

Warning signs: Don't litter in Vineland or pay the price

Daniel J. Kov , October 24, 2016

VINELAND – With the aim of keeping Vineland’s streets clear of trash, city crews have begun installing signs around town reminding residents of the penalties associated with littering.

According to a news release, employees with the Public Works Department have targeted certain roadways, parks and other areas in town for signs.

The effort is part of the city’s Clean Communities Program, which receives funding each year.

“We want our city to look its best, so our residents and businesses can feel proud, and for visitors to leave with the right impression,” Mayor Ruben Bermudez said in the news release. “But if you drive around Vineland in many areas, you see litter along the roadways or other public areas. This is a negative reflection of the city, but it doesn’t get there by itself.”

The signs, which have begun popping up in Center City, remind residents of the fines associated with littering offenses, which can run up to \$500.

“Along with its impact on the environment, litter also has a negative effect on our economic vitality,” Economic Development Director Sandy Forosisky said.

Forosisky cited a recent Urban Litter Forum conducted by the U.S. Conference of Mayors and KAB, which showed that the presence of litter in a community deters growth in economic development and investment.

It also decreases property values by as much as 7 percent, she noted, and makes individuals less likely to visit areas.

The overall effort is a joint campaign among the Economic Development Department, the Vineland Clean Communities Program and the Greater Vineland Chamber of Commerce.

Members of the chamber’s "Image Committee" are also planning to meet with local businesses in a collaborative effort to identify and reduce potential sources of litter, as well as take part in the chamber’s "Join The Team Keep It Clean," pledge, according to the release.

That pledge is a commitment on the part of the business to maintain litter-free premises, provide sufficient trash disposal options, maintain dumpsters and regular trash disposal practices, as well as recycle.

So far about eight businesses have taken the pledge, according to the release.

"The Greater Vineland Chamber of Commerce is proud to partner with the City of Vineland in this campaign," Executive Director Dawn Hunter said. "The strength of our community depends on taking pride in the cleanliness and appearance of our properties. Through this program, we hope to encourage and support all businesses who make efforts to reduce littering."