

Date: April 5, 2021

To: Mayor and Members of the City Council

From: Thomas B. Modica, City Manager *tkjoe*

For: **#LitterFreeLB Challenge for Earth Month**

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The Office of Sustainability is partnering with Grades of Green for a #LitterFreeLB Challenge during Earth Month. Doranelly Real Gabino is a local 8th-grade student leader who is passionate about fighting litter in Long Beach, and she's challenging Green Businesses and their customers to pick-up litter one or more days in April as part of her project for Grades of Green, a local nonprofit.

Long Beach Green Businesses have signed up to spread the word to employees and customers about Doranelly's challenge. Some businesses are pairing their outreach with an incentive to encourage their customers to participate. The business that encourages the most participation will earn the title of #LitterFreeLB Champion.

**#LitterFreeLB Challenge Website:** <https://gradesofgreen.org/litterfree/b/>

**Challenge Period:** From April 1st to April 25th, Winners announced on April 27<sup>th</sup>.

**How to Participate:** Pick up litter, post a photograph of the haul to Instagram and tag or mention your favorite Long Beach Green Business. Posts should include the business name, the hashtag #LitterFreeLB, and the handles @LBSustainability and @GradesofGreen. Each participant's post will be counted once per day, but feel free to post as often as you want.

Participants can also email photos with the name of the business they want to support to [sustainability@longbeach.gov](mailto:sustainability@longbeach.gov).

Grades of Green and the Office of Sustainability will promote this challenge through social media, and materials have been provided to participating businesses to promote the challenge to their employees and customers.

If you have any questions, please contact Larry Rich at (562) 570-5839 or [Larry.Rich@longbeach.gov](mailto:Larry.Rich@longbeach.gov).

CC: CHARLES PARKIN, CITY ATTORNEY  
DOUGLAS P. HAUBERT, CITY PROSECUTOR  
LAURA L. DOUD, CITY AUDITOR  
LINDA F. TATUM, ASSISTANT CITY MANAGER  
KEVIN JACKSON, DEPUTY CITY MANAGER  
TERESA CHANDLER, DEPUTY CITY MANAGER  
REBECCA G. GARNER, ADMINISTRATIVE DEPUTY CITY MANAGER  
MONIQUE DE LA GARZA, CITY CLERK  
DEPARTMENT HEADS