



## Roundtable Summary

### The Alice Ferguson Foundation's 3<sup>rd</sup> Annual Potomac Watershed Trash Summit

June 17, 2008 (9:00 a.m. – 4:30 p.m.)  
The World Bank • Washington, DC

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## Concurrent Roundtable Sessions

### *Roundtable Framework*

#### *Overall Scope:*

- All Roundtables will commonly be addressing the issue of prominent trash found in the Potomac River Watershed Cleanup—trash from the large to the very small, including construction debris, tires, home appliances and products, food packaging, plastic bags, recyclable beverage containers—and not tangential issues.
- Produce actionable, measurable outcomes.
- The solution includes federal, state, and local governments, working together with business, nonprofits and citizens!
- Holistic integration of public education, market-based, legislation, regulation, and enforcement approaches. We expect and hope for overlap across roundtables.
- Commitments are needed from all.

#### *Structure of Roundtables:*

- MODERATOR - will be responsible for managing discussion, asking questions, and engaging the audience in the dialogue, getting to recommendations that are measurable and realistic and that can be reported at the final session.
- PRESENTERS - two to three panelists will give background presentations, including at least one positive model of success.
- PANELISTS - will not give presentations, but will be part of a dialogue to address solutions to identified topic challenges.
- AUDIENCE - after the panelists have had time to discuss, the moderator will open up the discussion to the audience for questions, comments and feedback. The Audience is as important to the discussion and planning in the Roundtables as the Panelists!

#### *Outcomes by End of All Roundtables:*

- REPORT OUT SESSION - provide the action items -- offer three to five recommendations that the Roundtable agrees are important, actionable, and are steps toward achieving a Trash Free Potomac by 2013.
- Each recommendation will have the names of people, agencies, or organizations that are willing to participate in the actions.
  - Detailed notes from each Roundtable will be published in a proceedings report this summer.

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## Education Roundtable

### *Wake Up and Smell the Trash—Potomac River watershed Outreach and Awareness Campaign on Trash (PROACT)*

#### **2008 Outcomes and Recommended Actions:**

1. Develop local working groups to put pressure on the community and local governments to achieve the trash-free by 2013 goal. Ask non-participating jurisdictions to commit financially and thank jurisdictions who have already committed
2. Define a focal point for a public relations strategy and create a consistent message and plan - hire a professional PR agency to help develop
3. Create a distribution plan for the newly-developed message and court local media contacts to gain coverage, using the power of group
4. Utilize top elected officials to set an example and direct government agencies to adopt the plan
5. Reach out and use youth contact with this message - using their interests and connections - local clubs, groups, etc. Tap the emotion of youth. Create youth focus groups to develop ideas to reach other youth. Address school systems and utilize service learning
6. Approach local businesses and use leverage to get pro-bono marketing, printing resources, etc.

#### **Champions and Drivers:**

1. All Jurisdictions
2. Trash Treaty Signatories
3. Tracy Bowen
4. Washington Council of Governments
5. “Coach” Mark Smallwood, Whole Foods
6. Merrit Drucker, NOMA BID

#### **Timeline:**

1. 60 days to involve non-participating jurisdictions in PROACT
2. Recommitment from jurisdictions every year

**Focus of Education Roundtable: Send Powerful, Unified, and Repetitive Trash-Free Message to the Public** - The TFPWI and its partners have met during the past year to develop, strategize, and fund the PROACT campaign. To date: the District of Columbia, the City of Rockville, and Arlington, Montgomery, and Prince George’s counties contributed .05 cents per citizen toward the campaign. Other jurisdictions have been asked to participate as well. The Metropolitan Washington Council of Governments passed a Board resolution supporting the establishment of a PROACT account. A PROACT Executive Steering Committee has been formed to advise and guide PROACT. A market research subcommittee formed and met to facilitate the market research conducted by OpinionWorks for PROACT. It included a 1,000-person, watershed-wide, telephone litter attitudes survey and two focus groups to identify target audiences. You heard the broad results of our market research at the morning plenary session.

A multi-year, active, and large-scale regional public education and awareness program wakes up residents and businesses, offers visibility, and activates the public to voluntarily engage in sound behavior, including litter control, recycling, and bulk trash disposal. A region-wide strategy requires unified messaging and pooling of resources from public and private sectors to ensure that the broadest possible audience is reached with adequate message saturation.

Among our next steps is choosing a branded media message. Once we have chosen the message, we will use our combined strength and launch the message in our large media market, which may include: radio, TV, and the emerging online and digital media outlets.

Another equally important component of PROACT is the individual jurisdictional use of the larger branded media message, with its own tagline.

Once we form the media message, we can develop a “PROACT Toolbox” for jurisdictions, businesses, and community groups to identify where and how to place the media message, using their individual taglines to leverage the campaign.

### **Challenges:**

- 1) To ensure placement for the branded message and get participation from regional partners for a multi-year PROACT campaign. Ideas for message placement include:
  - Through print media, web-based media, and schools
  - In existing jurisdictional operations – such as on trash trucks, trash cans, storm drains, in mailers, in calendars, newsletters and on websites
  - On recyclable materials
  - In public works bills
  - In convenience stores and fast food restaurants
- 2) To engage our local jurisdictions, nonprofits, schools, businesses and community groups to use the “PROACT Toolbox.” Ideas for groups that can partner and promote the PROACT Campaign include:
  - Departments of: Public Works, Transportation, Natural Resources, the Environment, Tourism and Schools
  - Washington Metropolitan Area Transit Authority (WMATA, Metro)
  - Community partnerships: ask other businesses, nonprofits and citizens groups to include the branded media message in their programs and materials and help fund the PROACT campaign media message and/or provide in-kind funding
  - Special events, promotions and recognition
  - Federal agencies located in the Potomac River Watershed

**Roundtable Moderator:** Steve Raabe, President of OpinionWorks

### **Roundtable Participants**

#### *Presenters*

- Steve Raabe, President of OpinionWorks—Results of watershed public opinion study about trash
- Celeste Amato, Cleaner Greener Baltimore—A model for PROACT to use in the Potomac River Watershed
- Matt Doud, President, Planit—Design and Marketing Plan for a Cleaner Greener Baltimore

#### *Panelists:*

- Heidi Bonnafan, Environmental Planner II, MWCOG
- Mark Charles, Chief Environmental Management, City of Rockville
- Patricia Doan, Environmental Protection Specialist, DC Department of the Environment
- Megan Forbes, National Communications and Outreach Coordinator of the Marine Debris Program, NOAA Office of Response and Restoration

- Linda Grant, Public Information Officer, DC Department of Public Works
- Jerry Phillips, Public Affairs Broadcast Producer/Host 3WT Radio and NBC Reporters Notebook
- Tom Pogue, Community Relations Manager, Montgomery County Department of Public Works
- Aileen Winkvist, Environmental Planner, Arlington County Department of Environmental Services

### **Roundtable Key Questions:**

1. What do we need in a regional public awareness and education campaign that will get us to a Trash Free Potomac by 2013?
2. What are the tools we recommend for government, businesses and nonprofits to implement that will help us get to Trash Free Potomac by 2013?
3. How do we measure what a successful regional public awareness and education campaign will be?
4. What commitments or declarations are people present willing to make?

### **Roundtable Minutes and Discussion**

**Question:** What do we need in Education Campaign to get to trash free Potomac Watershed by 2013?

- Kent Hibbin, AFF volunteer: Everybody should know their local waterways – this addresses findings from OpinionWorks and Baltimore – must be personal and relevant – proximity
- Trinh Doan, DC Department of the Environment: Get leaders involved in each jurisdiction (example: Mayor of Baltimore is highly involved in fundraising)
  - Over 100 officials have signed the treaty – they are engaged to that point
- Rhonda Krafchin, REI: It’s good to have politicians, but the “face” of the campaign needs to be “movie star,” or “Tiger Woods,” etc. – big name recognition
- DC has organizations and exhibits other areas don’t – we should utilize these
  - Example: National Geographic – recent exhibit – most compelling and personally impactful was a one-hour DC housecat evening prowl – graphic rat footage – made it personal
- Jerry Phillips, 3WT Radio and NBC Reporters Notebook: agrees about a big personality being particularly effective
  - Mayor Fenty (DC) should increase anti-litter enforcement of city personnel/public servants– they should set the example. We shouldn’t have to clean up after the trash truck when it comes down the alley
  - We need to remember that this discussion is regional, not just DC
- Judy Allen-Leventhal, AFF, Board Member: Utilize innocence (example: Baltimore add campaign with graphics/Isabella’s presentation at Summit) for personal impact

**Question:** What else, other than address public officials, can we do? How to get other groups involved?

- Matt Doud, Planit: We don’t want to preach
  - Look to the younger audience and what is important to them. We want to empower and educate them to move forward – not what we want, what they want
- Identity, a nonprofit organization, recently did community service project at a local park, and the next day, a student commented: “It kind of sucks that it is already a mess again”
- Need to talk to local businesses and community groups so cleanup efforts aren’t wasted
- Many young people are working on this
- Annie, private citizen: I like the area to be clean
  - People revere local athletic teams – use them to influence younger generation
  - Need a plan before asking for money
- Megan Forbes, NOAA: Everything discussed so far is great – it will take a multilayered approach – you need an emotional connection with each audience member, and different things will work for different people

- Need to utilize networking partnerships – think outside the box for things that aren't expensive (example: NOAA is partnering with Disney to get an environmental message along with new Little Mermaid movie – no cost to NOAA)
- Celeste Amato, Cleaner Greener Baltimore: You don't need to reach your entire audience at once. You also don't necessarily need to start with the biggest offenders. Target groups where you can have a lot of effect with less effort, and then expand. For example, Baltimore picked those who just needed a bit more info and could change fastest and most effectively
  - Do we have data on litter sources – percentages of local public versus business, etc.? Efforts should be targeted to offenders
  - The campaign might need to be different in each county – different populations
- Steve Raabe: Hopefully use a central platform that morphs for different areas, example – Baltimore's tag line with different creative messaging
- Rose Purple, Clean Fairfax Council: Get Capitol Hill legislators to do things on a national level for young audiences, example, "Give a Hoot, Don't Pollute" campaign was widely successful in the past, and it already exists – put pressure to reinstitute
- Previous PSAs (Woodsy Owl) were free because time had to be devoted on air for PSAs, but this is no longer the case
- Margaret Kertess, Arlingtonians for a Clean Environment: 2/3 of people think the government should do something, but that will take money. May be time to address and ask whether people would be willing for some tax dollars go towards the campaign
- Roundtable participant: ONLY 5 OF THE 21 jurisdictions that signed the Trash Treaty have put up any money so far

**Question:** Could people in this room go back to their jurisdictions and address this issue?

- Rosemary Byrne, Clean Fairfax Council: her jurisdiction, Fairfax County, hasn't put up any money. The Trash Treaty is too easy – you shouldn't just have to sign, but should have to have a commitment requirement
  - When she goes home today, she will be emailing all her local supervisors to ask them to partner and fund PROACT in Fairfax County

**Question:** What else, besides personal contact, would you need to pressure government officials to support this?

- Celebrate the five jurisdictions which have put their "money where their mouth is" and contributed
- Tom Pogue, Montgomery County: The best time to pressure your local government is now – push the need for resource allocation – budgets are currently being drafted, and will be submitted in the fall
- Heidi Bonnaffon, COG: Also look at businesses – get messaging on packaging and signs in stores

**Question:** Who is willing to commit to going back to their local jurisdictions, forming a workgroup to put pressure on government to fund PROACT at .05 cents per citizen? Everyone raised hands

- Celeste Amato: The businesses who are big offenders all give to "Keep America Beautiful" and use this to justify their behaviors and demonstrate that they are environmentally-friendly. We need to leverage marketing power to reach individuals. Ask them to give campaign visibility on their packaging, delivery trucks, in stores, on wrappers. Ask them to donate printing – they get good rates (they work in bulk), etc.
- Jerry Phillips: Need to address the corner store – local small businesses – maybe put pressure on local businesses by creating a blog where they are named and called out for good/bad behavior
  - Media isn't free – court your local media – develop friendships and partnerships – contact personally, etc. so they give coverage to this issue
- Celeste Amato: Leverage partnerships; for example, Baltimore is forming an exclusive working relationship with one TV station. Many wanted it, but they went in asking for the "big give," a 3:1

match. They were up-front about it being a huge thing to ask, but they went with the one that was going to provide most of what they wanted. Mayor Dixon of Baltimore, Maryland, went to the TV stations to talk with them personally

- Linda Grant, DC DPW: Has experience utilizing local radio, websites to air video promotions/ads. Asked kids which stations they listened to the most, ran air ads as well as video ads
- Matt Doud: PR is huge – be non-apologetic, ask media partners for ridiculous things, but be pragmatic

**Question for Students:** How could we reach them best? Where would they receive message?

- Message should be sent by music
- Get groups of students to work together – they’ll have fun because they are with their friends – it will motivate other students and show that they are really fighting for their future
- Give info to groups where kids hang out, like Identity – they can work together with their friends, have fun and make a difference
- Need more enforcement. Law is often seen as harassing young people, while doing nothing to enforce laws to keep areas clean and safe. For example, students clean a park, and it is dirty the next day by grownups, and law enforcement doesn’t address it
- Is there a way for these students to reach out to the community to say how they feel about cleaning & how fast it gets messed up again?
- Nydria Humphries, Greater Washington Interfaith Power and Light (GWIPL): GWIPL wants to have a community fair in Ward 8 (DC) on green jobs and health
  - Empower and educate youth
  - Previous example included cleanup in the AM, food, music and vendors who hire for green jobs locally in the PM
  - Use what younger constituents like: music, working with peers, block parties, music, etc.
  - Kids feel harassed and pushed out everywhere – we need to reinvolve them
  - If anyone needs help with this, feel free to contact her and she will help
- Roundtable Participant: We need to put something on TV, during sports broadcasts – we should focus more globally, not just DC. We should have pride in America. Everyone wants to go to exotic places (Bahamas), and we should feel that way about our home. Possibly push for legislation to require PSAs on big televised events (Superbowl, etc.)
- Kent Hibbin: Everyone should familiarize themselves with the following 3 local media sources:
  - Local papers, including free papers
  - Local radio
  - College radio and papers

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## Legislation Roundtable

### 2008 Outcomes and Recommended Actions:

1. Stronger laws against illegal dumping
2. Zero-waste legislative schedules
3. Plastics tax or fee per plastic bag
4. Polystyrene ban
5. Plastic bag ban
6. Phosphate and/or nitrate bans

### Challenges:

1. Regional strategies are difficult
2. Strong industry lobbies
3. Higher cost associated with proper disposal
4. "Tax" is a four-letter word
5. Learning to compartmentalize problems
6. Develop programs and legislation appropriate to localities
7. Moving public perception

**Focus: Legislate Trash with Innovative Policy at Multiple Levels of Governance** - Elected and senior officials can establish "trash free" policies for their jurisdictions at the local, state and federal levels. Public policy, laws and enforcement programs focused on trash are essential to regulate and reduce illegal and improper trash disposal. Existing laws and regulations can be maximized to ensure regional trash reduction goals by taking action to: enforce illegal dumping; enforce requirements for vehicles to cover loads and prevent wind-blown litter; enforce requirements for businesses and residents to maintain clean properties and recycle; and producer responsibility requirements and buy backs. Active inclusion of residents and innovative thinkers is critical in the development of new policies, amended legislation and enforcement programs.

Other jurisdictions are investigating Zero Waste or Zero Landfill Legislation that includes: banning key items from landfills, placing a surcharge on material that is landfilled, providing incentives for recycling, encouraging waste audits and stimulating take-back programs.

Many local jurisdictions and elected officials are taking the lead in steps to stop global warming. According to a report recently issued, *Stop Trashing the Climate*, "wasting directly impacts climate change because it is directly linked to global resource extraction, transportation, processing, and manufacturing" (*Stop Trashing the Environment*, Executive Summary at [www.stoptrashingtheclimate.org](http://www.stoptrashingtheclimate.org)). The EPA provides the WARM model to calculate CO<sub>2</sub> reductions associated with waste. Waste reduction will help reduce CO<sub>2</sub> emissions and achieve a "Trash Free by 2013."

### Roundtable Key Questions:

1. What do we need to enact legislation or policy that will get us to a Trash Free Potomac by 2013?
2. What are the policies we recommend for government, businesses and nonprofits to implement that will help us get to Trash Free Potomac by 2013?
3. How do we measure what successful legislation achieves?
4. What commitments or declarations are people present willing to make?

**Moderator:** Michael Herman, Chief of Staff for The Honorable Jack Johnson, Prince George's County

## **Roundtable Participants**

### *Presenters:*

- Mayor Jim Newberry, Lexington, Kentucky
- Brenda Platt, Waste to Wealth and Sustainable Plastics Program Director, Institute for Local Self-Reliance

### *Panelists:*

- Steve Bieber, Metropolitan Council of Governments
- Parker Moore, Senior Associate, Beverage and Diamond
- The Honorable Sam Shropshire, Alderman, Annapolis, MD
- Jason Tolland, Counselor and Head, Energy and Environment, Embassy of Canada

## **Panel Presentations**

Mayor Jim Newberry:

- “Create a legal and structural environment to do good for the environment”
- There was an EPA enforcement action regarding city waste water issues in Lexington
- Changes were made to prevent this issue from recurring. Mayor Newberry helped to morph municipal departments into being more proactive/preventative and environment-based, rather than just reactive services
- The waste removal fee is based on property taxes, so with increased property values assessed in recent history, there has been increased funding to direct toward the recycling program
- The city has a plan to move past single stream and glass recycling into a new organic material recycling program
- Zero-Waste Initiative:
  - This goal was set by the Mayor's solid waste department, and he is supportive
  - Toyota operates a factory just outside of town which is already running at zero-waste. This offers a wonderful model for the town to follow

Brenda Platt:

- Waste disposal sector is responsible for a significant portion of greenhouse gas emissions, perhaps 8% on the 20 year horizon. This is from biodegradable materials, which must go to compost, not the landfill!
- It is important for people to understand that for every 1 ton of municipal solid waste created, we create another 71 tons of industrial waste
- “If you are not for zero-waste, how much waste are you for?”
- If we reached a zero-waste goal by the year 2020, we could reduce 1/3 of all coal-fired power plants!
- Recycling and reducing practices save 3-5 times the energy of waste-to-energy facilities
- Landfill gas capture and waste-to-energy programs are receiving “renewable energy” subsidies and this should end
- Pay-as-you-throw fees are necessary!
- We should all be operating under a 3-bin system (using San Francisco as a model):  
1 = Recyclables, 2 = Organics (35% of what we produce), 3 = Other

## **Roundtable Discussion and Minutes:**

- Steve Bieber, Metropolitan Council of Governments: We need a regional COG committee to address trash. This has worked in the past to help local policies to change (which can otherwise be

difficult without state support). For example: Phosphate bans were put in place locally first and now are being considered more seriously at the regional level. Sometimes if we can get local policies changed, regional policies will follow

- Samuel Shropshire, Alderman, Annapolis, MD: National plastic bag bans at Whole Foods and True Value followed local bans in Annapolis and now Trader Joes may also follow. When national corporations are forced to make changes to follow local policies, they see how easy and beneficial the change can be on a national scale. We should encourage regional governments to implement plastic bag “taxes” or “fees” where if the fee is \$0.15 per bag, \$0.05 stays at the distributor to cover infrastructure changes and \$0.10 goes toward Chesapeake Bay restoration
- Jason Tolland, Counselor and Head, Energy and Environment, Embassy of Canada: “Tax is not a four letter word in Canada.” This makes it much easier to use taxes to push positive changes forward and fund new programs. Canada has a similar trash problem and a similar government, but only 13 districts vs. 50 states, and only 31 million people. Traditionally, the federal government handles chemical and hazardous waste, water and air quality issues, while the local municipalities are responsible for trash. In the 1980’s, the local governments started to change trash policies. When the federal government realized that trash was a cross-border issue [through multi-district watersheds and air-sheds] they began to take more of a trash management issue. More trash is now being seen as “hazardous” and secondary markets are being created to manage trash issues
  - A 5-bin program would be even better than 3-bins! All of Canada is already on a 3-bin program, and data shows that 60% of waste is paper or organic/compost. In a 5-bin program, paper, organics, and plastics are recycled separately. Customers are charged by the size of the trash can used each week. Residents can choose whether they want a small, medium or large bin, which can bring disposal fees as high as \$119 a year. and, in Ottawa an extra fee is charged if too many bins are put out
- Citizen from Cabin John, and former USGS employee: It’s important to note that when we talk about trash, it’s not just the physical items that are a problem, but also the chemicals that are contained in those items. As a side note, why not use the current issue of decreasing crab fishing limits to help solve our issue: Crab fisherman will have tighter limits on how much they may collect this season. Instead of paying them subsidies NOT to fish, why not let them earn money doing similar work, but collecting TRASH instead of crabs each day
- Merrit Drucker, NoMa BID: We need a *federal* solution
- Steve Bieber: We should determine what the federal problems are, then try to tackle them in our region. Maybe the legislation will be recognized nationally. We should set regional policies with ambitious goals for the next several decades
- Citizen from Fairfax County: Establish trash as a keystone pollutant in the Chesapeake Bay Agreement, similar to how we identify nutrients as a problem now. If we identify trash as a problem in existing legislation, there will be more motivation to work toward a solution
- Mayor Newberry: Create environmental quality offices at the local level
- Brenda Platt: “Extended Manufacturer Responsibility (EPR) Legislation (such as in San Francisco) would make producers fiscally responsible for what happens to trash after it is disposed of
- Citizen from Cabin John: Ban the chemicals that you do not want in your environment, and let the industry figure out what new material to use
- Citizen from Fairfax County: Try to focus on one waste material
- Brenda Platt: Make it easier for composting facilities to exist and ease legislation that regulates them as solid waste facilities (which is restrictive, even though composting is a more innocuous process)
- Samuel Shropshire: Hire scientists to get good data to support your policy. Do not follow pseudo-science distributed by industry

- Citizen from Cabin John: Pay-as-you-throw policies are a high priority, but may lead to non-compliance and more littering
- Anacostia Trash Surveyor: 55% of trash articles in the Anacostia River watershed are plastic bags

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## Regulation Roundtable

### *Maximizing Regulatory Tools*

#### **2008 Outcomes and Recommended Actions:**

1. Commitment to implement TMDL compliance when strategy complete – DC, Montgomery, Prince Georges and MDE
2. MDE will write language for trash into MS4 permits that will be issued shortly
3. Specific measurable goals for annually reducing trash loading by 2013 – EPA, MDE, MC, PGC, DC
4. AWRP action agenda including trash by summer 2008
5. Water quality catch basins in any new construction – DC will implement now
6. Retrofit 50 catch basins in one watershed – DC now
7. Engage middle and high schools in education effort – PGC – 2009
8. Replacement of all recycling tubs within the next two years with 65 gallon lidded containers – PGC
9. The survey to be completed by June 2009—pollution budget—COG
10. Commit to attaining one trash-free tributary each year (to amount to 100% of the District's Anacostia waterways being trash-free by 2013) – DC
11. Establish baseline of trash loading Montgomery County by 2008
12. Expanded recycling to include more plastics in DC, Montgomery County and Prince Georges County by July 2008

#### **Background from 2007 Trash Summit:**

##### **Action Items and Commitments from June 14, 2007 Regulatory Tools Roundtable**

1. Complete baseline data measurement methodology in Anacostia and associated trash data gathering at end of 2008.
2. MDE will issue the draft MS4 permit for Montgomery County and EPA will issue an amendment to the DC permit; both will include quantified provisions based on the 2013 trash-free goals. Coordinate these permits with provisions in future Prince George's County permits. (These permit modifications should be based on BMP analysis experience worldwide.)
3. Encourage TFPWI signed jurisdictions, in the next session, to support bottle bill legislation that also complements local recycling programs.
4. Investigate trash control requirements in general stormwater permits.

- END OF 2007 Action Items -

#### **2008 Focus: Regulate Trash with Tools of the Federal Clean Water Act**

Key stakeholders of current regulatory process for trash in the Anacostia discuss and agree on how water quality standards, TMDLs, Storm Water Permits and other authorities can work together to reach the goal of Trash Free by 2013. Ensure that existing standing policies and programs we already have in-hand (Trash Treaty, Anacostia Strategy) are used to drive actions and translate them into measurable results, such as quantitative municipal stormwater permit requirements.

Under the provisions of the Clean Water Act, the EPA and individual states can regulate trash in our waterways by creating a measurable, tangible limit to the amount of trash allowed in a body of water. The quantifiable amount of trash allowed, called the TMDL – Total Maximum Daily Loading – limits the release of trash to waterways. The Clean Water Act provides for the establishment of a TMDL for trash, once it has been officially determined that the waterway is impaired for trash. Legally enforceable TMDLs for trash have enormous potential to establish implementation plans with quantitative measures, drive new

technology, provide a solid legal basis for regulation and offer a basis for results-driven planning and budgeting.

**The Anacostia River** has been listed as impaired for trash with the EPA, and is only the second river in the United States to have this listing; the Los Angeles River is the first. A network of federal, state, county government agencies and nonprofit organizations have been collaborating to establish enforceable requirements and quantitative measures to integrate into MS4 Permits to implement a TMDL.

This includes establishing a measurable limit to the amount of trash that the District of Columbia, Prince George's and Montgomery Counties will be allowed to flush through storm drains into the Anacostia River. Ensuring that enforceable trash reduction and elimination requirements are written into MS4 permits, as committed in 2007, is necessary see measurable trash reduction our rivers. This effort is not only a model for the entire Potomac Watershed, but the country.

#### **Roundtable Key Questions:**

1. What regulatory actions are needed to get us to a Trash Free Potomac by 2013?
2. What are the tools we need in order to create and implement the necessary regulation that will lead the region to a Trash Free Potomac by 2013?
3. How do we measure how successful the existing and proposed regulations are and will be?
4. What commitments or declarations are people present willing to make?

**Roundtable Moderator:** Richard Dolesh, Senior Director of Public Policy, National Recreation and Park Association

#### **Roundtable Participants**

##### *Panelists:*

- Robert Boone, Anacostia Watershed Society
- David Byrd, Deputy Chief Administrative Officer for Government Operations and Environmental Services and Economic Development, Prince George's County
- Diane Cameron, Director of Conservation, Audubon Naturalist Society and Coordinator, Montgomery County Storm Water Partners
- Jon Capacasa, Director, Water Protection Division, EPA Region III
- Jim Collier, Anacostia Watershed Society
- Jon Devine, Natural Resources Defense Council
- Ted Graham, Program Director, Water Resources Program, Metropolitan Washington Council of Governments
- George Hawkins, Director, Department of Environment, District of Columbia
- Gary Hopkins, Stormwater Systems
- Bob Hoyt, Director, Montgomery County Department of Environment
- Hamid Karimi, Deputy Director, Natural Resources Administration, Department of the Environment, District of Columbia
- Steve Pattison, Assistant Secretary, Maryland State Department of Environment
- Daniel Smith, Anacostia Watershed Citizens Advisory Council
- Walter Trinka, President, Fresh Creek Technologies
- Charlie Wilson, Director, Prince George's Department of the Environment

## Introduction

Richard Dolesh, Moderator, began with an update from the 2007 Summit by reviewing the Action Items from that Summit.

Next Richard asked for expectations from the audience, and received:

- The need for practical solutions
- Ways in which individuals as well as organizations can act
- Ways to perfect the regulatory approach to the problem of trash in the Anacostia watershed

*Members of the panel added:*

- Jon Capacasa, Director, Water Protection Division, EPA Region III: Complete the baseline for the Anacostia watershed and determine TMDLs
- Stephen Pattison, Assistant Secretary, Maryland State Department of Environment: Montgomery County is nearly finished with gathering baseline data
- Phillip Lee, Board President of the Baltimore Watershed Association: No progress on a bottle bill, but a taskforce has been established in the Maryland legislature to look at mandatory regulation possibilities within the next 6 months

## Panel Presentations

- Jon Capacasa: The Anacostia is the one of a few water bodies in the US (others are found in California and Hawaii) to be designated as impaired for trash. The partnership group is working to develop a baseline for trash in the Anacostia watershed, and is in the process of a full year of monitoring streams, storm outfalls, banks and storm drains, collecting data in all four seasons. The schedule is: 2008—monitor, 2009—develop TMDLs, 2010—modify the Anacostia watershed Trash Reduction Strategy, and by 2013 establish and implement TMDL
  - Jon expressed the need to set up interim milestones, or a percentage reduction over specific periods to time, in order to reach the goal of zero trash. A key tool is the stormwater permits (MS4) issued by MDE for Prince George’s County, Montgomery County, and by EPA Region III for the District of Columbia
- Steve Pattison presented on Governance. From 2003 to 2005 there has been developed a new governance structure for restoring the Anacostia watershed. A Leadership Council includes the jurisdictional heads of Maryland and DC. They oversee the Steering Committee which includes representatives from all of the jurisdictions plus agencies such as NRDC, NOAA, University of Maryland, the Summit Fund, and NPS as well as citizen advocacy groups. This group understands the challenges of the Anacostia watershed and places a high importance on the issue of trash. This group needs to develop a funding strategy, outreach and communication. An Action Agenda will be completed soon that will document accomplishments and specify near term actions (from now until 2010)
- Ted Graham, Program Director of the Metropolitan Washington Council of Governments’ Water Resources Program, explained that a TMDL can be considered a “pollution budget.” Data is needed, and both Montgomery and Prince George’s Counties are conducting surveys at the present time, to determine trash by weight and volume and where trash is collecting. This data is needed for educating the public, to measure progress, and to determine where to best set trash traps. COG has contracted with Prince George’s and Montgomery Counties to establish baseline data. The design of this survey includes 15 sites chosen at random in which data is being collected on land use, types of trash and other data. This survey will yield data to be used to develop a trash strategy
- Jim Collier from the Anacostia Watershed Society has been monitoring trash on the Anacostia for many years, and has surveyed all of the tributaries in DC, focusing on the MS4 effects on a stream for the DC Department of the Environment. His observations include:
  - Bottles and cans appear on land and in estuaries’, but not in the open water of a stream

- Plastic bags mostly collect in the streams
- Food wrappers are evenly distributed on land, in estuaries and in the streams
- Styrofoam does not collect in streams, but is common in estuaries and on land
- Paper collects mainly on land
- Debris is evenly distributed on land, in estuaries and in streams
- Jim has concluded that 70% to 80% of the plastic trash, including Styrofoam, has a possible legislative solution. Paper degrades quickly. Buffer strips on streams are effective as traps for trash that would otherwise end up in streams. MS4 works up to 90% efficacy
- Hamid Karimi presented actions already underway in DC:
  - A pledge to increase recycling
  - An improvement of water quality by increased monitoring of construction sites
  - A plan to complete the TMDL baseline and implementation for DC
  - Identification of hot spots—deliberate dumping, mainly of construction debris—and efforts to identify culprits using techniques such as camera monitoring.
  - Retrofitting of catch basins with screens to keep trash out of streams
- Hamid proposed a commitment and a challenge—to identify one tributary of the Anacostia each year to become trash-free. This is a commitment by DC, but also a challenge because much of the Anacostia watershed is in Maryland. *(In further discussion immediately after the Roundtable, Hamid clarified that his proposal is intended to cover enough geographic area per year such that the zero trash by 2013 goal will be met for the Anacostia)*
- Bob Hoyt, Director of the Montgomery County Department of Environment, reported working on baseline monitoring of Paint Branch, a tributary in Montgomery County, which is to be completed by December 2008. He also reported that the Montgomery County recycling rate is high (43%) but can be improved. In particular the recycling rate of households in multi-family dwellings is only 17%, though single family and commercial recycling rates are much higher. The emphasis will be to increase the plastic recycling, and impose a \$10 storm water facility fee to cover costs of recycling. The county also will increase enforcement of illegal littering and enforce mandatory residential and commercial recycling, and increase street sweeping to lessen particulate runoff into streams
  - A few jurisdictions in Montgomery County have initiated their own recycling programs. Bethesda started a “Green Project”, using a Big Belly solar powered recycler. Takoma Park has banned plastic bottles. Gaithersburg and Rockville also have their own programs, including public education campaigns. There are seven global warming bills pending in Montgomery County that in their holistic approach to reducing greenhouse gasses include trash as an issue. An action plan will be created by January 2009
  - Montgomery County pledges to:
    - Establish a baseline by the end of 2008
    - Partner with local smaller initiatives
    - Participate in No Child Left Inside as a means to foster the creation of responsible future citizens who need tools and resources to decrease trash.
- Charlie Wilson, Director of Prince George’s Department of the Environment, proposed that Prince George’s County would:
  - Work as a team with other jurisdictions
  - Be a financial partner in determining TMDLs
  - Organize community groups to conduct trash cleanups
  - Organize volunteers in stream cleanups and monitoring
  - Stencil storm drains
  - Distribute 18 educational brochures on chemical pollutants on water and ways citizens can help to clean our water

- Set up trash nets, which have great impact
- Enforce illegal dumping laws with signs, cameras and prosecution
- Educate students in schools, and thus reach their parents
- Expand the Keep Prince Georges County Beautiful campaign currently in 74 elementary schools to middle and high schools
- Extend the single stream recycling introduced last November by replacing the yellow tubs with bigger, lidded containers over the next three years
- Diane Cameron, Director of Conservation, Audubon Naturalist Society and Coordinator, Montgomery County Storm Water Partners -- urged a renewed commitment to cleaning up the Anacostia and subsequently the Potomac River by 2013. Diane expressed the need to codify this commitment to a Trash-Free Potomac made by the Treaty's 80+ signatories, and to establish a 20% per year reduction to reach zero trash by 2013, through quantified, enforceable permit requirements that are roughly consistent from jurisdiction to jurisdiction. Diane suggested the baseline survey start with data already collected over the past twenty years by the Alice Ferguson Foundation and the Anacostia Watershed Society, noting that it's already been three years since the signing of the 2005 Trash Treaty and that we shouldn't wait any longer for concerted action and significant trash reductions

### Roundtable Minutes and Discussion

- Jon Devine expressed support for an annual reduction approach to accomplishing the trash-free by 2013 goal. Jon said the MS4 permits were the key to accomplishing the reduction
- Dan Smith from Anacostia Watershed Citizens Advisory Council (AWCAC) emphasized the need for a holistic approach. Dan stated the need for public outreach for citizen support, but that even more was needed. Dan reported that 360 college students from mid-western universities came to Beaver Dam Creek for this year's cleanup. This was welcome, but something of an embarrassment, since there should have been more support from local citizens. College students from the mid-west coming to our area to cleanup our trash problem is a poor reflection on our care of the Anacostia River and the nation's capitol

### Conclusions

- All present agreed that none of the action items from the Regulatory Roundtable at the 2007 Summit needed to be modified

#### **Measurable Commitments Pledged by Roundtable Attendees:**

- Hamid Karimi —DC pledges to make one tributary of the Anacostia trash-free each year
- Jon Capacasa—20% per year reduction in trash via permits—public review process
- Steve Pattison—use MS4s as tools for enforcement. Trash will be written into the upcoming MS4 permits. There will be public involvement at all steps in the process including public review, comment, and subsequent revisions of proposed Implementation Plan
- Jon Devine—open to flexibility in terms of how to go about reaching the 100% trash-free goal. Reasonable annual progress is necessary, but perhaps 20% per year does not have to be hard-and-fast requirement, so long as trash elimination is achieved on time and there are specific management practices required by the permit that are expected to get to trash-free goal
- Diane Cameron—DC has come closest to reaching the 2007 goals in its MS4, through its commitments in its November 2007 MS4 “BMP Enhancements Package” contained in a letter from DC DOE Director George Hawkins to Jon Capacasa
- Jim Collier—two paths to consider: model of Whole Foods, which has completely banned plastic grocery bags; and legislative approach, which would not cost much to implement, since it would consist mostly of permits

- All present supported the continued gathering of baseline data, with simultaneously working on other fronts such as what is currently working, hot spots, etc.

**Incentives:**

- Enforceable MS4 permits by EPA and MDE
- (Diane Cameron)—case for a bottle bill would be strengthened by permits that require trash reduction
- (Hamid Karimi)—a commitment to a 20% per year reduction would force legislation
- (Jon Capacasa)—appropriate milestones
- (Bob Hoyt)—a large goal would push legislation and support to meet it

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## Enforcement Roundtable

*Enforcement is Education*

### 2008 Outcomes and Recommended Actions:

1. Educating Judiciary System so that judges are on board. Dedicating a specific judge who will deal with environmental crimes
2. Evaluate on an annual basis the economic impacts that litter and illegal dumping have on jurisdictions
3. Individual jurisdictions put plans in place to educate the public and their police officers about enforcing litter and illegal dumping laws
4. Make citizens aware that illegal dumping and littering are being taken seriously and there are consequences by posting enforcement of individual crimes in newspapers and neighborhood listservs
5. Form a regional task force amongst all jurisdictions to collaborate and continue to have ongoing dialogue pertaining to environmental crimes in the region

### Champions and Drivers:

1. AFF to write letters to Judiciary System including Trash Treaty, educating on the importance of this by 2008-2009
2. Is this information already available? Or something WMCOG can spearhead? 2008-2009
3. Individual jurisdiction – 2009
4. Individual jurisdictions – 2008-2009
5. All jurisdictions in the watershed – 2010-2011

**Background: Litter Enforcement Week (LEW)** is part of the Trash Free Potomac Watershed Initiative (TFPWI) and was formed by the Alice Ferguson Foundation, the Washington Metropolitan Council of Governments' Police Chiefs' Committee, and the National Park Service. It is intended to support our local law officers as they dedicate one week to vigorously enforcing litter laws, watching for illegal dumping and policing unsecured truck load laws, and is an opportunity for public education. LEW is modeled after programs like "Seatbelt Enforcement Month." The Metropolitan Washington Council of Governments' 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. The inaugural week began March 30, 2008, and ended on Saturday, April 5, 2008, the day of the 20<sup>th</sup> Annual Potomac River Watershed Cleanup.

### PROACT Public Opinion Poll Results, Spring 2008

*While litterers make clear that enforcement would deter them, very few people think there is a chance of getting caught:*

- \* Only 6 percent of the public says there is a "good chance" that someone who litters will get caught and have to pay a fine
- \* One-half (49 percent) say there is no chance
- \* One-third of the public (31 percent) say littering is not a crime or they are not sure whether it is a crime or not
- \* Another 50 percent say littering is "a crime like speeding that lots of people ignore"
- \* Almost no one thinks a litterer will get caught

**Focus: Litter and illegal dumping are serious problems in our region** - Police departments, departments of public works and other agencies are tasked with code enforcement. Jurisdictions spend valuable resources to clean up after these offenders. Law enforcement officers' primary focus will always be public safety first and foremost, but eradicating litter leads to stronger communities. The TFPWI and partners envision officer

education on the existing code and officer participation in LEW as being powerful tools to help address the serious trash and litter problem in the region. A better-educated officer provides options for enforcement and gives officers added tools for effective policing.

### **Challenges:**

- Creating more effective education programs for police departments, agencies, and officers about existing code for litter and illegal dumping
- Generating an effective deterrence message through law enforcement activities
- Better leveraging of police resources to deter littering
- Establishing ways the public can assist the police to better detect and prosecute litters
- Clarification of Enforcement Codes, which can be confusing as written
- Delegating who enforces the regulations: some DPW staff are charged with code enforcement although they are not law enforcement officers

### **Roundtable Key Questions:**

1. What enforcement actions are needed to get us to a Trash Free Potomac by 2013?
2. What are the tools we need in order to create and implement the necessary enforcement that will lead the region to a Trash Free Potomac by 2013?
3. How do we measure how successful the existing and proposed enforcement is and will be?
4. What commitments or declarations are people here willing to make?

**Moderator:** Assistant Chief Darrin Palmer, Prince George's County Police Department

### **Roundtable Participants:**

#### *Presenters:*

Presentation by the Prince George's Environmental Crimes Unit—the Unit is part of a larger Prince George's Environmental Crimes Task Force that is a model interagency task force to address trash and litter problems from a comprehensive perspective.

#### *Panelists:*

- Captain Rex Barrett, Prince George's County Environmental Crimes Unit
- Commander Brian Berke, Arlington County
- Verna Clayborne, Chief, Solid Waste and Enforcement Education Program, DC Department of Public Works
- Mark Charles, City of Rockville Environmental Manager
- Joyce Beck Community Capacity Building, Prince George's County Environmental Crimes Unit
- Officer Antilecia Contee, District of Columbia Police Department
- Commander James Crane, Metropolitan Police Department
- Richard Yates, Director, Little Falls Watershed Alliance, Inc.
- Officer Mark Gribble, Montgomery County Police Department
- Commander Russell Hamill, Montgomery County Police Department
- Corporal Larry Lawson, Prince George's County Environmental Crimes Unit
- Lieutenant Dennis Maroney, United States Park Police
- Corporal Carol Miller, Prince George's County Environmental Crimes Unit
- Sergeant Joseph Perez, Prince George's County Environmental Crimes Unit
- Lieutenant John Piper, Fairfax County Police Department
- Corporal Michael Rubin, Prince George's County Environmental Crimes Unit
- Officer Carl Ruleman, District of Columbia Police Department

## Introduction

- County Executive, Jack Johnson, is totally committed to solving problems regarding littering and illegal dumping
- As part of his Livable Communities Initiative, the Environmental Crimes Task Force was formed in April of 1999
- Goals of the Environmental Crimes Task Force:
  - Provide solutions for litter and illegal dumping
  - Team Based Approach working with the following organizations:
    - Dept. of Public Works
    - Dept of the Environment
    - Dept of Corrections
    - Prince George's County Police Department
- Members of these organizations meet on a weekly basis to work on this issue
- Proof it's working:
  - In 1998 the County collected 4500 tons of trash/litter from watershed
  - In 2008 2800 tons of trash were collected

## Panel Presentation

Sergeant Joseph Perez

- Illegal Dumping is hard to catch  
Ex.: video taken at surveillance site where it took two suspects 30 seconds to dump a truck full of large tanks behind a Radio Shack. They could not make out the license plate on the video to catch the suspects.
- What County has done:
  - Partnered with Community
  - Worked with over 400 community partners on this issue
  - Created a computer database
  - Midnight Surveillance of Dump Trucks
  - Performed follow-up investigations of previous suspects of environmental crimes
- How they are enforcing environmental crimes (what are they looking for)?
- They are stopping vehicles for the following reasons:
  - Cars that are sitting with no visible tags
  - Vehicles carrying scrap tires
  - Trucks with uncovered loads
  - Investigating further those with minor traffic violations
- Training:
  - Department offers training to patrol officers on enforcing environmental crimes
  - Department also receives training from State Prosecutors and the Maryland Department of the Environment
- Prince George's County Police Officers have made 30 arrests in the last one-and-a-half years
  - When an arrest takes place, they make sure to make it a high profile arrest so others become aware of the consequences of environmental crimes
  - The charge for such crimes is a minimum of community service and a fine
  - Fines can be up to \$5,000-\$10,000

## Roundtable Minutes and Discussion

## Question from the Audience

- Nancy Masterson, concerned citizen from Washington, DC: Are there any programs such as Prince George's Environmental Task Force currently in place with the DCPD?
- Commander James Crane of DCPD stated that there was no task force currently in place
- One of Nancy's biggest concerns was the clubs in Washington, DC that pass out promotional material (handbills) which end up in the streets by the end of the night
- Verna Clayborne, Chief, Solid Waste and Enforcement Education Program, DC Department of Public Works, stated that the DC Public Works inspectors spent four weekends conducting 24 hour surveillance of clubs passing out flyers  
This problem is hard to enforce because:
  1. No fine for putting flyers on cars or handing them out to people
  2. Investigation revealed that offending businesses aren't DC-based
  3. Judges faced with this sort of case did not believe it was a big deal and the charges were dropped
- The following recommendations made:
  1. Possible creation of laws for secondary littering so that clubs passing out handbills and putting them on cars can be fined
  2. Letter-writing campaign by AFF or led by AFF to ask clubs to stop passing out handbills and educate them on the repercussions of doing so
  3. Informing judicial courts on the impacts of littering and illegal dumping so that judges will be more supportive of the enforcement of such laws
  4. Solutions must be two-pronged
    - Legislative: littering of handbills must be covered under the law
    - Judicial: courts need to support enforcement of the legislation
    - Ultimately legislation must be uniform across the board for each district in the watershed
  5. Violators must pay significant fines so that passing out handbills is unprofitable for their business
- Richard Yates, Director of the Little Falls Watershed Alliance, Inc., expressed his concern about littering and how it should be made a more serious offense. Our attitude has to change about littering so that people are more aware of the problems caused and the seriousness of the consequences for such actions
  - The law in DC states that businesses must clean 18 inches beyond their curb and if they do not, they will receive a \$2,000 fine for the first day and another \$2,000 fine for each day after
  - Concern is businesses do not take this seriously because there is not enforcement of it
- Verna Clayborne stated that her inspectors are out four to five hours a night inspecting street trash cans that are put out with the intention to keep citizens from littering as they walk down the street; they end up being used by residential and commercial businesses for disposing their own trash. They are looking for any personal information of individuals to charge for illegal dumping
- Commander Crane gave an example of a positive change to the illegal dumping laws that makes it easier to charge individuals for the offense. The law was changed a few years ago in which a police officer does not have to see the person littering to make an arrest. They only need to have evidence or a witness that saw the person
- Officer Contee of the District of Columbia Police Department pointed out that one major problem at this point is that DC police officers cannot write a ticket for illegal dumping. They can only make an arrest for this offense. Furthermore, there is no weight amount for illegal dumping, so 1 piece of trash thrown on the ground is considered illegal dumping, in which case arrest seems too harsh a punishment
- Assistant Chief Palmer of the Prince George's County Police Department emphasized that enforcement codes can be confusing and that codes need to be made more uniform

- Panelists Greg Cross, Litter Prevention and Recycling Coordinator for Wise County and Bobby Justus, Virginia Assign-A-Highway Coordinator, spoke about steps Wise County, Virginia, has taken to enforce laws against environmental crimes
  - Created the first environmental crimes court, in which the judges are educated on the impacts of environmental crimes and deal solely with these cases
  - Implemented a litter control department, in which police officers are assigned only to enforcing environmental crimes
- Richard Yates then suggested that all jurisdictions within the Potomac River Watershed review their procedures, have everything in place to enforce the laws, and educate all police officers on their procedures. All jurisdictions should report back to the group when these measures have been taken
- Commander Hamill, Montgomery County Police Department, made a suggestion that groups attend the Maryland State Judiciary Conference to educate judges further on the necessity of enforcing environmental laws
- Sergeant Perez then emphasized that we not only need to educate police officers, but the community as well. There needs to be a community meeting so that they know how to go about reporting littering or illegal dumping in order for the public to assist with the enforcement
- Commander Hamill said the challenge in following up on citizens' reports because of a lack on information useful in identifying subjects.

### Conclusions

Police officers do not want to have to enforce litter laws by making arrests and writing fines. Law enforcement officials want it to be handled as more of a serious offense so the citizens know police are taking it seriously and they stop committing environmental crimes. In addition, individual offenses should be posted in newspapers and web sites to be made available for all citizens to see and observe that environmental crimes are taken seriously.

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## Market-Based Roundtable

*There's "Treasure in Trash"—Market-based Trash Reduction Strategies*

### 2008 Outcomes and Recommended Actions:

1. Quantify and compile information on environmental, cost, and social impacts (e.g. climate change) of maintaining current levels of waste
2. Create business partnerships or networks for waste reduction
3. Develop a rating system to judge the “greenness” of a business
4. Create taskforce to concentrate on source reduction

### Focus: How does a business, agency, or organization reduce its trash stream, save money, find suppliers, reach its “Greening Goals” and help move toward the goal of “Trash Free by 2013”?

Market-based approaches assist “Greening Initiatives” in reaching goals, reducing litter, and diverting trash from landfills. It’s about supply and demand, and the demand from citizens, businesses, and individuals is growing for sustainable practices that benefit our environment, create jobs, and reduce waste. A cost savings over the long-term also usually results, which saves everyone money. Recycling, composting of food waste and environmentally-friendly purchasing are core components of a market-based strategy. Diverting trash from landfills and simultaneously increasing recycling (including food waste) reduces the need for virgin natural resources, including oil, and stops methane gas from contributing to CO<sub>2</sub> levels.

Reducing trash streams saves jurisdictions, agencies and tax-payers money by reducing the need for more landfills; it also contributes to the economy by creating waste-related green jobs and business. The new “Green Entrepreneur” and green job creation associated with waste reduction helps our economy grow.

### Challenges:

- Engaging businesses, government agencies and organizations to adopt a waste-reduction plan
- Ensuring best drivers (supply and demand) to make this happen. Developing a “Trash Free Facility” certification administered by AFF, using the U.S. Green Building Council’s LEED certification framework, may serve as a viable option to help achieve the Trash Free by 2013 goal

### Roundtable Key Questions:

1. What are market-based approaches that can get us to a Trash Free Potomac by 2013?
2. What are the tools we recommend for government and business to implement that will incentivize the region to a Trash Free Potomac by 2013?
3. How do we measure how successful the existing and proposed market-based approaches will be?
4. What commitments or declarations are people here willing to make?

**Moderator:** Sandy Wiggins, Consilience LLC, Immediate Past Chair of the US Green Building Council and Chair of e3 Bank

### Roundtable Participants:

#### *Presenters:*

- Nancy Crickman, Pennsylvania Small Business Development Centers, Wharton School of the University of Pennsylvania
- Joanne Throwe, Associate Director of the Environmental Finance Center, University of Maryland

- Allison Rodgers, Program Director of the Green the Capitol Office, Office of the Chief Administrative Office, US House of Representatives
- Jefferson Thomas, Thomas AIA, PMP, LEED, AP Sr. Design Manager, Marriott

**Panelists:**

- Ylrico Alexander, Director of Sales and Marketing, Urban Services
- Elizabeth Chechi, Account Manager, Bates Trucking and Trash Removal Inc.
- William Del Vecchio, Recycling Manager, Georgetown University
- Alison Fischer, Program Director, Greater Washington Innerfaith Power and Light
- Nick Friedman, President, College Hunks, Hauling Junk
- Walker Lunn, Member and Manager, EnviRelation, LLC
- “Coach” Mark Smallwood, Wholefoods
- Lowry Phelps, Superintendent, Recycling and Litter Control, Charles County
- Preston Read, Vice President of Government Relations, RecycleBank
- John Snarr, Principal Environmental Planner, Metropolitan Washington Council of Governments

**Outcomes:** What are two actionable steps we can take from a market-based perspective for the next year to implement market-based approaches to reduce our waste stream in the Potomac River Watershed and help us achieve our common goal of Trash Free by 2013?

**Roundtable Minutes and Discussion**

- Goal: help the market to value trash
- Preston Read briefly describes the RecycleBank business model; pounds of material recycled turn into points, which can be used for discounts and coupons, almost like air miles; families are basically rewarded for recycling.
- Source reduction, or preventing pollution before it gets into the waste stream, is an important strategy in preventing litter
  - Use alternative materials in production processes
  - Evaluate primary sources of trash and see if other materials (compostable vs. non-degrading) could be substituted in their stead
  - Develop a tactic to identify and implement best trash-reducing practices for businesses
- Businesses won't spend to be green – they have to at least break even, leaving two options: they make money from reducing trash, or they break even from reducing trash.
- Compostable flatware and tableware (as used in the US House of Representatives) comes from genetically modified organisms, and food is being diverted from people during worldwide food shortage
- Rico Alexander: “People can be green and make money; control yield behind the scenes; see how much you waste before you change compost into fertilizer” – reduce the amount you start with to reduce overall waste (especially relevant in food industry)
- Sandy Wiggins: “Three themes are emerging – alternative materials, reduction, and recycling”
  - Costs of going green have to be tackled have to deal with costs; must generate revenue or reduce costs
- Programs and public policy could be applied to businesses to enforce greenness in terms of market-making opportunities (RecycleBank is an example – identifying a way to make money from recyclables) and market incentives (tax breaks for green measures taken, etc.)
- Focus on what trash is and what can be used – set up parameters and guidelines for what can be sold or turned into something else and let both businesses and communities know about them

- Used items, not necessarily thought of as regular trash, can be sold or recycled such as eyeglasses, cell phones, and computers
- Items usually thought of as trash – bottles, etc. – can have profitable second uses (PET can be used to make feedstock, for example)
- Recycling programs are key in harnessing dollar potential of trash; if items are thrown away, it's more difficult to recover them. Programs have to be established at municipal level, but there has to be an infrastructure that can support it
- All trash is valuable material – all you have to do is make sure an infrastructure is in place to collect then use it effectively – need economies of scale to validate collecting trash, as individual units recycled don't add up to much
  - Price per pound of plastic PET bottles has risen from 3 cents to 22 cents
  - Emphasize to community that those sorts of materials are valuable
- Complications exist in creating market opportunities for trash – RecycleBank's difficulties breaking into the DC area are an example
  - Problems encountered include the time it takes to convince municipalities that the program is worth changes required (they make money too) and the requirement of single-stream recycling
- Recycling infrastructure isn't present in some communities
  - The solution or best option could be single-stream recycling – it's cheaper than traditional recycling, using fewer trucks
  - Current gas prices make single-truck hauling more feasible and increases hauler participation
- Examine the climate impact of not recycling and turn the conversation to global warming, a topic that gets peoples' attention
- Look at economic costs
  - Get facts and figures on how people save money by going green and distribute to businesses
- Create a program based on the seat-belt safety campaign, which began as a market initiative
- A network of green businesses that suggests its methodologies to other businesses and holds them accountable to green standards could be powerful
  - It could, in turn, create the same pressure with consumers
- Development of a ratings system analogous to LEED certification exclusively for businesses would spur implementation of green practices
  - Certification of greenness is an incentive for businesses, as they get recognition from the public and compete amongst themselves
- Businesses can find ways to make themselves more efficient and effective and demand appropriate products from suppliers
  - Use buying power to get more environmentally-friendly products on the market

### Conclusions

- Quantify impacts of greening on the environment, society, and the bottom line
- Develop business-to-business partnerships for waste reduction
- Create a ratings system for environmental friendliness
- Get a taskforce together on business efficiency

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## Trash Collection Roundtable

*Collection of Trash and Recyclables: Role of Citizens and Haulers*

### 2008 Outcomes and Recommended Actions:

1. Easier to permit recycling facilities
2. Switching to larger & lidded recycling bins
3. Education and outreach to commercial and residential customers
4. Stronger enforcement (ex. Covering loads)
5. Collecting of waste at night (allows drivers to clean)
6. Hauling Companies collaboration with Jurisdictions (notification of problems)

### Champions and Drivers:

1. Individual Jurisdictions
2. Hauling companies
3. Hauling companies and jurisdictions
4. SWEEP & DPW
5. Related to noise ordinances/Individual Jurisdiction

### Timeline:

1. Jurisdictional efforts to make recycling facility permitting easier would be ongoing
2. Hauling companies are currently switching recycling bins and will continue to do so
3. Education and outreach to customers should begin immediately
4. Stronger enforcement should take effect in one year
5. Nighttime collection of waste would begin after the pros and cons have been studied
6. Collaboration should begin within six months

### Focus: To address the accidental litter associated with wind-blown litter and trash collection days

Often overlooked is the day to day journey of our solid waste. Once most people put it out at the end of their curb, it is forgotten completely. This detachment to trash is what causes disregard for proper disposal, spillage and wind-blown litter. Homeowners, renters, haulers, trucking companies, business owners and landfill owners all need to help solve this problem of winds blown litter. The public needs better education on proper disposal of trash and recyclables and waste professionals need to proactively address the problem. Quite often, even the best front-loading trucks seem to let trash blow out of the top when lifting dumpsters. Much of wind-blown litter becomes road debris and also ends up in the river. This panel focuses on educating, training and problem-solving to reduce and eliminate the accidental litter from all parties involved of moving solid waste.

### **The Safety Impact of Vehicle-Related Road Debris**

*Prepared by Gerry Forbes, M.Eng., P.Eng., P.T.O.E, Intus Road Safety Engineering Inc., in association with John Robinson, Ph.D., P.Eng., MRC- Delphi. Prepared for AAA Foundation for Traffic Safety, [www.aaafoundation.org](http://www.aaafoundation.org), June 2004.*

“North American crash statistic for 2001: it can be estimated that [Vehicle Related Road Debris] VRRD causes over 25,000 crashes per year and claims 81–90 lives per year. The incidence and severity of VRRD crashes are relatively low. Nonetheless, VRRD crashes occur, and transportation agencies should consider some low-cost approaches to reducing the incidence.”

## Challenges:

- Addressing the lack of top-covering on our front-loading trucks and roll-off dumpsters
- Educating citizens on properly disposing their trash on trash day
- Ensuring that bulk trash days and e-waste drop-off days are more consistent and publicized throughout the region
- Ensuring that solid waste professionals use the existing “TFPWI’s PROACT Toolbox” materials campaign to educate homeowners with options like messaging on trucks

## Roundtable Key Questions:

1. What are the solutions to existing solid waste collection issues that are needed in order to get us to a Trash Free Potomac by 2013?
2. What are the tools we need in order to create and implement the solutions to solid waste collection issues that will lead the region to a Trash Free Potomac by 2013?
3. How do we measure how successful the proposed solutions will be?
4. What commitments or declarations are people present willing to make?

**Moderator:** Jeff Smithberger, Director of Solid Waste, Fairfax, VA

## Roundtable Participants:

### *Panelists:*

- Brad Baty, General Manager, Republic Inc.
- Dennis Flemming, Chief of Solid Waste, Charles County
- William Howland, Director, DC Department of Public Works
- Kecia Lash, General Manager, Consolidated Waste Incorporated
- Conrad Mehan, Vice President, EnviroSolutions
- Chaz Miller, Director, State Programs, National Solid Wastes Management Association
- Lawrence Novicky, General Manager, Department of Justice Federal Prison Industry, UNICOR
- John Ward, Manager, Haul 911 Junk Removal

### Introduction

- Jeff Smithberger, Director of Solid Waste, Fairfax, VA: Introduces himself and describes the roundtable as a team of industrial professionals. He presents a slideshow in order to help identify the problems involved in transporting trash and recycling. He tells panel and audience that our goal is to discuss what the solid waste removal industry needs to do in order to create a Trash Free Potomac by 2013. Finally, he asks each panelist to introduce themselves.
- Kecia Lash, General Manager, Consolidated Waste Incorporated: Describes himself as the owner of a small, full-service, trash company. Consolidated Waste serves 110,000 residences and has a paper recycling plant. His company is putting in new equipment to optically sort the paper. He feels that in recycling, the simplicity of single-stream is crucial.
- Ben Dykstra, Republic Services Inc.: He works for the AAA and Calvert Trash branches of the business
- Jamie Woodward, Republic Services Inc.: Introduces himself as a sales representative to all 50 states.
- Chaz Miller, National Solid Waste Management Association: Thanks everyone and asks “what can you do (as an individual, community or company)?”
- Ben Dykstra provides one example of a trash problem being fixed. He mentioned that at his house he has a huge trashcan and a small, 18-gallon, recycling container. When the recycling container is full, his family tends to put the overflow in the trashcan. Now his company is beginning to provide large lidded containers to households.

- Kecia Lash points out that the industry can be hindered by restrictions. He pointed out that building a recycling facility in Maryland requires a million dollar permit. This means that recycling is often transported long distances, providing many opportunities to get lost and become the litter polluting the Potomac.
- Conrad Mehan, Vice President, EnviroSolutions: points out that while we have laws and restrictions, they need strong enforcement. Accountability needs to go down from the jurisdictions to the companies to the consumers and employees, like the drivers. For example, consumers may not know that overloading a dumpster is a violation of contract and creates litter. The company needs to ensure that the drivers are covering their trucks with tarps.
- An audience member who is part of the DC Inspector for the Department of Public Works says there is a lack of laws governing issues like tarping trucks and there are holes in the regulations. There are also situations that are simply unenforceable. For example, if a construction agency overfills a dumpster they can simply say the hauling company is not picking it up properly. Often, a construction agency can cut corners by not paying the bill. The dumpster will be classified as abandoned and the city will be forced to take care of it.
- Jeff Smithberger introduces the final panelist, and has the opportunity to restate the issue: how to solve problems of trash and windblown litter from commercial collection.

### Roundtable Minutes and Discussion

- Jeff Smithberger says there are no local laws about covering waste removal trucks but there are state laws on the topic. Smithberger also noted that when waste is unloaded, some of it may be missed. The driver may open the tailgate in order to save fuel. If this situation occurs those small pieces of trash may fly out. There cannot be regulations asking drivers to tarp a load that is supposedly empty. The drivers need to be required to look closely at the back of their truck before they move on. Finally, he asks the inspector in the audience if his department does any enforcement when on the road.
- The inspector says yes, they are allowed under DC 6-100.
- Jeff Smithberger asks what changing the regulations on the books would do.
- The inspector said that this might allow opportunities to pull trucks over for inspections.
- William Howland, Director, DC Department of Public Works: asks where this type of litter is an issue.
- Jeff Smithberger suggests the problem is worst near the waste facilities. He says it is not a major problem but a fixable problem. Most drivers are *very* aware of losing large items because that is dangerous; but the drivers tend not to be aware of the paper flying out of the top of their truck. Jeff Smithberger provides an example where plastic bags flew out of trucks and into farmers' fields causing them to enter to food supply. This is one situation where the plastic bag ban that Virginia almost passed would have been a huge benefit.
- Jeff Smithberger thinks that the necessary laws are already on the books. He wants the solid waste industry to start going beyond the laws to becoming a good neighbor. As Tracy would say, he wants them to "wake up and smell the trash."
- He asks Kecia Lash how his company instructs the drivers on safety and the environment.
- Kecia Lash says each driver gets a three day orientation. He notes that it is very hard to manipulate a front-loader without losing some trash. He has people at his facilities to retrieve lost trash. He feels that a percent loss is a fact of modern technology. Each truck has the basics of brooms and shovels. He hopes he instills in his drivers that dropping trash is unacceptable. If the company is fined for dropping trash, he passes it on to the driver. He has cameras on his truck for accountability.
- Jeff Smithberger asks "Do you charge a customer more if they overfill or misuse their trashcans?"

- Kecia Lash says his company tells the customer that they need more service. This is one thing local governments should be involved in to reach goals.
- Chaz Miller says his company simply will not pick up a misused trashcan.
- Conrad Mehan agrees that this works best.
- Jamie Woodward points out that sometimes huge trashcans full of food become vector problems
- An audience member wants to know what happens if customer does not fix the problem. They all agree that you cancel the contract. The same audience member wished to know whether they communicate this cancellation to the local inspectors.
- Kecia Lash says that varies by county. For example, in DC the inspectors just want the hauling company to take the can away. Others want notification so the inspectors can go to the residence.
- An audience member wishes to know whether there is a number to call if you have too much trash for your normal disposal contract.
- William Howland says simply to call 311 to request an appointment. They will only pick up 7 items but you may request multiple appointments.
- Another audience member wished to know whether the companies the panelists represent do any outreach.
- All panelists agreed that they did and William Howland provided examples of SWEEP and his website.
- An audience member asked “How do you request trashcans?” Specifically there is a school at the intersection of 5<sup>th</sup> Street and Alabama. Litter tends to be stuffed in corners of the fence.
- William Howland asked an audience member, Mr. Belkham from DC DPW, what he thought. Mr. Belkham said it was something he could look into; but the problem might be potential for misuse. There are 43,000 litter cans in DC and misuse is a major problem. (For example, the next door neighbors might cancel their garbage service and fill the litter can to the brim. This would prevent anyone else from using it (There is a \$75 fine for a first-time offence). His department has made progress with a program called “Connect with Kids” and working with Channel 9. They also made a big impact with “Sweep Jr.”
- An audience member works in Wards 7 and 8. These wards are trying to organize a job and community fair. They would like to include a community cleanup. They need to get help and supplies. The panelists decided that Barry Carrey would be the best contact person..
- Jeff Smithberger asked Chaz Miller to sum up his thoughts. Mr. Miller reinforced the need for education. He emphasized that “We (the haulers) don’t make the trash, we just haul it away”
- Ben Dykstra reinforced the need for communication. He said he believed his company has been working very hard on that front. He felt there was a huge difference in response when the company explains the reasons behind the rules and restrictions.
- Jeff Smithberger mentioned that different issues need to be addressed in the city and the suburbs. A city needs a mix of public and private collectors. One place that has been working to create a good balance is Fairfax County. The county initiated CSI Fairfax (Clean Streets Initiative). As part of the initiative, when a homeowner leaves uncollected litter they have 10 days to take care of it. On day 11, the county removes it at the owner’s expense. In the worst situations (when the litter blocks sidewalks on the way to a school or is a road hazard) the county limits them to 24 hours to clean it up before it is cleaned up for them (again at the owner’s expense).
- William Howland asked if there is a minimum fine and Jeff Smithberger clarified that there is only a minimum fee for the service. It is \$250. Jeff Smithberger added that this collection is not a county job. The county would prefer to have this handled by the normal process within the hauling industry. Their job is to create a situation where it is easier for the owner to dispose of it properly than to ignore his or her duty.

- Ben Dykstra pointed out that the driver is the first responder in these situations. They are the ones that see the trash and the customers.
- Jeff Smithberger stated that Fairfax County has a new requirement that the hauling companies must have yearly contact with their customers.
- William Howland says his company sends out quarterly mailers reminding customers of the rules.
- Ben Dykstra says one of the innovations his company is using is phone-blast. It sends out a recorded message to large numbers of customers. It keeps the lines of communication open. They even send messages when they were not able to pick up trash because of inclement weather.
- Jeff Smithberger recommended attaching tags to any piece of trash that could not be picked up. The label should attract the owner's attention and explain why it was not picked up
- Jeff Smithberger briefly mentioned there could be problems because of language barriers.
- William Howland said his company is required to be able to work in seven different languages. In reality, he believes they work with closer to fifteen languages. There is also a cultural issue. In some countries, dumping trash down the sewer is the healthiest way to dispose of it.
- Kecia Lash brought up the most recent Prince George's County education campaign. Upwards of 13% of all solid waste is now being recycled. This may seem like a small start but now the county needs ten recycling trucks rather than six.
- Kecia Lash feels that the time of day that trash is picked up matters. In New York, Philadelphia, and Boston, trash is picked up at night. This prevents traffic problems. When there is a backup behind the driver, he or she may not be willing to stop and pick up the last few bits of trash.
- In response, William Howland says there is no good solution for the residential areas in downtown DC. Many others agreed it was a great theory but the customers would hate having trash picked up at night. Conrad Mehan explains that trash pickup at night is noisy. In order for it to come about it would need federal support as well as popular support. Kecia Lash noted that Manhattan is very diverse and it works well there. Mr. Miller says that the district DOT suggested it a few years ago without success. Currently the trucks can collect between 7 am and 9 pm because of noise ordinances.
- Kecia Lash noted that his company picks up trash at night in industrial areas. He also notes that many homes are near noisy railroads anyway.
- Jamie Woodward asks the panel to refer back to a picture of a misused dumpster. He noted that his company, and many others, pride themselves on well designed dumpsters. They have tried numerous designs for lids and rods (part of the hinge).
- William Howland asks "What is the best type of lid?"
- Jamie Woodward says the best type of lid is variable and dependant on many things.
- Jeff Smithberger asked the panel how to sum up the conversation into action items he could bring back to Tracy. He said the possible action items he already noted were cheaper permitting for recycling, encouraging enforcement, setting up cleanups, looking into changing the time of trash pickup, and larger recycling cans (this becomes our list of action items).
- An audience member suggested encouraging people not to park around dumpsters during pickup time so the trucks can access them.
- Kecia Lash summed up what is necessary to help a community cleanup: donating dumpsters and picking up the dumpsters promptly. He said the effect is exponential; when the community shows that they care more people will take the initiative to pick up after themselves.
- Ben Dykstra briefly explained why the larger recycling bins were important.
- Jeff Smithberger noted that single stream recycling is starting to take off. This simplifies the transfer of trash and reduces the opportunities for trash to be lost.
- William Howland also added that the easier it is to recycle the more people will participate.

- Jamie Woodward reinforced the importance of communicating with drivers. Sometimes they know the simple solutions like adding a sweeper to the machinery.
- Ms. Lash, an audience member, also added that consumers have a responsibility. Bags with holes in them, improperly closed bags, and putting lids on trashcans are all important. William Howland added this was an important point.
- Another audience member, Jim Day, wanted to know who is fundamentally responsible for the cleanup. Most panelists agreed the language of their contracts state that it is the consumer's responsibility.
- Kecia Lash said problems arise when people try to save money by putting the burden on the hauling company. They contract for less service than necessary to save money .
- Mr. Day said that DC DPW constantly gets calls that the hauling company failed to clean it up. Jamie Woodward suggested referring the callers back to their contract.