

**Benefit National Identity**

- KAB Brand/credibility recognition X
- KAB Network X
- Use of KAB logo X
- Use of KAB Affiliate logo X
- Ability to post stories on KAB blog X
- Recognition at KAB National Conference for President's Circle X
- Recognition on KAB website X
- Recognition in KAB Annual Review X

**National Awards Eligibility**

- Affiliate Awards X
- President's Circle X
- Innovation Awards X
- All National Awards X
- Serve on advisory committees X

**Training**

- Organizational and Professional Training Ongoing
- KAB training offered at State Affiliate Conferences X
- National Conference Discount X
- KAB webinars X
- KAB National Conference X
- Special training for new executive directors X
- Other Conferences – SRO, Partners X

**KAB Programs**

- Grants Priority
- Bin Grants X
- UPS X
- Waste Management X
- Cigarette Litter Prevention Program (CLPP) X
- Lowe's X
- Access to program materials (i.e., Great American Cleanup supplies, America Recycles Day collateral, CLPP pocket ashtrays) X
- Community Assessment Tools X
- Special projects and grants associated with them X
- Text to Donate X
- Program/project guides X
- Cars to Donate X

**National Communications**

- Facebook, Twitter X
- KAB Forums X
- KAB Website Blog X

## KEEP AMERICA BEAUTIFUL BENEFITS

• PSAs (i.e., Littering is Wrong Too and <a href="http://iwantoberecycled.org">iwantoberecycled.org</a> )	X
• PSAs tools	X
• Networking opportunities (i.e., conferences, webinars, calls)	X
• KAB Email Blast	Bi-Monthly

### Responsibilities to KAB National

Application Fee (one time fee)	\$1,000-\$4,000 based on organizational type and population
Annual Fee	\$50 - \$500 (population based)
Reporting	<ul style="list-style-type: none"> <li>• Semi-Annual</li> <li>• Annual</li> <li>• Cost-Benefit</li> <li>• Community Appearance Index – Litter Index</li> </ul>
Requirements	<ul style="list-style-type: none"> <li>• Executive director</li> <li>• Board of directors</li> <li>• 2 reports</li> <li>• Six hours of training annually</li> </ul>

## The Costs of American Littering

**Over 51 billion pieces of litter land on U.S. roadways each year.** Most of it, 46.6 billion pieces, is less than four inches, according to KAB's 2009 National Visible Litter Survey and Litter Cost Study. That's 6,729 items per mile.

While visible roadside litter has decreased by about 61% since 1969, litter is still a persistent problem. Consider these facts:

- **Litter cleanup costs the U.S. almost \$11.5 billion each year**, with businesses paying \$9.1 billion. Governments, schools, and other organizations pick up the remainder.
- **Community economy and quality of life suffer.** The presence of litter in a community takes a toll on quality of life, property values, and housing prices. KAB's 2009 National Visible Litter Survey and Litter Cost Study found that litter in a community decreases property values 7%.
- **Litter has environmental consequences.** Wind and weather, traffic, and animals move litter into gutters, lawns and landscaped areas, alleyways, and parking structures. Debris may be carried by storm drains into local waterways, with potential for serious environmental contamination.

## Who Litters and Why People Litter?

Along roadways, motorists (52%) and pedestrians (23%) are the biggest contributors to litter. Research also shows that individuals under 30 are more likely to litter than those who are older. In fact, age, and not gender, is a significant predictor of littering behavior.

**Why do people litter?** Here's what KAB's 2009 Littering Behavior in America research found:

- **Personal choice.** Individual behavior—or choosing to litter—means litter on the ground. Nearly one in five, or 17% of all disposals observed in public spaces were littering, while 83% disposed of litter properly. And 81% of littering was intentional, e.g., flicking, flinging, or dropping. On the other hand, individuals who hold the belief that littering is wrong, and consequently feel a personal obligation not to litter, are less likely to do so.
- **Litter begets litter.** Individuals are much more likely to litter into a littered environment. And once there, it attracts more litter. By contrast, a clean community discourages littering and improves overall community quality of life. Availability and proximity to trash and recycling receptacles also impact whether someone chooses to litter.
- **It's "not my responsibility".** Some people feel no sense of ownership for parks, walkways, beaches, and other public spaces. They believe someone else will pick up after them; that it's not their responsibility.

## Where do People Litter, and What Is Littered?

KAB's 2009 *National Visible Litter Survey and Litter Cost Study* identified individual behavior as the primary contributor to litter in all locations. Individuals are littering on roads and highways and in retail, recreational, and residential locations:

- **Roadway Litter** - Tobacco products, mostly cigarette butts, are the most littered item on U.S. roadways (38%). This is followed by paper (22%) and plastic (19%). Most of the litter on roads and highways is caused by people. Research shows that littering along roadways is generated by the following individual actions:
  - Motorists (52%)
  - Pedestrians (22.8%)
  - Improperly covered truck or cargo loads, including collection vehicles (16.4%)
  - Improperly secured containers, dumpsters, trash cans or residential waste or recycling bins (1.5%)
- **Non-Roadway Litter** - Off the roads and highways, litter originates from many sources, but litter primarily collects at "transition points".
- **Transition points** are entrances to businesses, transportation, and other places where items must be discarded before entering. Confection (candy, chocolate, gum, etc.) ranks at the top (53.7%) of what is littered at transition points; this is followed by cigarette butts at 29.8%.

Other locations that attract litter—starting from where most non-roadway litter occurs to least—include:

- **Storm drains** - Located primarily in gutters and designed to drain excess rain from paved streets, parking lots, etc. storm drains tend to attract cigarette butts, confection, and other litter.
- **Loading docks** - Areas behind retail and wholesale business where products are loaded/unloaded from trucks and trailers can become littered with cigarette butts, confection, and paper.
- **Recreational Areas** - Parks, beaches, courts, and open areas where people congregate for leisure activities create lots of opportunities for littering.
- **Construction sites** - Active residential or commercial construction are a trap for cigarette butts, paper, and plastic.
- **Retail** - High-traffic locations such as shopping centers, strip malls, and convenience stores can generate packaging litter, and cigarette butts and confection on the ground.

## How to Put a Stop to Littering

To eliminate litter, KAB research shows we have to address both ***littering behavior and changing the environment***. According to KAB's 2009 Littering Behavior in America study:



- **About 85% of littering is the result of individual attitudes.** Changing individual behavior is key to preventing litter.
- Nearly one in five, or **17%, of all disposals observed in public spaces were littering.** The remainder (83%) was properly discarded in a trash or recycling receptacle.
- A strong contributor to littering is the prevalence of existing litter. **About 15% of littering is affected by the environment.** Litter on the ground begets more litter.

### Attitude Change Process

For over 30 years, KAB has successfully pursued a behavioral approach to reduce littering and increase beautification and waste reduction and recycling. The five-step KAB Attitude Change System, developed through research and field-testing, was designed for KAB with Dr. Robert F. Allen of the Human Resources Institute. Dr. Allen and his team of behavioral scientists identified the need to change behavior as the only effective way to achieve lasting, sustainable improvement in community quality of life. KAB teaches this five-step attitude change process as a primary tool for the development and implementation of culture changing programs and projects.

1. Get the Facts
2. Involve the People
3. Develop a Plan
4. Focus on Results
5. Provide Positive Reinforcement

### KAB's "Pressure Points" for Behavior Change

Traditional approaches to litter, most particularly clean-up projects, work only to remove the litter and do little to prevent its recurrence. **KAB attempts to deal with the root cause of the problem—littering behavior.** Changing attitudes and influencing behavior are brought about most effectively using a combination of methods:

- **Education** – Education and awareness are bedrock tools of behavior change. Think broadly in your approach. Consider tie-ins with public education conducted through youth programs, civic clubs, Chambers of Commerce, businesses, and government agencies.
- **Ordinances** – Changing public policy through codes, laws, or ordinances is one way to change behaviors around quality of life and environmental issues.
- **Enforcement** – Consistent and effective enforcement of existing codes, laws, and ordinances helps change behavior and reinforce the commitment to a cleaner, greener community. Work closely with local law enforcement, and be sure citizens are aware of the laws.
- **Tools and Resources** – This can include such tangible things as a litter pick up tools, sanitation collection vehicles, graffiti removal equipment, litter or ash receptacles, recycling bins, or a pocket ashtray. It also includes strategies that encourage individuals

to make different long-term choices, blending knowledge from social marketing with behavior change tools.

### **What You Can Do to Prevent Litter**

Changing a common behavior, like littering, starts with you. Each person must accept responsibility for their actions and influence the actions of others around them at home, at school, in your place of business, and in the community at large. **Start with these actions:**

- Choose not to litter. Make the commitment now to join with thousands of other Americans to not be a litter-bug.
- Join with others on Facebook. Get your friends and family to join.
- Remind others not to litter and why.
- Get a [litter bag](#) or [portable ash receptacles](#) to share.
- Volunteer in your community to help prevent and cleanup litter—from cigarette butts to illegal dumps. [Find a Keep America Beautiful affiliate](#) in your community

**Introduced by Senator Fuller**February 26, 2015

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An act to amend Sections 2550 and 2557 of the Streets and Highways Code, relating to highways.

**LEGISLATIVE COUNSEL'S DIGEST**

SB 516, as introduced, Fuller. Transportation: motorist aid services. Existing law authorizes the establishment of a service authority for freeway emergencies in any county if the board of supervisors of the county and the city councils of a majority of the cities within the county adopt resolutions providing for the establishment of the service authority. Existing law authorizes a service authority to impose a fee of \$1 per year on vehicles registered in the counties served by the service authority. Existing law requires moneys received by a service authority to be used for the implementation, maintenance, and operation of a motorist aid system of call boxes and authorizes moneys received by a service authority in excess of what is needed for that system to be used for additional motorist aid services, including, among other things, changeable message signs and lighting for call boxes.

This bill would instead require that those moneys be used for service expenses associated with the implementation, maintenance, and operations of a motorist aid system. The bill would additionally authorize the use of those moneys for traveler information systems and other transportation demand management services, litter and debris removal, and Intelligent Transportation System architecture and infrastructure.

Vote: majority. Appropriation: no. Fiscal committee: yes.  
State-mandated local program: no.

*The people of the State of California do enact as follows:*

1 SECTION 1. Section 2550 of the Streets and Highways Code  
2 is amended to read:

3 2550. The Legislature declares that its intent in enacting this  
4 chapter is to encourage ~~the placement of call boxes~~ *a motorist aid*  
5 *system comprising multiple service elements and infrastructure*  
6 along the California Freeway and Expressway System to enable  
7 motorists in need of aid to obtain assistance. However, it is not  
8 intended that a motorist aid system ~~of call boxes~~ be considered an  
9 emergency telephone system.

10 SEC. 2. Section 2557 of the Streets and Highways Code is  
11 amended to read:

12 2557. (a) ~~Except as provided in subdivisions (c) and (d), the~~  
13 *The* moneys received by each authority pursuant to subdivision  
14 (b) of Section 9250.10 of the Vehicle Code shall be used for the  
15 implementation, maintenance, and operation of a motorist aid  
16 ~~system of call boxes, system,~~ including the lease or lease-purchase  
17 of facilities and equipment for the system, on the portions of the  
18 California Freeway and Expressway System and a county  
19 expressway system, and the unincorporated county roads in that  
20 county, and on state highway routes that connect segments of these  
21 systems, ~~which that~~ are located within the county in which the  
22 authority is established *as well as associated service expenses*.  
23 ~~The Department of Transportation department~~ and the Department  
24 of the California Highway Patrol shall each review and approve  
25 plans for implementation of a motorist aid system ~~of call boxes~~  
26 proposed for any state highway route and shall be reimbursed by  
27 the service authority for all costs incurred due to review and  
28 approval of the plan.

29 (b) An authority or any other public entity may construct and  
30 maintain, and lease or lease-purchase on terms and conditions it  
31 deems appropriate, the facilities of a motorist aid system or it may  
32 contract with a private person or entity to do so.

33 (c) If leases or lease-purchase agreements are entered into  
34 pursuant to subdivision (a), or if revenue bonds are issued and sold  
35 pursuant to Section 2558, the moneys received by each authority  
36 pursuant to subdivision (b) of Section 9250.10 of the Vehicle Code  
37 shall be used to the extent necessary to make lease payments or to  
38 pay the principal of, and interest on, the amount of bonded



1 indebtedness outstanding, as the case may be. Facilities and  
2 equipment acquired through the expenditure of proceeds from the  
3 sale of those bonds shall have a useful life at least equal to the  
4 term of the bonds.

5 (d) (1) Any ~~money~~ *moneys* received by an authority pursuant  
6 to subdivision (b) of Section 9250.10 of the Vehicle Code ~~that~~  
7 ~~exceeds the amount needed~~ *may be used* for full implementation  
8 and ongoing costs to maintain and operate the motorist aid system  
9 ~~of call boxes, installed pursuant to subdivision (a), may be used~~  
10 for purposes of paragraph ~~(2)~~ (2), and for additional motorist aid  
11 services or support, including, but not limited to, the following  
12 safety-related projects:

13 (A) *Call boxes.*

14 ~~(A)~~

15 (B) *Changeable message signs.*

16 ~~(B)~~

17 (C) *Lighting for call boxes.*

18 ~~(C)~~

19 (D) *Support for traffic operations centers.*

20 ~~(D)~~

21 (E) *Contracting for removal of disabled vehicles from the*  
22 *traveled portion of the right-of-way, including operation of the*  
23 *freeway service patrol pursuant to Chapter 15 (commencing with*  
24 *Section 2560).*

25 (F) *Traveler information systems and other transportation*  
26 *demand management services.*

27 (G) *Litter and debris removal.*

28 (H) *Intelligent Transportation System architecture and*  
29 *infrastructure.*

30 (2) Any amendment to an existing plan for a motorist aid system  
31 ~~of call boxes~~ adopted by an authority for any state highway route  
32 shall, prior to implementation, be submitted to the ~~Department of~~  
33 ~~Transportation department~~ and the Department of the California  
34 Highway Patrol for review and approval and shall not be  
35 implemented until so reviewed and approved. The authority shall  
36 reimburse each department for the costs of that review.

37 (e) An authority may develop policies for the retention of  
38 records, including, but not limited to, authority operations,  
39 contracts, and programs, and the length of the retention period.

1 (f) A motorist aid system constructed, maintained, or operated  
2 pursuant to this section shall meet the applicable standards of Title  
3 II of the Americans with Disabilities Act of 1990 (Public Law  
4 101-336) and federal regulations adopted pursuant thereto.

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