



Report to EPA signage at Somersby Industrial Park

**Central Coast Council aimed to decrease roadside littering behaviour through building community ownership.**

## Keeping the Coast clear

Central Coast Council aimed to clean up takeaway packaging and drink containers at roadside areas and industrial parks.

### What was the problem?

- A Local Litter Check identified three problem sites in the Central Coast Council area: Somersby Industrial Park, Central Coast Highway and Doyalson Link Road.
- All sites offered little to no opportunities to safely stop and dispose of rubbish, resulting in litter becoming fragmented and spread over a large area.

Council enlisted the aid of local businesses including Caltex Somersby, Oliver's Real Food and Kariong Library and undertake a targeted approach to litter reduction by

- installing signage at each site and dash cameras in ranger vehicles
- putting on extra patrols to highlight the problem and increase the perception that you will be caught
- distributing an alternate method of waste disposal with car tidy bags, encouraging community responsibility
- undertaking a communications campaign to promote the project and deter negative behaviour.



Litter Bags distributed by Central Coast Council

## Local Litter Check

The EPA's easy-to-use Local Litter Check is a free online tool to help understand your local litter problem. Details can be found on the EPA website.



Blue Haven after implementation of the program

## What did we achieve?

- a 32% increase in the number of registered Report to EPA users
- a 117% increase in littering infringement notices given out by Council during the project
- 2,500 in car tidy bags distributed to road users.

## How was the project evaluated?

- Litter volume was measured to ensure changes were being maintained.
- Surveys were provided to the public to measure community learning and behaviour change.
- Increases in penalty infringement notices and Report to EPA registrations were also used as a tool for evaluation.

## What did we learn?

- Organisation and planning are essential, especially when working collaboratively, to ensure a project adheres to timelines.
- Communicate each aspect of the project effectively to ensure the message is clear and the project successful.
- Utilise online surveys and add an incentive to get a higher response rate from participants.

## What is the project's legacy?

The 'You Will Be Seen, Keep it Clean! Roadside Litter Project' legacy is in the way that much of the community views the litter problem. Many participants have changed the way they view litter as being a Council problem, swaying to the understanding that litter is a community problem.

By offering participation; to be able to report, an incentive; to not receive a fine, and an alternative; the In Car Tidy Bag, community members were able to change their behaviour and be part of the solution. One of the participating business owners summed up the project's legacy with her statement 'Understand that your community is an extension of you, for which you are also responsible.'

**Photos** Central Coast Council

### References

**NSW Environment Protection Authority**

Email: [info@epa.nsw.gov.au](mailto:info@epa.nsw.gov.au)

Website: [www.epa.nsw.gov.au](http://www.epa.nsw.gov.au)

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