



TO : Honorable Mayor and Members of the City Commission

FROM : Keep Fort Pierce Beautiful Advisory Board

RE : **Recommendation to Implement an Education Campaign on Littering and Recycling**

DATE : August 5, 2024

To help achieve the City's strategic goals of beautifying and serving the community, it is advised that a public education campaign be launched by the City. This campaign would focus on educating the public about the importance of proper trash disposal and recycling and the detrimental effects of littering on the community, affecting areas such as the local economy, environment (such as land and water), public health, and safety. This initiative would play a crucial role in addressing behaviors contributing to the City's littering concerns.

To ensure effectiveness, the City should consider utilizing diverse platforms for the education campaign, including language options for non-English speakers. Communication and community engagement strategies include, but are not limited to:

- Placing anti-littering signs at strategic locations
- Providing incentives for compliance
- Distributing educational materials like digital and print flyers and brochures.
- Creation of unique educational videos or commercials.
- Establishing an anti-littering marketing brand
- Creation of decals and stickers for vehicles and other products
- Engaging with the business community, (e.g. business sponsorships for activities)
- Sending out physical mailings and utilizing the city's email notification system.
- Leveraging all City social media platforms for outreach
- Collaborating with local schools and colleges (e.g. environmental programs)
- Utilizing City events and sponsored events for public communication and education.
- Incorporate details about the city's littering ordinance into the message.

Staff should collaborate across departments and agencies to create a plan outlining the timeline and required resources for successfully executing the campaign.

Goal 1 – Serve the Community
Goal 4 – Beautify Our Community