

National Fish and Wildlife Foundation

NFWF/Legacy Grant Project ID: 2009-0054-034

Chesapeake Bay Small Watershed Grants 2009 - Submit Final Programmatic Report (Activities)

Grantee Organization: Alice Ferguson Foundation

Project Title: Trash-Free Potomac Watershed Initiative (DC, PA, VA)

Project Period 10/01/2009 - 11/30/2010
Award Amount \$75,000.00
Matching Contributions \$75,000.00
Project Location Description (from Proposal) Potomac River Watershed

Project Summary (from Proposal) Continue efforts to achieve a trash-free Potomac River watershed. Project will include an annual Potomac Watershed Cleanup and Trash Summit, anti-litter public education campaign, litter enforcement week, Trash Free Facilities Program, engagement of elected official through the Potomac Trash Treaty, and progress monitoring through Visible Trash Surveys.

Summary of Accomplishments

- Public Education- A Regional Anti-litter Campaign continues to be developed with a finalized tagline, and the development and planned distribution of a campaign toolkit for traditional and non-traditional outlets.
- Policy- The Policy Working Group has formed the Trash Free Maryland and Trash Free Virginia Alliances to policy strategies to reduce trash and litter.
- Regulation- The Anacostia River Trash TMDL (Total Maximum Daily Load) has been approved by the EPA. Implementation Plans are in development by each jurisdiction.
- Enforcement- The 3rd Annual Litter Enforcement Week engaged law enforcement from the District of Columbia, Maryland, Virginia, and the National Park Police.
- Market-Based Approaches- A revised Guidebook has been completed for the Trash Free Potomac Facility Program, and an updated website and educational materials is in progress. The partnership with US EPA's WasteWise is complete with the website to be launched soon.

Lessons Learned

Through the core components several successful models for trash reduction are surfacing. Each of these activities is taking several years to develop and implement, making it difficult to show on-the-ground results. An additional challenge comes when working with partners that have many other priorities (i.e. law enforcement officers, elected officials, regulatory agencies), it is necessary to appreciate that those other priorities are going to affect the rate at which progress occurs. With these challenging economic times it becomes increasingly important to seek alternative sources of funding, which AFF is doing through an increased effort to secure business partnerships. A partnership allows the business the opportunity to be a participant in solving the problem through hosting a Cleanup site, implementing the Litter Prevention Campaign, or becoming a Trash Free Potomac Facility; in addition to financial sponsorship.

Conservation Activities	Potomac Watershed Cleanup
Progress Measures	# of participants/volunteers in project
Value at Grant Completion	14537
Conservation Activities	Potomac Watershed Cleanup
Progress Measures	Other Activity Metric (# of sites)
Value at Grant Completion	575 sites
Conservation Activities	Trash Free Potomac Facilities Project
Progress Measures	Other Activity Metric (# of Trash Free Potomac Facilities)

Value at Grant Completion	18
Conservation Activities	Potomac Watershed Cleanup
Progress Measures	Other Activity Metric (Pounds/pieces of tobacco litter items collected from land or stream)
Value at Grant Completion	14,802 cigarette butts
Conservation Activities	Potomac Watershed Cleanup
Progress Measures	Other Activity Metric (Pounds of trash removed)
Value at Grant Completion	252 tons
Conservation Activities	Potomac Watershed Cleanup- Visible Trash Survey
Progress Measures	Other Activity Metric (# sites monitored)
Value at Grant Completion	9 sites
Conservation Activities	Potomac Watershed Cleanup
Progress Measures	Other Activity Metric (# of people reached by communications to public)
Value at Grant Completion	14, 537 volunteers
Conservation Activities	Potomac Watershed Cleanup
Progress Measures	Other Activity Metric (# of people reached by communications to public)
Value at Grant Completion	69 media outlets
Conservation Activities	Potomac Watershed Trash Summit
Progress Measures	Other Activity Metric (# of people reached by communications to public)
Value at Grant Completion	287 participants
Conservation Activities	Anti-litter public awareness and outreach campaign (PROACT)
Progress Measures	Other Activity Metric (Campaign developed)
Value at Grant Completion	completed
Conservation Activities	Enforcement
Progress Measures	Other Activity Metric (# Litter Enforcement Week Trainings)
Value at Grant Completion	2 trainings
Conservation Activities	Enforcement
Progress Measures	Other Activity Metric (# of officers trained)
Value at Grant Completion	66 officers
Conservation Activities	Enforcement
Progress Measures	Other Activity Metric (# of jurisdictions participating in LEW)
Value at Grant Completion	10 jurisdictions
Conservation Activities	Enforcement
Progress Measures	Other Activity Metric (# of jurisdictions participating in Council on Illegal Dumping)
Value at Grant Completion	5 jurisdictions
Conservation Activities	Potomac Watershed Cleanup
Progress Measures	Other Activity Metric (# of volunteer hours related to sustainable agriculture, water, or litter)
Value at Grant Completion	43,611 hrs
Conservation Activities	Regulatory actions
Progress Measures	Other Activity Metric (Policy changes concerning trash and litter)
Value at Grant Completion	trash language include in 2 MS4 permits
Conservation Activities	Regulatory actions
Progress Measures	Other Activity Metric (Policy changes concerning trash and litter)
Value at Grant Completion	Potomac Working Group formed
Conservation Activities	Regulatory actions
Progress Measures	Other Activity Metric (Policy changes concerning trash and litter)
Value at Grant Completion	Trash Treaty included in Anacosta TMDL
Conservation Activities	Anti-litter public awareness and outreach campaign (PROACT)
Progress Measures	Other Activity Metric (# of jurisdictions piloting Campaign)
Value at Grant Completion	5 jurisdictions
Conservation Activities	Outreach
Progress Measures	Other Activity Metric (# of invitations for grantees to speak at events)
Value at Grant Completion	9 public events
Conservation Activities	Outreach
Progress Measures	Other Activity Metric (# of invitations for grantees to speak at events)
Value at Grant Completion	4 speaking engagements

The Alice Ferguson Foundation presents the

5th Annual Potomac Watershed Trash Summit

Learn, Discuss, Plan, and Take Action



The Summit Fund
of
Washington



RUDER+FINCK



OpinionWorks
Finding Insights That Bring Results



September 22, 2010 • House of Sweden • Georgetown 2900 K Street, NW • Washington, DC 20007

www.TrashFreePotomac.org

Welcome

To the 5th Annual Trash Summit

We warmly welcome you to the 5th Annual Potomac Watershed Trash Summit!

Over the past five years, we have seen incredible progress in achieving our goal of a "Trash Free Potomac by 2013!" From increased efforts by all our partners and by successfully implementing our five core components, we are garnering positive attention and action by a growing number of key stakeholders. This year's Summit provides that necessary venue where these types of forward-thinking ideas originate and future action items are promised. The Potomac Watershed Trash Summit brings together a diverse network of key leaders and decision makers from federal, state, and local governments, industry, nonprofits, and citizens to think, discuss, and take action to solve our chronic trash problem.

I encourage each of you to explore all that the Summit has to offer! A full range of regional strategies and actions that include Public Education, Policy, Enforcement, Regulation, and Market-Based Approaches will serve as an invaluable resource for all attendees, benefiting the entire watershed.

Although we have made great strides in addressing the root cause and sources of debris in our communities and waterways, there is much work ahead of us! In order to solve this problem, we all need to keep working to achieve our common goals. Your willingness to discuss, plan, act, and educate others will ensure that we achieve a trash free Potomac. While working towards this challenging feat, we are fostering the next generation of environmental stewards.


We thank you for your leadership and ongoing commitment to this important Initiative! 2013 is just around the corner, and with your help, we are all closer than ever to achieving a Trash Free Potomac Watershed!

Sincerely,



Congressman Chris Van Hollen

Chair of the Advisory Council, Trash Free Potomac Watershed Initiative



Tracy Bowen

Executive Director, Alice Ferguson Foundation

Trash Free Potomac Watershed Initiative Advisory Council

The Advisory Council advises the Alice Ferguson Foundation and the Trash Free Potomac Watershed Initiative in the development of short and long term trash reduction strategic plans for the region through bi-annual meetings and the Potomac Watershed Trash Summit.

Chair: **Honorable Chris Van Hollen**, U.S. House of Representatives, Maryland

Jim Foster, Executive Director, Anacostia Watershed Society

David Byrd, Deputy Chief Administrative Officer for Government Operations / Environmental Services, Prince George's County, Maryland

Jon Capacasa, Director, Water Protection Division, EPA Region III

Honorable Mary Cheh, Councilmember, District of Columbia Council

Honorable Gerald Connolly, U.S. House of Representatives, Virginia

Honorable Judith "J" Davis, Mayor, City of Greenbelt

Lisa Dipinto, Acting Program Manager, Marine Debris, Office of Response and Restoration NOAA National Ocean Service

Paul Fiore, Governmental Affairs Manager, Tire Industry Association

Stuart Freudberg, Director, Department of Environmental Programs, Metropolitan Washington Council of Governments

Honorable David Gray, Vice President, Board of County Commissioners, Frederick County

Honorable Penny Gross, Supervisor, Fairfax County Board of Supervisors

Allen Hance, Executive Director, Chesapeake Bay Trust

George Hawkins, General Manager, DC Water

Joseph Hoffman, Executive Director, Interstate Commission on the Potomac River Basin

Linda Howard, Executive Director, Summit Fund of Washington

Honorable Steny Hoyer, Majority Leader, U.S. House of Representatives

Daniel Jackson, Research Fellow, Logistics Management Institute; Member, Board of Directors, Alice Ferguson Foundation

Honorable Isiah Leggett, County Executive, Montgomery County

Jerry Johnson, General Manager, Washington Suburban Sanitary Commission

Michael Herman, President, Board of Directors, Alice Ferguson Foundation

Honorable Thomas V. Miller, President, Maryland State Senate

Honorable James Moran, U.S. House of Representatives, Virginia

Joel Oxley, General Manager, WGMS/WFED/WTOP/Washington Post Radio

Peggy O'Dell, Regional Director for National Capital Region, National Park Service

Jerry Phillips, Public Affairs Broadcaster, Federal News Radio 1500 and NBC-4 Reporters Notebook

Honorable Patricia Ticer, Senator, Virginia State Senate

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Consider this...

Our trash problem is fixable.

Trash is local, but the solution is watershed-wide.

There are key tangible, measureable actions that will get us to a

Summit Agenda

8:00 a.m.

Check-in, Continental Breakfast, Networking (Atrium Lobby)

8:30 a.m. - 10:15 a.m.

Morning Roundtable Sessions (Concurrent)

Policy Issues

Trash TMDL Implementation Plan

Trash Free Potomac Facilities

10:30 a.m. - 12:30 p.m.

Morning Plenary Session (Alfred Nobel Hall)

- Welcome and Introductions
- Unveiling of the Potomac Watershed Regional Anti-Litter Campaign
- The Framework for a Trash Free Potomac Watershed
- A Case Study for Trash Free: Anacostia Watershed Efforts That Are Working
- Potomac Champion Awards
- Litter Enforcement Appreciation Awards
- Signing of the Trash Treaty and Remarks from Elected Officials
- **Keynote:** Jeff Yeager, Ultimate Cheapskate

12:45 p.m. - 1:45 p.m.

Trash Free Lunch, Networking, Exhibitors

2:00 p.m.- 3:45 p.m.

Afternoon Roundtable Sessions (Concurrent)

Enforcement

Regulation (Closed Door Session)

Composting

Public Education

3:45 p.m.

Wrap-Up and Refreshments (Rooftop)

Thank you sponsors of the Trash Free Potomac Watershed Initiative!

Ocean

District Department of the Environment

NOAA

Altria/National Fish & Wildlife Foundation

The Summit Fund of Washington

Bay

Chesapeake Bay Trust

Telemundo, Washington DC

National Park Service

Ruder Finn

Rapids

Keith Campbell Foundation

River

Metropolitan Washington Council of Governments

Run

MOM's (My Organic Market)

Exxon Mobil

Community Foundation for National Capital Region

Greener Results Consulting

Stream

Whole Foods Market, Tyson's

House of Sweden

OpinionWorks

Beveridge & Diamond

Covanta Energy

Creek

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Mirant Mid-Atlantic, LLC

Urban Service

REI

Skanska Infrastructure

Raindrop

Buck and Associates Realtors

HMSHost Corporation

Safeway

Winchester Homes

DC Water

Washington Metropolitan Area Corporate Counsel Association (WMACCA)

Mayland Environmental Trust

Additional Sponsors

Noral Group International

Rivers of the World Foundation

Fresh Creek Technologies

Arnold &Porter LLP

501Seats

Potomac River Watershed Profile



Area

The drainage area covers **14,670 sq. miles**

- Maryland – 3,818 sq. miles
- Virginia – 5,723 sq. miles
- West Virginia – 3,490 sq. miles
- Pennsylvania – 1,570 sq. miles
- DC – 69 sq. miles

Major Tributaries

- Shenandoah River
- South Branch River
- Monocacy River
- Savage River
- Cacapon River
- Anacostia River
- Occoquan Rivers
- Antietam Creek
- Conococheague Creek

Landforms

The basin lies in five geological provinces:

- Appalachian Plateau
- Ridge and Valley
- Blue Ridge
- Piedmont Plateau
- Coastal Plain

Length

383 miles from the Fairfax Stone (West Virginia) to Point Lookout, Maryland

Population

Approximately 4.6 million people live in the watershed, of which 3.7 million live in the Washington, DC, metropolitan area.

Water Flow

Average flow is approximately 7 billion gallons per day. The largest flow measured at Washington, DC, in March 1936 was 275 billion gallons per day. The lowest flow, in September 1966, was 388 million gallons per day before water supply withdrawals.

Major Cities

- Washington, DC
- Frederick, MD
- Hagerstown, MD
- Rockville, MD
- Chambersburg, PA
- Gettysburg, PA
- Alexandria, VA
- Harrisonburg, VA
- Winchester, VA
- Harpers Ferry, WV

The Alice Ferguson Foundation and the Trash Free Potomac Watershed Initiative

The Trash Free Potomac Watershed Initiative (TFPWI) addresses the Potomac watershed's trash problem by engaging citizens and community leaders, generating momentum for change and environmental responsibility. Since 1989, the Alice Ferguson Foundation has coordinated the annual Potomac River Watershed Cleanup, the largest regional event of its kind.

In 2005, after 16 years of Cleanups, AFF and its partners recognized that trash cleanups were not addressing the root cause and sources of waterborne debris, and a systemic approach to this problem was required. In response, AFF launched the Trash Free Potomac Watershed Initiative with the goal of achieving a "Trash Free Potomac Watershed by 2013!" The objectives of the Initiative are to challenge regional leaders to work collaboratively; bring together key stakeholders to research and explore alternative, cost-effective solutions that will have long term impact; and improve general public education and awareness that can shift individual behaviors.



AFF Receives DC Partner of the Year Award

The Alice Ferguson Foundation received recognition as Partner of the Year for the 2010 Mayor's Environmental Excellence Award on August 5, 2010. This award category is presented to an organization that encourages environmental sustainability and resource conservation among residents of Washington, DC.

The Mayor's Environmental Excellence Award recognizes outstanding businesses and organizations each year for their environmental stewardship, innovative best practices, pollution prevention, and resource conservation.



The Trash Issue

The trash debris that plagues the Potomac Watershed has negative effects in many areas of life in the region.

Trash:

- negatively impacts community aesthetic and well-being;
- interferes with public use and enjoyment of river and streamside parks;
- can have significant negative chemical and biological impacts including: leaking and/or leaching of toxics from certain types of disposed items such as used oil quart containers, oil filters and car batteries;
- can interfere with the establishment of emergent aquatic plants;
- can be hazardous to wildlife through ingestion of or entanglement in floating debris.

Trash is a serious problem in the Potomac River Watershed and its major tributaries. Trash travels from our streets into storm drains and waterways until it reaches the Potomac. While there is currently limited research or regional data that tracks the sources of regional trash, we speculate that the majority of this litter originates as refuse improperly or intentionally disposed of along roadsides and in public and private open spaces.

The 22nd Annual Potomac River Watershed Cleanup April 10, 2010

Since 1989, more than 90,000 volunteers have teamed with 375 partner organizations to tug over 3 million tons of trash from the watershed's streams, rivers and bays. The Annual Potomac River Watershed Cleanup has become a decisive catalyst for progress that ignites people throughout the watershed with the Alice Ferguson Foundation's community spirit. The largest regional event of its kind, the Cleanup provides a transforming experience that engages citizens and community leaders and generates momentum for change.

In April 2010, 251.9 tons of trash was removed from 575 reporting sites in Washington, DC; Maryland; Virginia; Pennsylvania; and West Virginia during the 22nd Annual Potomac River Watershed Cleanup.



2010 Cleanup Data:

251.9 Total Tons Removed (503,800 lbs.)
 101.05 tons of loose trash (bulky items like furniture, scrap metal & debris)
 13,945 bags of trash and recyclables
 48.4 tons removed (193,600 containers) of recyclable glass, aluminum and plastic bottles
 21,597 plastic bags
 14,802 cigarette butts
 1,844 tires

Partners and Volunteers:

14,537 Volunteers
 Each volunteer removed an average of 34.66 pounds of trash

Over 425 participating groups and partners

Changes from 2009:

+7.5% in Volunteer Base
 +14% Number of Clean-up Sites

Interesting Items Found:

3 Bicycles	Purse	Hard Hats
3 Canoes	Propane Tank	5 gal. paint cans
2 Couches	Chemical Barrels	Fishing Rods
1 Mattress	Plastic Lawn Chair	Pairs of Pants
2 Tents	DC Parking Ticket	Golf Balls
1 Sink	Blender	3 Left Shoe Inserts sz 8.5
Boat Anchor	Unopened Case of Beer	4 Cancelled Checks from 1985
Fishing Rods	Diapers	
Wallet		



Cleanup Photo Contest Winner: "Bye Bye Beer Can," Glover Achbold
 Park Wetland, Photo by Emily Wander

The Potomac River Watershed Trash Treaty



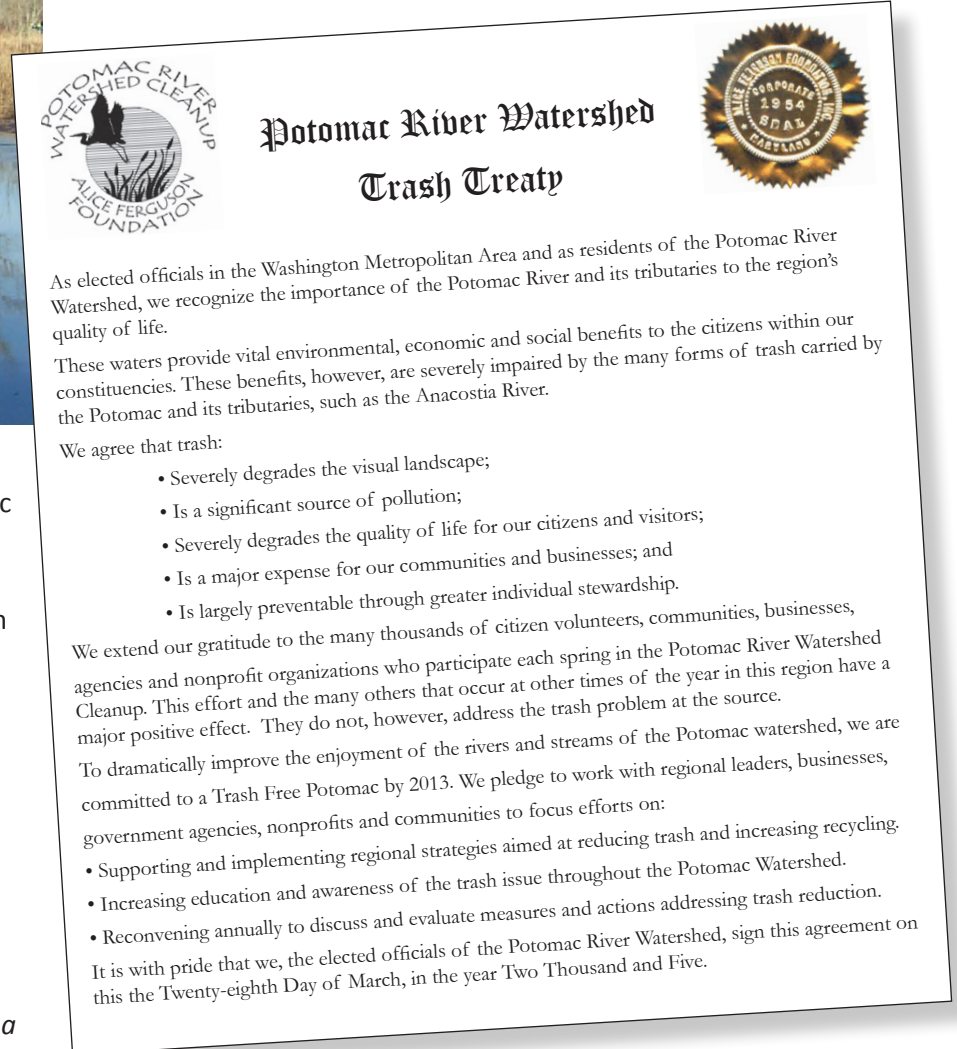
On the eve of the 17th Annual Potomac River Watershed Cleanup in 2005, AFF brokered the first-ever Potomac Watershed Trash Treaty among key political leaders in the DC Metropolitan Area. The Potomac Watershed Trash Treaty commits signers to achieving a Trash Free Potomac by 2013.

"We all share the responsibility of restoring and safeguarding our natural resources for future generations. This trash treaty is a vital step toward improving the health of the Potomac watershed, and the region's drinking water."

Terry Seamens, Councilmember, Takoma Park

"The Trash Treaty has created a push to taking proactive measures to eliminate trash in the Potomac. The evidence is visible in the upcoming TMDL and MS4 regulations."

Vivian Watts, Virginia Delegate



"A major strength of this document is its willingness to work with businesses, non-profits, governmental agencies and community groups to make successful, effective behavioral changes to improve the Watershed."

Nancy Floreen, Montgomery County Councilmember-at-Large

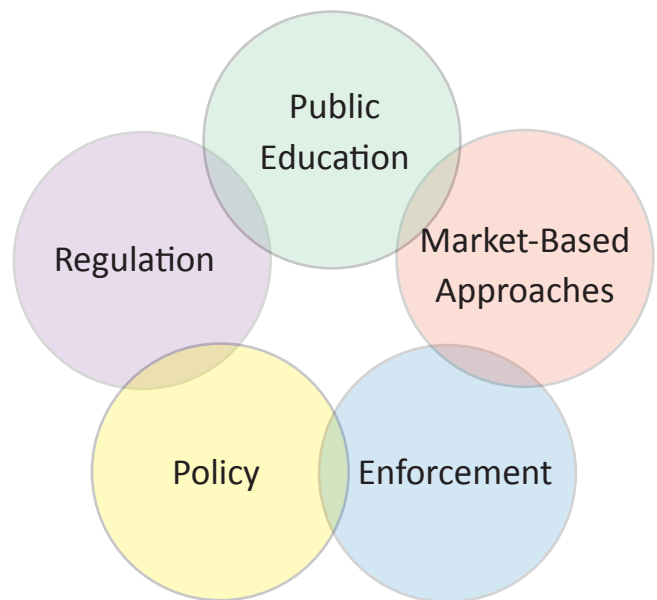
Over 140 elected officials from around the watershed have signed the Potomac River Watershed Trash Treaty and have committed to a Trash Free Potomac by 2013. Today numerous new leaders from the region will join us and add their names. You can download a copy of the Trash Treaty from our website:

www.TrashFreePotomac.org

The Framework

For a Trash Free Watershed

The Trash Free Potomac Watershed Initiative's organizing framework is based on five core components—Public Education, Market-Based Approaches, Enforcement, Policy, and Regulation.



Public Education

Goals:

- Implement a large-scale, region-wide public education and awareness program that inspires citizens and businesses to voluntarily take action and engage in litter control, recycling, and bulk trash disposal.
- Use unified messaging and pooled resources from public and private sectors to reach a broad audience and achieve message saturation.
- Target messaging and materials toward particular audiences (i.e. youth, waste hauling companies, food service establishments, or multi-cultural communities).

Market-Based Approaches

Goals:

- Implement market-based approaches to give residents and businesses incentives for preventing waste, disposing of trash properly, recycling, and composting in order to boost responsible waste management, the market for post-consumer waste, and prevent litter from entering the Potomac River.
- The Composting Initiative, led by the Metropolitan Washington Council of Governments and the Institute for Local Self-Reliance promotes the creation of composting facilities and policy in DC, Maryland, and Virginia.
- The Trash Free Potomac Facility Program encourages businesses to responsibly manage and prevent waste as well as join a network of other leading businesses and organizations.

Enforcement

Goals:

- Actively enforce existing local, county, and state laws for littering, illegal dumping, wind-blown trash coming from vehicles, improper storage of waste, and containment and disposal of trash.
- Design enforcement programs with strong support from senior officials, adequate resources, consistent communication to the community, and flexibility and accountability for different physical, philosophical, and political challenges.

Policy

Goals:

- Maximize existing laws and establish “trash free” policies and goals at the local, state, and federal levels.
- Establish buy-back programs, beverage container deposit systems, and refunds or incentives for disposal of bulk items (i.e. tires or large appliances); reduce tipping fees at landfills and transfer stations; and remove bulk trash for free to reduce illegal dumping.
- Establish and leverage correlation between CO₂ emissions and waste to support trash reduction.
- Budget for implementation of structural technologies at targeted storm water drainage “hot spots” to capture and prevent trash flow into our waterways.
- Ensure implementation of trash reduction Best Management Practices (BMPs) such as targeted and frequent street sweeping, installation of extra public litter cans, development of bulk trash collection programs, and securing of loads for vehicles transporting waste.

Regulation

Goals:

- Regulate trash in our waterways under the provisions of the Clean Water Act by creating a measurable, tangible limit to the amount of trash allowed in a body of water.
- Quantify the amount of trash that is allowable and establish limits for the release of trash to waterways, called a Total Maximum Daily Loading (TMDL). The Clean Water Act provides for the establishment of a TMDL for trash, once the US EPA has officially determined that a waterway is impaired for trash. Legally enforceable TMDLs for trash have an enormous potential for establishing implementation plans with quantitative measures, driving new technology, providing a solid legal foundation for regulation, and offering a basis for results-driven planning and budgeting.

Unveiling a New Regional Anti-Litter Campaign

Public Education

“Clean Land, Safe Water, Healthy Lives” is an attainable goal and the promise of our Regional Litter Prevention Campaign. The new public education and social marketing campaign will raise awareness and understanding of the issue

of litter, change attitudes and perceptions, and persuade watershed citizens to think twice about their once impulsive behavior.

The keystone element to the campaign’s success will be an extensive network of partnering jurisdictions and agencies who will work collaboratively with AFF to implement the campaign’s watershed-wide message through existing outreach channels they have available. Along with jurisdictional integration, the campaign seeks to partner with businesses, schools, nonprofits, and community groups to reach the broadest spectrum of citizens and increase message redundancy throughout the entire Potomac River watershed.

The Regional Litter Prevention Campaign has been built on a unique foundation of in-depth social marketing research and a team of three masterfully innovative firms. OpinionWorks, led by Steve Raabe, conducted a series of focus groups as well as one on one interviews with admitted litterers, a DC-wide public opinion poll,

and interviews with fifty businesses in order to get to the root of littering behavior and examine existing attitudes. Noral Group International, led by Eva Kasten, combined and translated understanding from all of the research with our target audiences, including in-depth psychological analysis by Dr. Sam Cohen to create an overarching campaign “brand.” From this highly planned and researched brand position, our communications firm Ruder Finn, led by Juliet Glassroth, created a Toolkit of communications items available to partnering jurisdictions and agencies.

The extensive research shows there are deep-rooted barriers to changing littering behavior. For most, littering is nearly an impulsive behavior and defenses for this run high including repression: “I don’t think I litter,” denial; “It’s not litter, it’s just a gum wrapper,” rationalization; “There isn’t a convenient trash can,” and externalization; “People are paid to clean up litter!”

The Regional Anti-Litter Campaign aims to take litterers out of their defenses by raising anxiety about littering and offering a higher level reward for being trash-free through the key message - “By choosing to take care of trash, I am protecting myself and my family’s health, happiness and safety.”

By implementing this message with the help of numerous partners to reach throughout the watershed, we will present a consistent, repetitive voice that will change the littering behavior for good.

Deanwood Campaign

The first of many regional anti-litter campaign partnerships was piloted this year in the community of Deanwood in the District of Columbia, with the help of local outreach coordinator Sylvia Brown. The campaign in Deanwood represents a one-of-a-kind grassroots effort to mobilize a local community, with a kick-off event drawing local citizens, business leaders, school and church groups together to pledge their support,

To show their commitment to this issue, Citizens signed the Trash Free Deanwood Pledge. By signing, they pledge to achieve this goal by:

1. Supporting and implementing community strategies aimed at reducing trash and increasing recycling;
2. Increasing education and awareness of the trash issue in our neighborhoods; and
3. Reconvening annually to discuss and evaluate measures and actions addressing trash reduction.



Community members pledge their commitment to a Trash Free Deanwood at the kick-off event.

A World-Class Communications Team



R U D E R • F I N N

The Alice Ferguson Foundation collaborates with three communication partners on the Trash Free Potomac Watershed Initiative: Noral Group International, OpinionWorks and Ruder Finn. The expertise and creative leadership of these firms allows us to move forward with innovative and action-oriented strategies to make citizens within the Potomac River Watershed aware of the trash issue and empowering them to take action.

Noral Group International, Inc. is a research-based public service advertising and social marketing firm. They deliver results for clients in government, nonprofit and commercial sectors who value change for the public good.

OpinionWorks brings about positive social change by understanding attitudes. Through focus groups, representative telephone surveys and other market research methods, they examine the emotional cues and ingrained attitudes that drive individual outlook and behavior.

Ruder Finn has a tradition of excellence in public relations that spans more than 60 years. The hallmark of

the company is expertise in integrated communications that marries media relations, new media, public affairs and marketing for meaningful outcomes. They blend a passion for environmental issues with experience in public education and social marketing campaigns to help raise awareness and influence behavior on the issues that matter to our world.

The Public Education steering committee has been vital in incorporating jurisdictional and stakeholder viewpoints throughout the research and creative process.

Thank you to members of the steering committee: Trinh Doan, DDOE; John Wasiutynski, DDOE; Ansu John, MNCPPC-MC; Aileen Winquist, Arlington County Dept of Environmental Services; Paivi Spoon, Prince's Georges County Executive's Office; Mark Charles, City of Rockville; Heidi Bonnaffon, MWCOG; Lowry Phelps, Charles County; Jeff Smithberger, Fairfax County DPW; Pamela Gratton, Fairfax County DPW; Kate Vasquez, Fairfax County DPW; Linda Howard, The Summit Fund of Washington; Jamie Baxter, Chesapeake Bay Trust; Lisa Pelstring, NOAA

Public
Education

Education in Outreach

Outreach Coordinator Christa Haverly brings AFF's programs to area schools and sees firsthand how attitudes and behavior about protecting the watershed can be shaped through education. Last year, she visited a fifth-grade classroom at Rosaryville Elementary School in Prince George's County. The students had visited Hard Bargain Farm for a field study the year before. One student raised his hand to share a story when he learned that Christa worked at Hard Bargain Farm. The student had really enjoyed his time on the field study, but, he remembered how much trash he had seen on the shoreline. When he had learned that all that trash got there through storm drains and run-off from neighborhoods including his, he said he realized that he needed to change his behaviors. He shared with Christa that he and his friends used to throw bottles down the

storm drains for fun, but he doesn't do it anymore. Now when he sees others littering on the street, he tells them about where the trash goes and that they shouldn't do that anymore. As Christa says, "our education is making a difference, one student at a time!"



3rd Annual Litter Enforcement Week

April 4-10, 2010

Enforcement

Litter Enforcement Week (LEW) is an important part of the Trash Free Potomac Watershed Initiative, a partnership between the Alice Ferguson Foundation and the Metropolitan Washington Council of Governments Police Chiefs Committee. The purpose

is to support local law enforcement officers as they dedicate one week to vigorously enforcing litter laws, illegal dumping, and unsecured truck load laws. The Police Chiefs Committee voted to support these efforts by highlighting enforcement as a way to both educate and positively change behavior—helping to eliminate the area's trash and litter problems.

"A trash-free community will not only help decrease crime, but give us a sense of pride in our region," said Dave Robertson, Executive Director of the Metropolitan Washington Council of Governments. "We are proud to be participating in Litter Enforcement Week this year. Pollution of the Potomac watershed hurts wildlife, our health, and our economy."

Policy in Action

The Trash Free Maryland Alliance and Trash Free Virginia Alliance were formed to build a coalition of people that can work towards not only trash reduction legislation, but other efforts that will lead to litter and waste reduction in this region, including cleanups, public education campaigns, and enforcement at a statewide level.

One of the first policies that the two groups will be tackling is state-wide legislation for bag fees in Maryland and Virginia, which will be modeled after the DC bag fee. (delegates names?? Check with this staff) Lead by DC Chapter of Surfrider, Sierra Club, Anacostia Watershed Society, and the Alice Ferguson Foundation these Alliances are seeking groups and individuals that are passionate about these issues to help lead grassroots organizing in their region in order to get these bills passed. The statewide Alliances were formed to broaden the network and increase supporters for these bills. While we remain focused on the Potomac, we realize that our litter problem is not unique, and everyone throughout the region must work together to make this change happen. MD and VA bag fees will be the first step.

Policy

2010 Participants:

- City of Alexandria Police Department
- Arlington County Police Department
- Maryland State Police
- Metropolitan Police Department
- Montgomery County Police Department
- Prince George's County Police Department
- Prince William County Police Department
- National Park Police



Trash Free Framework in Action: Ghana

Across the ocean in a room a group of passionate, engaged leaders are gathered in a room discuss the issue of trash in their community, in their waterways. They are not in London, or Berlin or even Rome. They are in Accra, Ghana. They have looked at the piles of trash that line the streets, the unmanaged dumps where plastic bags blow off cliffs into the ocean, and they have recognized that this is not acceptable.

Trash is a local problem. It must be solved by local people, but it is a local problem that is seen worldwide. The methods here are the Potomac could be used by anyone, anywhere to solve their trash and litter problem.

Trash Free Potomac Facility Program

Market-Based Approaches

The Trash Free Potomac Facility (TFPF) Program is a natural extension of the Trash Free Potomac Watershed Initiative, giving business and organizations ideas, incentives, and a structure within which to reduce their trash footprint on the watershed. A Trash Free Potomac Facility is a business,

non-profit, institution, government agency/facility, or other organization that enters into a partnership with the Alice Ferguson Foundation and other partners by pledging to reduce its impact on the environment and protect the Potomac River Watershed. Trash Free Potomac Facilities take specific steps to reduce their waste generated, increase their recycling achievement, and teach their customers, vendors, and others about their efforts.

To become a TFPF partner, a business, non-profit, institution, government agency/facility or other

organization must complete an online pledge and agree to the following “core commitments”:

- Have Support from Organizational Leadership
- Develop a Waste Reduction Program
- Conduct a Waste Assessment
- Develop a Litter Prevention Plan
- Develop a Green Purchasing Program
- Promote Your Efforts and Encourage Others to Join
- Regularly report your facility’s progress online using the WasteWise RE-TRAC system, the reporting affiliate of the TFPF program

The program gathered support from 18 pilot facilities in 2009. The 2010 Summit marks the official launch of the TFPF program, which will engage more facilities and assess the tools being used in its first year. To learn more and download the TFPF Guidebook, visit TrashFreeFacility.Org

Material Resources Sustainability Internship

The District of Columbia Department of Public Works, in partnership with Howard University, the Walter E. Washington Convention Center, the Mid-City Business Association, Keep America Beautiful and the Alice Ferguson Foundation, has completed its second year of training young adults to be solid waste management professionals. The Material Resources Sustainability Internship (MRSI) set out in 2010 with the following goals:

1. Develop young adults with relevant skills and understanding of environmental management
2. Increase diversity of voices in environmental management
3. Develop skills to increase civic participation and community organizing
4. Add capacity to local school recycling
5. Work with local businesses and educational institutions to elevate sustainable practices within our community

During the course of a 7-week program, this ambitious training ranged issues crossing extraction, manufacturing, marketing, consumption, disposal, remanufacturing, business management and Environmental Justice. Using a cooperative format, partners adopted one day of the week to offer training in their particular area of expertise. Thus, Mondays were dedicated to visits with national sustainability

experts. Tuesdays, the interns toured local facilities. On Wednesdays, the Walter E. Washington Convention Center offered behind-the-scenes participation, expert training and visitor outreach. Thursdays, the interns analyzed the “green” practices of local businesses with Eco-Coach, Inc. Fridays, the team was guided by the Alice Ferguson Foundation to apply their newly-acquired skills in fostering material, social and policy changes on campus with the generous support of the Howard University administration.

As a finale, the team will visit local schools to pursue independent “Venture Projects” to assist the organizing of waste reduction and recycling programs within the District of Columbia.



A Case Study of Success: Anacostia

Regulation

In 2005, when the goal was set for a trash free Potomac by 2013, there may have been many skeptics. But after the progress that has been seen in the past years, it cannot be denied that we are within sight of our goal. One of the many driving forces behind this

progress has been the 303d listing of the Anacostia River as impaired with trash according to the US EPA and the Clean Water Act. The near finalized Total Maximum Daily Load (TMDL) will be the quantifiable way in which trash will be removed from the river and has been one of the ways in which the elements of the Trash Free Potomac Watershed Initiative can move forward together to reduce the trash loads. If trash is not removed at the levels defined in the TMDL- the jurisdictions will be fined by the EPA and MDE.

The MS4 stormwater permits of each jurisdiction with the Anacostia watershed- Montgomery County, Prince George's County, and the District of Columbia; has provided the enforceable mechanism for this TMDL. Within the MS4 permit a lack of compliance with the TMDL Implementation Plan is the enforceable component. The recently approved Montgomery County MS4 permit is an example of how these stormwater permits can be used to enforce trash reduction. The Montgomery County MS4 permit includes the Potomac Watershed Trash Treaty, mandatory compliance with the trash TMDL Implementation Plan, and the implementation of the trash TMDL Implementation Plan in the other watersheds within Montgomery County.

Many of the techniques that will be cited in the Implementation Plan as trash reduction techniques will be utilized in this region for the first time. It is necessary to determine how effective they will be. Research into the success and failures in other regions of the country is underway throughout the watershed. There are also several piloted projects for capturing trash from the storm drain systems that will also be able to serve as a guide.

Storm drain trash capture systems are expensive and challenging to maintain. In the long term, this is not a sustainable way to prevent litter from entering the

river. Ultimately, we must change human behavior and stop trash at its source. A fresh and engaging public education campaign is being developed and will be incorporated both into the TMDL Implementation Plan and into the operations of the jurisdictions. An effective public education campaign must have redundancy across the region. With a river and a TMDL that crosses jurisdictions there has been a drive to pool resources and to develop a uniform message which encourages litters to change their behavior because littering will negatively impact them, their families, and the water they drink.

This new Regional Anti-Litter Campaign will serve as the carrot for litters. By stopping their littering behavior they will be contributing to healthy water and a healthy life for themselves and their family. But many times there still needs to be a stick. Enforcement of existing laws and regulations remains an essential solution to these problems. We need police officers and solid waste inspectors who are willing to enforce these laws and we need fines that will serve as a threat and reminder to the consequences of littering. Improving enforcement of

anti-litter laws will also be a component of the TMDL Implementation.

As we build public awareness through the regional anti-litter campaign and increased enforcement we will decrease the litter thrown on the ground. But we can also reduce litter by reducing our consumption through policy and economic incentives. With plastic bags being

one significant source of litter on the Anacostia and its tributaries, it makes sense to provide an economic incentive for a reduction in the use of bags, through the recent DC Anacostia River Cleanup and Restoration. This will not only reduce the number of bags that will have the potential to be littered but it also creates a fund that will be used for the restoration of the Anacostia River.

With all these pieces of the Framework-Regulation, Policy, Enforcement, Public Education, and Market-based Approaches- working together and being incorporated into the TMDL Implementation Plan success will be seen on the Anacostia River. The TMDL is the force that has pushed this action, but the result will be a trash free river, as well as a model for achieving results beyond the Anacostia watershed. We will take this model and expand it to the Potomac River.



Photo courtesy of the Anacostia Watershed Society

Bank of America Student Leaders

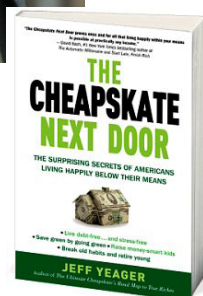
This summer, as part of its week-long “Student Leadership Summit,” the Bank of America Foundation in association with the National Park Foundation and the National Park Service held a service-learning project for 300 participating high school students, adult chaperones, and Bank of America volunteers within the Potomac watershed. National Capital Parks East developed a service-learning program based on Anacostia Watershed restoration in cooperation with the Alice Ferguson Foundation, the Anacostia Watershed Society and the Earth Conservations Corps who all sent representatives in support of this great program. On July 20th, participants completed a number of projects at Fort Dupont Park including trail clearing, invasive plant removal, soil and water testing, and constructing compost bins. Participants also learned about the new bag fee legislation in DC, possible implications for the Anacostia watershed, and were tasked to become “watershed ambassadors” in their home communities by distributing Eco-bags.

Jeff Yeager ‘Ultimate Cheapskate’

Specializing in an offbeat blend of original humor and practical advice for living a better life by spending and consuming less, Yeager was dubbed “The Ultimate Cheapskate” by Matt Lauer on the NBC TODAY Show. He also hosted a series of segments, *Saving Green by Living Green*, on Discovery’s PLANET GREEN network.



At the plenary session, Jeff Yeager will be providing insight into how by consuming less—and producing less waste—we can all make a positive impact on the Watershed as well as our personal finances.



Partners for a Green Summit



House of Sweden

In 2006, House of Sweden - a stunning example of contemporary Scandinavian architecture designed by Gert Wingårdh and Tomas Hansen - was inaugurated as the new home of the Embassy of Sweden in Washington, DC. The House of Sweden is also a one-of-a-kind location that offers 12,000 square feet of meeting and event space. The House of Sweden strives to become the leading Green Conference Center, as a member of the Green Meetings Industry Council (GMIC), and has pledged to be one of the charter Trash Free Potomac Facilities.

The mission at House of Sweden is to educate our guests about the importance and benefits of environmental responsibility by communicating our own green actions and promoting eco-awareness to others.

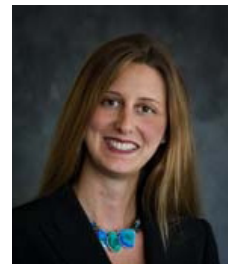
Occasions Caterers



Occasions Caterers is committed to creating environmentally sustainable events which contribute to a greener future. They believe in an obligation to conduct daily operations in a way that conserves natural resources and protects our environment. Occasions

collaborates with The Green Restaurant Association, a national environmental organization, to develop a set of standards for off-premise caterers. Implementing new sustainable practices in accordance with this organization allowed Occasions to become a Certified Green Restaurant Caterer—the nation’s first catering company to achieve this certification.

Green mission: Occasions is committed to creating environmentally sustainable events and conducting daily operations in a way which conserves natural resources and protects the environment.



Nancy Coppola
Occasions Caterers

In Your Jurisdictions

The Alice Ferguson Foundation would like to share with you what your government agencies are doing to support the health of the Potomac River Watershed. We asked them to list the ways they are reducing trash and increasing recycling, increasing education and awareness of the trash issue, and evaluating and measuring their actions in 2009-2010. Each action taken is one step closer to the Trash Free Potomac 2013 goal! Thank you for being part of the solution!

District of Columbia

Information provided by DC Water

Activities/Actions to reduce trash and litter

- DC Water maintains a Floatable Debris Removable Program. As part of this program, two skimmer boats troll the Potomac and Anacostia rivers, capturing and removing approximately 400 tons of floating debris and trash.
- DC Water skimmer boat crews patrol the rivers five days a week, eight hours a day.
- Depending on weather conditions, our boats have been known to remove up to 120 tons of trash per month.
- DC Water also maintains an aggressive catch basin cleaning program, as part of our environmental efforts.
- There are 25,000 catch basins located within public rights-of-way in the District. DC Water cleaned 30,772 catch basins in the District so far this fiscal year. This number represents subsequent visit to various peak areas such as, food establishments, apartment buildings, etc., while we are only required to clean these areas once.
- Some of the common items collected from our waterways include plastic bottles, plastic bags, toys, trees, and other large debris and waste. Reportedly, our crews have found large mattresses in the catch basins.
- Our catch basin crews operate on a pre-determined schedule, cleaning catch basins systematically in each quadrant of the city.

Public Education and Outreach

- DC Water publishes a monthly customer newsletter, What's on Tap, with topical water-related news and information. This newsletter is mailed with customer's bills and posted on our website each month with the exception of April and October. The CSO (Combined Sewer Overflow) newsletter goes out twice a year.
- DC Water has featured numerous stories promoting the role of our skimmer boats in helping to keep our waterways clean. Additionally, we include stories to raise awareness and educate our customers on how they can help protect our waterways by discarding trash properly, and not in the catch basins.
- DC Water also maintains information prominently posted on the main page of our website with a banner and simple steps to protect and preserve our waterways for future generations.

Evaluation and Monitoring

- We measure the effectiveness of our outreach efforts by comparing the amount of trash/litter we are finding in our rivers and catch basins.
- By maintaining an aggressive cleaning program, we are doing our part everyday to remove litter and debris from our local waterways and protect the environment.

Maryland Charles County

Overview

Environmental Resources manages the operation of the Charles County Sanitary Landfill, which receives in excess of 80,000 tons of refuse and over 110,000 patrons per year. This division administers a comprehensive recycling program, recycling centers located throughout the county and an aggressive environmental education campaign. Various Litter Control programs are maintained to aid in keeping Charles County clean, such as roadside litter crews, the annual Potomac River Watershed Cleanup and the volunteer Adopt-A-Road Program.

Public Education

Charles County maintains several public education and outreach initiatives. The Charles County Office of Recycling offers free school presentations for all grades, geared towards emphasizing the benefits of recycling and waste prevention in a fun and easy-to-understand program. Environmental Resources publishes

Recycling

Funded through Charles County's annual environmental service fee, the residential recycling program consists of four transfer stations and seven oil & antifreeze drop-off centers. In addition to these facilities, curbside collection is provided to approximately 32,000 homes located in the more densely populated areas of the county.

Recycling Rate

State mandated to recycle 15% of its waste stream, Charles County has achieved a 43% recycling rate and a 5% source reduction credit equaling a total waste reduction rate of 48%.

City of College Park

Legislation and Regulation

City Code, Chapter 132 (Litter and Graffiti):

SS132-3(Littering Prohibited): No person shall throw, dump, place, deposit, leave or cause or permit the dumping, depositing, placing, throwing or leaving of litter on any public or private property, place or premises unless the property, place or premises is approved for the disposal of the litter or the litter is securely and properly placed into a receptacle as authorized and approved by the city.

SS132-4(Responsibilities of property owners, occupants, lessees and agents in charge of private property):

A. Private/public property. [Amended 11-23-2004 by Ord. No. 04-O-10]

(1) No owner, occupant, lessee or agent in charge or control of any private property within the city shall allow litter to be deposited or to accumulate or collect, either temporarily or permanently, on his/her property or to be moved or displaced onto adjoining public or private property. This subsection, however, shall not prohibit the storage of litter in receptacles of collection or other placement for collection as authorized by the city.

(2) Property owners, occupants or lessees who, because of any infirmity or physical impairment, cannot maintain their property to the standard set forth in Subsection A(1) may request an exemption from this standard from the city. The request should contain supporting documentation of such infirmity or impairment.

B. Sidewalks. Persons owning, renting or occupying property shall keep the sidewalk in the front, side and rear of their premises free of litter. No person shall sweep or deposit litter into any gutter, street

or other public place within the city from any building or lot or from any public or private sidewalk or driveway. This subsection shall not apply in the event of a city pickup of designated disposables in assigned areas and locations.

C. Business. No person owning or occupying a place of business shall sweep or deposit litter into any gutter, street or other public place within the city from any building or lot or from any public or private sidewalk or driveway. Persons owning or occupying places of business within the city shall keep their premises and the sidewalk in the front, rear and side of their business free from an accumulation or collection of litter. This subsection shall not apply in the event of a city pickup of designated disposables in assigned areas and locations. SS132-5 (Advertising matter): No person shall distribute, throw or scatter or cause to be distributed, thrown or scattered any advertising matter upon or about the streets, sidewalks, public grounds or other public places or upon any private lot or premises or automobile within the city, nor shall any person fasten or cause to be fastened any advertising matter to poles within the city. This section does not restrict the distribution of advertising matter to private residences, offices or mercantile establishments if the same is handed in at the door or securely fastened to prevent it from being blown or scattered about.

Chapter 119 (Refuse, Solid Waste, Yard Waste and Special Trash): SS119-3D (Duties of Owners and Occupants): The placement in the refuse carts of rocks, sod, dirt, sand, vehicle parts, concrete or other construction materials, bathroom fixtures, kitchen appliances and other large pieces of furniture, yard waste, recyclable newspapers, glass, aluminum cans, plastic jars and jugs and mixed paper, which includes junk mail, telephone books, computer paper, cardboard, magazines or books, is prohibited. Hazardous or flammable materials, such as paints, oils, solvents and gasoline, as an example, shall not be placed in refuse carts or recyclable containers. In addition to the penalties for violation of the provision, any person violating this provision shall be deemed responsible for damage or injury to collection crew members or the refuse carts or recycling containers.

Public Education and Outreach

- Advertise recycling information in the Municipal Scene, published in The Gazette twice per month.
- Hand out litter bags at community events
- Site visitations by Code Enforcement Officers
- Open Public Works yard twice per year for residents to drive in yard waste, bulky trash, etc. Last year, expanded program to include donations of building materials and clothing/household goods.

Trash HotSpots

No places have been officially identified as “trash hot spots”. There are several places where litter does tend to accumulate, including around bus shelters and in the higher-density downtown College Park area. To help reduce litter in these areas, the Public Works litter crew empties trash receptacles and collects litter along sidewalks, curbs, parking lots, and landscaped areas 7 days a week. Several bus shelters now have available trash receptacles. There are also two small waterways in College Park (Narragansett Run and Guilford Run) where litter accumulates. Residential cleanup events take place in these areas around Earth Day and University of Maryland students assist in cleanup efforts to fulfill fraternity/sorority volunteer requirements.

Cost of Litter Cleanup

Most of our costs incurred are from paying a full time litter crew to pick up litter and maintain the public trash receptacles. Aside from labor wages, supplies that we must purchase include trash bags, gloves, pitchforks and grabbing tools. Disposal costs are \$59 per ton.

Recycling Rate

Recycling rates vary widely between 25 – 65%, based on the time of year. We include yard waste tonnages in our waste diversion calculations as we manage this material on-site through windrow composting.

If we calculate the recycling rate using only the tons of recycling collected curbside in our single stream program compared to the tons of refuse we collect curbside, the average recycling rate is approximately 22%. We have not determined a specific goal we would like to achieve for increasing our recycling rate at this time, but now that we are able to accept more items in our recycling, we expect that the recycling rate will increase.

Inter-Agency Collaboration

The City of College Park has a Green Team consisting of members from different City departments. The team is relatively new and meets approximately two times per year. Trash/litter/recycling are not usually prioritized items, however waste minimization and reduction topics are discussed.

The City also has a residential group called the Committee for a Better Environment, and they discuss these issues occasionally. This group also conducts litter cleanups around Earth Day.

Business Outreach

- Trash receptacles have been placed in high-traffic areas, near store fronts in the City of College Park.
- Between the Public Works and the Economic Development departments, we are working with the city businesses to reduce trash/litter and increase recycling opportunities.

Waste Diversion Capacity-Building

The City of College Park recently switched to a new single-stream processing facility, which has allowed us to expand what is acceptable for recycling, including aluminum foil and pans, aseptic and gable-topped packaging, and plastic bags (tied in 1 bag).

Yard waste (leaves and grass) collected from City residents is managed at the Public Works Composting Facility. Nearby municipalities also bring their leaves to the facility in November and December to be composted.

Every April and October, the Public Works yard opens on Saturdays to allow residents to drive in bulky/excessive trash, yard waste and electronics for recycling. In October 2009, the drop off services was expanded to include two donations groups: American Rescue Workers (for donations of household and kitchen items, clothing, books, toys, etc.) and Community Forklift (for donations of new or salvaged reusable building materials). Exact tonnages of materials diverted is unknown, however this expanded service has been well received by residents and they have asked that we continue to provide this extra opportunity for them. During these open Saturdays and opportunistically, any expanded polystyrene or reusable packaging material is saved and taken to a local UPS store or to the Alliance of Foam Packaging Recyclers in Crofton to be recycled.

General

The City is beginning to investigate expanding public space recycling and hopes to increase the number of containers for refuse and recycling available to transient visitors and public transportation users.

In Your Jurisdictions

Montgomery County

Public Education

- The Department of Environmental Protection's Division of Solid Waste Services (DSWS) continues to conduct extensive outreach, education, training and enforcement programs to increase awareness of waste reduction and recycling. During FY10, staff and DSWS Recycling Program Volunteers participated in 373 outreach and education events, providing 34,521 people with assistance and information on waste reduction, recycling, buying recycled, composting, grasscycling and other topics.
- The County continues to utilize a corps of dedicated volunteers in the Recycling Volunteer Program to provide assistance to educate others on the benefits of and the need to recycle. Together, the volunteers contributed 1,432 hours of direct service with an estimated value of \$35,806.
- The County has an Adopt-a-Road program which supplies with community groups with equipment in exchange for their service of picking up trash & litter along roadways.
- The County's Stormdrain Marking Program offers materials to community groups wishing to mark stormdrains in their community with reminders about the need to prevent stormdrain pollution.
- The County's RainScapes Rewards program provides education and financial incentives to homeowners to install landscaping features which reduce the stormwater flow off their property.

Law Enforcement

- DSWS continues efforts to investigate and enforce compliance with Montgomery County's solid waste and recycling regulations as it pertains to generators and collectors.
- The Department of Housing and Code Enforcement investigates and enforces violations of litter codes on private property.
- DEP's Code Enforcement staff members investigate violations of environmental codes prohibiting illegal dumping and water quality violations. In FY2010, 419 cases of illegal dumping and 222 cases of water quality violations were investigated by our staff.

Stormwater Technology

DEP continues to revise and test storm drain inlet configurations, which aim to capture trash, organic debris and sediment at the curbside without impacting flow capacity within the storm drain system. The most recent inlet designs are scheduled to be installed along Lockwood Drive and Stewart Lane (White Oak, MD) in the fall of 2010. Once installed, inlet cleaning schedules and other aspects of facility performance will be evaluated.

Trash HotSpots

Code violations related to water quality including dumping of trash and debris in our waterways are tracked and mapped into a GIS system.

DEP analyzes this information to help target areas for follow-up investigations of illicit discharges to the stormwater system, and illegal dumping. These areas are also targeted as we develop strategies to implement the County's MS4 Stormwater permit which includes Trash control requirements and a requirement to meet a TMDL for Trash in the Anacostia River.

In addition to the Code violation incidents being mapped, DEP's stream monitoring team is developing a map which will show trash ratings at stream stations monitored during the last five year round of countywide monitoring. These ratings will also be used in setting priorities for follow up activities for trash reduction.

Budget

Solid Waste Management (Budget FY09):

Covers 210,000 single-family households, 112,000 multi-family dwelling units and 35,000 businesses

- o Waste Reduction = \$378,430
- o Recycling, Single-family = \$357,460
- o Recycling, Multi-family = \$717,890
- o Recycling, Commercial = \$1,688,940
- o Household Hazardous Waste (HHW) Program = \$1,050,550
- o Hazardous Waste Program (Business Small Quantity Generators) = \$40,560
- o Recycling Volunteer Program = \$198,870

Enforcement Programs (Budget FY09):

Illegal Dumping/Litter/Chapter 48 Enforcement = \$319,250
Solid Waste (Chapter 48) Enforcement Collections Inspectors = \$251,640
Solid Waste (Chapter 48) Enforcement Collections Inspectors = \$878,600
Rubbish *private property Chapter 48 enforcement = \$735,990

Street Litter Removal (FY09)

Countywide Streetsweeping = \$265,000
Targeted Routes: \$316,515
Adopt-a-Road = \$4,000
Transit Stop Trash Management = \$466,306
Alternative Community Services Litter Collection = \$32,000

Stormwater Ponds (FY09)

Pond maintenance and trash clearing = \$20,009
Stormdrain Marking program = \$1,000

Recycling Rate

In FY09, Montgomery County's overall recycling rate was 44.2 percent. The County has a goal to recycle 50 percent of all waste generated in the County.

Inter-Agency Collaboration

As part of a comprehensive response to the County's MS4 stormwater permit requirements to control trash, DEP has inventoried all the litter-related programs in the County including both litter removal and litter source reduction. The DEP is developing a trash reduction strategy to meet the Potomac Trash Free treaty goals and the MS4 wasteload allocations for the proposed Anacostia Trash TMDL. We are currently evaluating annual budgets and opportunities to leverage greater efficiencies between programs such as code enforcement inspectors who's duties addresses similar litter-related issues. This baseline will also provide opportunities to assess where further investments in litter removal can be cost-effective.

Business Outreach

During FY10, DSWS staff conducted 10,445 on-site consultations to businesses, organizations and government facilities providing technical assistance, hands-on guidance, and specific recommendations on setting up, maintaining, and expanding waste reduction and recycling programs. In December, 2009, Montgomery County launched its Green Business Certification Program designed for businesses and other entities to take voluntary steps to demonstrate environmental stewardship, and conserve energy and water, reduce their carbon footprint, and generate less waste and recycle more. Both business owners and tenants can qualify under the program, which include metrics for recycling, waste minimization, and pollution prevention.

Capacity Building

During FY10, DSWS continued efforts to educate all residents of single-family homes and multi-family properties, and businesses about the additional types of materials that can now be recycled in

the County including: durable/reusable plastic containers, tubs, lids, pails, buckets, flower pots and empty non-hazardous aerosol cans, as well as coated paper including milk and juice cartons, frozen food boxes and juice and drink boxes.

DSWS constantly monitors the recycling markets to identify potential future opportunities to remove additional materials from the waste stream.

Partnerships and Outreach

We are excited to expand public outreach on litter throughout the County through our support of the regional outreach campaign, being developed by firms contracted through the Alice Ferguson Foundation after a multi-year process involving surveys of the population throughout the Potomac watershed, and identifying messages that will resonate with the target population.

Prince George's County

Information provided by the Department of Environmental Resources, Waste Management Division

Public Outreach and Education

- The Department of Environmental Resources promotes county cleanups and provides all citizens of Prince George's County in the private and commercial sector with resources to reduce litter. In addition, we coordinate and participate in local and national events that contribute to litter reduction. We provide up-to-date material regarding management best practices and services. We continue to collaborate with Prince George's County Public Schools to encourage litter reduction and to propose a sustainable school green team.
- Tours of Brown Station Road Landfill
- Publication issued to residents regarding solid waste
- Convenience Centers located to reduce illegal dumping

Law Enforcement

- Livable Communities Inter Agency Work Group
- Graffiti Removal
- Environmental Crimes Unit

Recycling Rate

Recycling Diversion Rate is 43%. We would like to add food waste composting to our programs. As food waste is one of the largest components of the MSW stream not being recycled, adding this element to our programs would allow us to increase our diversion rate to 50%.

Inter-Agency Collaboration

- We have established the Livable Communities Inter Agency Work Group, a collaboration of all local agencies to include the police department, which is headed by the Department of Public Works & Transportation. The Group meets weekly and is focused on litter, illegal dumping and other trash issues.
- Solid Waste Advisory Commission

Business Outreach

We currently work with County businesses to encourage commercial and institutional recycling. Currently, this sector contributes over 60% of the County's recycling.

Waste Diversion Capacity Building

We have a new single stream MRF that allows us to recycle more items in the curbside program. We are looking at plans to modify our existing Yard Waste Composting Facility to allow for pilot program for food waste composting.

Virginia

City of Alexandria

Information provided by the Office of Environmental Quality (OEQ).

General

The Eco-City Alexandria Initiative seeks to address the trash issue by taking action at the organizational level. This approach is outlined in the Solid Waste Principle of the Environmental Action Plan (EAP). Recognizing that managing waste is a public health issue as well as a quality of life issue, Alexandria will maintain its well-preserved public image by managing, handling, and disposing of solid waste in an environmentally sustainable manner. Increased waste reduction and reuse, increased recycling, improving and expanding compostable waste programs, and educating the public are key goals of the EAP.

Legislation and Regulation in the City Code

Trash

Sec. 13-1-21.1 Prohibition against littering and other improper discard or disposal

Recycling

Sec. 5-1-93 Requirements for materials to be collected

Sec. 5-1-96 Adaptations for materials

Public Outreach and Education

- Plastic Bag Recycling Initiative – Encouraging residents to reduce, reuse, and recycling plastic bags (Website, ads, etc).
- Promote the City's Adopt-A-Block Program (website & brochures)
- Recycling website and new yes/no flyer
- Participate annually in PRWC events, to include event announcements on City website and social media outlets. Dedicated webpage to the PRWC events on <http://alexandriava.gov/tes/oeq/info/default.aspx?id=3698>.
- Annual participation in the Clean Virginia Waterways, International Coastal Cleanup, along with more local association efforts such as the Spring and Fall Holmes Run Park Association cleanups.
- Year-round Storm drain marking events to install inlet markers: "No Dumping, Drains to local creek or Potomac River" Approx. 350 storm drains marked during 4 events this fiscal year.

Law Enforcement

Alexandria Police Department participates in Litter Enforcement Week as part of the Alice Ferguson Foundation's Trash Free Potomac Watershed Initiative (TFPWI) in conjunction with the Metropolitan Washington Council of Governments Police Chiefs' Committee. The third annual event coincided with AFF's PRWC beginning Sunday, April 4th this year.

Stormwater

- The City performs catch basin cleaning to remove floatables.
- Currently, there are approximately 450 stormwater quality structural best management practices. The facilities function to remove phosphorus as well as retain trash for later retrieval.
- The City has a robust Street Sweeping program.
- The City has a robust Leaf Collection program.

Trash HotSpots

- Four Mile Run: annual cleanups are held as part of PRWC, with other cleanups occurring without data.
- The City also participates in the annual Virginia Waterways cleanups on the Potomac River Waterfront.
- Volunteer groups and park associations perform periodic cleanups. The City provides supplies when needed and coordinates pickup, as

In Your Jurisdictions

well as advertises those events open to the public at large.

Recycling Rate

The current rate is 28.6%, with a goal to increase to 35% by 2012.

Waste Diversion Capacity-Building

Alexandria Waste Recovery Facility (AWRF) is a private construction and demolition (C&D) transfer station where materials are sorted, and as much as possible is recycled, to minimize impact to the community and divert recyclable C&D materials from the landfill.

Inter-agency Collaboration

Solid Waste and Office of Environmental Quality coordinate outreach efforts for the Plastic Bag Recycling Initiative and for the PRWC events. Recreation, Parks and Cultural Affairs provides data on citizen group cleanup activities.

Business Outreach

The City of Alexandria has begun an active campaign to ensure that all commercial / multi-family residential properties are providing recycling services to their businesses and tenants in accordance with our 2006 mandatory recycling ordinance. Direct mailings and electronic distribution of educational materials will continue to be made to educate the business community about these recycling requirements. A public recognition program will commence in fall 2010 for businesses with outstanding recycling programs in conjunction with the City's Eco-City awards program. The City encourages businesses to participate in the City's Adopt-A-Block Program.

Arlington County

Public Outreach and Education

- Adopt a Street Program – Arlington launched an Adopt a Street Program in the Fall of 2009 to leverage community volunteers to clean the curb and gutter lines and collect litter. As of 09/01/10 there are 51 adopters (including some groups) covering 88 street blocks.
- Arlington supports the regional Only Rain Down the Drain outreach campaign, which uses radio and internet advertising to remind people that whatever goes into the storm drains ends up in our local streams.
- Classroom Education - Arlingtonians for a Clean Environment (ACE), a community non-profit group, delivers presentations to school groups about recycling. In 2009-2010, ACE provided a total of four presentations reaching 520 students.
- County staff and Master Naturalist volunteers conducted classroom presentations and stream field trips for 710 middle school students, including information on preventing pollution and protecting local streams.

Stormwater Technology

Arlington County has over 700 stormwater management facilities installed at public and private properties through the County. Many of these facilities include a litter control or collection feature.

Arlington County also has an extensive street sweeping program. In 2009, the County swept over 14,000 residential lane miles and over 7,000 commercial lane miles, and collected over 3,000 cubic yards of particulate matter (including litter).

Trash HotSpots

Arlington County has a list of hot spots that are monitored daily. Currently, there are 27 but it fluctuates from 23 – 33 throughout the year. In some cases the hot spots required a permanent trash can to be placed and others are temporary problems that dissolve after a period of time.

Recycling Rate

In Calendar Year 2009, Arlington County had a recycling rate of 40%.

Business Outreach

The County commercial compliance inspectors visit all buildings in the county to ensure recycling is being provided. Through this effort we hope to divert more materials from the waste stream.

Capacity Building

The County plans to place at least 10 more recycling and 10 more trash cans on the streets of Arlington County. Arlington is also looking to conduct a food waste composting collection pilot at one of its facilities to analyze the system and potentially implement elsewhere in the County.

Fairfax County

Legislation/Regulation

Continue to implement and enforce Chapter 109.1 of the Fairfax County Code which requires all residential and non-residential properties to recycle.

Public Education and Outreach

- Maintained a Floatables webpage including information about floatables, links to volunteer program information, and opportunities for visitors to help track cleanups through downloadable datasheets. <http://www.fairfaxcounty.gov/dpwes/stormwater/floatables.htm>
- Created two activity books for children, The Adventures of Stormy the Raindrop and Stormy the Raindrop's Watershed Journey, each containing an anti-litter message. Approximately 3,900 copies of Adventures were distributed to the general public, and approximately 900 copies of Watershed Journey were distributed.
- Designed reusable shopping bags bearing a short, anti-litter message and dog waste bag dispensers urging residents to pick up after their pets. Distribution of approximately 1,000 bags and 200 dog waste bag dispensers are planned for fall 2010. The bags are being purchased with grant funds generated from the sale of Chesapeake Bay license plates.
- A flood protection information newsletter is mailed to 20,000 county residents each year in September and includes an anti-litter article.
- Various pod casts (picking up pet waste, litter and floatables monitoring program) aired on www.fairfaxcounty.gov and www.youtube.com.
- Television public service announcements (PSAs) on proper disposal of dog waste air on Fairfax channel 16, You Tube and the Alice Ferguson education web page. The dog waste PSA was mentioned in the Washington Post. Other TV PSAs that air on Fairfax channel 16 and You Tube include "Stop Bagging Our Streams" and "Only Rain down the Drain". In partnership with the county's cable channel 16, the DPWES has produced several video productions now available on the county's video on-demand website and You Tube channel. Topics include water quality, pollution, litter and solid waste disposal and recycling.
- The Clean Fairfax Council provided 25 youth presentations/workshops across the county with a total attendance of 1,700 students, seven additional group presentations/workshops with a total attendance of 2,500 and staffed four displays/events with an estimated attendance of 17,125.
- In 2009, Solid Waste Management initiated two electronic news-

letters: The Fairfax Recycler (for all Fairfax County residents) and SCRAPmail (for teachers and administrators in Public Schools).

- The Solid Waste Management Program continued its publication of the SCRAPbook – an educational resource for teachers on environmental topics including litter prevention, recycling, waste management, wastewater treatment and overall water quality.
- During FY 10, the Solid Waste Management Program participated in 14 residential group meetings (HOA, clubs, etc.), 41 school presentations, presentations to five Boy Scout/Girl Scout troops and 12 special community events (fairs, expos, etc.)

Law Enforcement

- The Clean Fairfax Council continues to maintain its partnership with Fairfax County law enforcement in the Report a Litterer Program – where residents may anonymously refer an observed offender who will receive notification that they were witnessed littering and information related to the importance of properly managing waste.
- The Solid Waste Management Program enforces recycling in Fairfax County. Staff monitors all trash being brought to the county's disposal facilities and may levy fines in the instance of haulers disposing of recyclables with the trash.

Stormwater Technology

As trash racks eventually fail or prove to be problematic, they are typically replaced with a reverse slope design which minimizes blockages. In FY10, over 10 trash racks were replaced as a separate initiative from those replaced through various types of stormwater management pond retrofits.

Trash HotSpots

Clean Fairfax Council sponsors an "Adopt-A-Spot" program whereby residents can adopt a spot for two years and pledge to clean it up four times a year.

Cost of Litter Cleanup

In its FY 2010 annual report to the Virginia Department of Environmental Quality, the Clean Fairfax Council notes that there were over 1,700 participants at 127 cleanup events; over 285 cubic yards of litter were collected at these events. The value of the volunteer hours (estimating three hours per volunteer) was approximately \$198,074.

In addition, the Spring 2010 AFF cleanup included 2,115 volunteers who collected 29.3 tons of trash from 101 cleanup events. The Fall 2009 International Coastal Cleanup had 805 volunteers who cleaned 19.65 miles of stream and collected 15.3 tons of trash. Assuming each volunteer worked three hours at a value of \$21/hour, the total value of the volunteer work was \$183,960.

Recycling Rate

In Calendar Year 2009, Fairfax County had a recycling rate of 39%.

Inter-Agency Collaboration

- Interagency meetings (~4/year) between Department of Public Works and Environmental Services, Northern Virginia Soil and Water Conservation District, Clean Fairfax Council and Alice Ferguson Foundation to discuss coordination of stream and watershed cleanups, floatables information collection strategies and long-term data management and reporting. Currently working on a strategy to identify and quantify trash problems at hotspots around the county using AFF's visible trash survey protocol.
- Fairfax County Environmental Quality Advisory Council (EQAC) April

2010 meeting on Visual Blight covered strategies for addressing cigarette butts littering roadways and streams and included panel discussion by Department of Planning and Zoning, Clean Fairfax Council, Fairfax County Police Department, and Virginia Department of Transportation

- Fairfax County participates with the Northern Virginia Regional Commission in their anti-litter "Only Rain" campaign through radio public service announcements, web pages and blogs. (www.onlyrain.org)
- The Solid Waste Management, Stormwater Management and Wastewater Management Programs have successfully completed another year of the Sewer Science initiative – a program utilized to introduce students to water and recycling initiatives through a laboratory exercise and classroom presentation.
- In 2009, Fairfax County established the Environmentally Preferable Purchasing Program (EPP) – an initiative which investigates and emphasizes the purchase of environmentally preferable products for Fairfax County government.
- In 2010, the EPP and Fairfax Employees for Environmental Excellence (representing a host of agencies) teamed up to implement the "Junk Your Junk Mail" campaign. The initiative focuses on eliminating unwanted junk mail from the county's waste stream.

Business Outreach

When implementing the recycling regulation, staff from the Recycling Program communicates with businesses and organizations about why proper solid waste management is important for protecting the environment. Problems like overflowing trash and recycling containers are caused by inadequate capacity, infrequent service, and/or improper participation. Waste reduction techniques prevent garbage in the first place and save money.

Waste Diversion Capacity Building

- The Solid Waste Management Program maintains a robust household hazardous waste collection program for residents of Fairfax County. In 2010, the program expanded the hours of the facility to accommodate more patrons.
- In its second year, Electric Sundays have increased in popularity in Fairfax County. In 2009, Electronic Sundays resulted in 500,000 pounds of electronic waste recycled. With the added emphasis on recycling compact fluorescent light bulbs, Sunday attendance at the household hazardous waste disposal facility nearly quadrupled on Electric Sundays. Typical events host anywhere from 500 to 1,000 patrons each month depending on the location of the event. Events are held monthly.
- The county continued its long-standing secure document shredding program for shredding and recycling personal/sensitive documents. Events are held monthly at various locations throughout the county.
- In 2010, Fairfax County completed a waste trade agreement with Fauquier County. The agreement enables the county to deliver loads of construction demolition debris to Fauquier County's CDD recycling facility. In return, Fairfax County has agreed to backhaul municipal solid waste for disposal in the county's 'energy from waste' facility.

General

- DPWES partnered with Fairfax County Public Schools to create the aforementioned Watershed Journey activity book to comply with standards of learning for public schools. In June 2010, the books were used in a pilot program involving 27 classrooms and almost 800 fourth grade students as a supplement to the FCPS Watersheds lesson plan. Teacher feedback was overwhelmingly positive, and there

In Your Jurisdictions

are plans for a wider distribution of the activity books in schools in 2011.

- For the second year in a row, the Public Works Week celebration included a stream cleanup event that was cosponsored by Solid Waste Management, Stormwater Management and Clean Fairfax Council.
- A 2010 meeting of the Environmental Quality Advisory Council (EQAC) brought together employees from four different agencies to discuss the legal, operational, and environmental aspects and impacts of cigarette litter and visual blight.

Prince William County

Highlights

- Prince William County has earned E3 ratings for its Operation Building, Print Shop, Central Supply Warehouse, Landfill, Balls Ford Road Compost Facility and Fleet Operations for its sound environmental and safety practices.
- The County is looking to expand conservation easements and smart growth strategies.
- Prince William County earned the Platinum Level for the Virginia Municipal League Green Government Challenge. Many of the accomplishments that allowed them to achieve that level involved waste reduction, recycling and litter prevention/control.
- The County established a Green Guiding Committee to help government employees to waste less, recycle more, conserve energy and drive smarter.

Public Outreach and Involvement

Prince William has engaged in a number of public outreach efforts over the past year, including:

- Providing citizens with guidance and assistance to label storm drains upon request
- Referring interested citizens to the Adopt-a-Stream program for ongoing cleanup and monitoring at critical streams
- Youth Ambassadors Conference on the Environment and four on-the-ground conservation projects:
 - oClean up and tree planting along Neabsco Creek
 - oWildlife Habitat Planting Project at Bristoe Station Battlefield
 - oClean up, graffiti removal and repairs to observation blind at Metz wetlands along the Neabsco Creek
 - oTrail restoration at Prince William Forest Park and clean up along Quantico Creek
- A 17-mile cleanup along Occoquan River from Lake Jackson to the Town of Occoquan with a number of partners include PW Trails and Streams Coalition, Prince William Yacht Club, Friends of the Occoquan, Public Works, PW Park Authority
- A Cleanup along Marumsco Creek where over 2500 pounds of trash were collected
- The County has offered workshops on the construction and use of rain barrels.
- Prince William Recycles Day with activities and presentations on reducing waste, recycling more and preventing litter

Education

The Prince William Clean Community Council encourages area schools to participate in its Adopt-a-Stream Program. Adoption ensures regular litter awareness and maintenance of the school campus by the children attending that school throughout the academic year of September through June. The Program is particularly popular

with elementary schools. It promotes both civic and environmental awareness from an early age and includes:

- In-class presentations including story-telling to students in pre-kindergarten through third grade:
- Public Service Announcements:
- Participation in local environmental events:
- Website and electronic newsletter published, and:
- Active member of local Chamber of Commerce.

Stormwater

Prince William County uses trash and debris collectors/booms in strategic locations on streams to collect debris and prevent its access to the Potomac River. They are currently exploring innovative best management practices on construction sites to prevent trash and polluted run-off from leaving the site. There has been greater emphasis on enhancing coordination to clean up litter from stormwater management ponds, focusing on areas with excessive dumping and litter.

Recycling Rate

The County Government is expanding its organizational recycling program to include additional specialized materials such as printer cartridges, batteries and cell phones. The Prince William County Base Recycling Rate for Calendar Year 2009 is 31.1%. The official rate with the allowable 5% credit is 36.1%. The County has a voluntary goal to recycle 40% of total waste.

Monitoring

Public Works has completed a number of watershed studies and stream restoration projects in the community. The Prince William Clean Community Council conducts a quarterly litter survey of roadways and neighborhoods throughout Prince William County, Virginia. Volunteer surveyors rate the designated areas based on preset criterion. The total scores are averaged by the number of volunteer surveyors and the number of sites surveyed. The County has named fifteen sites to be monitored. The Average litter rating for designated County roads is 1.6 (Note: one represents no visible trash and five represents no litter).

Budget

For FY 10, Neighborhood Services budgeted approximately \$774, 000 for litter control efforts. This included \$678K for the County Litter Crew plus \$96K for the Prince William County Clean Community Council.

Inter-Agency Collaboration

The Department of Public Works coordinates two committees that focus on environmental stewardship. The first is the Green Guiding Committee. This team is made up of representatives throughout the Prince William County Government. Their goal is to educate and motivate county employees to waste less, recycle more, conserve energy and drive smarter. We hope to serve as mentors to help our community.

The second is the BIG LEEP (Businesses, Individuals, Government as Local Environmental Education Partners). The group is made up of local residents, businesses, non-profit and government agencies working together to provide educational and volunteer opportunities for the community. The partners provide support for each group's individual efforts and join forces on joint projects.

Both teams meet quarterly. Both teams address issues related to trash, litter and recycling. The BIG LEEP undertakes many projects in the community from building trails to planting trees to stream improvement projects. Litter pick up is a given and basic element of almost every project completed in the community.

Business Outreach

Through the active participation in the Clean Community Council's Clean Shopping Center Program, volunteers rated 70 shopping centers throughout Prince William County. Centers are surveyed on a quarterly basis to see if litter control standards are being met. These 70 centers represent 86% of the total shopping centers in the County - an incredibly high rate. The Program is a key element in keeping commercial areas clean and litter free.

Waste Diversion Capacity Building

In April 2009, Canusa Hershman Recycling of Virginia, LLC opened a 47,000 SF single-stream processing facility in the Manassas area of the County. This privately operated facility is capable of processing approximately 500 tons of waste per day.



Thank You 2010 Cleanup Partners

Sponsors

Altria
Arnold & Porter LLP
Beveridge & Diamond, P.C.
Billy Buck, Buck & Associates Realtors
Chesapeake Bay Trust
Counsel Association (WMAACA)
Covanta Energy
DC WASA
District Department of Environment
Exxon Mobil Corporation
Greener Results Consulting
HMSHost Corporation
House of Sweden
Metropolitan Washington Council of Governments
Mirant Mid-Atlantic, LLC
National Fish and Wildlife Foundation
National Park Service
NOAA
Noral Group International
OpinionWorks

REI
Rivers of the World Foundation
Ruder Finn
Safeway
Skanska Infrastructure Development
Telemundo Washington DC
The Campbell Foundation
The Community Foundation
The Summit Fund of Washington
Urban Service
Washington Metropolitan Area Corporate Counsel Association (WMAACA)
Whole Foods Market, Tyson's
Winchester Homes

Major Partners

Anacostia Watershed Society
Boy Scouts of America
C & O Canal Association
Fairfax County Park Authority
Friends of Rock Creek Park's Environment (FORCE)
Girl Scouts of America

Interstate Commission on the Potomac River Basin ICPRB
Livable Communities Initiative
Maryland-National Capital Park and Planning Commission
Montgomery County Parks
National Park Service
Northern Virginia Soil and Water Conservation District
PA Cleanways
Potomac Conservancy
Potomac Riverkeepers
Prince George's County Department of Environmental Resources
Prince William Park Authority
REI
Reston Association
Volunteer Frederick—BIG Sweep
WV Department of Environmental Protection
"Make It Shine" Program

Thank You 2010 Cleanup Partners

Federal

U.S. Public Health Service
United States Park Police
US General Services Administration
USDA-Natural Resources Conservation
Service (NRCS) Earth Team Volunteer
Program

Elected Officials

Montgomery County Councilmember Roger
Berliner
Office of Councilwoman Muriel Bowser
Virginia Delegate David Bulova
Office of DC Councilmember Mary Cheh
Greenbelt City Council
Office of Fairfax County Supervisor Gerald
Hyland

Youth Organizations

21st Century Community Learning Center
After School Program
4H Bassmasters
4-H Hotshots
Bethesda Center of Excellence
Boy Scout Pack 1132
Boy Scout Troop & Cub Scout Pack 24
Boy Scout Troop 1072
Boy Scout Troop 1083
Boy Scout Troop 1097
Boy Scout Troop 1321 and Pack 423 from
LaPlata, MD
Boy Scout Troop 1778
Boy Scout Troop 1908
Boy Scout Troop 191
Boy Scout Troop 1988
Boy Scout Troop 2535
Boy Scout Troop 461
Boy Scouts Pack 425
Boy Scouts Potomac Council
Boy Scout Troop 7
Brownie Troop 2324
BSA Venturing Crew 698 Crew 4031
Charles County Sheriffs Dept. Cadets
Civil Air Patrol
Cub Scout Den #4 AND #6
Cub Scout Pack 1199 Den 1
Cub Scout Pack 13
Cub Scout Pack 137
Cub Scout Pack 1509 Den 4
Cub Scout Pack 1788
Cub Scout Pack 194
Cub Scout Pack 20
Cub Scout Pack 415
Cub Scout Pack 423
Cub Scout Pack 460
Cub Scout Pack 493
Cub Scout Pack 521
Cub Scout Pack 544
Cub Scout Pack 1081
Cub Scout Pack 1404
Daisy Girl Scout Troop 3806
Dominion Sisterhood Juniors
Frederick County 4-H Packgoat Project
Friends of Pack 425
Girl Scout Daisy Troop 6062
Girl Scout Troop 1028
Girl Scout Troop 110
Girl Scout Troop 2133
Girl Scout Troop 2459
Girl Scout Troop 3504
Girl Scout troop 4208

Girl Scout Troop 5123
Junior Girl Scout Troop 5605
Kensington Parkwood Daisy troops
Kidz Care USA
Landscape and Nature Discoveries
Lassie League
Little League
North Minster troop 24
Northern Virginia Jack and Jill
Scout troop 483 & 1337
Thomas Stone Honors Society
TWC
USPP United States Park Police Explorers
Youth Ambassadors on the Environment

Educational Institutions

American University's Eco Sense
Annandale High School
Argyle Middle Sch. PTA
Barnsley Elem PTA
Bethesda BCC HS Green Club
Bishop Ireton High School
British School of Washington
Centreville High School Key Club
Chance Academy
Colin Powell Elementary School
Eleanor Roosevelt HS
Fifth grade students at Waters Landing
Elementary School
Flint Hill School - 4th grade
George Mason Dept of Environmental
Sciences
George Mason University - Institute for
Conflict Analysis and Resolution
George Washington's Green GW
Georgetown University's Eco Action
Hayfield Secondary Schools Leo Club
Higdon Elementary
Howard Gardner High School
Howard University
John Hanson Montessori School
Kingsview Middle School
Leckie Elementary School
Martinsburg Home Schoolers
Maryland University PRIG
Marymount University
Montgomery County Public Schools
Mount Rainier Elementary
Mount Vernon High School
NOVA Community College Green Atoms
Environmental Club
Paint Branch High School Social Studies
Honor Society
Piccowaxen Middle School
Redland Middle School
River School
Robertson Secondary School NHS
Rock Creek Valley Elem PTA
Roosevelt High School
Rosa Parks PTA Beautification Committee
Sherwood High School
South County Secondary School
South Lakes HS Environmental Club
St. Mary's Catholic School
University of Maryland/Mid-Atlantic Water
Program
University of Maryland-College Park Reunion
Group
Urbana High School International
Baccalaureate Students
Urbana HS NHS
Walt Whitman Green Team
Washington-Lee HS Environmental Club
Williamsport High School History Club

Military

Ft. Belvoir Employees
U.S. Air Force
U.S. Navy
US Army (Ft. Meade)
US Marine Corps

Embassies

British Embassy
Embassy of Belgium
Swedish Embassy

Businesses

AECOM
Beveridge & Diamond
Booz-Allen & Hamilton
Brown and Caldwell
Butts Tubes
Calvert Investments
Canon Life Sciences
Capitol One
Chevy Chase Bank / Citizens Bank
Clark Construction
Communications Pioneers
Fugro EarthData Inc
Genzyme Corp
Georgetown University Credit Union
Gilbert LLP
Greenhorne & O'Mara
Hansu Tai Kwon Do School
Harrison Ventures LLC
HASSOC
Hidden Oaks Nature Center
HMSHost
Human Genome Sciences, Inc
IBM
Jones, Lang, LaSalle
Key Bridge Marriott
Kohls
Level 3 Communications
Michael Baker Jr. Inc.
Mirant MidAtlantic
Mirant Potomac River, LLC Employees
Mirant's Dickerson Generating Station
Neighborhood Design Center, Kitchen and
Bath Remodeling
Nustar
Pepco
SCS Engineers
Specpro Env. Services
Starbucks
TELEMUNDO WASHINGTON
The North Face Tyson's Corner
Thompson's
WellsFargo
Wetland Studies and Solutions
Whole Foods of Fair Lakes, VA
Winchester Homes, Inc

Pennsylvania

PA CleanWays
PA Department of Transportation

Maryland

Chapman State Park
Charles County Detention Program
Charles County Dive Rescue Team
Charles County Sheriff's Office Corrections
Squad
Cobb Island Volunteer Fire Department and
EMS
Historic St. Mary's City

Maryland Conservation Corps
 Maryland Department of Natural Resources
 Park Service
 Maryland Park Service
 Montgomery County Police Department
 Mount Rainier City Council
 Mount Rainier Public Works Department
 Seneca Creek State Park

Washington, DC

6th Div. MPD
 ANC 7A07
 DPW SWEEP Helping Hands
 Mayor's Office on Community Relations
 (MOCR)

West Virginia

WV Forestry Division
 WV Master Naturalists

Virginia

Alexandria Sanitation Authority
 CHAIN BRIDGE DISTRICT NATIONAL CAPITAL
 AREA COUNCIL
 City of Alexandria, T&ES, Office of
 Environmental Quality
 Lake Jackson VFD
 Lake Ridge VFD
 Prince William County Public Works
 Prince William County Service Authority
 Prince William Soil & Water Conservation
 District (PWSWCD)
 Town of Dumfries

Religious Organizations

Christ Lutheran Church
 Church of Jesus Christ of Latter Day Saints
 Church of the Redeemer
 Corridor Church of Glen Burnie MD
 Grace Episcopal Church Silver Spring MD
 Heritage Presbyterian Church
 St. Andrew Apostle Church
 St. Columba's
 St. James Episcopal Church
 The Vine Wesleyan Church
 Unitarian Universalist Church in Reston
 Unitarian Universalist Congregation of Fairfax
 Wesley Seminary

Families

Chudzik Family
 Ned Foster from Friends of Little Rocky Run

Regional

Chesapeake Bay Program
 COG
 Court Services and Offender Supervision
 Agency
 CSOSA
 ICPRB
 Izaak Walton League of America
 Pick Up America
 Potomac Conservancy
 Sierra Club

Community Organizations, Clubs, and Nonprofits

20's and 30's Meet-up Group
 350.org
 3rd Day Club

Alpha Kappa Psi
 Arlington Chapter of the Isaac Walton League
 Asian American League
 BANNCOCKBURN CITIZENS ASSOCIATION
 Bannockburn Citizens Association
 Belvoir Bowhunters
 Bethesda Green
 Blue Ridge Voyageurs
 Burgundy Crescent Volunteers
 Calvert Manor Civic Association
 Campfire USA
 Cannon Bluff HOA
 Canoe Cruisers Association
 Carpers Farm HOA
 Chase Hill Civic Association
 Chesapeake Education, Arts and Research
 Society
 Civic League of North Portal Estates
 Clovis Cares
 Cobb Island Citizen Association
 Crestwood Citizens Assoc
 Cumberland C&O Canal Bike Patrol
 Daughters of American Revolution
 Empirian Village Apartments of Greenbelt
 FAIRFAX MASTER NATURALIST
 Foxhall Community Citizens Association
 Frederick Social Scene
 Friends of Accotink Creek
 Friends of Lake Accotink Park
 Friends of Little Hunting Creek
 Friends of Meadowood
 Friends of Melvin Hazen Deloitte
 Friends of Montrose Park
 Ft. Davis Civic Assoc.,
 Gangplank Slipholders Association
 Great Falls Citizens Assoc
 Greater Glenmont Civic Association
 Green ACES
 Hallowing Point HOA
 Harpers Ferry Outdoor Festival
 Hoover Farm
 Hotel Association of Washington DC
 Humane Society of Charles County
 Izaak Walton League of America Rockville
 Chapter
 Kingston Chase Homeowners Association
 Kiwanis Young Professionals
 Living Classrooms
 Mantana Citizens Association
 Mason Neck Citizens Association
 Mason neck Lions Club
 masondixoncanooclub.org
 McKee Hill Farms
 Middleridge Citizens Assoc
 Montgomery Rams Football team
 Mount Vernon staff
 Mount Vernon volunteers
 Mt Ephraim Activists
 National Honor Society, Antietam Creek
 Watershed Association
 National Potomac Yacht Club
 North Portal Estates Civic League
 North Portal Estates Civic League
 Northern Virginia Conservation Trust
 Northern Virginia Geocaching Organization
 (NOVAGO)
 Occoquan Forest HOA
 Opequon Creek Project Team
 Palisades Citizens Association
 PARKSIDE ESTATE NEIGHBORS
 Parkwood Residents Association
 Partners for the Americas
 Phi Sigma Pi
 Piney Point Lighthouse Museum Volunteers
 Piscataway Hills Citizens Association
 Point of Rocks Ruritan Club
 Pope Branch Park Restoration Alliance
 Port Tobacco River Conservancy

Potomac Riverkeeper
 Prince William Clean Community Counsel
 Prince William Trails and Streams
 Prince William Trails and Streams Coalition
 (PWTSC)
 Recreation & Parks Society
 Red Cross
 Residents of Marina Towers Condominium
 Ridley Club of Greater Washington
 River Project Group
 Riverview Estates HOA
 SAI - Sathya Sai Baba Service Organization
 Seneca Creek Watershed Partners
 Shepherd Park Citizens Association
 Sheppard Park Citizens Association
 Sheppard Park Citizens Association
 Sigma Nu at James Madison University
 Single Professionals of Loudoun
 Sleepy Creek Watershed Association
 Society of American Military Engineers
 Sons of Confederate Veterans, Col. William
 Norris Camp #1398
 South Cove Home Owners Assoc
 Southern Maryland Audubon Society
 Southern Maryland Junior Bassmasters
 Springvale Civic Association
 St. Clements Island Museum Volunteers
 St. Mary's River Watershed Association
 Stonehurst homeowners
 Stratford Landing Citizens Association
 Stratford-on-the-Potomac Citizens
 Association
 Surfrider Foundation DC Chapter
 Sustainable Frederick
 The Yacht Club @ Swan Point
 Tiberon 4 Homeowners Association
 Trail Voice
 Trails and Blueways Council
 TROT - Trail Riders of Today
 Tyson's Green Civic Association
 University Park Community Association
 University Park Stream Committee
 Volunteer Alexandria
 Washington Area Parrot Head Club
 Watershed Action Coalition
 We Love DC
 Wellington Heights Citizens Association
 Western Maryland Jaycees
 Whitewater River and Trail
 Wiley Ford Pride Committee
 Woodland Normanstone Neighborhood
 Association



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Tracy Bowen, Matthew Alcide, Ann Bodling, Chelsea Borchini, Sylvia Brown, Libby Campbell, Sara Campbell, Laura Chamberlin, Lane Elson, Katrina Fauss, Tom Frezza, Beth Gillam, Laura Gillespie, Christa Haverly, Becky Horner, Wendy (Mamo) Lind, Deanna Lutz, Michelle Melton, Tawna Mertz, Karen Jensen Miles, Helen Nelson, Chris Ordiway, Carol Park, Natalie Perez, Sharon Rabie, Linda Ries, Elizabeth Rives, Keith Rounfort, Doris Sharp, Ashlea Smith, Jodie Abbott Standish, William Townsend, Jeanne Troy, Eileen Watts, Becky Williams, Brenda Wright, Jonathan Wright

Thank You: Above and Beyond

Anacostia Watershed Society: Robert Boone, Jim Foster, Brent Bolin, Emily Gillespie **Arlingtonians for a Clean Environment:** Elenor Hodge and Margaret Kertess **Arlington County:** Aileen Winkvist, Victoria Greenfield, Jeff Harn, and Erik Grabowsky • **District of Department of the Environment:** Hamid Karimi, Shelia Besse, John Wasiutynski, Brian Van Wye, Emma Hetnar, and Trihn Doan; • **MWCOG's Department of Environment Programs:** David Robertson, Stuart Freudberg, Ted Graham, Jean Saddler, John Snarr, John Galli, Phong Trieu, Christine Howard, Heidi Bonnaffon, Steve Bieber, Wyetha Lipford, and Steve Dickstein; • **Fairfax County:** Heather Ambrose, Jeff Smithberger, Pamela Gratton, Fred Rose, Kate Vasquez • **House of Sweden:** Andrew Osborne, Cecilia Browning, and NuNu Wako • **Institute for Local Self Reliance:** Brenda Platt, Herral Bahala • **Material Resources Sustainability Internship:** Thomya Goode, Brian Menifee, Domenio Smith, Illai Kenney, Rose Boomsma, Alfonze "Chip" Chisholm, Tim McDougale, Scott Pomeroy, Cindy Olsen, Angelique Cofield, Ester Lopes • **Montgomery County Government:** Bob Hoyt, Meosotis Curtis, Tom Pogue, Alan Pultyniewicz and Ansu John; • **National Park Service:** Peggy O'Dell, Wendy O'Sullivan, Anne O'Neil, Maggie Zadorozny, Miguel Roberson; Alex Romero, Omar Eaton-Martinez • **NOAA Office of Response and Restoration:** Holly Bamford, Lisa Dipinto, Megan Forbes, Sarah Morison, Lisa Pelstring, Vicki Loe, and Kristen Rusello; • **Noral Group:** Eva Kastin, Johanna Nestor, Jaclyn Lonegan • **Occasions Caterers:** Nancy Coppola and Christine M. Hoffman • **Prince George's County Government:** David Byrd, Bryan McReynolds, Michael Brown, Alfred Titus Glover, Udomah Ohiri, Van Caldwell, Paivi Spoon, and Helen Moore; • **REI:** Rhonda Krafchin, Barbara Ball, Mark Nelson • **Ruder Finn:** Juliet Glassroth, Katie Christopher, Brian Perry, and Zoe Stathopoulos • **Telemundo WZDC:** Brian Van Hoven; • **Trash Free Potomac Facility Committee Members:** Co-Chair Mark Smallwood, Co-Chair Alan Pultyniewicz, Ed Murtagh, Ron Vance, Merrit Drucker, Mandy Lippman,, Jeff Wilkes, Rhonda Krafchin, Rod Kincaid, Tom Griffin, Lynne Forsman, Elizabeth Chiedi, William Del Vecchio, Ylrico Alexander, Russell Clark, Russell Klein, and Jennifer Brady • **Trash TMDL Working Group:** Jon Devine, Robert Boone, Jon Capacasa, Mow Soung Cheng, Monir Chowdhury, Jim Collier, James Connolly, Meosotis Curtis, Stan Edwards, Rich Eskin, Jon Galli, Ted Graham, Hamid Karimi, Anna Kasko, Lori Kier, Robert Koroncai, Garrison Miller, Robert Thompson, Phong Trieu, Helene Drago, Dottie Yunger, Teresa Rafi, Aileen Molloy, Greg Voigt • **DC Water:** George Hawkins, Aleizha Batson, Mohsin Siddique, LaDawne White • **Whole Foods Market:** Mark "Coach" Smallwood, Erin Kerr, Sean Mahaffy • **Individuals:** Dennis Chestnut, Groundwork Anacostia DC • Irv Sheffey, Sierra Club • The Community of Deanwood • Rick Ayers • Joyce Beck • David Berry • Diane Cameron, Audubon Naturalist Society • Mark Charles, City of Rockville • Investigator Anita Chavis, DC SWEEP • Jim Collier and Cynthia Collier • Detective Jon Crichfield, U.S. Park Police • William Coates • Travis Cooper, West Virginia Make It Shine • Curtis Dalpra, ICPRB • Sergeant Brendan Devaney, Prince George's Police Department • Mayor Judith Davis • Jon Devine, NRDC • Chief Kim Dine • Sherry Evasic • Henry and Alice Ferguson (for their vision) • Matthew Fisher • Gale Foulds • Tony Furlow • Charlie Greffen, State Highway Administration • Adam Griggs, ICPRB • Commander Russell Hamill, Montgomery County Police Department • Demetria Harris, DCDPW • April Havens • Jim Heins • Kent Hibben • Diane Hoffman • Linda Howard, Summit Fund of Washington • Ian Edlind, TrailVoice • Dan Jackson, LMI Associates • Captain Tom Kemp, City of Greenbelt Police Department • Christine Keotz, My Organic Market • Russell Klein, DPW Sweep • John Krohn, DC Chapter of Surfrider • Deborah Kutzleb • Stephanie Larson, PA Cleanways • Julie Lawson, DC Chapter of Surfrider • Phil Lee • Bryan Logan and Janet Dewar • Jesse Maines, City of Alexandria • Beth Mullin, FORCE • Joel Oxley, WTOP • Ramesh Patel • James Pester • Lowry Phelps, Charles County, MD • Jerry Phillips • Damien Power • Steve Raabe, OpinionWorks • Sergeant John Rizik, Arlington County Police Department • Captain Eddie Reyes, City of Alexandria Police Department • Melissa Rivord, MWCOG • Karen Robb, Chief of Staff Congressman Chris Van Hollen • Corporal Michael Rubin, Prince George's Police Department • Dan Schwartz, NVSWCD • Eve Shafi, Volunteer Frederick • Wendy Short • Kent Slowinski • Chairman J. Walter Tejada, Arlington County • Deanna Tricarico, Potomac Conservancy • Investigator Michael Vanison, DC SWEEP • Lynn Vismara, MNCPPC • Julia Washburn • Nelson Widell • Sandy Wiggins • Jim Wood, Chief of Staff Congressman Steny Hoyer • Kevin Woolbright, WSSC • Sara Wuertenberg • Richard Yates • Jeff Yeager • Dottie Younger, Anacostia Riverkeeper

The Alice Ferguson Foundation

Environmental Education on the Potomac

Located just ten miles from the nation's capital on the shore of the Potomac River, the Alice Ferguson Foundation (AFF) was established in 1954 as a nonprofit organization, chartered in the state of Maryland. The three core programs consist of the Hard Bargain Farm Environmental Center for elementary students, the off-site Bridging the Watershed program for secondary school students in national parks, and the Trash Free Potomac Watershed Initiative along with other community outreach programs. Our mission is to provide experiences that encourage connections between people, the natural environment, farming, and the cultural heritage of the Potomac River watershed, which lead to personal environmental responsibility.



Hard Bargain Farm Environmental Center

Credentialed educators using experiential learning techniques teach environmental studies for children, pre-K through 8th grades, on a 330-acre working farm along the Potomac River. Each year, more than 4,500 students and their teachers enjoy day and overnight experiences at the farm. 38% of our students are at-risk youth from the region's underserved communities in Maryland, Washington, DC and Virginia.

Bridging the Watershed

Bridging the Watershed is an outreach program of AFF in partnership with the National Park Service and area schools, whose purpose is to promote student academic achievement, personal connections with the natural world, lifelong civic engagement, and environmental stewardship through hands-on curriculum-based outdoor studies in national parks and public lands.



Teacher Institutes and Workshops

Professional development opportunities for K through 12th grade teachers in environmental science, hands-on curriculum-based lessons and constructivist instructional methods, through summer institutes and workshops.

Trash Free Potomac Watershed Initiative

The largest regional event of its kind, the Cleanup provides a transforming experience that engages citizens and community leaders and generates momentum for change. Since 1989, the annual Cleanup has rallied over 90,000 volunteers and has become a decisive catalyst for progress igniting people throughout the watershed with the AFF's community spirit. In 2005 after 16 years of Cleanups, AFF and its partners recognized that trash cleanups were not addressing the root cause and sources of waterborne debris, and a systemic approach to this problem was required. In response, AFF launched the Trash Free Potomac Watershed Initiative with the goal of achieving a "Trash Free Potomac Watershed by 2013!"

Arts and Community Outreach at Hard Bargain Farm

The Amphitheater at Hard Bargain Farm is home to the annual performance series Concert in the Woods and Theater in the Woods and holds productions from spring into fall.

How Can I Support the Alice Ferguson Foundation?

Please visit our award-winning, educational website at www.fergusonfoundation.org. Donate online or learn about the benefits of membership or volunteering. Individual, tax-deductible memberships start at \$30. There are many other ways you may choose to support us, including: monthly gifts, planned giving, gifts of stock, or memorial gifts. We make every dollar count! Sponsor AFF programs by emailing sponsorship@fergusonfoundation.org. We participate in the Combined Federal Campaign and United Way.



Alice Ferguson Foundation

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A campaign brought to you by Alice Ferguson Foundation, Metropolitan Washington Council of Governments, the District of Columbia Government, the Montgomery County Government, the Prince George's County Government, the Fairfax County Government, the City of Arlington Government, the Charles County Government, and the City of Rockville Government.

2010 POTOMAC RIVER WATERSHED CLEANUP

FINAL RESULTS



CLEANUP SITES

575 Registered and Reporting Cleanup Sites in Washington DC, Maryland, Virginia, Pennsylvania and West Virginia

- At least 275 Cleanups on April 10th

TRASH DATA

251.9 Total Tons Removed (503,800 lbs)

- 101.05 tons of loose trash (bulky items like furniture, scrap metal & debris, etc.)
- 24.9 tons of tires
- 13,945 bags of trash & recyclables

PARTNERS & VOLUNTEERS

14,537 Volunteers

- Each volunteer removed an average of 34.66 pounds of trash
- Over 425 participating groups and partners

RECYCLABLE MATERIALS

48.4 Tons Removed (193,600 containers) of recyclable glass, aluminum & plastic bottles

- 15.1 tons of recyclable materials were actually recycled

TOP BRAND NAMES REPORTED

- Budweiser/Bud Lite, McDonalds, 7-11, Coca-Cola, Corona, Deer Park, Pepsi, Miller/Miller Lite

SAMPLE INTERESTING ITEMS FOUND

- | | | |
|--------------------------|-----------------------------|--------------------------------|
| ▪ 21,597 Plastic bags | ▪ Fishing rods | ▪ Floating marker buoy |
| ▪ 14,802 Cigarette Butts | ▪ Wallet | ▪ Diapers |
| ▪ 1,844 Tires | ▪ Purse | ▪ Hard Hats |
| ▪ 3 Bicycles | ▪ Propane Tank | ▪ 5 gal. Paint Cans |
| ▪ 3 Canoes | ▪ Chemical Barrels | ▪ Fishing Rods |
| ▪ 2 Couches | ▪ Plastic Lawn Chair | ▪ Pairs of Pants |
| ▪ 1 Mattress | ▪ DC Parking Ticket | ▪ Golf Balls |
| ▪ 2 Tents | ▪ Blender | ▪ 3 Left Shoe Inserts sz 8.5 |
| ▪ 1 Sink | ▪ Unopened Case of Bud Lite | ▪ 4 Cancelled Checks from 1985 |
| ▪ Boat anchor | | |

CHANGES FROM 2009

- **+7.5%** in Volunteer Base
- **+14%** Number of Clean-up Sites
- **-5%** Tires Found
- **+5%** Bottles Found
- **-53%** Cigarette Butts
- **-47%** Plastic Bags (-66% in DC)
- **-13.5%** Total Tons Removed
- **-19.6%** Pounds Collected per Volunteer



Chesapeake Bay Stewardship Fund Final Programmatic Report Narrative

Instructions: Save this document on your computer and complete the narrative in the format provided. The final narrative should not exceed ten (10) pages; do not delete the text provided below. Once complete, upload this document into the on-line final programmatic report task as instructed.

1. Project Description.

Briefly describe your project, including a description of the problem your project is trying to address, the project's objectives and strategies, as well as the project location, and a characterization of the watershed and the relevant characteristics of the community's natural resources, population, and economy.

The Trash Free Potomac Initiative is directly helping the region address a serious water quality problem – stopping the tons of trash that flushes into the Potomac River, Chesapeake Bay, and ultimately the Atlantic Ocean. As importantly, TFPWI also encourages personal environmental responsibility and the goal to secure a trash-free Potomac Watershed through a combination of comprehensive, watershed-wide activities AND opportunities for personal responsibility. The Initiative addresses the litter and trash problem systemically via broad public education and outreach, policy change at regional and local government levels, and litter enforcement by engaging and educating officers. The efforts of businesses, schools, government agencies, and other nonprofits to reduce trash and litter are supported through market-based approaches such as our Trash Free Potomac Facility program.

2. Summary of Accomplishments

In four to five sentences, provide a brief summary of the project's key accomplishments and outcomes that were observed or measured.

In 2010, the Alice Ferguson Foundation (AFF) major accomplishments for the Trash Free Potomac Watershed Initiative (TFPWI) were:

- **Public Education-** A Regional Anti-litter Campaign continues to be developed with a finalized tagline, and the development and planned distribution of a campaign toolkit for traditional and non-traditional outlets.
- **Policy-** The Policy Working Group has formed the Trash Free Maryland and Trash Free Virginia Alliances to policy strategies to reduce trash and litter.
- **Regulation-** The Anacostia River Trash TMDL (Total Maximum Daily Load) has been approved by the EPA. Implementation Plans are in development by each jurisdiction.
- **Enforcement-** The 3rd Annual Litter Enforcement Week engaged law enforcement from the District of Columbia, Maryland, Virginia, and the National Park Police.
- **Market-Based Approaches-** A revised Guidebook has been completed for the Trash Free Potomac Facility Program, and an updated website and educational materials is in progress. The partnership with US EPA's WasteWise is complete with the website to be launched soon.

3. Project Activities & Outcomes

Activities

- Describe and quantify (using the approved metrics referenced in your grant agreement) the primary activities conducted during this grant.
- Briefly explain discrepancies between the activities conducted during the grant and the activities agreed upon in your grant agreement.

ACTIVITIES	RESPONSIBLE PARTY	TIMING	STATUS
PROACT – <ul style="list-style-type: none"> • Communications Marketing Firm hired • Branding and messaging developed • Branding, messaging tested • 3 products finalize – logo/images 	AFF AFF w/Creative team of OpinionWorks, Ruder Finn, Noral Group International	10/09 (pre-award) 12/09 - 3/10 3/10 - 6/10 Completed by 8/10	Due to a delay in funding, both this award and other funding sources the branding and messaging were not completed until 12/10 and are being tested and implemented in 2011.
Enforcement – <ul style="list-style-type: none"> • Trainings conducted • Litter Enforcement Week(s) conducted • Regional Council on Illegal Dumping meets 	AFF w/ guidance from Regional Council	12/09 – 11/10 3/10 – 4/10 12/09 – 11/10	Completed
Policy – <ul style="list-style-type: none"> • Anacostia Trash TMDL Implementation Plan finalized (see Small Watersheds grant proposal for Anacostia-specific-- to be submitted early 2010) • MS4 permit meetings with DC and Prince George's County MD 	AFF partners went Anacostia Working Group and local jurisdictions	12/09 – 9/10 9/09 – 10/10	Completed
Potomac River Watershed Cleanup <ul style="list-style-type: none"> • Planning for 2010 and 2011 Cleanups • Site training • Visible Trash Survey monitoring • Cleanup data analysis • Cleanup event 	AFF	12/09 – 11/10 2/10 – 4/10 4/10; 9/10 4/10 -11/10 3/22-4/25/10	Completed
Potomac Watershed Trash Summit <ul style="list-style-type: none"> • Planning 2010 Summit • 5th Annual Potomac Watershed Trash Summit 	AFF, TFPWI roundtables	12/09 – 11/10 9/23/10	Completed
Trash Free Potomac Facility Program <ul style="list-style-type: none"> • 18 facilities piloted • Report form and metrics developed • Expand program to new facilities 	AFF with Trash Free Potomac Facility Committee	8/09 – 3/10 Completed by 6/10 3/10 – 8/10	Completed
Trash Treaty – Elected Official Engagement <ul style="list-style-type: none"> • Expand number of elected official signatories on Trash Treaty by 35 – from 105 to 140 • Elected officials continue to stay engaged in TFPWI by: attending Trash Summits; sign treaty; exploring legislative actions; participate in anti-litter campaign 	AFF with TFPWI Advisory Council	12/09 – 11/10 12/09-11/10	Completed. Only 21 new elected officials were recruited for 2010.

<ul style="list-style-type: none"> AFF staff participates in public hearings at federal, state and local government levels on litter issues 		12/09-11/10	
Explore expanding TFPWI partnership to new Virginia coalition	AFF w/ VA partners	12/09- 11/10	In progress through the Trash Free Virginia Alliance

Outcomes

- Describe and quantify progress towards achieving the project outcomes described in your grant agreement. (Quantify using the approved metrics referenced in your grant agreement or by using more relevant metrics not included in the application.)
- Briefly explain discrepancies between what actually happened compared to what was anticipated to happen.
- Provide any further information (such as unexpected outcomes) important for understanding project activities and outcome results.

Outcomes	Outcome Applies? (Yes/No)	Metrics	Metric Applies? (Yes/No)	FY2010 Benchmark	Accomplishments in FY2010
Increase the breadth and depth of environmental impact – <i>Water</i>	Yes	Additional Metric 1: Number of sites and the number of volunteers cleaned of trash	Yes	<ul style="list-style-type: none"> 530 sites 14,175 volunteers 	<ul style="list-style-type: none"> 14,537 volunteers 575 sites 252 tons of trash 34.6 lbs of trash/volunteer Cleanup sites are frequently located in parks and communities where trash can affect recreational water quality. In addition, many cleanup sites are linked to restoration activities and sites.
		Additional Metric 2: Trash Free Potomac Facilities (TFPF) Program	Yes	<ul style="list-style-type: none"> 16 facilities complete pilot program (8/09-2/10) Develop report form and metrics (10/09-3/10) 25 participating facilities in 2010 	<ul style="list-style-type: none"> Guidebook, website, and educational material revisions in development Partnership with EPA's WasteWise system for tracking and reporting 18 facilities piloted, including Whole Foods stores, Georgetown University, USDA headquarters. 20 additional facilities committed to pursue becoming a TFPF in 2011
Increase the breadth and depth of environmental impact – <i>Litter</i>	Yes	Miles of coast or banks cleaned	No, BUT	530 sites cleaned	575 sites were cleaned in the 2010 Cleanup. Site size varies, so estimating miles of streambanks is difficult.
		Acres of parks or communities cleaned	No, BUT	530 sites cleaned	575 sites were cleaned in the 2010 Cleanup. Site size varies, so estimating acres is difficult.
		Pounds/ pieces of tobacco litter items collected from land or stream	Yes	31,000 cigarette butts removed	14,802 cigarette butts were picked up in 2010 Cleanup
		Additional Metric 1: Pounds of trash removed	Yes	276.8 tons of trash removed	<ul style="list-style-type: none"> 252 total tons removed in the 2010 Cleanup For the first time ever there was reduction in trash picked up which was shown with a 19.6% reduction in lbs of trash picked up per volunteer.
		Additional Metric 2: Visible Trash Survey (VTS) sites monitored	Yes	12 sites monitored	VTS was completed on 9 sites in 2010.
Increase public	Yes	Number of people reached by	Yes	<ul style="list-style-type: none"> 14,175 volunteers 5% increase in media 	<ul style="list-style-type: none"> 14,537 volunteers received trash and anti-litter outreach during the 2010 Cleanup.

awareness on how behaviors impact environmental issue		communications to public (e.g., grantee speaking engagements, education events, publications, media ads)		coverage <ul style="list-style-type: none"> Elected officials participate in PRWC and other TFPWI activities 	<ul style="list-style-type: none"> 287 participants in the Trash Summit Media coverage for the Cleanup included 69 outlets, including print, websites, radio, television, and social media. Media coverage for the Trash Summit included three Washington Post articles, a feature on Fox 5 news, and many local papers and online blogs. 21 new elected officials signed the Trash Treaty, a 15% increase from 2009.
Increase and sustain public engagement on environmental issues	yes	Additional Metric 1: Anti-litter public awareness and outreach campaign (PROACT)	Yes	<ul style="list-style-type: none"> Regional Anti-littering campaign messaging is developed and tested; ready for launch by late 2010. 5 year communications plan developed 1 major commercial source of litter joins the campaign, ie. Convenience store or fast food chain. 	<ul style="list-style-type: none"> OpinionWorks conducted 5 focus groups in MD and VA of admitted litterers Using research from focus groups. Noral Group and the communication team have finalized a tagline. Campaign toolkit, utilizing the taglines and visual components is in development and could include print ads, billboards, radio PSAs, trash can decals, and hands on activities. A TFPWI Communication Plan is in development with a contracted Communication Firm and will include the release and distribution of the toolkits. Opinion Poll Survey of 600 DC residents was completed in August 2010. Tagline has been established- "Clean Land, Safe Water, Healthy Lives" 5 jurisdictions and 1 regional agency have committed to implement the campaign in their operations.
		Additional Metric 2: Enforcement activities include conduct Litter Enforcement Week (LEW) and engage jurisdictions in the Regional Council on Dumping (RCID)	Yes	LEW: <ul style="list-style-type: none"> Conduct 8 trainings Train 10% more officers (128 officers) Engage 15 jurisdictions. RCID: <ul style="list-style-type: none"> Engage 7 jurisdictions 	<ul style="list-style-type: none"> 2 LEW trainings were conducted 66 officers were trained. 10 jurisdictions participated Regional Council on Illegal Dumping was held and engaged 5 jurisdictions.
Increase grantee capacity to change awareness, attitudes, and behaviors of individuals		Dollar donations received by grantee from public for sustainable agriculture, water or litter	Yes	The projected 2010 TFPWI budget is \$563,718. (including a conservative estimate of \$150k of in-kind volunteer hours)	In 2010, TFPWI raised enough money to meet the budget, which was lower than the projected budget. Additional funds were raised for 2011.
		Number of in-bound media inquiries to grantee	Yes	20% increase in coverage.	In 2010, Media coverage included: <ul style="list-style-type: none"> Media coverage for the Cleanup included 69 outlets, including print, websites, radio, television, and social media. Media coverage for the Trash Summit included three Washington Post articles, a feature on Fox 5 news, and many local papers and online blogs. Litter Prevention Campaign is just starting to be released to the public. Increased media is expected in 2011.
		Number of unique website hits on grantee website (if possible related to sustainable agriculture, water, or litter)	Yes	118,100 hits	
		Number of volunteer hours related to sustainable agriculture, water, or litter	yes	14,033 (a 5% increase over 2010)	14,537 volunteers for 2010 Cleanup at an estimated 3 hours each = 43,611 volunteer hours

		Additional Metric 1: Policy changes concerning trash and litter	Yes	Data collected by the VTS in 2008-2010 and PRW Cleanup data over the last decade will be developed as Baseline Data to track trash reductions realized by all strategies, including policy changes. <ul style="list-style-type: none"> • A 15% reduction in trash on the Anacostia is expected by 2011. • A 50% reduction in plastic bags picked up is expected by 2011. 	<ul style="list-style-type: none"> • Comments on the Anacostia Trash TMDL including a request of a Implementation Plan Working Group • Trash Treaty language was included in the Anacostia Trash TMDL. • Trash Treaty language was included in the approved MS4 permit for Montgomery County and District of Columbia. • Potomac Regulatory Working Group was committed to be started at the Trash Summit • Cleanup Data, VTS Data, and other volunteer collected data will be used to track the changes in litter as a result of these policy actions.
		Additional Metric 2: Please see Trash Free Potomac Facility program in Water Quality above.		25 TFPF	18 TFPF piloted in 2010, with 20 more committed to join in 2011.

Increase Organizational Capacity of Grantees

Outcomes	Outcome Applies? (Yes/No)	Metrics	Metric Applies? (Yes/No)	FY2010 Benchmark	Accomplishments in FY2010
	Yes	Dollars raised as a result of Altria's Environmental Program funding (dollars)	Yes	\$563,718 is budgeted for 2010	Altria is an important corporate contributor to leverage with other businesses. The TFPF has been more thoroughly developed in 2010 and will now be a key leverage for both recruiting businesses to be trash free facilities, but also to implement the litter prevention campaign and to sponsor the TFPWI.
		Additional Metric 1: Anti-litter public awareness and outreach campaign (PROACT) – please see Public Awareness above	Yes	For 2010: <ul style="list-style-type: none"> • Anti-littering messaging is developed and tested; ready for launch by late 2010; • 5-yr communications plan developed • 1 major commercial source of litter joins the campaign, ie. Convenience store or fast food chain. 	Campaign research has been completed and used for the development of the campaign. The campaign visuals and message have been completed and will be piloted in 5 jurisdictions in the DC metro area including the District of Columbia, Montgomery County, Prince George's County, Fairfax County, and Arlington County.
		Additional Metric 2: Please see Trash Free Potomac Facility program in Water Quality above.	Yes	25 TFPF	18 TFPF piloted in 2010, with 20 more committed to join in 2011.
Help position grantees as leaders in their respective fields	Yes	Number of press mentions related to priority areas	Yes	20% increase in coverage.	In 2010, Media coverage included: <ul style="list-style-type: none"> • Media coverage for the Cleanup included 69 outlets, including print, websites, radio, television, and social media. • Media coverage for the Trash Summit included three Washington Post articles, a feature on Fox 5 news, and many local papers and online blogs.
		Number of invitations for grantee to speak at events	Yes	<ul style="list-style-type: none"> • 4 public speaking or public hearing events • 6 TFPWI outreach 	<ul style="list-style-type: none"> • In 2010, AFF spoke at two public hearings at the DC City Council to ensure proper use of the DC bag fee

				tabling at public events	funds. <ul style="list-style-type: none"> • In 2010, AFF participated in nine public events, doing tabling or presentations as outreach for TFPWI • Litter Prevention Coordinator spoke at the Virginia Recycling Convention and the Association of State & Territorial Solid Waste Management Officials.
		Additional Metric 1: Policy changes concerning trash and littering – please see above	Yes	Expected trash reductions realized by all strategies, including policy changes. <ul style="list-style-type: none"> • A 15% reduction in trash on the Anacostia is expected by 2011. • A 50% reduction in plastic bags picked up is expected by 2011. 	<ul style="list-style-type: none"> • Comments on the Anacostia Trash TMDL including a request of a Implementation Plan Working Group • Trash Treaty language was included in the Anacostia Trash TMDL. • Trash Treaty language was included in the approved MS4 permit for Montgomery County and District of Columbia. • Potomac Regulatory Working Group was committed to be started at the 2010 Trash Summit • Participated in Composting Task Force to propose policy and outreach for compost improvements in the DC metro area

4. Challenges and Lessons Learned

Describe any specific challenges that have arisen during the course of the project and how they have been addressed. Also describe the key lessons learned from this project, such as the least and most effective conservation practices or notable aspects of the project's methods, monitoring, or results. How could other conservation organizations adapt their projects to build upon some of these key lessons about what worked best and what did not?

One of the greatest strengths of the Initiative is the momentum that has been building from the community via the *Potomac River Watershed Cleanup* and *Potomac Watershed Trash Summit* over the past five years. These events have established an audience, media coverage, and partnerships that contribute to the success of the implementation of the five core components. In particular, engagement of elected officials continues to help drive the Initiative forward.

Several successful models for trash reduction are surfacing, including the trash TMDL, inclusion of trash reduction language in MS4 permit renewals, single-use bag fees, and the Trash Free Potomac Facilities (TFPF) program.. Each of these activities is taking several years to develop and implement, making it difficult to show on-the-ground results. An additional challenge comes when working with partners that have many other priorities (i.e. law enforcement officers, elected officials, regulatory agencies), it is necessary to appreciate that those other priorities are going to affect the rate at which progress occurs.

Attaining a trash free Potomac, through the Initiative's strategic plan remains one of the goals of AFF. With these challenging economic times it becomes increasingly important to seek alternative sources of funding, which AFF is doing through an increased effort to secure business partnerships, which are not all about sponsorships. A partnership allows the business the opportunity to be a participant in solving the problem through hosting a Cleanup site, implementing the Litter

Prevention Campaign, or becoming a Trash Free Potomac Facility; in addition to financial sponsorship.

5. Dissemination

Briefly identify any dissemination of lessons learned or other project results to external audiences, such as the public or other conservation organizations.

- Major funders are acknowledged on TFPWI brochures, banners, and other print materials, as appropriate.
- Elected Officials are invited to sign the Potomac Watershed Trash Treaty and become engaged in working on solutions to the litter problem.
- AFF conducts education and outreach to site leaders and volunteers as part of Cleanup, as well as through the website.
- The Potomac Watershed Trash Summit provides outreach and opportunity for engagement all stakeholders including elected officials, government agency staff, businesses, nonprofit groups, and citizens. The Summit program book details all the activities from the past year as well as highlights from for the Summit. This program book is used throughout the year as an outreach tool for the TFPWI.
- The Cleanup and Summit generate media presentations, including newspapers, newsletters, Internet blogs, television, and radio.
- The details from the social marketing research for the litter prevention campaign are detailed in reports to funders and in presentations throughout the region.

6. Project Documents

Include in your final programmatic report, via the Uploads section of this task, the following:

- 2-10 representative photos from the project. Photos need to have a minimum resolution of 300 dpi;
- report publications, GIS data, brochures, videos, outreach tools, press releases, media coverage;
- any project deliverables per the terms of your grant agreement.

POSTING OF FINAL REPORT: *This report and attached project documents may be shared by the Foundation and any Funding Source for the Project via their respective websites. In the event that the Recipient intends to claim that its final report or project documents contains material that does not have to be posted on such websites because it is protected from disclosure by statutory or regulatory provisions, the Recipient shall clearly mark all such potentially protected materials as “PROTECTED” and provide an explanation and complete citation to the statutory or regulatory source for such protection.*