



This toolkit was created by the Bureau of Planning and Sustainability (BPS) to help you easily navigate the litter cleanup process from start to finish. It will provide key components of planning a litter cleanup including the templates, checklists, scripts and resources you need to be successful leading a small to medium-sized litter cleanup event.

This toolkit aims to fill the need for an easy-to-use litter cleanup tool tailored for neighbors and residents interested in enhancing their communities.

It was informed by findings on littering behavior from the national organization Keep America Beautiful, and from a local focus group of Portland residents and a survey of the seven Portland neighborhood coalition offices.

According to the Keep America Beautiful report, Littering Behavior in America (2009), while most people observed in the study disposed of trash in appropriate receptacles, nearly 17 percent of discarded items ended up as litter. And 81 percent of these acts were observed by researchers to be intentional and were primarily credited to pedestrians in business areas.

The goal of Keep it Pretty Rose City is to empower Portlanders to take initiative in enhancing their communities. This toolkit will provide you with clear steps in leading a successful litter cleanup.



8 things to know about running a successful litter cleanup event

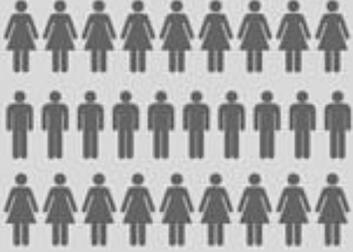
Planning ahead will ensure a successful litter cleanup event! Begin by reading through each section of this toolkit and noting any requirements, deadlines or applications you may need to fill out in advance of your litter cleanup event.

1. **Types of litter clean-ups**, page 2
2. **Volunteer recruitment and coordination**, page 3
3. **Day of coordination**, page 5
4. **Safety for you and your volunteers**, page 6
5. **Potential partnerships**, page 6
6. **Build your litter cleanup supply kit**, page 7
7. **Where to dispose of collected litter**, page 7
8. **Templates, checklists and scripts**, page 8
9. **Resources**, page 9
10. **Public Trash Cans**, page 10

[Section 1]

Types of litter clean-ups

Start by choosing the size, frequency and type of litter cleanup that fits your needs. Litter cleanups can focus on a single block or a few blocks, a business district or they can encompass an entire neighborhood. You can choose to host a litter cleanup once a year, monthly, or as-needed if you notice a sudden uptick in litter in the right-of-way. Smaller litter clean-ups will require less coordination than larger litter cleanup events. This toolkit is aimed at people who want to host a small or medium-sized litter cleanup event. SOLVE can guide you through the process of leading larger litter cleanup event.

<h3>Small</h3> <p>Covers a few blocks with 1-20 volunteers</p> 	<h3>Medium</h3> <p>Covers a business district or busy neighborhood streets with 20-40 volunteers</p> 	<h3>Large</h3> <p>Covers an entire neighborhood with 45 or more volunteers</p> 
<p>Low coordination requirement. Disposal at a local business or volunteers take home to dispose of.</p>	<p>Medium coordination requirement. Disposal at a local business. Can partner with SOLVE.</p>	<p>High coordination requirement. Partner with SOLVE. Disposal arranged w/ hauler or drop box.</p>

Every type of litter cleanup offers benefits to you and your community. Consider your goals when deciding on the size of your litter clean-up. How big of an event are you interested in hosting and will it be recurring? If you want to capitalize on community building opportunities, host your litter cleanup on a special day such as the Keep America Beautiful “Great American Clean-up” held each spring, participate in the Martin Luther King Jr. Day of Service or host your litter cleanup in conjunction with your neighborhood’s annual Community Collection Event.

Aim to make your event fun and memorable. Successful recurring litter cleanups can become a source of pride for the community. For example, both the Jade District on 82nd Avenue and the Pearl District in NW Portland host semi-annual litter cleanups focused on polishing neighborhood streets. If you don’t yet have a fun name for your event, consider advertising your event as part of the Keep it Pretty Rose City anti-litter campaign. *See Section 8: Outreach Support.*

[Section 2]

Volunteer recruitment and coordination

Recruitment and outreach

Attracting volunteers to your litter cleanup is critical to its success. Before publicizing the necessity for volunteers, make sure to tailor the outreach appeal to the needs and wants of potential volunteers. Consider how others likely share the same desire as you—to live in a litter-free community. Speak to the benefits of a community litter cleanup and how coming together enhances neighborhood livability and safety.

There are many ways to reach out to potential volunteers. Talk to stakeholders like neighborhood and business associations, schools, neighborhood coalitions and other community and service-based groups who will also benefit from a litter-free neighborhood.

Consider the myriad of free or low-cost ways you can get the word out, raise awareness and increase the number of volunteers who participate in your litter cleanup.

Online	Print	In person
Facebook event Website post Solve website (if applicable) Craiglist Nextdoor Email blasts Listserves	Neighborhood paper Newsletters Post flyers at local businesses Advertise in community papers	Word of mouth Neighborhood association meetings Talk to stakeholders: neighbors, local businesses, community groups, etc

For templates and resources on publicizing your event and recruiting volunteers, see *Section 8: Outreach Support*.

If you plan to hold multiple litter cleanups each year, regardless of size, be consistent on the time of year you hold them and where people meet on the day of—so people can easily remember. Also consider your volunteers' specific areas of interest. For example, have business volunteers focus on the areas around their businesses or the business district and neighborhood parents and school PTA volunteers focus on school routes and the area around schools.

Consider hosting annual and bi-annual litter cleanups as a service project or community-building event.

Always emphasize the importance of your event to the community it benefits and you'll be more likely to attract new and returning volunteers!

Pre-event coordination

There are a number of easy ways you can sign up volunteers and manage communication for your event. Here are a few ideas: SOLVE offers the option to [Create Your Own Event](#). Another option is to ask potential volunteers to sign-up by calling or emailing the litter cleanup coordinator (which is probably you!) If you prefer not to give out your personal information, you can create an email through a number of free email providers, such as Google. And finally, you can create a free [Google form](#) for collecting volunteer information. Be sure to ask for their name, email, phone number and how they learned of the litter cleanup. You will need to have a Gmail account to do this.

Once you have contact information for volunteers, send a confirmation and “thank you” as soon as possible. Along with your initial confirmation email, include details for the litter cleanup event such as date, location, what clothing to wear, safety instructions and any other pertinent information. See *Section 8: Volunteer Confirmation and Sample Safety Briefing*. If you need help coordinating the litter cleanup event, ask volunteers if they would be willing to fill those roles, such as managing the check-in table or making copies of a route map.

Ahead of time, think through how volunteers will contribute to your event's success and either assign appropriate tasks when volunteers sign-in or invite volunteers to choose from a list of tasks ahead of time. Be sure to offer detailed task-specific information. See *Section 8: Day of Volunteer Checklist*. If possible, pair new volunteers with more experienced participants to help guide them through their first event. A comfortable and oriented volunteer is a happy volunteer, and a happy volunteer is more likely to return for another event!

Spotlight

Every year on Martin Luther King Jr. Day, the Division Midway Neighborhood Prosperity Initiative sponsors a litter cleanup called “Take Pride in Your Neighborhood Trash & Graffiti Clean Up.” This community initiative recognizes the many advantages of removing litter while emphasizing the value of community service. Students from David Douglas High School participate as a way to complete educational community service requirements.

Before the event, note which streets/areas have significant litter and determine where your volunteers should focus attention—then create a route or area map to hand out on the litter cleanup event day. A simple, hand-drawn map indicating street names, routes, litter drop-off locations and restrooms is sufficient. If you need help preparing a map, neighborhood coalition staff may be able to assist. A few days prior to the event, send a reminder to volunteers repeating important details about volunteering. *See Section 8: Volunteer Coordination and Sample Safety Briefing.* Recruit more volunteers than you need because some will not show on the day of.

[Section 3]

Day of coordination

On the day of, place a pre-committed volunteer or two at the sign-in table in the designated meeting location and coach them on expectations of the welcoming/orienting role. When volunteers sign-in, they should feel welcomed, sign a liability waiver and receive a mini-orientation that will prepare them for the tasks ahead. *See Section 8: Volunteer Liability Waiver.*

Depending on the size and length of your event, assign routes based on need/feasibility and assume volunteers won't be able to clean more than four blocks per hour comfortably. Provide volunteers with the map showing the litter cleanup area or route and mark disposal locations or drop-off areas.

Before heading out, give your volunteers a brief run-down of what to expect for the day. Include a safety talk once everyone arrives. You will have already provided a safety briefing in writing via email ahead of time or when a volunteers sign-in. Include information about how to navigate potentially hazardous materials in your safety briefing. We have a checklist for you in the templates section—check it out! *See Section 8: Volunteer Coordination and Sample Safety Briefing.*

For medium-sized litter cleanups, assign team leaders who will be the point of contact for his or her team, who understands the vision for the litter cleanup and who can get in touch with the litter cleanup coordinator as needed. Give maps to team leaders.

Offering thanks

Volunteers are happier when they have food and something to drink. Depending on the size of your litter cleanup, it is advisable to provide refreshments at the beginning and/or end of the event. For smaller litter cleanup events, consider inviting everyone to meet at a nearby place to share a meal or drink afterwards—to celebrate your hard work. This is a great opportunity to get to know your neighbors even better.

Raffles and rewards are effective incentives for getting volunteers to return for future events, but they are not essential. When you give your litter cleanup kick off speech, be certain to offer kudos for above and beyond volunteer contributions, community and business partnerships and thank everyone for coming. This is a great time to restate the value of working together to create a litter free community. Often volunteers leave immediately after a litter clean-up, so we recommend thank you speeches at

the beginning of the day to make sure it is heard by all.

[Section 4]

Safety for you and your volunteers

Communication is key to participant safety. Prior to the litter cleanup day, communicate the type of appropriate clothing that should be worn for safety and seasonal weather. Be specific about the proper attire: hats, sunscreen, long pants, closed-toed shoes. If there is a chance of rain, a rain jacket. At the start of your event, notify volunteers of concerns or hazards like traffic, uneven ground and the risks of hazardous materials like sharps (needles). Provide safety gear to protect your volunteers: vests, gloves and long-handled shovels or grabbers that keep volunteers from stooping, bending and touching litter directly.

Be prepared to respond to concerns and have a first aid kit, water and a cell phone available in case of emergencies. For medium-sized litter cleanup events, make sure that each team leader has these materials with them during the event or establish a stationary place (like the check-in area) that volunteers can return to if needed. *See Section 8: Day of Volunteer Checklist.*

[Section 5]

Potential partnerships

Addressing the problem of litter is a great way to build relationships with neighbors, businesses and community groups. If you choose to coordinate a medium-sized litter cleanup event, consider reaching out to potential partners to make your event more rewarding.

Making meaningful connections and leverage support

As you plan your litter cleanup, look to your community connections to build relationships that bring more volunteers to your event. Consider reaching out to community and civic groups like neighborhood associations, leadership organizations, non-profit organizations, service providers and business associations for volunteer, outreach or in-kind support. In-kind refers to non-monetary donations such as food, drinks, prizes or tools to help with the litter cleanup. You might also contact local business owners or managers, sports teams, schools and youth groups to inquire if they have contributions to offer. Each of these groups offers the possibility of connecting with more individuals interested in serving the community through a litter cleanup. *See Section 8: Inviting Businesses or Groups to Participate.*

Spotlight

The Jade District's "Polish the Jade" bi-annual litter cleanup brings together many different stakeholders to participate in an event that results in more than just removing litter from sidewalks and streets. The Jade District is successfully building a vibrant community—litter clean-ups are a catalyst for bringing people together and inspiring a sense of pride and connection in the community.

If your litter cleanup area focuses on an area with businesses along the route or it is adjacent to a business district, reach out to business owners and managers to invite them to support your cleanup. If you would like to start a dialog with a business that may be the source of litter, *review Section 8: Talking with a Business that May be a Source of Litter.*

Resource building

Medium sized litter cleanups can benefit from resources partners can offer. Donations of event supplies, refreshments, volunteers, financial support or tokens of appreciation for volunteers will give volunteers another reason to feel positively about the experience and incentive to return for future litter cleanups. If your event can benefit from financial support such as grants, Community Collection Event dollars or other funding opportunities, call your neighborhood coalition office. If you are hosting a large-scale event, call SOLVE. See *Section 9: Resources* for help in setting up, coordinating and monetary support for your event.

Finally, if the area you are planning a litter cleanup is managed by the State of Oregon's Department of Transportation (ODOT) contact ODOT's Adopt-a-Highway program to see how they can support your litter cleanup. See the ODOT website (www.oregon.gov/ODOT/HWY/OOM/pages/adopt/aah.aspx) for program information.

Spotlight

Businesses already support litter clean-ups throughout the city on a regular basis. At monthly clean-ups in NW Portland, both Food Front and Elephants Delicatessen provide a gathering place, disposal, refreshments and rewards for volunteers. In SW Portland's Hillsdale neighborhood, and Central Northeast Portland, employees of the businesses work with litter cleanup volunteers on a regular basis. In Central Northeast, business volunteers clean neighborhood streets block by block on a routine basis to keep litter at bay.

[Section 6]

Build your litter cleanup supply kit

Litter cleanups require specific supplies to get the job done right and you can find what you need from a variety of places including SOLVE and your neighborhood coalition office. For a detailed list of supplies you'll need for litter cleanups big and small, *see Section 8: Day of Volunteer Checklist.*

[Section 7]

Where to dispose of collected litter

Your litter cleanup disposal options will be based on the amount and type of litter collected and the resources available in the area. Most litter cleanups result in a mix of different types of waste. Small

and medium-sized litter cleanup events can often arrange disposal in dumpsters at local businesses or curbside at the homes of volunteers. *See Section 8: Inviting Businesses or Groups to Participate.*

Base your disposal plans on the needs of your routes and volunteers. Arrange disposal along the way, identify drop points for later pick-up or provide wheeled wagons to assist volunteers. If you have a small amount of litter, volunteers may be able to carry it back to the meet-up point. If there is a lot of heavy (or wet!) material, make arrangements ahead of time so volunteers don't have to carry it with them. Make sure that your disposal options meet the needs of your volunteers and the neighborhood. In medium or larger litter cleanups in SW Portland, volunteers are asked to leave bags along the route and report their locations to the event coordinator. At the end of the event, volunteers in pick-up trucks retrieve the bags and take them to the disposal point.

[Section 8]

Templates, checklists and scripts

1. Outreach support
2. Volunteer Confirmation and Sample Safety Briefing
3. Volunteer liability waiver
4. Day of Volunteer (tasks/coordination) Checklist
5. Inviting Businesses or Groups to Participate
6. Talking with a Business that May be a Source of Litter
7. Good Neighbor Agreement (GNA)
8. Volunteer Sign-in Sheet

Spotlight

Livability teams focus on more than just litter

Livability teams help beautify North Portland neighborhoods by removing litter and graffiti on a regular basis. Once a month Kenton and Overlook neighbors hit the streets with trash bags, litter grabbers and green-cleaners to make the neighborhoods sparkle from top-to-bottom. They address litter hot spots and then rotate attention based on need. The regularity of these events keeps up with manageable tasks throughout the neighborhood and makes the event attractive to volunteers who have an hour or two to contribute. The teams also gather for coffee or lunch to enjoy their accomplishments and discuss community happenings.

The livability team model is effective because it allows the event to cycle through leaders or be led by a small group of people who welcome people to participate as their schedules allow. It does not rely on one strong leader, is flexible and able to respond to concerns that arise throughout the year. This model also may be attractive to local sponsors who may provide supplies, in-kind support or volunteers.

[Section 9]

Resources

1. SOLVE: solveoregon.org | 503-844-9571
2. Metro: www.oregonmetro.gov | 503-234-3000
3. BPS: www.portlandoregon.gov/bps/keepitpretty | 503-823-7700
4. Community Collection Events: Portland Community Collection Events are organized to offer a wide range of Portland residents, including seniors and people with disabilities, with proper disposal of household bulky waste and prioritize and promote both recycling and reuse. The events are a partnership between Neighborhood Coalitions, the City of Portland, and Metro in order to invest in and build community capacity, including advancing equity and waste reduction and reuse.
5. Neighborhood Coalition Offices provide one-on-one customer service and assist with reports and outreach for BPS' Community Collection Events. They distribute BPS funding to reimburse for approved event related expenses and can also provide liability insurance for event sites.

Central Northeast Neighbors (CNN)

503-823-3157 | info@cnncoalition.org

East Portland Neighborhood Office (EPNO)

503-823-4550 | info@epno.org

Neighbors West/Northwest (NW/NW)

503-823-4288 | info@nwnw.org

North Portland Neighborhood Services (NPNS)

503-823-4524 | info@npnscommunity.org

Northeast Coalition of Neighborhoods (NECN)

503-388-5004 | info@necoalition.org

Southeast Uplift Neighborhood Coalition (SEUL)

503-232-0010 | info@seuplift.org

Southwest Neighborhoods, Inc. (SWNI)

503-823-4592 | info@swni.org

[Section 10]

Public Trash Cans

Clean, inviting sidewalks enhance the vitality and functionality of an area, and access to public trash receptacles provides pedestrians the opportunity to properly dispose of garbage. It's a fact that transportation hubs, business districts and public places where people shop, eat, smoke and gather tend to experience more litter. However, public trash cans alone will not solve a litter issue.

The City of Portland's current public trash can services are limited to the original seven areas the Bureau of Planning and Sustainability (BPS) inherited in 1998 from the Bureau of Maintenance. Problems with the current system include:

- Limited service area isn't equitable
- Placement varies dramatically from street to street and district to district
- Overflowing, damaged or overturned trash cans aren't always quickly identified and resolved
- Responsibility for trash can installation and maintenance varies
 - A number of entities (TriMet, neighborhood businesses associations, a single organization and multiple bureaus within the City of Portland) are involved citywide.
 - Involvement isn't consistent—some entities oversee the trash can's purchase, placement and installation while others oversee the collection services and ongoing maintenance and some parties handle all aspects.
 - The cans aren't consistently labeled identifying who is responsible for the collection service and/or maintenance of a given can.

The City of Portland is looking to improve the public spaces in business districts citywide by expanding the public trash can program. BPS has launched a program that will eventually expand service to an additional 24 new centers over the course of five-years. And by 2021, the plan will ensure that all regional, town, and neighborhood centers designated in the 2035 Comprehensive Plan will have public trash can service.

If you have questions or concerns about public trash cans, you may contact the following:

City of Portland BPS

Oversees trash can collection services and ongoing maintenance of the following areas: Downtown, Lloyd / Convention Center District, St. Johns, Sellwood, Hollywood, Northwest Portland (primarily along 21st and 23 Avenues) and the Martin Luther King Blvd District (between N Rosa Parks Way and NE Broadway).

Garbage and Recycling Hotline

503-823-7202

wasteinfo@portlandoregon.gov

TriMet

Oversees trash can installation, collection services and ongoing maintenance at TriMet stops and stations that hit a certain threshold of riders. Some cans are serviced under collection contracts managed by TriMet. Others are sponsored and maintained by private businesses.

TriMet Customer Service

503-238-7433

www.TriMet.org (click on Support and then Customer Service)

Streetcar

Oversees trash can installation, collection service and ongoing maintenance at Streetcar platforms.

Portland Streetcar

503-222-4200

info@portlandstreetcar.org