



ADOPT – A – BLOCK / SPOT PROGRAM

The City of Portland Adopt-A-Block / Spot Program is designed to promote partnerships between the City and Portland residents to maintain litter free neighborhoods and streets.

The program provides Portlanders the opportunity to preserve the City's natural resources and maintain a high quality of life, resulting in cleaner streets and environmentally healthy neighborhoods.

The West End Neighborhood Association (WENA) participates in this program. For more information on how you can help keep our West End neighborhoods clean, please contact WENA Board member Deborah McCoy at 774-1095 or send an email to wendneighborhood@yahoo.com.

Why do people litter?

According to research conducted by Keep America Beautiful, Inc., it was found that people litter because they:

- Feel no sense of ownership for the property or land
- Believe someone else will pick up after them
- See litter has already accumulated at a site

How can I help to change people's attitudes about litter?

Participating in the Adopt –A – Block / Spot Program can help affect people's attitudes about waste and its handling, which will lead to a reduction in litter and dumping:

- By removing litter, graffiti, and cleaning up an area it will make the area less likely to attract more waste
- Involving people helps them to appreciate the environment more and learn that their actions matter

Who coordinates the program in Portland?

The program is coordinated through the City Manager's Office. Mike Murray is the point of contact at 756-8288, or msm@portlandmaine.gov.

Participating groups/individuals can be a permanently established business, government entity, or community or public organization; or a group of neighbors along a certain block / spot, such as "Neighbors of Alder Street". There must be a designated contact person. Participants must be at least 6 years of age, and anyone under the age of 17 must have adult supervision (at least one adult for every three children).