



CITY OF LAWRENCE  
OFFICE OF THE MAYOR

City Hall • 200 Common Street • Lawrence, MA 01840  
Tel: (978) 620-3010 • [www.cityoflawrence.com](http://www.cityoflawrence.com)

DANIEL RIVERA  
MAYOR & CEO

**PRESS RELEASE**

Contact: Kate Reilly, Special Assistant to the Mayor  
978-620-3013/ [kreilly@cityoflawrence.com](mailto:kreilly@cityoflawrence.com)

**Spring Cleaning in Lawrence  
New Street Signs, Street Cleaning Crews, Anti-Graffiti Effort**

*March 20, 2017, Lawrence, MA-* Mayor Daniel Rivera has sent to the City Council for approval three spring cleaning initiatives that will tackle the work of cleaning the city and removing graffiti. “The Clean Lawrence Initiative started three years ago and has been successful, but we can always do better,” said Mayor Daniel Rivera. “We have been listening to residents’ concerns about trash, graffiti and missing street signs. These initiatives will make a large impact on fixing these issues and making Lawrence look better.”

Mayor Rivera’s spring cleaning initiative includes three programs- the Clean Lawrence initiative, Anti-Graffiti Effort and new street signs. The Clean Lawrence program will hire 25 temporary workers to focus solely on cleaning up our streets. The Anti-Graffiti effort will hire another 25 workers to focus primarily on graffiti removal across the city. With the new street sign initiative, missing or damaged street signs across the city will be replaced in an effort to increase visibility for public safety and residents’ convenience.

1. Clean Lawrence Initiative- 25 temporary workers to focus solely on cleaning up our streets- \$200,000
2. Anti-Graffiti Effort- 25 temporary workers to remove graffiti city-wide- \$200,000
3. New Street Signs- Street signs citywide will be replaced to increase visibility for public safety and residents \$100,000

These spring cleaning initiatives will be on the city council agenda for the City Council meeting on Tuesday, March 21st.

# # #