



2015

Cleaning Our Borough
Improving our Quality of Life

Borough President
James S. Oddo

City Council Members
Vincent Ignizio
Steve Matteo
Debi Rose



STATEN ISLANDERS, LIKE RESIDENTS OF ANY OTHER COMMUNITY, want and deserve a decent quality of life. Many obstacles that are out of our direct control - both as ordinary citizens and elected officials - but one of the major hurdles is not. It is something that is eminently preventable if residents have the will to defeat it: Litter.

The most frustrating part of the current litter epidemic is that Staten Islanders themselves cause it. No one else can be blamed. It is a self-inflicted wound.

The fact is that litter begets more litter. When the existence of litter is tolerated by a community the problem snowballs until entire neighborhoods are subjected to its disgusting effects.

We realize that the litter problem is one that will never completely go away; it will always be a constant struggle and Staten Islanders must stay vigilant to preserve our quality-of-life.

This is why the Borough President is so passionate about fighting this battle in new and creative ways.

The litter battle in 2014 was about testing out new methods. From the start, the focus has been on tackling the litter problem wherever and in whatever manner possible.

Our litter plan involves several key principles:

KEY PRINCIPLES



1 • Clean up litter as quickly as possible



2 • Coordinate with other elected officials and agencies to ensure there are no duplicative efforts



3 • Encourage non-government organizations, including businesses and non-profit organizations, to become part of the solution



4 • Engage Staten Islanders to be aware of the issue and to make it a norm to clean litter whenever they can through creative means



5 • Explore new technologies that can help us more efficiently clean litter



The recent melting of snow revealed a landscape much more litter strewn than existed before the snow came. With a relative lack of cleanup activities, high winds, layers of litter covered by snow, and periods of time when trash was not collected due to snow clearing activities, litter has accumulated to epidemic proportions in some areas.

A R E V I E W O F 2 0 1 4

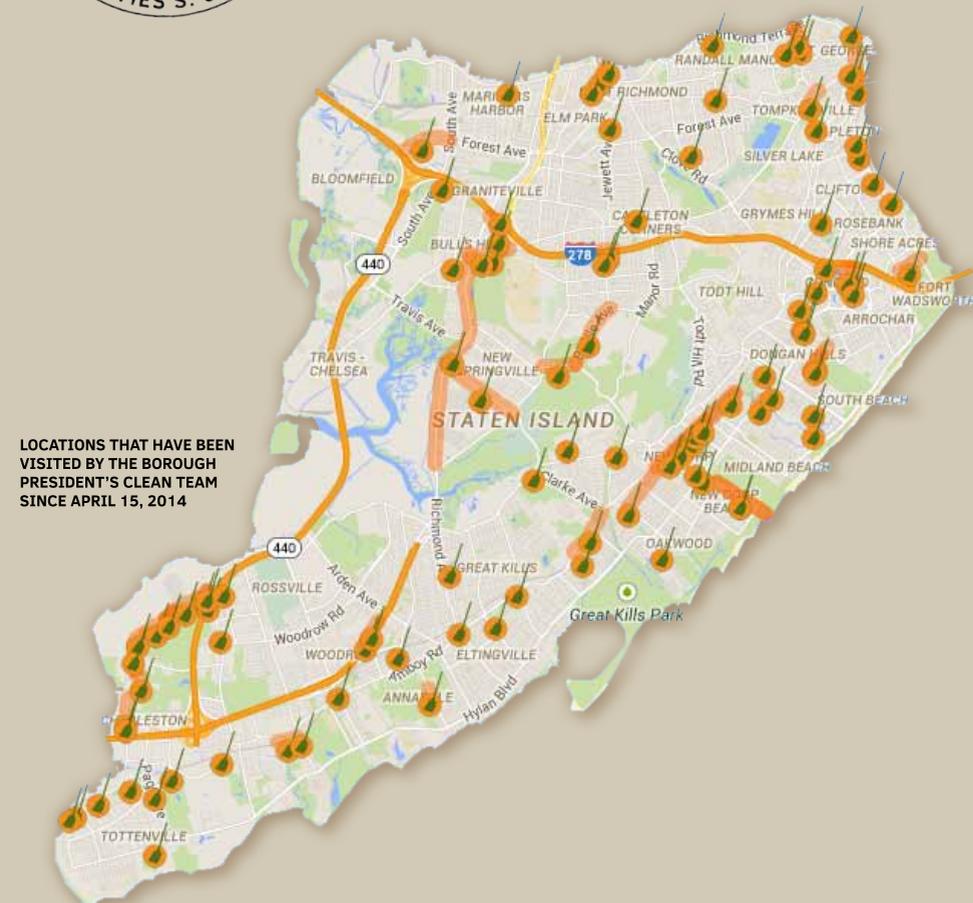
After taking office, Borough President Oddo made reducing litter a top priority. In announcing his 2014 litter plan, he committed his Clean Team to an additional day each week, expanding their cleanup duties from two days to three days, from April to November, a month later than in previous years. Partnering with CASES in 2014, the Clean Team used low level offenders to clean 93 different locations across Staten Island. Keep in mind, the fight against litter is not limited to cleaning trash; a key component of it was the cutting of unsightly weeds in various locations.



THE BOROUGH PRESIDENT'S CLEAN TEAM HAS HELPED IMPROVE STREETSAPES ACROSS THE ISLAND. TO DATE THEY ARE RESPONSIBLE FOR BEAUTIFYING OVER 100 LOCATIONS.

A new aspect of the litter fight in 2014 was the retention of a private, on-call litter response team. Project One was the low bidder and was engaged throughout 2014 in responding to litter complaints. This mobile cleanup crew is important because it is available for the larger jobs that need more professional manpower and equipment. This mobile team was made possible by a \$20,000 allocation from then Councilman Oddo to the Staten Island Chamber of Commerce. The Staten Island Chamber was and remains a strong partner in this effort.

To date, the mobile crew has cleaned 57 locations, including some problematic spots, such as Arthur Kill Road.





When it comes to cleanups, private organizations have and will continue to be an important part of our anti-litter efforts. In particular, UAU stepped up with its cadre of Summer Youth Employment Program workers. UAU took up the challenge of cleaning the chronically problematic areas around Staten Island Railway stops.

Our PSA contest sparked a lot of interest and allowed for the creativity of the younger, more creative members of our communities to take control and frame the anti-litter message in a way that they believed would positively impact their peers.



"SELFISH" BY ARIA MUTKOSKI WON THE BOROUGH PRESIDENT'S ANTI-LITTER PSA CONTEST IN 2014. THE MESSAGE AIRED ON CTV AND ARIA WAS FEATURED AS A SUBJECT IN THE TRASH TALK POSTER CAMPAIGN.

"Everyone join in the clean up!"

stateninsula.com/cleanupsi



This was done hand in hand with our anti-litter poster campaign, which featured eight Staten Islanders from different backgrounds presenting a singular anti-litter message. These posters are currently displayed in approximately 150 local businesses including some chain businesses such as McDonald's and Walgreens, as well as a number of locally owned and operated businesses, such as those affiliated with the Chamber, and in our public schools.



LOBSTER HOUSE JOE'S IS JUST ONE OF OVER 150 LOCAL BUSINESSES TO DISPLAY THE BP'S TRASH TALK POSTERS.



With the help of the Chamber, Home Depot, Shamrock Paints, Northfield Bank and Costco, 148 brooms and dustpans were given to local businesses in an effort to help them maintain the areas directly around their storefront through a program called “Operation Clean Sweep.” We highlighted many of those businesses on social media for being good corporate citizens.

On June 25, 2014, Borough President Oddo hosted the first “Litter Summit,” which brought together many of the key players who fight this battle with us, including local elected officials, city agencies, and private entities.



BOROUGH PRESIDENT ODDO HOLDS HIS FIRST LITTER SUMMIT AT BOROUGH HALL - JUNE 25, 2014

Finally, late in the year, a new initiative with Q104.3 called Two-fer-Tuesday was announced. This year-long pilot program uses social media to encourage Staten Islanders to photograph themselves throwing away litter and share it on social media with the opportunity to win prizes.

Seeds were also planted for other initiatives that will be rolled out in the near future.



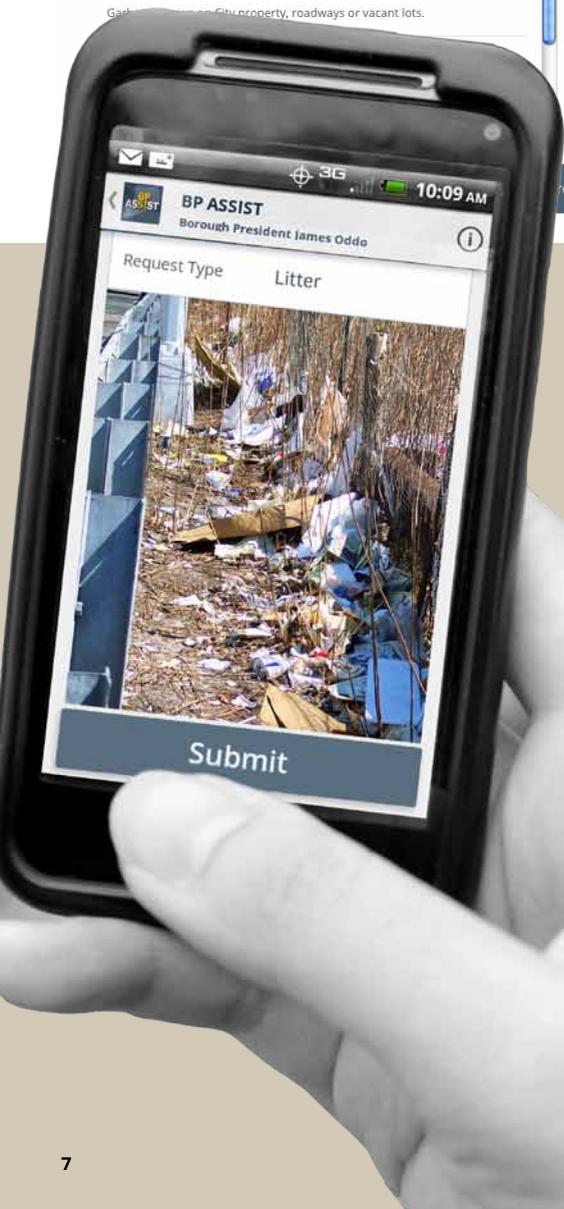
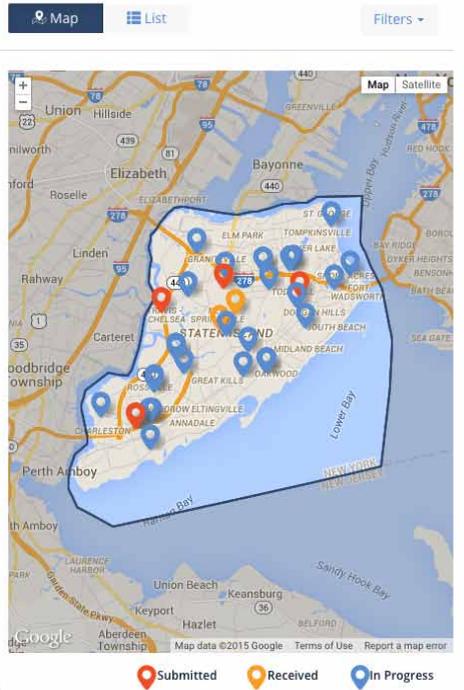
Northfield Bank



BP ASSIST

Improve your community. Report an issue and watch it get fixed.

- Search...
- < Sanitation/Litter**
- Garbage/Recycling Pickup**
Missed Garbage/Recycling Pickup
 - Graffiti**
Writing or drawings that have been scribbled, scratched, or sprayed illicitly on a wall or other surface on City, State or private property.
 - Icing Condition**
Icing as a result of cold weather conditions.
 - Illegal Dumping**
Dumping of debris and garbage.
 - Litter**
Garbage on City property, roadways or vacant lots.



CONSTITUENTS CAN REPORT SANITATION AND LITTER ISSUES WITH THE BOROUGH PRESIDENT'S FREE APP, BP ASSIST.

L O O K I N G A H E A D

Lessons have been learned from 2014, and what works and what does not is now better known. That knowledge has helped create this proposed plan for 2015:

CLEAN UP

The Clean Team will again operate on a three-day-a-week schedule from April until November. Last year, thanks to near perfect weather, the Clean Team cleaned 93 locations. This year, if the weather cooperates again, we hope that this number can be matched or bested.

Beginning on April 1, the Borough President's Office, along with the offices of the three City Council Members, began aggressively soliciting locations for cleanup from Staten Islanders, and will begin the cleanup operations during the week of April 13. Staten Islanders are being asked to use the new BP Assist app, social media, and other more traditional contact methods to report litter.

The Project One team will continue its operations, focusing on the complicated cleanups, especially those involving weeds and projects that are best handled over multiple days.



RICHMOND ROAD - BEFORE AND AFTER A CLEAN UP

Days will also be scheduled, in conjunction with relevant agencies, to close down certain roads (e.g. Todt Hill Road, Forest Hill Road) so they can be cleaned safely and efficiently.



COORDINATE WITH ELECTED OFFICIALS AND AGENCIES

In the FY 2015 budget, each City Council Member was allocated \$68,500 to be specifically earmarked for litter initiatives. As a result, there will be additional teams in the field during 2015. Specifically, Council Members Ignizio and Matteo used their funds to retain the non-profit group Where To Turn as their own on-call litter team. This will mean a marked increase in the number of locations that can be cleaned.

Additionally, Mid-Island Council Member Matteo has formed two new Merchants Groups (New Dorp and Victory Boulevard). One of the responsibilities of a Merchants Group is to keep their respective commercial areas clean. This also means there will be more “boots on the ground” cleaning litter-prone locations.



THE NEWLY FORMED NEW DORP MERCHANTS GROUP WILL KEEP THE IMPORTANT NEW DORP LANE COMMERCIAL CORRIDOR CLEAN.

In 2014, the West Shore IBID was enacted into law, and the legislation creating the South Shore BID was recently enacted covering the towns of Great Kills, Eltingville, and Annadale. Finally, the Forest Avenue BID continues to operate successfully. These business groups will be a great resource in the fight against litter in the areas they cover.

With all the new efforts that will be taking place in 2015, coordination is required to ensure there is no duplication of work.

In late March the Borough President’s office hosted a meeting with the staffs of each Council Member to discuss the best way of coordinating the litter cleanup schedule. It was agreed that these offices would approach our cleanups collectively. As each office receives a litter complaint it will be added to a shared file. As each location is cleaned, it will be noted in the shared folder.

This will ensure efficiency and coordination in the cleanup effort and new level of cooperation and coordination between and among government offices.



In the coming weeks, Borough Hall will play host to a meeting with government agencies to coordinate cleanup efforts in properties under their care and control. Last year Borough President Oddo enjoyed a strong partnership with various agencies, particularly the Parks Department, and worked together on some large scale cleanups, including the always problematic Forest Hill Road. Government offices and agencies must work together if these cleanup efforts are to be successful, and we are committed to do just that.

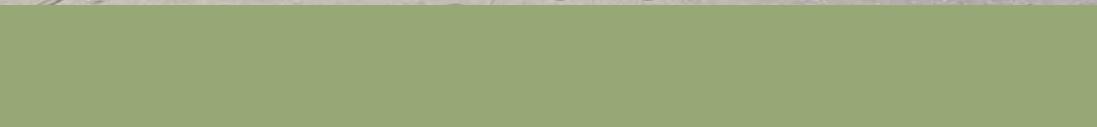


MAKE PRIVATE ORGANIZATIONS PART OF THE SOLUTION

As it was in 2014, it is important that the private sector act as enthusiastic and active participants with our efforts. With the help of the Chamber of Commerce the anti-litter campaign was able to reach out to a number of local small businesses and, through a letter writing campaign, received donations from larger companies and chain stores for the Operation Clean Sweep initiative.



This year Borough President Oddo will aggressively put out a call to non-profit organizations and for-profit businesses to participate in cleanups. There are many service-oriented businesses and non-profit organizations who wish to help if given locations and support. In addition, Borough Hall will continue to ask the private sector to donate either funds or equipment for various initiatives.



SAFARI REALTY IS JUST ONE OF MANY LOCAL BUSINESSES PARTICIPATING IN OPERATION CLEAN SWEEP.

The Operation Clean Sweep campaign, where donated brooms and dust pans were given to local businesses, was well received with supplies being claimed by businesses almost immediately. We will look to expand that to get even more brooms and dust pans into the hands of private businesses.





ENGAGE STATEN ISLANDERS

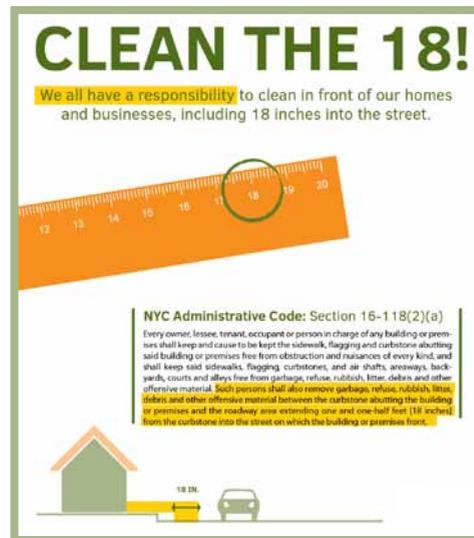


NOT JUST BAGELS IN DONGAN HILLS IS ONE OF MANY LOCAL BUSINESSES TO PROUDLY DISPLAY A TRASH TALK POSTER.

Borough President Oddo will again work with businesses to act as a partner on our Trash Talk poster campaign. Led by McDonald's and Walgreens, last year saw a number of businesses and other partners help keep Staten Island clean. We will continue to seek out new partners.

This year there will also be an aggressive outreach to those businesses that refuse to clean up their dirty locations.

Staten Islanders will also be reminded of the 18-inch law, which requires all property and business owners to clean 18-inches into the street. While no one wants to see overzealous enforcement of this law, which in the past has led to unfair fines, Staten Islanders must be aware of this law and follow it to the best of their abilities. Those businesses that chronically violate it must be reminded to ensure compliance. Repeat offenders and chronically non-compliant locations should be issued summonses. Simply stated, the 18-inch law requires property owners to not only keep the sidewalks in front of their properties clean, but also 18-inches into the street. While most property owners did not cause the litter problem, they can be a part of the solution by simply complying with this law.



There will also be a strong push for participation in Two-fer-Tuesday, which was initially rolled out during the winter. With the advent of spring, the program will aggressively be advertised, asking that Staten Islanders snap photos of themselves cleaning up litter - with the possibility of winning fun prizes through Q104.3 FM.



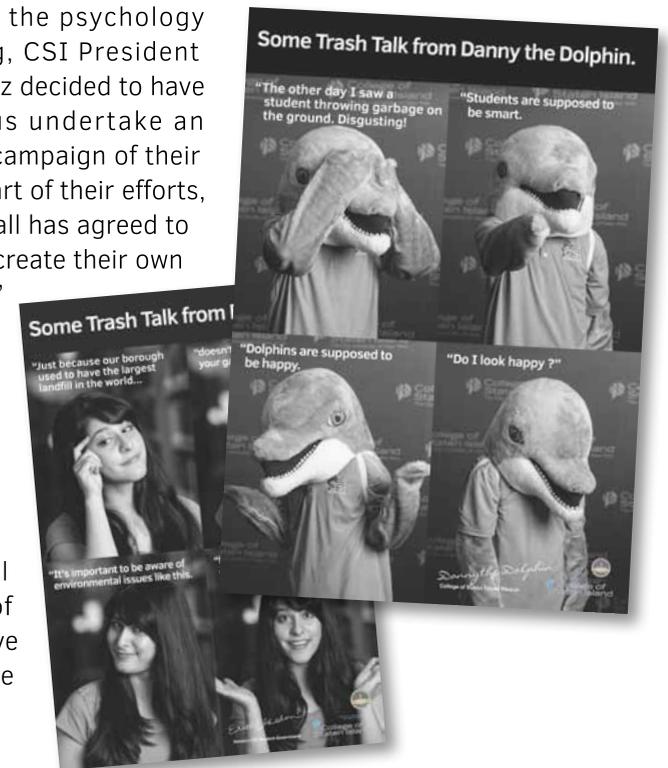
As part of a new "Tidy Towns" initiative, the Borough President's Office will meet with the heads of local Civic Associations, ask them to identify the most chronically litter-prone locations in their area, and ask that they be responsible for keeping that location clean for the summer and fall. They will also be asked to take before and after photos to determine who best kept their location clean with the best transformations receiving public recognition. Community partnerships like this will ensure that many problematic locations stay clean.



Staten Island University Hospital (SIUH) has expressed an interest in joining this effort and has pledged to keep the grounds around their campuses clean. The owners of other large properties will be asked to join in as well with a similar effort.

Other businesses and institutions are also encouraged to form their own anti-litter campaigns. After meeting with faculty members of the College of Staten Island to discuss the psychology of littering, CSI President William Fritz decided to have his campus undertake an anti-litter campaign of their own. As part of their efforts, Borough Hall has agreed to help them create their own "trash talk" posters, modeled after last year's successful efforts.

An official unveiling of this initiative will be made in the near future.





If we are ever going to make the progress we want we will have to educate the next generation not to repeat our mistakes. We literally have to try to take steps to prevent the next generation of people who litter!

In the coming weeks, Borough President Oddo will be joined by the Department of Education and Pratt Industries for a special event at Tottenville High School announcing that ten Staten Island schools will pilot the innovative Jason Learning anti-litter and pro-recycling curriculum. The purpose of this curriculum is to educate young people about the negative implications of litter and the importance of recycling. Schools come from all sections of Staten Island will be participating: Tottenville High School, IS 72, IS 75, PS 1, PS 18, PS 29, PS 48, PS 54, PS 55, and PS 65.



In addition, these ten schools will be part of GrowNYC's Recycling Champions Program, which helps schools develop model recycling programs and best practices, and they will be setting up paper recycling bins generously donated by Pratt Industries.

Special thanks to Pratt Industries, the Institute of Scrap Recycling Industries (ISRI), the DOE, JASON Learning, and GrowNYC.



DISCOVER NEW TECHNOLOGIES THAT COULD BE HELPFUL IN THE FIGHT AGAINST LITTER

There is hope that smaller and more maneuverable trucks and machinery will be found to help us better clean local streets. Borough Hall will aggressively try to locate new technologies and, if a match is found, will look into using capital money to purchase such machines to help Staten Island in our anti-litter efforts.



LITTER SUMMITS

We will continue to get community partners around the same table to evaluate where we've been and where we are going. Previous litter summits saw representatives from Parks, SIEDC, UAU, MTA, SIR, Project One, the Chamber, DSNY, NYPD, the Boy Scouts and the Island's Council Delegation all in one room discussing the issue in a very open manner, allowing for the free flow of ideas in terms of what works and what doesn't in combating litter. Getting a variety of organizations around the table is an important way to enhance cooperation and communication, and foster innovative and creative ideas. In the leadup to this year's Litter Summit, we utilized social media to invite new groups who want to help.

Let's get ready for Spring Cleaning!



#sispringcleaning





C O N C L U S I O N

In 2014, Staten Island made great strides in the battle against litter, and we intend to expand our efforts in 2015. Borough President Oddo and his team will continue to coordinate efforts with Council Members and government agencies, as well as private sector stakeholders. We will engage with communities and explore new technologies to keep Staten Island clean and to enhance our quality of life.

We have a plan, and more importantly we have the will to see this through.



CLEAN UP STATEN ISLAND / 2015
PRODUCED BY THE OFFICE OF
JAMES S. ODDO
STATEN ISLAND BOROUGH PRESIDENT

S P E C I A L T H A N K S

BOY SCOUTS

BUCKS BUSINESS NETWORK

CITY COUNCIL MEMBERS IGNIZIO, MATTEO & ROSE

COUNCIL OF CHURCHES

NYC DEPT. OF ENVIRONMENTAL PROTECTION

NYC DEPT. OF SANITATION

NYC DEPT. OF TRANSPORTATION

MTA

NEW DORP MERCHANTS GROUP

NYC PARKS

NYPD

PROJECT ONE

SI ASSOCIATION OF EVANGELICALS

SI CHAMBER OF COMMERCE

SI ECONOMIC DEVELOPMENT CORPORATION

SOUTH SHORE BID

UNITED ACTIVITIES UNLIMITED

VICTORY BOULEVARD MERCHANTS GROUP

WEST BRIGHTON LDC

WHERE TO TURN

N O T E S



www.statenislandusa.com/cleanupsi