

1 State of Arkansas  
2 91st General Assembly  
3 Regular Session, 2017

HR 1004

4  
5 By: Representative Boyd

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7 **HOUSE RESOLUTION**

8 URGING STATE AGENCIES IN ARKANSAS TO COOPERATE IN  
9 IMPROVING LITTER CLEAN-UP STATEWIDE.

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12 **Subtitle**

13 URGING STATE AGENCIES IN ARKANSAS TO  
14 COOPERATE IN IMPROVING LITTER CLEAN-UP  
15 STATEWIDE.

16  
17 WHEREAS, according to America's largest study of littering, Keep  
18 America Beautiful, 2009, litter clean-up costs in the United States exceed  
19 eleven billion five hundred million dollars (\$11,500,000,000) each year; and  
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21 WHEREAS, businesses pay about nine billion one hundred million dollars  
22 (\$9,100,000,000), or eighty percent (80%), of the total cost of litter clean-  
23 up; and  
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25 WHEREAS, in most cases, the remaining cost of litter clean-up is passed  
26 on to consumers with states, counties, and cities annually spending about one  
27 billion three hundred million dollars (\$1,300,000,000) on litter clean-up;  
28 and  
29

30 WHEREAS, litter costs to the Arkansas State Highway and Transportation  
31 Department for the 2016 fiscal year were:

32 Litter Pickup Cost, two million eight hundred twenty-two thousand eight  
33 hundred forty-six dollars (\$2,822,846); Litter Pickup Cost, one million one  
34 hundred eighty-two thousand three hundred seven dollars (\$1,182,307);  
35 Pathfinder Pickup Cost, two hundred seventy-one thousand nine hundred eighty-  
36 seven dollars (\$271,987); EastArk Pickup Cost, thirty-six thousand one



1 hundred seventy-six dollars (\$36,176); Inmate Labor Pickup Cost, one hundred  
2 forty-three thousand ninety-six dollars (\$143,096); Parolee Labor Pickup  
3 Cost, ten thousand five hundred fifteen dollars (\$10,515); Litter Pickup Cost  
4 for the Adopt-a-Highway Program, seventy-five thousand five hundred forty-one  
5 dollars (\$75,541); and

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7 WHEREAS, the total 2016 cost for litter clean-up by the Arkansas State  
8 Highway and Transportation Department was: four million five hundred forty-  
9 two thousand four hundred sixty-eight dollars (\$4,542,468); and

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11 WHEREAS, litter poses numerous undesirable environmental, social,  
12 health, and aesthetic problems, cigarette butts and plastic bags being among  
13 the most frequently littered items; and

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15 WHEREAS, about seventeen percent (17%) of all disposals of waste  
16 materials in public spaces constitute littering, and most littering is  
17 intentional; and

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19 WHEREAS, indirect costs of littering include declining real estate  
20 values, discouraging potential customers from shopping, and deterring new  
21 employers from locating in affected communities. Debris may be carried by  
22 storm drains into local waterways, resulting in environmental hazards.  
23 Littering also contributes to personal injury and health costs, such as being  
24 cut by, stepping on, or handling broken glass or other sharp objects, or  
25 breathing hazardous chemicals; and

26  
27 WHEREAS, the 2016 Impact on Litter Report of the Keep Arkansas  
28 Beautiful Commission indicates that fourteen thousand one hundred twelve  
29 (14,112) volunteers, involving seventy-seven thousand eight hundred forty-  
30 eight (77,848) hours at three hundred four (304) events, picked up five  
31 hundred three thousand nine hundred ninety-one pounds (503,991 lbs.) of  
32 litter, one million eight hundred thirty thousand pounds (1,830,000 lbs.) of  
33 bulky waste, and nine thousand five hundred eighty-one (9,581) tires. During  
34 2016, one thousand one hundred thirty-six miles (1,136) miles of roadsides,  
35 one thousand three hundred eighty-one (1,381) miles of waterways, and  
36 seventeen thousand four hundred four (17,404) acres of parks and public areas

1 were cleaned; and

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3 WHEREAS, researchers have found that community or state antilittering  
4 campaigns that focus on violations of shared norms and values are the most  
5 effective in curbing littering. The Keep America Beautiful and Keep Arkansas  
6 Beautiful campaigns have been particularly effective in reducing littering  
7 among people who generally are committed to societal norms and laws.  
8 Messages that directly link trash disposal to social responsibilities to the  
9 community and state are the most effective with residents; and

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11 WHEREAS, because research indicates that people are more likely to  
12 litter in places where they do not reside, messages specially targeting  
13 vacationers and tourists are also needed. Use of logos and brief messages on  
14 vacation, tourism brochures, and other materials that prompt people to put  
15 trash in designated receptacles have been shown to reduce littering; and

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17 WHEREAS, research also indicates that people who are less committed to  
18 societal norms and values are more responsive to littering campaigns that  
19 feature celebrities and sports heroes modeling the use of trash receptacles  
20 and supporting antilittering messages; and

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22 WHEREAS, continuous communication between agencies such as the Keep  
23 Arkansas Beautiful Commission that sponsor antilittering campaigns and  
24 affiliated organizations is essential to sustaining interest and  
25 participation in community and statewide efforts to cleanup properties,  
26 highways, and waterways. Effective communication may include updating  
27 information on websites, use of social media, emails, professional  
28 development training and workshops, webinars, conferences, presentations in  
29 agencies and educational settings, and invitations to information-sharing and  
30 decision-making meetings; and

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32 WHEREAS, statewide campaigns such as Keep Arkansas Beautiful are more  
33 effective when clear lines of communication and linkages operate between  
34 agencies involved in litter reduction, such as the Arkansas Department of  
35 Parks and Tourism, Arkansas Highway and Transportation Department, and  
36 Arkansas Department of Environmental Quality. These agencies and others can

1 pool expertise and resources to enlarge the sphere of influence in statewide  
2 and community efforts to prevent and remove trash and other debris. Periodic  
3 meetings and conferences should be held to promote ongoing interactions and  
4 learning between these various agencies; and

5  
6 WHEREAS, several state agencies are involved in working to prevent and  
7 control littering in Arkansas, including the Keep Arkansas Beautiful  
8 Commission, Arkansas-certified law enforcement officers, including the  
9 Department of Arkansas State Police, the Arkansas Department of Environmental  
10 Quality, the Arkansas Highway & Transportation Department, the Arkansas State  
11 Game and Fish Commission, and the Department of Parks and Tourism; and

12  
13 WHEREAS, involving the community in litter clean-up and giving public  
14 recognition for their achievements will enhance community pride and  
15 commitment to keeping the community clean. Emphasizing the benefits to  
16 property values of removing trash and other unwanted materials also bolsters  
17 motivation to participate in litter clean-up; and

18  
19 WHEREAS, wide availability and strategic location, spacing, and design  
20 of trash receptacles has a significant effect on the reduction of littering,  
21 especially in locations where trash receptacles are most needed. Studies  
22 have found that receptacles with unique designs and bright colors are more  
23 used than ordinary drab cans; and

24  
25 WHEREAS, container deposit legislation has been passed in some states  
26 requiring businesses to charge a refundable deposit on drink containers, such  
27 as aluminum cans and glass or plastic bottles. States such as Michigan and  
28 Oregon have reported impressive reductions in excess of eighty percent (80%)  
29 in beverage container littering; and

30  
31 WHEREAS, Washington State implemented a statewide program known as  
32 "Litter and It Will Hurt" that successfully reduced litter. Washington's  
33 Litter Task Force, formed in 1997, implemented a campaign across all media to  
34 raise awareness of littering problems, encourage prevention, and introduce  
35 renewed emphasis on enforcement of littering laws; and

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1           WHEREAS, the strategies adopted in Washington included creating the  
2 Ecology Youth Corps pickup program, establishing a local government funding  
3 program for litter programs, creating an competitive source of capital and  
4 operating funds for local and state agencies, establishing a “rainy day  
5 account” as a contingency for litter tax expenditures and strengthening the  
6 enforcement of penalties for littering. More than five (5) years after the  
7 initiative’s implementation, the estimated amount of litter on roadways  
8 decreased twenty-four percent (24%). Other types of litter, including  
9 beverage containers, glass containers, construction debris, tires and other  
10 rubber car parts, fast food containers, and metal beverage containers, also  
11 decreased,

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13 NOW THEREFORE,

14 BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE NINETY-FIRST GENERAL  
15 ASSEMBLY OF THE STATE OF ARKANSAS:

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17           THAT the House of Representatives urges all state agencies in Arkansas  
18 to review policies and procedures related to littering to determine the best  
19 methods to improve cooperation among state agencies to reduce litter  
20 statewide.

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22           BE IT FURTHER RESOLVED THAT a copy of this resolution be delivered by  
23 the Chief Clerk of the House of Representatives to the Keep Arkansas  
24 Beautiful Commission, the Department of Arkansas State Police, the Arkansas  
25 Department of Environmental Quality, the Arkansas Highway & Transportation  
26 Department, the Arkansas State Game and Fish Commission, the Department of  
27 Parks and Tourism, and the Arkansas Municipal League and the Association of  
28 Arkansas Counties.