



**“Our City. Our Responsibility.”
Anti-Littering Campaign Update**

By: Marsha Commond, MPA

Overview

- ▶ Background
- ▶ Our Mission & Vision
- ▶ Campaign Plan
- ▶ Community Outreaches
- ▶ Next Up





Background

City's Strategic Goal - Beautify the Community

2024 - Keep Fort Pierce Beautiful Advisory Board recommendation to implement a public education campaign on littering and recycling.



Who We Are

Keep Fort Pierce Beautiful (KFPB) Advisory Board:

- Shirley Walker
- Bob Burdge
- Renella Mitchell
- Levi Lovell
- David BuShea
- Debbie Edmond

KFPB Advisory Board City Staff Partners:

- Public Works
- Police
- Code Compliance
- Fort Pierce Utilities Authority (FPUA)
- City Clerk's Office

Keep Fort Pierce Beautiful Program & Campaign Manager:

- Marsha Commond, Public Works

Keep Fort Pierce Beautiful Program Volunteers:

- Adopt-A-Road
- Quarterly Community Cleanup
- Annual Great American Cleanup



Keep America Beautiful Affiliate

“Our City. Our Responsibility.”

Anti-Littering Campaign



Mission

Promoting a cleaner, greener Fort Pierce by providing resources, education, and opportunities for community members to take action against litter.



Vision

To lead Fort Pierce toward a future where litter is history and natural beauty is the legacy.

Campaign Plan



Phase 1

January - August, 2025

Marketing Brand

Logo, Color Palette, Messaging

Stickers and Decals

Promotional Videos

Secure Partnerships

Electronic Distribution

press releases, emails, social media, website

Digital and Print Content

posters, flyers, rack cards



Phase 2

August - Ongoing

Community Outreach

Mailers

Oct. FPUA Billing Cycle

Branded Cigarette Disposals

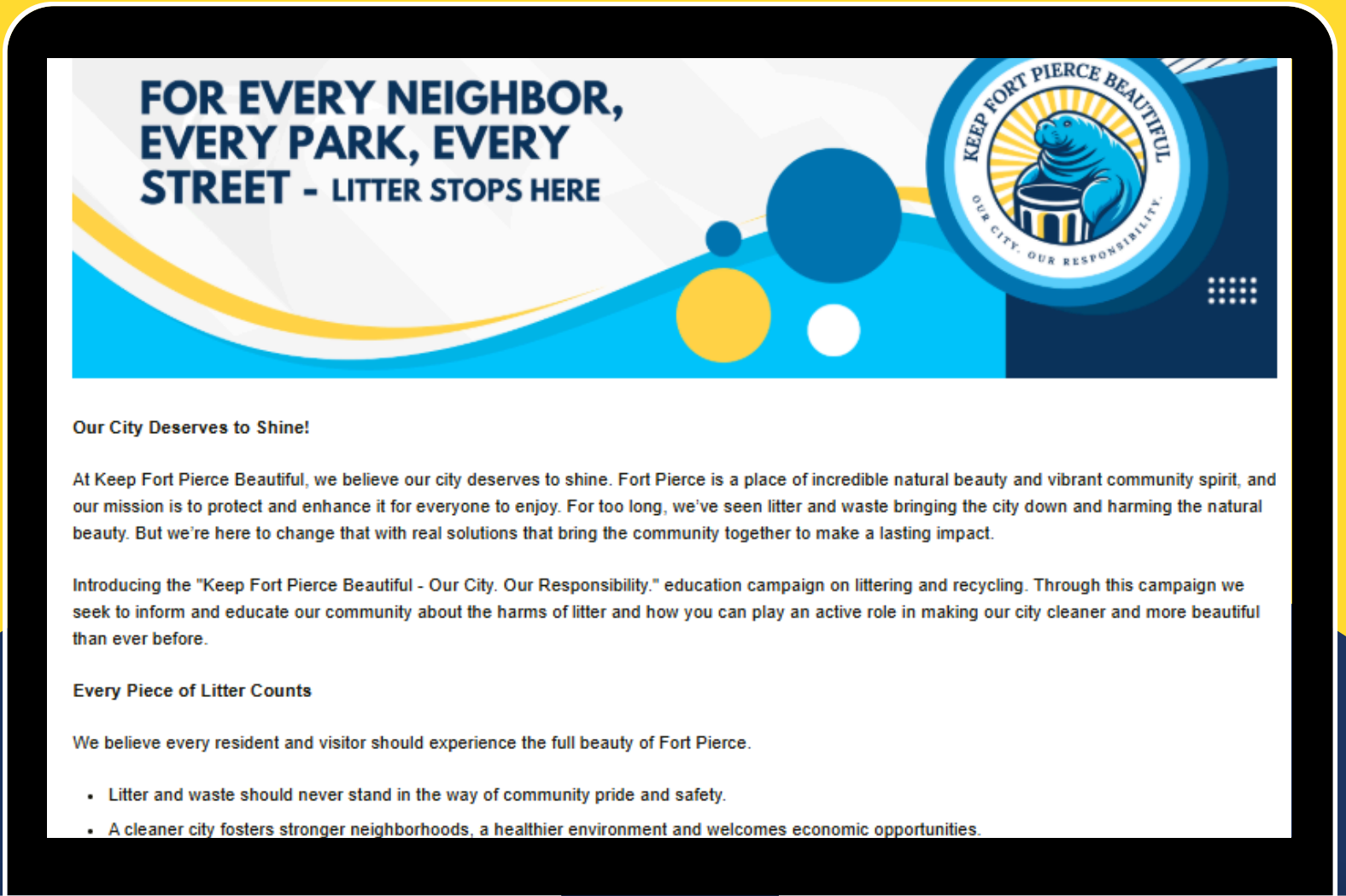
Door Hangers

Recognition & Rewards

Solid Waste Truck Signs

Our City. Our Responsibility.

New Brand and Materials



Community Outreach and Partnership Opportunities

Local Events



Parks Advisory Committee

Churches



Companies & Businesses

Lincoln Park Mainstreet

Local Schools



Environmental Organizations & Volunteer Groups

Downtown Business Alliance



Next Up!



Community Outreach

Online and in-person engagement.



Partnerships

Secure locations for outreach, along with prizes and other rewards, is essential to honor our volunteers and community champions.



Youth Involvement

Plan and implement strategies to reach the youth (e.g. Youth Council)

THANK YOU!



Keep Fort Pierce Beautiful

Contact Information

 772-467-3836

 KFPB@cityoffortpierce.com

Website

