



**DON'T TRASH
CALIFORNIA**

www.DontTrashCalifornia.info

C A L T R A N S

Backgrounder

“Don’t Trash California” Public Education Campaign

Using a comprehensive, multicultural approach, the “Don’t Trash California” campaign targets primary offenders of highway littering, as well as the general public, to create a social mindset in California that this State does not tolerate polluting our freeways and highways. The campaign implements proven strategies, including media advocacy, special events, partnerships, paid media and community outreach, to raise the level of awareness of the effects of littering and encourage the public to avoid littering.

The campaign is being conducted in accordance with the National Pollution Discharge Elimination Systems (NPDES) Permit requirements.

For additional information, please visit www.DontTrashCalifornia.info.

California Department of Transportation

The State of California, Department of Transportation (Caltrans) is responsible for the design, construction, maintenance and operation of the California State Highway System, as well as the portion of the Interstate Highway System within the state’s boundaries. Alone and in partnership with Amtrak, Caltrans is also involved in the support of intercity passenger rail service in California, and is a leader in promoting the use of alternative modes of transportation. For additional information, please visit www.dot.ca.gov.

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