



NEWS RELEASE

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FOR IMMEDIATE RELEASE: June 30, 2010
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Community Appearance Survey Shows Clean City

Lincoln is officially a clean city, according to Keep Lincoln & Lancaster County Beautiful (KLLCB), which conducted their annual Community Appearance Survey in late June. This tool, designed by Keep America Beautiful, visually assesses the overall appearance of communities through indicators such as litter, illegal signs, graffiti, abandoned/junk vehicles, and outside storage.

A team of community and staff representatives conducted the visual analysis using a scoring system ranging from 1-4, with “1” signifying “minimal or no litter” and “4” signifying “extremely littered.” The Litter Index for Lincoln averaged 1.25 overall, with 54 sites in all four quadrants of the city surveyed, including commercial, residential, industrial, educational, and recreational sites. This low index continues an impressive streak, with an average score of 1.3 over the last ten years.

Although littering behavior has decreased nation-wide, the cost of litter is substantial. Litter has a number of negative consequences, including substantial costs to business and government, and reduced property values.

Laurel Erickson, KLLCB Coordinator, believes that much of the credit for our litter-free city goes to active neighborhood associations, many of which conducted spring cleanups in their area of town. “In addition,” she noted, “most Lincolniters take pride in their properties and neighborhoods, and most of them have a ‘litter-free mindset’.” An increased number of trash, recycling, and cigarette receptacles in downtown Lincoln have also helped, although cigarette butts remain the most commonly littered item, both locally and nationally.

The Community Appearance Index helps direct local education, litter prevention, waste reduction, and recycling programs. Keep America Beautiful, of which KLLCB is an affiliate, uses the information to identify national trends regarding community improvement issues.

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