



City of Chicago



Or2021-361

Office of the City Clerk

Document Tracking Sheet

Meeting Date:	11/17/2021
Sponsor(s):	Moore (17)
Type:	Order
Title:	Call for public service advertising campaign to reduce littering to be known as "Keep Chicago Clean"
Committee(s) Assignment:	Committee on Environmental Protection and Energy

COMMITTEE ON ENVIRONMENTAL PROTECTION AND ENERGY

ORDER

BE IT ORDERED BY THE CITY COUNCIL OF THE CITY OF CHICAGO:

SECTION 1. The Chief Sustainability Officer shall, in coordination and consultation with any applicable City departments and Sister Agency, prepare and present to the Committee on Environmental Protection and Energy for consideration, a proposal for a public service advertising campaign to reduce littering in the City, to be known as "Keep Chicago Clean".

SECTION 2. Such proposal shall include, at a minimum:

- (i) the target audience of the campaign;
- (ii) concepts, themes, and communication methods the campaign will use;
- (iii) a proposed budget to launch the campaign;

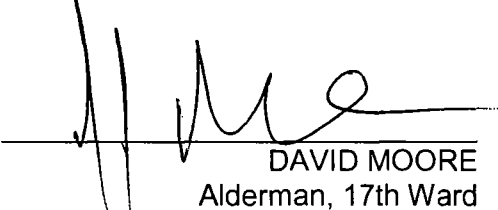
(iv) how the various City departments and Sister Agencies will work together to implement and support the campaign, including whether any intergovernmental agreements will be necessary to implement the campaign;

(v) a timeline to implement the campaign and the proposed duration of the campaign; and

(vi) metrics the Chief Sustainability Officer will use to measure the success of the campaign.

SECTION 3. The Chief Sustainability Officer shall present such campaign to the Committee on Environmental Protection and Energy no later than February 1, 2022.

SECTION 4. This order shall take effect upon its passage.


DAVID MOORE
Alderman, 17th Ward