

Green Bay Cigarette Litter Prevention Program Sees Success

Written by Downtown Green Bay

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GREEN BAY - The combined efforts of a \$2,000 Keep America Beautiful® Cigarette Litter Prevention Program grant and investment from the Downtown Green Bay business district helped decrease cigarette litter by 17% during the summer of 2013.

The \$2,000 grant received by Downtown Green Bay, Inc. (DGBI) from Keep America Beautiful® urges organizations to use four strategies: encourage enforcement of litter laws, raise awareness, place ash receptacles at transition points and distribute pocket ashtrays to adult smokers. This year, DGBI targeted the 300 North and 200 and 300 South blocks of Washington Street as well as the 200 and 100 North blocks of Adams Street.

The initial scan in June counted 1,090 littered cigarette butts in the target area while the final September scan totaled 906 butts. Additionally, the 2012 program area of the 100 South and 200 North blocks of Washington Street also saw improvement over the past year. Cigarette butt litter in those blocks dropped 11% since the initial scan in 2012. DGBI believes a key piece of the program's success came from the business and property owners who made the effort to clean up littered butts.

Moving forward, DGBI will work to continue adding ash receptacles and work with property owners. DGBI's Program Manager Crystal Osman managed the grant in partnership with the Washington Street and Adams Street business owners. Osman feels the results are motivating but there is still work ahead. She stated, "It is clear our businesses and downtown patrons care about this issue, and we are pleased to see the 17% improvement. There is, however, still more work and awareness of the issue ahead. We feel the tools this program gave us will help us continue to make headway in the future." Keep America Beautiful, Inc., established in 1953, is the nation's largest volunteer-based community action and education organization.

Additional information about the program can be found at www.preventcigarettelitter.org. DGBI is a non-profit BID organized in 1997 to preserve and improve the social and economic climate in downtown Green Bay. For additional information about the program, contact Crystal Osman at 920.437.1824 or e-mail crystal@downtowngreenbay.com

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