division spent approximately $55 million in this area. In addition, litter removal by the AAH Program participants saved the Department about $15 million.

If the Department were to stay on that course to deal with litter, it would be likely to spend an ever-increasing amount of resources. To reverse this trend, the Department created a formal Litter Abatement Manager and Task Force to develop and implement a strategic Litter Abatement Plan (Plan) to address the cause, as well as the effects of litter.

The timing of the Department's initiative is significant. In late 2005, the recognition that litter is a critical statewide issue led to the formation of an Inter-Agency Anti-Litter Task Force. This coalition of State and Local government agencies and both profit and nonprofit organizations was formed in order to develop a statewide anti-litter strategy. The strategic plan will define a coordinated, multi-agency approach to the prevention and management of litter. *Refer to Appendix 2, Figure 1 for a graphic description of the Inter-Agency Task Force membership, and to Figure 2 to see the various groups with which the Department is working to achieve a cleaner California.*

Definition of Litter

For the purposes of this Plan, litter is defined as:

- All trash, cigarette butts, refuse, junk, garbage, and scrap
- Any articles or material deposited within the right of way, intentionally or unintentionally
- Any article or material abandoned by the owner or the person in possession thereof, not including dust, smoke or other like products emitted or produced during the normal operations of any mining, extractive, primary or manufacturing industry

For the purpose of this Plan, litter is deposited on land or in waterways if it is placed, put, left, dropped, thrown; or, is allowed to fall there or be blown from a moving motorized vehicle or trailer. Only clear water or feathers from live birds may escape a vehicle.

These definitions primarily focus on the physical and visual aspects of litter; however, the litter issue is much more inclusive and encompasses a wide possible range of human behaviors and activities. It is therefore necessary to broaden the above definition to combine the physical and behavioral aspects of litter into a model that encompasses the physical, environmental, social, and economic factors associated with litter.

Illegal dumping is a substantial component of the overall litter issue in California. While the term "litter" is often used to refer to acts of a spontaneous or unintentional nature that involve items of a smaller size and quantity, illegal dumping is generally premeditated and includes items of a larger size and quantity.

In order to develop a conceptual model of litter that embraces the totality of the problem, many factors need to be considered.

Litter: Who, What, Where, When, Why, and How

Litter occurs through a complex relationship of factors. These factors give rise to different types of litter and littering patterns, and result in different environmental, economic, and social impacts. In order to be effective, litter abatement strategies should consider the "who, what, where, when, why, and how" of litter.

Who litters?

With respect to litter, there are five definition types of people:

- Non-litterers – are environmentally conscious, don't litter, and usually pick up the litter from others
- Inconvenients – believe that disposing of litter correctly is too hard, too much trouble, or someone else's problem
- Ignorants – are simply unaware of a link between the environment and their litter behavior
- Willful arrogants – usually litter in context, i.e., "It's okay to litter in urban areas but not in the country."
- Anti-establishments – make a statement with purposeful littering

What are the Primary Sources of Litter?

- Trucks with uncovered or improperly covered loads
- Illegal dumping
- Drivers
- Pedestrians
- Construction sites
- Demolition sites
- Household garbage cans
- Commercial dumpsters
- Industrial sites
- Loading docks

Where does litter occur?

Litter occurs virtually everywhere in the world, and includes but is not limited to the following:

- Roadways and roadsides
- Freeway/highway ramps and interchanges
- On roads near landfill sites
- Vehicle stopping locations
- Vista points, roadside rests, and park and ride lots
- Beaches
- National, State and local parks

- Local roads
- Near fast food restaurant locations
- Shopping centers
- Construction sites
- Industrial sites
- Sporting venues
- Farm lands

When does litter happen?

Litter is often directly related to a specific type of activity being undertaken, such as attending a sporting event, working at a building site, driving home from work, eating lunch in the park or camping in a national park. Smokers, who may not ordinarily intentionally litter, frequently discard cigarette butts onto the ground from moving vehicles or while walking.

Why does litter happen?

People litter for any number of reasons, they:

- Are too lazy to dispose of trash properly
- Are more likely to throw litter on top of litter than drop it in neat surroundings
- Just don't care
- Believe others will pick it up
- May not be aware they are littering

How does litter occur?

The most common means of litter on the highway results from trash and debris blowing from improperly covered or uncovered truckloads. In addition, articles thrown from moving vehicles and illegal dumping substantially contribute to the litter burden.

Department's Litter Abatement Vision

The Litter Abatement Task Force (Task Force) is committed to two goals: (1) picking up litter, and (2) reducing litter at the source.

Strategy

This Plan recommends actions in the following strategic measures:

1. Measure performance
2. Employ physical intervention and mechanical device innovations
3. Emphasize litter policies and enforcement
4. Partner with stakeholders
5. Increase public awareness
6. Participate in anti-litter education programs

Within each of these measures a series of objectives, actions, implementation tasks, and key performance indicators are presented. Note that while actions are listed within a specific area, it is not implied that they are exclusive to it. The categorization of actions has been undertaken for strategy, clarity, and ease of understanding.

Since this is a dynamic plan of action, additional objectives may be added as necessary to reflect the advent of innovations, results of ongoing research and to support the statewide strategic anti-litter plan under development by California's Inter-Agency Anti-Litter Task Force.

Desired Results

The desired results of the Department's litter abatement strategies are to:

- Reduce littering
- Improve the appearance of the environment through implementation of a balanced litter management program, including physical intervention and preventive measures
- Ensure that performance measures are in place to gauge the effectiveness of the Plan's outcomes
- Be responsive to local and regional needs
- Increase the public's litter-awareness and level of anti-litter education

1. Measure Performance

Performance measurement is essential to gauging the effectiveness of the strategies outlined in the Department's Plan.

The Department reports to the Business, Transportation and Housing (BTH) Agency. Each year a Program Level Action Plan is submitted to the BTH detailing how the Department will meet its performance objectives. Divisions within the Department submit a similar action plan to the Director to accomplish a similar goal.

The Construction, Design, Environmental Analysis (Storm Water Unit), Maintenance, Public Affairs, and Research & Innovation Divisions, as well as all 12 Districts within the Department are stakeholders in the goal to reduce littering and illegal dumping. For this reason, it is necessary that each group of stakeholders detail the Department's expectations of their respective performance objectives.

A number of objectives are identified below to demonstrate accountability to both the Department and to the BTH for accomplishing the objectives outlined in this Plan to reduce littering on California highways.

1. MEASURE PERFORMANCE			
Objective 1.1: Define roles, responsibilities, and implementation schedules			
			KEY PERFORMANCE INDICATORS
			Report clearly outlines roles and responsibilities; presents achievable implementation schedule.
Objective 1.2: Include Litter Abatement Efforts in Department's Strategic Plan			
			Department's Strategic Plan illustrates its level of commitment to litter abatement in California.
Objective 1.3: Include Litter Abatement in Division and District Operational Plans			
			Meaningful litter abatement-related goals are included in performance objectives.
Objective 1.4: Include Litter Abatement in Maintenance Operational Plans			
			Inclusion of preventive and reactive litter-related objectives as focus items on the District Operational Plans.

2. Employ Physical Intervention and Mechanical Device Innovations

Physical intervention includes both the use of litter prevention, recycling infrastructure, and the physical clean up or control of littered items. Mechanical innovations include equipment and physical devices either currently available or able to be developed and implemented to enable litter and debris to be more easily and economically collected for disposal.

This strategy proposes a number of physical intervention initiatives to ensure the provision of best practice litter prevention infrastructure (such as waste and recycling bins, anti-litter signage, and litter traps), as well as services to be delivered, throughout California. Areas of particular focus for litter infrastructure include public places, such as safety roadside rest areas, park and ride lots, vista points, and storm water drainage collection points.

The Department will continue to remove and dispose of litter and debris from the roads and highways it maintains; research, develop, and employ innovative methods of improving clean-up efforts in highly littered areas; and promote highway design changes to facilitate litter collection. The Department will maximize its utilization of the AAH Program participants and, where possible, support community-based clean up activities.

The Department will research, design, develop, and evaluate innovative mechanical devices and equipment to remove litter from the environment more efficiently. Deployment of such devices will maximize our investments, thereby enabling the Department to contribute towards a cleaner environment in California.

2. EMPLOY PHYSICAL INTERVENTION and MECHANICAL DEVICE INNOVATIONS			
Objective 2.1: Maximize the cost effectiveness of physical intervention strategies			
			KEY PERFORMANCE INDICATORS
			Fewer complaints
			• Realistic, achievable plans are developed. • Funding for the plan is approved by Department of Finance. • Litter/Debris Level of Service score.
		-	• Litter/Debris Level of Service score. • Roadside vegetation Level of Service score.

2. EMPLOY PHYSICAL INTERVENTION and MECHANICAL DEVICE INNOVATIONS (cont.)			
Objective 2.1: Maximize the cost effectiveness of physical intervention strategies (cont.)			
			KEY PERFORMANCE INDICATORS
			• Completed compilation of research. • Number of new strategies and designs evaluated on State highways.
			• Number of State and federal litter-related research products reviewed. • Number of evaluated mechanical systems, and new equipment.
Objective 2.2: Ensure that Department roadway and roadside construction sites are litter free			
		- -	Construction sites are free of litter and debris.
Objective 2.3: Provide adequate waste management and recycling infrastructure at public facilities			
			Best management solid waste and recycling infrastructure is available and well maintained at California highway public facilities.
Objective 2.4: Design and construct physical features that help facilitate cost efficient litter removal			

2. EMPLOY PHYSICAL INTERVENTION and MECHANICAL DEVICE INNOVATIONS (cont.)			
Objective 2.5: Increase partnerships with locals for sweeping and litter removal			
			KEY PERFORMANCE INDICATORS
			Number of agreements with local governments.
Objective 2.6: Department of Corrections (DOC) involvement in litter removal effort			
Objective 2.7: Rapid removal of illegal dump sites within the right of way			
Objective 2.8: Optimize the Adopt-A-Highway (AAH) Program			
			Increase in net amount of trash picked up and shoulder miles cleaned by AAH Program participants.

3. Emphasize Litter Policies and Enforcement

Proactive measures need to be supported by enforcement initiatives to help achieve compliance with the requirements of existing Penal, Government, and Motor Vehicle Codes related to Littering.

The aim of enforcement is to discourage all types of littering while encouraging a community culture of positive behavior. This involves accountability, consultation, cooperation, and consistent integrated and coordinated enforcement actions.

3. EMPHASIZE LITTER POLICIES and ENFORCEMENT			
Objective 3.1: Increase litter law enforcement on State property			
			KEY PERFORMANCE INDICATORS
			Establishment of benchmark levels of enforcement.
		-	An agreement on a statewide strategy to increase enforcement of anti-litter laws.
Objective 3.2: Increase litter law enforcement in local jurisdictions			
			Completion of a compilation of local anti-litter enforcement strategies.
			Completion of a compilation of information issued by State agencies.
			• Number of local enforcement agencies participating. • Number of new sources of enforcement funding identified.

3. EMPHASIZE LITTER POLICIES and ENFORCEMENT (cont.)			
Objective 3.3: Involve California citizens in reporting acts of littering: "Report-a-Litterbug Hotline"			
			KEY PERFORMANCE INDICATORS
			• Completed compilation of strategies, funding, perceived success, etc. of litterbug-reporting systems currently in use. • Litterbug Hotline is supported by the Department and law enforcement agencies.
Objective 3.4: Maximize the effectiveness of litter-related policies			
Objective 3.5: Ensure litter penalties are appropriate			
			If deemed appropriate by Legal, the Maintenance Division will introduce as a Department Legislative Proposal.
Objective 3.6: Compensate Agencies for the Removal and Disposal of Abandoned Tires			
			Create a report summarizing the Department's annual expenditures related to abandoned tires.

4. Partner with Stakeholders

Litter is a statewide issue that requires involvement and cooperation between a variety of stakeholders from the community, private, and government sectors. An array of non-government organizations and community groups are involved in litter reduction activities such as education, increased recycling, and physical clean up by volunteer groups.

State and local governments provide a leadership role in litter prevention and management. The responsibility of State government is dispersed among a number of key agencies according to their legislative focus, while local government responsibility is distributed on a geographical basis within the State.

With such a large group of stakeholders involved in the effort to reduce litter, it is imperative that State and local governments develop strong partnerships with each other and those involved in the litter abatement effort in order to achieve a cleaner California.

This Plan reflects the importance the Department places on developing and sustaining strong partnerships with the stakeholders of litter-abatement programs and initiatives.

4. PARTNER WITH STAKEHOLDERS			
Objective 4.1: Develop community pride through local action			
			KEY PERFORMANCE INDICATORS
Objective 4.2: Recognize and reward best practice in litter prevention and management in California			
			Development of a value-added recognition system.
Objective 4.3: Engage locals and industry in litter prevention and management			
			Increase the number of businesses and industries contributing to litter abatement activities over the current level.

5. Increase Public Awareness

There is an expressed need to increase the public's awareness of the economic, social, and environmental problems associated with litter. Ongoing, proactive measures, aimed at preventing litter and achieving long-term positive behavioral change are needed to keep litter on the forefront of California's citizens' and visitors' attention. In order to maximize the effectiveness of public awareness initiatives the focus needs to be on using various media and visual images to provide clear, consistent, and informative messages. Whenever possible, this effort should be coordinated with other events to maximize the probability of achieving the desired results.

Raising public awareness is closely related to anti-litter education. For instance, when informing the public about enforcement of litter laws, their awareness is not only increased but they may also be learning to change their behaviors.

Anti-litter education programs entail social interactions with people through school programs, such as teacher workshops, litter-related curricula, and student mentoring. Effective anti-litter education generally focuses on the development of best practice guidelines and training. These efforts involve national information sharing networks as well as grass roots initiatives. The desired results of both initiatives are to achieve a cleaner environment by preventing litter through long-term, positive behavioral change.

5. INCREASE PUBLIC AWARENESS			
Objective 5.1: Develop a Litter Abatement Public Awareness Campaign that incorporates existing public awareness efforts.			
			KEY PERFORMANCE INDICATORS
			• Budget Change Proposal (BCP) to fund major public awareness campaign. • Number of target audiences identified and pursued.
			Survey the public's familiarity with the message as part of the next departmental external survey.
			Number of travel/commercial industries, which participate in adding the anti-litter message to their products and advertising.
Objective 5.2: Participate in development of a state litter awareness campaign resource package			
			• A resource package containing the entire medium needed to provide a consistent message statewide is available to others. • Percentage of participant organizations that felt the materials were effective.

5. INCREASE PUBLIC AWARENESS (cont.)			
Objective 5.2: Participate in development of a state litter awareness campaign resource package (cont.)			
			KEY PERFORMANCE INDICATORS
			Number of different groups, by industry, indicating an interest.
			Number of participating businesses.
			Number of articles in local newspapers, television programs, and press releases which promote litter awareness and the Department's efforts.
	-		• Produce a compilation of statewide resources available, irrespective of agency. • Produce a list of potential new sources of resources. • Deliver an Inter-Agency Plan.
Objective 5.3: Work with other Agencies to encourage litter education in schools			
			Complete a compilation of the current extent of the education system's involvement in anti-litter education.

Strategy Implementation, Monitoring, and Evaluation

Implementation

This strategy emphasizes a planned, coordinated approach to litter prevention and management on California highways based on a number of important needs. These needs include:

- Establishing priorities

- Long-term planning
- Avoiding duplication
- Coordinating a diverse range of approaches
- The best possible use of resources

Achieving statewide coordination for litter prevention and management is a tremendous challenge. To succeed in this significant endeavor, many organizations and individuals within the State must be involved and a wide range of resources are required. The Department has a long-term commitment to improve the environment by reducing litter in California. Over the implementation time span of this Plan, the Department will provide statewide leadership to work towards fostering inter-agency, district, division, and community ownership of initiatives and identifying the resources to implement them. The Department will have a vital role in building invaluable partnerships and in facilitating links to enable organizations, individuals, and California governmental agencies and communities to contribute to a planned, coordinated, comprehensive approach to litter and related issues.

Monitoring and Evaluation

Many of the actions and implementation tasks specified in the strategy involve long-term processes that may take a number of years to implement.

The Department's Task Force has developed details of targets, timelines, roles, and responsibilities. Since this Plan is designed to be dynamic in nature, adjustments will be made, as necessary, to include interactions with statewide stakeholders, new strategies, and employ products of research and innovation.

An annual reporting cycle will be undertaken for all program priorities outlined in this strategy. Part of this annual process will be the reporting of measures of success and the results of projects undertaken, with a planned mid-term review after eighteen months operation of the strategy. Input from stakeholders will be asked to add to this process.

Conclusion

The Plan is the first of its kind in the Department's long history. It provides a balanced and comprehensive approach to effectively reduce litter in California through many preventive and pro-active measures.

The strategy is designed to measure Department performance, employ physical intervention and mechanical innovations, emphasize litter-related policies with an aim toward increased enforcement, strengthen partnerships with stakeholders, increase public awareness, and participate in anti-litter education programs. Successfully implementing the objectives developed for these areas of priority will improve California's environment.

This Plan constitutes a starting point that is intended to be flexible, evolve, and be improved over time.

All Californians must contribute to litter prevention. Citizens, State, and local governments will need to work together in order to achieve and sustain a clean and healthy environment in which to live and to enjoy.

Appendix 1: Summary of Anti-Litter Programs Employed by Other States

State	*Department(s)*	*Mandated Program?*	*Bottle Bill?*	*Other Tax?*	*Private Funding?*	*Active Nonprofit?*	*NP-State Funded?*	*Youth Program?*	*School Program?*	*Special Program?*	*Uses PSAs?*	*Adopt a-Highway?*	*DOT Crews?*	*DOC Crews?*
Alabama	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Alaska	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Arizona	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Arkansas	Highways and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
California	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Colorado	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Connectcut	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Delaware	Natural Resources and Environmenal Control	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Florida	Environmental Protection Solid Waste Section	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Georgia	Community Affairs and GA DOT	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Hawaii	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Idaho	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Illinois	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Indiana	Environmental Management and Highways	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Iowa	Natural Resources and DOT	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Kansas	Health and Environment, Waste Management	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Kentucky	Natural Resources and Env Protection Cabinet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Louisiana	Environmental Quality: Solid Waste Division	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Maine	Environmental Protection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Maryland	State Highway Administration	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Massachusetts	Highway Department	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Michigan	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Minnesota	Pollution Control Agency and MI DOT	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Mississippi	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Missouri	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Montana	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Nebraska	Environmental Quality	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Appendix 1: Summary of Anti-Litter Programs Employed by Other States

State	*Department(s)*	*Mandated Program?*	*Bottle Bill?*	*Other Tax?*	*Private Funding?*	*Active Nonprofit?*	*NP-State Funded?*	*Youth Program?*	*School Program?*	*Special Program?*	*Uses PSAs?*	*Adopt a-Highway?*	*DOT Crews?*	*DOC Crews?*
Nevada	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
New Hampshire	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
New Jersey	Transportation and Environmental Protection	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
New Mexico	Highways and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
New York	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
North Carolina	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
North Dakota	Health and ND DOT	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Ohio	Natural Resources and OH DOT	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Oklahoma	Environmental Quality and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Oregon	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Pennsylania	Envir Protection and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Rhode Island	Environmental Mngmnt and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
South Carolina	Health and Envir Control and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
South Dakota	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Tennessee	University of Memphis and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Texas	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Utah	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Vermont	Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Virginia	Environmental Quality and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Washington	Ecology and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
West Virginia	Natural Resources and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Wisconsin	Natural Resources and Transportation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Wyoming	State Highways	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
		Mandated Program?	*Bottle Bill?*	*Other Tax?*	*Private Funding?*	*Active Nonprofit?*	*NP-State Funded?*	*Youth Program?*	*School Program?*	*Special Program?*	*Uses PSAs?*	*Adopt-a-Highway?*	*DOT Crews?*	*DOC Crews?*
	Totals:	**8**	**5**	**8**	**5**	**20**	**8**	**6**	**12**	**16**	**17**	**48**	**30**	**30**

Appendix 2: A Strategic, Coordinated Approach to Reducing Litter in California

Figure 1: Departments and Organizations of the Inter-Agency Anti-Litter Task Force

Figure 2: Statewide Approach to a Cleaner California