



## **8TH ANNUAL CITY OF OAKLAND LITTER INDEX SURVEY RESULTS**

In June 2010, the Public Works Agency (PWA), Keep Oakland Beautiful Program conducted Oakland’s Eighth Annual Litter Index Survey. The Litter Index is a field test that measures the litter situation of a targeted area with the aim of achieving long-term sustainable results.

Measurability and accountability are cornerstones of Keep America Beautiful, Inc. (KAB) and its affiliates. KAB’s Litter Index is an essential part of the planning and education process to address the littered conditions of cities nationwide. Involving community representatives from neighborhoods, business and government is important to achieve partnership solutions by promoting individual responsibility and ownership. Each Litter Index scorer receives training on indicators of measuring litter. Results are evaluated, compared, and used to develop programs that will change attitudes and behaviors regarding litter and related community improvement issues. The data gathered will help us determine the types of litter prevention activities we need to implement locally.

The goal of the Litter Index is to arrive at an overall community score for Oakland. We began with a map that illustrates Oakland’s six Service Delivery System (SDS) areas. Next, a map of the Police Community Service Areas (Beats) was over-laid on the SDS map to get the sub-areas. Teams of community volunteers and City Associates assessed and scored each sub-area.

### **HOW DID WE DO?**

The Litter Index uses a four-point scoring system to estimate the presence of litter in the scoring area.

- 1 represents “No Litter”
- 2 represents “Slightly Littered”
- 3 represents “Littered”
- 4 represents “Extremely Littered”

<b>AREA</b>	<b>NEIGHBORHOOD</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
SDS I	West Oakland	2.0	2.2	2.4
SDS II	North Oakland	2.0	2.3	1.6
SDS III	Eastlake/San Antonio	1.4	2.6	2.9
SDS IV	Fruitvale/Lower Hills	1.6	1.8	2.8
SDS V	Central East Oakland	2.3	2.8	3.1
SDS VI	Elmhurst/South Hills	2.5	2.9	3.3
	<b>CITYWIDE SCORE</b>	1.96	2.4	2.68

The results of Oakland’s Litter Index will be sent to Keep America Beautiful Inc.’s corporate headquarters in Stamford, Connecticut. Once the results are compiled from KAB’s 500 community affiliates in 22 states nationwide, the data is used to establish a national median score.