

SENATE BILL No. 856

December 2, 2003, Introduced by Senator CROPSEY and referred to the Committee on Natural Resources and Environmental Affairs.

A bill to amend 1994 PA 451, entitled
"Natural resources and environmental protection act,"
(MCL 324.101 to 324.90106) by adding sections 8911, 8913, and
8915.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 8911. Travel Michigan, assisted by the department of
2 environmental quality and the department of transportation,
3 shall, by 1 year from the effective date of the amendatory act
4 that added this section, conduct or have conducted a
5 comprehensive study of the litter problems of this state and
6 publish the results of the study. Travel Michigan shall provide
7 a copy of the study to the standing committees of both houses of
8 the legislature with jurisdiction over matters primarily relating
9 to natural resources and the environment. The study shall
10 include, but not be limited to, all of the following:

1 (a) The incidence of littering in the various areas of this
2 state.

3 (b) A descriptive categorization of areas where littering is
4 greatest, with, to the extent possible, the relative incidence of
5 littering in each type of area.

6 (c) Demographic information about persons who litter.

7 Sec. 8913. (1) Travel Michigan, assisted by the department
8 of environmental quality and the department of natural resources,
9 shall develop, from the study conducted under section 8911, and
10 administer a marketing program designed to reduce the incidence
11 of littering in this state.

12 (2) In administering the marketing program developed under
13 this section, travel Michigan shall do both of the following:

14 (a) Use a single marketing slogan, developed in part from
15 suggestions by children who attend schools in this state.

16 (b) Coordinate the marketing program with this state's
17 recycling program.

18 (3) As part of the marketing program developed under this
19 section, travel Michigan may do 1 or more of the following:

20 (a) Work with the department of transportation to expand the
21 adopt-a-highway program operated by the department of
22 transportation to highways that are not served by volunteers
23 under the adopt-a-highway program.

24 (b) Work with the department of environmental quality to
25 increase volunteer participation in programs similar to the
26 adopt-a-highway program that seek to remove litter from areas of
27 this state through volunteer programs.

1 (4) Travel Michigan may contract with 1 or more private
2 persons to develop and administer the marketing program under
3 this section.

4 Sec. 8915. (1) In connection with its adopt-a-highway
5 program, the department of transportation shall provide a
6 volunteer group conducting litter cleanup efforts with data
7 information sheets and shall request that the volunteer group
8 record on the data information sheets the types and amount of
9 trash collected during the group's cleanup effort. The
10 department of transportation shall request the group to forward
11 the data information sheets to travel Michigan on completion.

12 (2) Travel Michigan shall compile information obtained from
13 data information sheets received under subsection (1) or other
14 similar programs and shall use this information in developing and
15 administering the marketing program under section 8913.

16 Enacting section 1. This amendatory act does not take
17 effect unless Senate Bill No. 721 of the 92nd Legislature is
18 enacted into law.