



# Overview

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As a new non profit organization whose purpose is to be a service district for the North Broad Street corridor located in the City of Philadelphia, it was important for the North Broad Renaissance (NBR) to develop a plan to guide the work of the organization over the next five years. In addition, it was equally important for the organization to receive input and information from the broader North Broad Community regarding the areas of focus, goals and objectives that the organization should execute. Through both primary and secondary research, the NBR with the help of the community established four strategic areas that will guide the organization through the year 2020. Two of those areas of focus are clean and safe and economic development.

Based on the 2020 Vision, the NBR will use the Cigarette Butt Litter Prevention campaign to accomplish goals under clean and safe, while also providing a healthier community – which lends helping residents become healthier and obtain sustainable employment.

Why is this our focus? Based on the NBR Litter Index, cigarette butts continue to be a major contribution to litter along North Broad (scoring an index of 4). In addition, North Broad houses one of the unhealthiest ZIP codes (19140) in Philadelphia. By launching this campaign as a pilot, within the NBR Health Hub, the goal is to create a healthier and cleaner environment, while also engaging the community and collecting data.

As a result the organization has decided to kick off the “\*That’s Your Butt” Cigarette Butt Litter Prevention Campaign. The goal is to improve the cigarette butt litter index by at least 1 point, while creating a healthier environment. The strategies listed below were based on survey results from NBR stakeholders, and the deliverable were defined by the Cigarette Butt Litter Prevention committee.

# Strategies

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### Conduct Outreach

The NBR Community Outreach Team will canvass the Health Hub to share information about Cigarette Litter Prevention campaign and Ballot Bins. The outreach material will include highlights from the survey, facts, what to expect and how to get involved.

Timeline: Monday, April 9 - Friday, April 13, 2018.



### Add Cigarette Butt Receptacles to High Traffic Areas

As a pilot, the Ballot Bins will be added to the areas of Broad and Venango, and Broad and Westmoreland. This is the same area where the Cigarette Litter scan will be completed.

Timeline: April 16, 2018.  
Scan TBC from April 16 to June 4.

Targeted timeline for obtaining receptacles (Ballot Bins) is April 16.



### Create a Marketing and PR Campaign around appropriate disposal of cigarette butts.

The committee will launch a campaign (Name to be determined) and partner with media and community partners to execute. This includes PSA's, newspaper advertisements, OpEds, articles, TV appearances, and grassroots engagements.

Timeline: Campaign to kick off April 22 in preparation for Earth Day (April 24).

# Deliverables

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### Conduct a Cigarette Scan



A Cigarette Butt (CB) litter scan was conducted within a 4 hour period, with the following outcomes:

3200-3250 N. Broad: 304 CBs  
3609-3615 N. Broad: 498 CBs  
3617-3619 N. Broad: 62 CBs  
3700-3706 N. Broad: 149 CBs

### Improve Cigarette Butt Litter Index by One Point and Change Behaviors



Overall, the NBR would like to see the litter index for Cigarette Butts to improve by at least one point (or change from a 4 to a 3).

Timeline: 6 Months

### Increase Awareness, and Engagement and



The NBR has a goal to create awareness through consistent efforts and visibility on each media platform (radio, TV, newspaper, social media and word of mouth/community outreach).

The NBR will also identify at least 3 partners who can support our efforts (KPB/KAB, the Wedge Center, Greater Ebenezer Baptist Church) Timeline: 4 Months



Ballot Bins will be placed at the top two locations in **April 2018**.

Another scan of the same area will be completed in September 2018

The NBR will work with TerraCycle to recycle the CB's.



The NBR will monitor shifts in behaviors, by accomplishing the Litter Index goal (i.e., less cigarettes on the street means that fewer people are littering).



The NBR will also use the Ballot Bins as an engagement tool, and ask questions relevant to community revitalization and the health hub.

Do you like the changes you see on North Broad?  
Yoga or Zuumba?  
Fruit or Veggies?  
Coffee or Tea?  
Are the sidewalks clean today?

In addition, the NBR will work with the Streets Department to create enforcement tactics.

# Impact

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Cigarette butt litter contribute significantly to North Broad's poor litter index. This impacts North Broad's ability to have clean and beautiful streets, which according to the 2017 State of North Broad report, are fundamental part of what makes a great place. The report goes on to state that efforts to keep streets safe, clean and attractive add to the quality of life for residents and visitors alike. Specifically, it helps to create interaction and activity on the streets, supports healthy lifestyles and encourages customers to frequent local businesses.

Also, a Keep American Beautiful highlighted both the economic impact and environment impact of cigarette litter, citing the following:

*Economically, cigarette butt litter:*

- *Requires additional sidewalk and street sweeping, greenway and park maintenance, storm drain cleaning, and increased maintenance of storm water filters.*
- *Makes business owners bear the expense of cigarette butt and cigar tip litter cleanup around entrances, exits, sidewalks, and parking lots.*

- *Can result in a decline in a city's foot traffic, tourism, business development, and housing. In fact, the presence of litter in a community decreases property values by a little over 7%. Focusing on small improvements, like reducing cigarette butt litter, creates safer and more economically vibrant communities.*
- *Takes a toll on recreation areas and public spaces. Tobacco litter represents nearly 34.4% of all litter in outdoor recreation areas such as picnic areas, hiking trails, parks, etc. decreasing the appeal of these natural areas.*
- *Creates fire hazards, impacts local wildlife, and eventually contributes to lost tourism and revenue.;*

***Environmentally, you'll see the effect of cigarette butt litter as well:***

- *32% of litter at storm drains is tobacco products.<sup>1</sup>*
- *Cigarette butt litter creates blight by accumulating in gutters, and outside doorways and bus shelters.*
- *Increasing amounts of litter in a business district, along riverfronts, or recreation areas create a sense that no one cares, leading to more community disorder and crime.*
- *95% of cigarette filters are composed of cellulose acetate, a form of plastic that does not quickly degrade and can persist in the environment.*

**About North Broad Renaissance:**

The North Broad Renaissance is a Pennsylvania non-profit incorporated exclusively for the charitable and educational purposes within the meaning of Section 501(c)(3) to promote community economic development, historic preservation, and arts and culture along the North Broad corridor of Philadelphia, and its surrounding community. Learn more at [northbroad.org](http://northbroad.org).