

COMMUNITY CANS

A City of Philadelphia Public Private Partnership Program

After researching how public trash can placement affects litter rates and surveying litter conditions throughout Philadelphia on a yearly basis through the City-wide Litter Index, the City is identifying new strategies to strategically increase trash can coverage in Philadelphia's public right-of-way with the goal of reducing litter and illegal dumping. Research shows that uniform branding on public trash cans that associates the trash can with a neighborhood entity and strategically placing them along a commercial corridor can reduce illegal dumping and litter.

Through the Community Cans Program, the City of Philadelphia partners with community organizations and businesses to support community responsibility for clean business districts and commercial areas in Philadelphia neighborhoods.

HOW IT WORKS

After signing a Memorandum of Understanding (MOU) with the Philadelphia Streets Department, the Sponsor (which can be any incorporated and insured community organization, community development corporation, or business improvement district) is able to place wire mesh litter baskets that they have procured in designated locations along Philadelphia commercial corridors.

PROGRAM REQUIREMENTS

To place trash baskets in the public right-of-way through the Community Cans Program, the Sponsor must: A City of Philadelphia Public Private Partnership Program

- Procure a wire mesh litter basket, or equivalent metal container of at least 24 gallons but not larger than 32 gallons equipped with a

metal lid that has an opening to deposit trash

- Place the basket(s) at a location or locations specified by the Sponsor and approved by the Streets Department and adorn the metal lid with some type of branding and design to delineate participation in the program (Check out the case study on the back of this sheet for an example of branding.)
- Place the basket in the right-of-way, and if permanently secured to the sidewalk, receive approval from the Streets Department.
- Secure the litter basket from theft (by chaining, cabling, etc.). However, if chained to public infrastructure, a key must be accessible during business hours. After business hours the basket may either be moved inside or secured with a

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cable or thin metal chain that can be cut by the Streets Department or other utility agency if necessary to access to the public infrastructure.

- Provide plastic liners (bags), change the plastic liner on each collection day or when filled, remove bags and store them out of pedestrian sight until the specified City collection day, and place bags at the curbside for City collection on the scheduled trash collection day or bring to the closest Sanitation Convenience Center

WHAT THE CITY OFFERS

- A formalized, City-sanctioned partnership through which to place and maintain wire litter baskets in the public right-of-way
- Guidance on how to strategically place “Community Cans” baskets to most effectively alleviate litter and illegal dumping along a particular corridor (based on data from the Litter Index, maps of current trash can

locations, and street-level analysis of these datasets)

- A special placard that allows program participants to dispose of trash collected in “Community Cans” baskets at City Sanitation Convenience Centers
- Depending on availability, the Streets Department may be able to provide wire baskets, and the Commerce Department may be able to provide funding, to participating organizations to utilize for the program.
- Assistance with developing branding and design for “Community Cans” baskets
- Mapping the locations of the “Community Cans” baskets will also help the City further develop its mapping of public trashcans and improve street trash can coverage in the future.

CASE STUDY: FISHTOWN'S FEED THE FISH PROGRAM

Feed the Fish is a creative, collaborative, communitydriven approach to combating litter through art and fun, implemented by the Fishtown Neighbors Association (FNA). Through the program, FNA works with local artists who design artistic fish head trash bin toppers and with community partners who commit to maintaining the bins. “Feed the Fish” gives trash bins character, emphasizes community pride in an artistic way, and lets people know the bins are there to be used.

Local artists design the trash can toppers, fiberglass fish heads with gaping mouths ready to be “fed” trash. The toppers are affixed to wire trash baskets, and each bin is sponsored by a business, resident, or school, who is then responsible for emptying the trash and providing new bags. Signs on the front of each trash bin give credit to each artist and sponsor and let people know that the bins are part of FNA's beautification efforts. Feed the Fish is a great example of a program that successfully improves trash can coverage in a creative way.

Interested in learning more about participating in the Community Cans Program? Please contact CleanPHL@phila.gov today.

ZERO
STARTS WITH
ONE
CITY OF PHILADELPHIA
ZERO WASTE AND OTHER CAMPAIGN

