

5th Annual Potomac Watershed Trash Summit

September 22, 2010

8:00 a.m. – 4:30 p.m.

Convening at: **House of Sweden**
2900 K Street NW
Washington, D.C. 20009



Detailed Minutes from Roundtables

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8:30 a.m. –
10:15 a.m.

Policy
It's Time to Act!

Alfred Nobel Hall

2010/2011 Commitments:

- 1) Bag Fees- Maryland and VA, local jurisdictions- Trash Free MD and VA Alliances to lead grassroots organizing.
- 2) Polystyrene ban- Need more activism at the local level- Define model legislation to help local jurisdictions (who will do this Working group)
- 3) Composting- mandatory laws- Define model legislation (heavily linked with the Organics Taskforce)
- 4) Regional or State Workshops with Legislators to review the Policy Plan developed by the Policy Working Group. (Policy Working Group to organize, along with TFMD and TFVA)

Roundtable Focus: TFPWI Policy Working Group reveals their Short Term and Long Term Policy Goals that will lead to litter reduction. There will be presentations from Delegates from Maryland and Virginia on upcoming bag fees in their respective states, which is the primary short term goal of the group.

In DC, it was seen that an effective outreach strategy is one of the critical aspects to a successful legislative campaign. As policies begin to move forward it will be necessary to have statewide alliances that can lead similar outreach efforts even beyond the Potomac Watershed. An example of the need for diverse outreach was seen in both MD and VA where bag fees have been proposed but were unsuccessful.

As we move forward with the long term, more complex policy goals for a Trash Free Potomac 2013, an examination of where these policies have been successful in other parts of the country will be necessary. To start, we will look at a successful polystyrene ban example from Santa Monica.

Moderator: Honorable Tommy Wells, District of Columbia City Council

Presenters:

- ❖ Delegate Alfred Carr, Jr., Maryland State House of Delegates
- ❖ Delegate Adam Ebbin, Virginia State House of Delegates
- ❖ Julie Lawson, DC Chapter Surfrider, Chair of the Alice Ferguson Foundation's TFPWI Policy Working Group
- ❖ John Krohn, Chair of the Alice Ferguson Foundation's TFPWI Policy Working Group
- ❖ Josephine Miller, City of Santa Monica, Environmental Analyst

Attendees:

- ❖ James McCarron, Mayor, City of Taneytown, MD
- ❖ Richard L. Hess, Councilmember, City of Taneytown, MD
- ❖ Rosemary Ryan, Senior Legislative Aide to Fairfax County Supervisor John Cook, Fairfax County, VA
- ❖ Jacqueline Goodall, Councilmember, Forest Heights, MD
- ❖ Kai Hagen, Commissioner, Frederick County, MD
- ❖ And Other Elected Officials

2010 Questions:

1. What do we need for legislation or policy that will get us to a trash free Potomac by 2013?
 - State single-use bag fees
 - Composting regulation changes
 - Product bans – polystyrene- foam
 - Anti-litter legislation
 - Beverage container deposit refunds
2. What has not been included in this plan?
3. Are the long term goals realistic? If not, how can they be realistic?
4. What strategies will be needed to accomplish these goals?
5. What commitments or declarations are people here willing to make?
 - Grassroots Organizing- Signature collection, join Trash Free MD Alliance or Trash Free VA Alliance
 - Municipalities- Sign letter of support for state-wide bag fees
 - Legislators- What legislation are you willing to pursue?
 - Who will work on business outreach for MD and VA?
6. What further research is needed for legislation or policy?

Presentations:

DC Councilmember Tommy Wells

I partnered with Al Carr for this bag bill. The bill threw off the “bad guys” in this debate; they didn’t know what to do about it. Colleagues said, what is the whole state of Maryland doing? Why are we just addressing the Anacostia?

Delegate Al Carr, MD

-Strategy in first year was to gain an audience; MD has a part time legislative session, only 90 days in a year
-Had a bill hearing, coordinated with Wells, had a press release, stood on banks of Anacostia to make sure everyone knew it was a regional effort—it’s time to get it passed in DC as well.
-2nd yr of MD bag bill, 2010, introduced the bill again

Delegate Adam Ebbin, VA

In 2011, the question is how are we going to pass this bill? We are going to work on getting more info from Councilman Wells. There was only a brief committee hearing before it got killed. Anti-tax activists were very against it.

Wells: You can find partners and allies you don’t expect when supporting a bill. When looking at bill, it’s important to bring them on. Julie Lawson is one of my favorite activists in DC. She lives and believes in what she talks about. Tweeting this morning about littering—she does this. Lawson has won an award from the Surfrider Foundation.

Julie Lawson, Co-Chair of TFPWI’s Policy Working Group

The tweet was about the litter I saw last night scattered around benches at the metro stations. I’m an action-oriented person. The handbills were for Clinique in case anyone is curious.

Trash Free Maryland Alliance and Trash Free Virginia Alliance

- Long term: Create a network of organizations and individuals working on trash/litter issues
 - Bolster the problem’s profile
 - Coordinate efforts and find unity
- Short term: Pass the Maryland and Virginia bag fees

- Recruiting new members
- Have developed cards to use for petitioning
- Looking for municipality support for bills
- Petition- Surfrider has been out to get signatures 6 times in past 3 months with the Trash Free Virginia and Trash Free Maryland cards.

John Krohn, Co-Chair of TFPWI's Policy Working Group

Technical difficulties hindered note taking. These notes are from presenter powerpoint

Mission Statement: The plan developed by the working group is meant to serve as a guide of recommended legislative actions for local and state elected leaders, not-for-profit institutions and other stakeholders to pursue in creating a trash free Potomac River Watershed within a three year period

Working Group that contributed to the plan: Surfrider Foundation-Washington DC Chapter, Alice Ferguson Foundation, Anacostia Watershed Society, Sierra Club-Maryland Chapter, Fairfax County, VA, D.C. Councilmembers Tommy Wells (Ward 6) and Mary Cheh (Ward 3), Delegate Albert Carr (D-Montgomery County), Adam Ebbin (D-Arlington County) and Senator Jamie Raskin (D-Montgomery), the Interstate Commission on the Potomac River Basin, Friends of Dyke Marsh, Friends of Little Hunting Creek Watershed, Institute for Local Self-Reliance and the Montgomery

Overall Legislative Goals

- * Significantly Increase the Use of Composting Throughout the Watershed
- * Achieve Increased Sustainability in Food Service Products
- * Increased Litter Collection and Enforcement Policies
- * Passage of Container Deposit Bills in the District of Columbia, Maryland and the Commonwealth of Virginia

1. Implementation of Fees on Single Use Bags

- * Seek Passage of *the Chesapeake Bay Restoration and Consumer Retail Choice Act* in the Maryland General Assembly.
- * Seek Passage of the *Virginia Waterways Clean Up and Consumer Choice Act* in the Virginia Assembly.

2. Increase Use of Composting in the Watershed

- * Pass legislation in the State of Maryland permitting composting facilities to accept food waste.
- * Seek Passage of Legislation Similar to the District of Columbia's *Healthy Schools Act* in Maryland and Virginia
- * Encourage Local Jurisdictions to Adopt Composting in Public Agencies and Institutions by Enacting Composting Procurement Policies.
- * Seek Virginia Approval of proposed amendments to the Virginia *Solid Waste Act*

3. Increased Sustainability in Food Service Products

- * Pursue Adoption of Legislative Policy at the State and Local Level that will incentivize the Use of Reusable or Compostable Food Service Ware Within the Watershed.
- * Work with Local Governments to Pursue Styrofoam Bans in Jurisdictions throughout the Watershed. Takoma Park, MD already has a law on the books.

4. Increased Litter Collection and Enforcement

- * Pursue Adoption of Legislative Policies that Incentivize the Removal of Commonly Discarded Items Such as Tires, Mattresses and Other Materials.
- * Pursue Adoption of Policies that Require Businesses Selling Automobile Tires to Register with their Local Jurisdiction. Registration Would Require Certification and Inspection of Proper Tire Disposal; Fees Would Fund Enforcement Efforts.
- * Include Placement of Exterior Ashtrays with Alcohol License Compliance

5. Passage of Beverage Container Deposit Bills

- * Pursue passage of container deposit bills covering a wide range of beverages in the District of Columbia, Maryland and the Commonwealth of Virginia.

Josephine Miller, Environmental Analyst, City of Santa Monica (on phone)

Technical difficulties hindered note taking. These notes are from presenter powerpoint

City of Santa Monica's Efforts to Reduce Trash and Marine Debris

Ordinances, Policies and Programs

- Non-Recyclable Plastic Food Service Packaging Ban
- Proposed Single Use Bag Ordinance
- Extended Producer Responsibility
- Zero Waste Strategic Plan
- Hazardous Waste Collection
- Sustainable Food Policy

Background: In 2007 SM passed a Non-Recyclable Plastic Disposable Food Service Container Ban

Primary reason: To protect the Santa Monica Bay and marine environment from plastic pollution.

Secondary reasons: Zero waste strategic plan goals, petroleum issues, protection of human health, impact on community and visitors

Community Support: Teach community members what not to use.

Foam Polystyrene presents unique problems: Lightweight nature floats in water easily blown breaks into smaller units but stays plastic

- All plastics labeled with #6 (both foam and clear), called polystyrene, are banned in Santa Monica.
- **WHY?** Non-recyclable plastics and Styrofoam are derived from petroleum and are non-compostable; meaning they stay in the environment for hundreds to thousands of years.

National City and County Bans on Polystyrene takeout food containers

- 7 Comprehensive bans on all polystyrene takeout food containers
- 28 Bans on extended polystyrene (EPS) foam Take Out Food Containers
- 14 Partial and voluntary bans on Polystyrene (EPS) foam Take Out Food Containers
- 18 Cities and Counties considering bans on Expanded Polystyrene

SM has a Successful Outreach Campaign- positive models from successful Santa Monica businesses

SM held workshops and presentations for food vendors, distributors and manufacturers

Solutions- Recyclable and Compostable Food containers- less likely to break apart into smaller pieces, less likely to blow out of trash cans, breaks down in the marine environment, compostable, recyclable

What are city operations and food vendors supposed to buy?:

go to: www.sustainablem.org/container

Compostable products: Coated paper, bagasse, fiber, 3rd party certified bioplastics

Recyclable products: Plastics (#1-5 & 6) and aluminum

Exempt: Straws, cutlery and lids

Distributors List: www.sustainablem.org/container

In 2007: 16 distributors/manufactures

In 2009: 76 distributors/manufactures

In 2010: 92 distributors/manufactures

There are economically alternatives- Including paper products- 7Eleven and Taco Bell switched, Lots of other businesses have found solutions.

New products:

- Bamboo
- Made of Recycled PET Bottles
- Algae Plastic
- Switch Grass Fiber
- Banana leaves
- Tapioca
- Bull rush cattails

Who must comply?

- Any establishment, located or providing food within the City of Santa Monica, which provides prepared food for public consumption on or off its premises
- Food containers purchased by city staff, food programs sponsored by the city, city-sponsored events, city-managed concessions, and city-permitted events.

Our Successes

- Working with staff on-site and in-office
- Highlighting community models; emphasis on success stories
- Supporting state, national & international ordinances
- Outreach to schools, universities, non-profits, businesses, and municipalities worldwide
- Outreach to Box /container stores, manufactures and distributors
- Developed a website & hotline. www.sustainablem.org/container 310.458.4925
- Developed a comprehensive distributors and manufacturers list and a office gallery of products

Bring Your Own Container Campaigns

"Take Out Without " Campaign www.takeoutwithout.com

"Bring Your Own" Campaign www.bringyourown.org/

"Refill Wisconsin" Campaign <http://rethinkwisconsin.org/campaigns-2/refill-wisconsin/>

"Starbuck Recycling & Reducing Waste" Campaign <http://www.starbucks.com/responsibility/environment/recycling>

Discussion

Dave Robertson: To wells and delegates: ex. Drunk drivers in VA – nontraditional coalitions to move forward against liquor lobby. What do you think are the biggest myths about this legislation?

Carr : That single use bags are free! People are accustomed to getting this for free. Retailers have to pay for bags – cost is then built into products. Retailers can now provide lower costs. There is also a hidden cost in cleanups, wildlife, etc

Ebbin: That the bag bill will hurt retailers: actually will help retailers. Retailers are asking in confidence to have both paper/plastic under the bill.

-Wells: The problem is ourselves – we have championed recycling as high value. Industries that produce bags come back and say "look, we recycle the bags!" REDUCING trash is more important. We won't need to recycle, reuse. Education campaign to up recycling don't work – DC fee shows "this works" "this works for business."

Lawson: "Away" is a mythical place. Nothing goes away.

Ebbin: Less than 5% of bags are recycled. I have had pilot program in district with local schools to increase bag recycling. That will not move us to high recycling. Recycling uses energy, and creates pollutants (bleach is used).

Tracy: Shout out to Poolesville high. Fee is not to create revenue – but is excellent side effect. It is important how we plan to structure the fund – CBT should hold part of the fund – we would like to see this in MD. We need somewhere in VA that would parallel them.

Wells: Anacostia Cleanup Initiative name is important! This fee should go to people's state of pride – the nexus of the fee should be protected by giving money to specific place/effort. People can see where the money will go.

Ebbin: Water quality improvement fund in VA – great deficit in near future.

Wells: Failure of bill is less funds? No – This means it's working, successful.

Kate Vasquez: Recycling is its own good. Have you developed response about how they rely on free bags for house?

Wells: seen this response "use bag for pet waste" – business response "at what point did you think bags were free? Why do I pay for cleaning up your pet?" – "I'm shopping in VA instead" "ok, you will be extra taxed!" but in terms of our own PR I focus on "Skip bag, Save the River" – If you need bags – BUY THEM

Steve Kio, DDOT: I am a lifelong resident of Iowa, which is a bottle bill state – the bill made a significant difference in cleanliness of Iowa. Deposit did have an impediment to businesses (\$, room in store). Kept water bottles from joining deposit.

Wells: Those that defeated bill in DC, also created curbside recycling in DC. We need to create strategies to get bottles out of the stream. Bottle bill may not work, so we need creative strategy to recapture and reduce. Our challenge in the community is to come up with a new and improved bill.

Ron Wilson: No discussion of newspaper bags?

Speaker Unknown: It's beyond control... but a great solution for pet waste.

Wells: Wash Post on top of this – bag now made from recycled materials. Drycleaner bags need to be addressed too. We need to find strategies for each product. In grocery stores – we asked how bags are used – addressed from role

Javier Barker: The last panelist mentioned that #6 plastic is non-recyclable. # is not visible – how can we make this number visible on products?

Brenda Platt : The reason the plastic identification resin codes are small is the SPI - the Society of Plastics Industry – requires that the code be inconspicuous so as not to influence consumer buying behavior. There is now an ASTM subcommittee evaluating the plastic resin codes. I am on the subcommittee and we need more folks to advocate for making the code bigger and to change the confusing chasing arrow recycling symbol to a simple triangle. Anyone can join the committee.

Pamela Gratton: In Northern Virginia there is nowhere to compost food service materials – the cost of solid waste is borne locally- what advice can you give jurisdictions?

Wells: AFF have summit to bring us all together to talk about how! Great?

Wells: We have pride in campaign bling – my bling is reusable bag coveted chico bags! Hold up to 40lbs. logo on side. So welcome and thanks!

2010/2011 Commitments:

Meo Curtis, Montgomery County:

- Montgomery County will have a draft TMDL implementation strategy open for public comment and public meeting. It will cover all TMDLs. Projected to be out in November.
- Inter-jurisdictional collaboration through the Anacostia Restoration Committee. In particular, interested in identifying costs and determining possible funding sources.

Jerry Maldonado, Prince George's County:

- Will collaborate through the Anacostia Restoration Committee
- Prince George's County's MS4 will be open for public comment, as will the implementation plan.

Hamid Karimi, DC:

- Will not wait for implementation plan, will start now what the TMDL requires. Implementation plan will be guidance for the work.
- Committed to Hickey Run being trash free by Summit 2011.
- Public involvement will be on 2 levels
 - Public comment /participation. Check website for specific mechanisms.
 - Report Line (green.dc.gov) - You let us know about violations, non-implementation. We'll make sure it gets fixed.

Amendment: Post Roundtable Discussion and Actions:

1. In addition, to necessary updates to the Anacostia Restoration Committees, Participants agreed to form an inter-jurisdictional committee to collaborate on Trash TMDL implementation plan. First meeting to be hosted at Mont. County DEP in November.
2. Increased Outreach to colleagues and counterparts in the related agencies (ie. DOT, DPW, MPD, etc) will be conducted to broaden participation in this inter-jurisdictional committee.

Roundtable Focus: The Anacostia Trash TMDL is nearly finalized and now is the time to collaborate on the development of its Implementation Plans. This Roundtable will be an opportunity for each Anacostia Watershed jurisdiction to share how they are approaching their Implementation Planning process; key ideas, challenges and obstacles they are facing, how they are finding solutions and ways for tracking and reporting.

Moderator: Diane Cameron, Audubon Naturalist Society

Presenters:

- ❖ John Wasiutynski, Environmental Protection Specialist, District Department of Environment
- ❖ Jerry Maldonado, Team Leader for Water Quality and Compliance, Environmental Services Group, Department of Environmental Resources, Prince George's County
- ❖ Meosotis Curtis, Manager, Watershed Planning and Monitoring, Department of Environmental Protection, Montgomery County

2010 Key Questions

- 1) What is the timeline for Implementation Plans once the TMDL is approved, including public comment periods?
- 2) What are the key ideas/issues focused on?
- 3) What are the challenges/obstacles?
- 4) What are the solutions and what do we need to develop them?
- 5) How can jurisdictions work together to overcome obstacles and find solutions?
- 6) What is the role of the MS4 permits in the TMDL Implementation? How are they used for enforcement?
- 7) How will tracking, reporting, and monitoring be incorporated into the Implementation Plans?
- 8) What is needed from leadership in order to move forward with the development of these Implementation Plans?

Moderator: Diane Cameron, Audubon Naturalist Society and NRDC

Thanks to Summit Fund of Washington for their work on the Anacostia. Emphasis in this seminar is on the three local jurisdictions that are in Anacostia watershed, what their implementation will look like. Each presenter will focus on the questions that you see in your agenda. Review of questions from agenda

Yesterday, big announcement from EPA, MD, DC that Anacostia Trash TMDL issued as final TMDL. 600 tons trash to be captured, kept out of Anacostia each year. Allocated amongst 3 jurisdictions. Clear directive for each jurisdiction.

Presenters:

John Wasiutynski, DDOE

Introduction: Only second time that trash is regulated with the Clean Water Act.

Thank you to colleagues. Very collaborative effort.

Trash by volume:

Cans and bottles, Styrofoam are largest contributors, then plastic cups, then other. Looking at that because they float. When tide is out you can see chip bags, etc.

Trash load established for DC's sub watershed within Anacostia- only 18% in DC, rest in MD

Base Load Allocation to be removed annually for the next 6 years

MS4 = 88% load 102,000 pounds trash. 12% = CSO areas, 14,000 load.

Planning approach has been broken into 20 subwatersheds or sewersheds (no stream over land – stream is in pipes). – function as planning units.

- What makes the most sense in each subsection? Some are simple, some complex (ex: watts branch)
- Avg load (lbs/acre) in 2010 = 10.7 lbs/acre/year
- Some areas are much higher, ex Ft Dupont has large national park unit, not as much trash as spot near stadium. [*slide with trash loading for each of 20 subwatersheds*]

Source: Where is it coming from, to provide focus for outreach and reduction efforts – contribution by land use type:

Residential – 46% of land, 27% of contribution to trash;

Parks: 19%, 16%,

Commercial: 6%, 13%

Multi-pronged approach to overall strategy:

- City-wide: Education and outreach, policy (bag fee)
- Anacostia:
 - Institutional controls (ex. street sweeping – make more efficient to sweep more in anac watershed; catch basin cleaning, putting out collection bins),
 - Structural controls (actual, physical structures at end of pipe, catch basin – keep trash out of river or MS4 area)

Sub-watershed: Identify needed institutional controls, identify feasibility of structural controls (what makes the most sense? Look at cost estimates)

Projected reductions: Start at 10.7 lbs/acre/year – hope to reduce it over entire watershed to 7 lbs in 2012, all done by 2016. 8.35 – 2011, 7.09, 5.54, 3.88, 1.97, 0

Ex: Hickey run – 14000 lbs trash/year – that watershed contributes 12% to entire Anacostia watershed. 1 bmp reduces load in a big way.

Existing trash reduction efforts: AWS, ECC

- Watts branch litter band along litter trap. It does miss neutrally buoyant trash (floaters) – works well, not perfect. It has captured 3 tons wet trash and organic debris. ECC crews scoop out by hand.
- Nash Run – goes through Kenilworth marsh. Masaya designed trap so trash moves up as it rains, reducing flooding. Very effective at capturing trash. NPS cleanup coordinator said not enough trash for volunteers – this trap had done it. This was not capital intensive, but very labor intensive.

Conclusion: We can capture trash and keep it out of river. Next year you'll see even more sophisticated solutions. Especially along Hickey Run.

Audience Questions:

Q: What about enforcement efforts? There are increased efforts by MPD to ticket people. MPD heralded ticketing in press release in 2009, had to collect and report stats (spring of 2010 was first report). Also enforcement of existing regulation on books for years that requires communication. Establishments to clean public spaces – 18" beyond curb, including storm drains. Why not use these existing regulations, rather than rely on new? These ideas can generate revenue rather than cost .

A: Citywide efforts not highlighted in talks. SWEEP program. We can do better job of working with MPD to work on

ticketing issues. You'll hear more from enforcement folks later today.

Q: How did you get numbers of trash for subwatershed?

A: Did a study to determine loading rates by land use. AWS worked with Collier team to do research. That gave us loading number – could be extrapolated out for various subwatershed.

Q: How many tons of trash to be removed in Hickey Run? What BMP?

A: Load is 14k lbs/year. bmp is not the direct contractor – us army corps of engineers is, via USDA (it's National Arboretum). Terre-clean is BMP.

Jerry Maldonado, Prince George's County DER

Of the 600 tons/year to be removed; Prince George's County is allocated over half that amount.

Prince George's is going through MS4 renewal process. MDE said it would be issued sometime in November of this year (first draft), followed by a few months of review, negotiation. Early next year, we'll be in full effect. That includes timelines, etc, for TMDL.

Trash TMDL comes from EPA through MDE- 303d listing of 70 sq miles.

- Cooperative agreement through EPA region 3 and MDE. County had opportunity to make comments.
 - No numerical water quality criteria issued.
 - Waste load allocation – MS4 permit (trash conveyed through storm drains, channels and streams)
 - Load allocation – bulky trash that doesn't fit through storm drains.
 - Draft TMDL: PG – 261,000 lbs/yr non-tidal, 37,000 lbs/yr tidal and a little in federal facilities, state highway administration
- **Current trash removal strategies:**
 - Mechanical traps (In stream net systems)
 - In Flagstaff St., Kentland – 40 acres; Ray Rd/Talbert Ave –470 acres, some damage; Automated trash screen at Colmar Manor pumping station and Bladensburg.
 - Community cleanups – Community-based, trash-related programs
 - Multi agency partnerships (DER, DPW&T, WMD, and VAU)
 - Cleanups in spring and fall
 - Program targets include a variety of items- bulky trash collection, surveys for roadside litter and storm drain maintenance, zoning ordinance violations, housing code violations, abandoned vehicles
 - Curbside and other recycling
 - Yard waste
 - Apartment recycling (mandatory)
 - Household Hazardous Waste acceptance facility
 - Single-stream curbside for 168,000
 - Ewaste acceptance facility
 - Drop-off facilities for a variety of items
 - Single stream: easier for consumers, larger, lidded bins, semi or fully automated collection, regular trash compactor trucks, corrugated and mixed paper added to curbside program.
 - Curbside collection has grown since 2005
 - Street sweeping
 - 924 road miles (industrial and arterial)
 - Limited by budget in terms of how often it can be done
 - More concentrated closer to D.C. line
- Public outreach

Comparison of annual trash collection:

Current: close to 150 tons/yr – need to get over 300 tons/yr

With TMDL, programs will be reevaluated, look for areas to improve efficiency.

Gaps/challenges:

- Survey watersheds to identify hot spot trash zone
 - Trash is not static, not composed of a single type
- Increase hidden camera enforcement
- Re-evaluate current program effectiveness
- Develop TMDL strategy that includes tracking progress
- Foster partnerships among jurisdictions, comm. And nonprofits (COG, AWS)
- Fund new strategies – 'going to be a bear'

- Mechanical trash collection systems require high maintenance – not cheap, receive damage.
- Education and outreach will produce results over time

Trash Monitoring: Prince George's County partnered with MWCOG to monitor. Company segregated trash that was collected.

- Top 3: Food packaging, Plastic bottles, Plastic bags
- Nets caught lots of organic debris – may need to get different nets to avoid catching organics. They weigh down and waste time on repairing that damage. Ex. Damage on ray road trap. Damaged by organic material.
- Camera enforcement: illegal dumping enforcement increased using these at undisclosed illegal dumping spots.

Audience Questions:

Q: Jared Criscuolo – Is there any impact on fish migratory patterns through these stations?

A: It's not tracked. But if maintenance is not in accordance with schedule (change as soon as they fill), it could become an issue. But the trap he knows of is on a steep hill, high in watershed. It is a consideration on location for trash nets.

Q: What do cameras cost?

A: Not sure – ask the police. Probably a few thousand dollars.

Q: Any idea of how many are people caught? How big are fines?

A: Last year, six cases were prosecuted. Go to Police, Environmental Crimes Unit for statistics. This is one program to be evaluated through TMDL.

Followup: Seems like you'd get lots of people on camera that you can't identify

A: Turns out lots of people who are dumping live locally, so police can ask around.

Q: Phil Lee, Balt Water Alliance – In Baltimore, the city has crew that opens trash. Can find lots of identifying information there.

A: Commercial sector does that to keep people out of their dumpsters

Q: Prince William Community Council – Environmental Crimes Unit: Is that something Prince George's County started? Probably in Prince William County – police don't are to enforce these things given that there are bigger fish to fry (i.e. assault).

A: Jack Johnson created the Environmental Crimes Unit a few years ago as part of Livable Communities Initiative. DER sometimes gets complaints. If egregious, we refer to police for investigation and prosecution.

Laura: Prince George's is only county that reported tickets during Litter Enforcement Week.

Q: Jared Criscuolo, Below The Surface: What is most common type of trash?

A: It's a combination of plastic, paper, bottles, paper cups, coffee cups, sometimes mattresses – 200 tons/year are removed from the watershed that is not in storm drain system. I can't say what is the most common type – research not there. I'm not sure it matters unless you regulate that specific type of material, which is not the case in Prince George's County.

Q: Damian Power: Where does revenue from tickets, etc go? Into trash-free programs?

A: It goes into a general fund.

Q: James, Groundworks Anacostia: What does it take to get a camera in a specific area, if we know where trash is being dumped?

Laura: Table to enforcement roundtable this afternoon.

Meostis Curtis, Montgomery County DEP

Developing a Trash TMDL Implementation plan. Unlike implementation plans for traditional pollutants, there is uncertainty in assigning numbers for trash. MS4 permit drives trash plan.

County goal: Protect streams, maintain in good condition. County-wide stream protection system to highlight areas of need versus areas that are doing well.

MS4 Permit: Feb 2009 – final determination, Legal challenge from Anacostia Riverkeeper and others, issuance delayed until Feb. 2010. Applies to Montgomery County and co-permittees (Chevy Chase, Kensington, etc. also public schools) Does not apply to state, federal, a few towns/cities.

Significant permit requirements:

- Watershed restoration- Add stormwater management currently not controlled to max extent practicable. 20% surface goal – funding is there to meet this goal – 4100 acres to be managed under best BMPs. But it will not totally meet TMDLs or trash reduction.
- Need to develop an implementation plan within one year of issuance to meet permit requirements- Therefore need coordinated strategy by Feb. 2011.

Coordinated Countywide Implementation Strategy (not just trash plan, not just N plan...):

- 8 watershed groupings (Anacostia is one)- Almost all have a TMDL

- Must include public outreach and stewardship plan
- Will use adaptive management technique (learning process – what works in terms of maintenance; innovative practices have uncertain maintenance costs)
- Assure Environmental Site Design (ESD) to max extent practicable.
- Started this in June 2009, even though permit is not final.
- Consultant Team led by Biohabitats, Inc.

Anacostia Trash TMDL for Moco:

- 621 Pounds/day must show kept out of stormwater system (227,000 lbs/year)
- No numerical water quality for trash. Target = 100% removal of baseline load (baseline established by last year's cog inter-jurisdictional effort)

Steps in Develop IMPL plan:

- Determine baseline conditions- What BMPs were in place? What land use?
- GIS coverage for county lands and stormwater management facilities – this takes a lot of time/effort
- BMP era based on design (not so relevant to trash; more modern bmps have more stringent reqs)
- Run watershed treatment model (WTM) – a spreadsheet model for determining land use. Add BMPs in scenario planning to take credit for results. In terms of pollution load or runoff model.
 - Primary and secondary sources, BMPs
 - Primary sources are land use based
 - Secondary sources are not – sanitary sewer overflows,
 - Highest baseline loading - Multifamily residential.
 - Lowest is single family residential.

Challenge: TMDL accounting issues

- Need to correlate with how MDE creates TMDL. MDE uses MD Department of Planning. (Anacostia, 2002)
- MDE only included residential and commercial land for wasteload allocation
- So we adjust with correlation – do proportions using knowledge about other land uses.
- Also need to use accurate BMP drainage areas.

Trash BMP categories:

Structural:

95% stormwater removal

In-stream controls (trash nets or traps) 90% effective at removal

Trash prevention and control:

Educational

Municipal – what can we do in our own operations?

Enforcement – increase

Watershed treatment model: discount factors

No bmp is 100% effective; Limited space; Operation and maintenance; Imperfect knowledge

Guidance Document for developing an Implementation Strategy (developed with consultant) – assigns reduction efficiencies. Ex. 30% bag ban. Adopt a stream – 30%. Lots of discussion about these numbers because there is not a lot of hard data out there.

Calculate reductions from planned BMPs:

- Compare to baseline
- Calculate reductions from planned stormwater ponds and other LID retrofits on CIP inventory (high priority – that should meet 20 % goal)
- Compare to regulations to see how much more reduction is needed

Setting priorities by land use type?

Consultant looked at Environmental Enforcement database. Looked at 5 years of solid waste dumping info and looked at adjacent land uses. Using loads from the TMDL document – use that to figure out proportions of annual load. Most are associated with residential land use.

Budget not infinite. What is cost of other non-structural BMPs? Consultant researched this.

- Consultant said street sweeping is inefficient if it is not daily or weekly.
- Education and outreach – how to correlate with trash reduction?
- Volunteer programs – adopt-a-road – not much cost/benefit analysis done
- Solid Waste Management (SWM) – increased trash cans.
- Costs attached to each.

Lots of programs in Montgomery County:

SWM, enforcement programs, litter/trash, stormwater ponds, public outreach, muni ops - costs 7.8 million/year

Trash management: highest priority = prevent trash from entering streams

Via education, proper disposal options, street sweeping (targeted), trapping in inlets

Trapping also catches organic materials

Two examples:

1. Stormwater retrofit in Paint Branch watershed for pollution and trash – focus on Environmental Site Design.

Curb extensions, Roadside bioswales, Modified inlet

Two phases: All structures combined treat 11 acres of imperviousness

Phase I construction this fall: Will lead to unknown including maintenance cost. Know that vegetation treatments will need more than annual maintenance, but not sure how much. Mulching, invasive removal, replacement.

2. Breewood Manor in Upper Sligo Creek: Mostly residential

Rain gardens, Bioretention areas, Full water quality treatment for three areas, Significant outreach, Rainscapes program,

Local park cleanup – sponsor sense of stewardship. Make park an amenity to the neighborhood.

Permit requirement: Outreach and involvement

- Develop public outreach and stewardship work plan
- Public meetings, comments on implementation strategy
- Encourage and promote stakeholder involvement in rest actions
- Build upon existing outreach operations
- Identify additional outreach

Q: Dan Dozier – Little Falls Watershed Alliance: DC and Montgomery County are very different. There has been a 90% reduction in trash in Montgomery County from medium and high residential. In DC, John said that amount is from commercial. Why is that different?

A: Can't say – haven't looked more closely. Based on monitoring information that just came out.

Q: Studies done by Keep America Beautiful established that across the country, commercial establishments contribute disproportionate amount of trash.

A: In Montgomery County, there is a very advanced solid waste enforcement program. Happens regularly in commercial areas. And multifamily residential. Follow up on complaints. Those cases do not show up in illegal dumping cases by police. So maybe that's part of it.

John: About 80% of land use in Montgomery County and Prince George's County is medium density residential. That's predominant land use type. So that would logically be the biggest trash source. Comm. Shopping centers in Montgomery County have very regular (daily) street sweepers. In DC not as many parking lots. Also apts – didn't look at high rises. Those also mostly have maintenance crews out on daily basis. 5 or 6 days/week. May generate trash or litter, but it doesn't get into stormwater.

Diane: As Meo Curtis said, the jurisdictions are in beginning phases of tracking and differentiate by land use.

Another comment: In dc, you do a lot more walking, so trash stays closer to community. In MD people shop and get in cars, so trash goes with them.

Q: plastic bag ban listed in your chart. We don't have one, not contemplated.

Meo: Discussion happening, not in effect.

Clarification: Ban vs fee?

Laura: Believe it's a fee similar to DC bill.

Q: Had low % for education programs, Why?

A: Assigned low % for education because it takes time. But that is a function for length and intensity.

Discussion:

Q: Bag bill – any results on efficacy?

John: The bag bill has seen anecdotally dramatic reductions. \$1mill in revenue collected this year, which says we're collecting less. I assume it is behavior change. We are also seeing a 50-75% reduction in the number of bags distributed.

Q: Is it charged to a person or store?

John: A store cannot absorb cost. Charged to individuals at point of sale.

Comment: The bag fee is very visible. It shows up on receipt at a food or liquor store. You can take receipt to green.dc.gov to report a business out of compliance.

Q: Beth – So, 600 tons/year. Is that too little or too much over time?

Meostis: That's the amount to remove. To achieve a "0 "in Anacostia, we have to remove that each year. Based on one year of monitoring – there is a lot of year-to-year variability in storms. There will need to be monitoring and tracking to see that we are actually reducing trash in rivers.

John: we are creating a paradigm shift in how people behave. That's an area across which we can collaborate as partners in watershed. What is effective outreach material? How can we take credit for results? This is about us, not some corporate behemoth doing the polluting.

Q: Can we bring forth disdain for litterers that we do for smokers? Effort in public schools to start early?

John: DPW has a program to work with AFF and other regional partners to look at more school-based work.

Environmental site design is a priority. Will do things to trap smaller pieces of trash.

Montgomery County: ESD are assigned 95% removal efficacy

John: need to tackle other sources of pollution at the same time as trash.

Hamid: to clarify misconception: TMDL will require jurisdictions to remove 100% baseline. It will not necessarily result in 100% of trash being outside Anacostia river. If you look at efforts that Prince George's County has put out – we will not be able at government level to get in and remove it. Can't spend that much tax on trash. So, there is a need to get back at behavior – can't dump and assume someone will remove it. There is no technical way to remove 100% of trash at pipe.

John Devine, NRDC: If the MS4 can take out baseline load in the first six months of the year, it could stop collecting trash.

Hamid: I can only speak for DDOE. Even without the TMDL, we operate as if we haven't reached limit. We continue program even after the limit is reached. Ops are funded under permit, but goals are broader. And MS4 permits specify many year-round activities (ex street sweeping). Enforcement is necessary, but you have to also understand/embrace the spirit of the law.

Q: Dan Dozier: I agree, change in behavior is necessary. But Education is least effective. Economic incentives are way faster. Like DC bag bill.

Meo: In addition to bag fee, this will be the 3rd or 4th year that MD has bag bill in legislature.

Crowd: Bottle bill.

John: City of Santa Monica has a Styrofoam ban. Cups now mostly paper. Cheap and biodegradable.

Laura: Josephine Miller from Santa Monica is on phone in Policy Roundtable.

Richard Yates: Little Falls Watershed Alliance – Positive multiplier effect by keeping litter out of source places (street and sidewalks). Mechanical collection systems don't get it. The more litter there is, the more litter you get. So if you skip the public involvement, you will have more trash to get out of traps.

James, Groundwork Anacostia: We are trying to tap into schools about these discussions. It's a tough job. As things change, we make a comparison. This the issue of culture lines. So behavior change needs to happen at local level.

Jared Criscuolo: There is a "Rise Above Plastics" campaign in San Diego. Give away reusable shopping bags. Reusable water bottles. Also recreation. Below the Surface does a stand up paddleboard – bring surfing culture inland. Gives people ownership of local water. More public outreach events with people getting out on water.

John: Last year, DC gave out 45,000 reusable shopping bags.

8:30 a.m. –
10:15 a.m.

Trash Free Potomac Facilities
How Facilities Can Help the Health of the Potomac

Tyra/Fem

Commitments:

- Reach out to new and existing facilities to sign the TFPF Pledge and submit Core Competency Checklist.
- Hold TFPF Strategy Meeting in late October, (Executive Committee and General TFPF Committee members and special partners)
 - Create plan for training mentors and holding orientations for facilities
 - Establish next recruitment event
 - Expand network, identify new partners
 - Create education series for facilities
 - Brief on the WasteWise Affiliate Network

- Update the webpage, www.TrashFreeFacility.org, and create necessary Google/Yahoo accounts to virtually network TFPF Program
- See how the TFPF Program can assist other TFPWI components

Focus: The goal of the Trash Free Potomac Facilities Program is to provide an economic incentive for businesses and organizations to prevent waste, dispose of trash properly, and encourage recycling and composting. This will not only boost responsible waste management and provide a market for post-consumer waste, but it will also create a culture of waste reduction and litter prevention within the consumers and employees of these facilities. Facility leaders who piloted the TFPF program in 2009/2010 will share their experience, lessons learned and ideas from this pilot year. Discussion will include exciting new plans for improvement and expansion of this program including an affiliation with EPA's WasteWise program and ways you can be part of the next group of facilities.

Moderator: Alisia Rudd, Senior Manager, Altria Client Services

Presenters:

- Ed Murtagh, Sustainable Operations Manager, USDA- Review of the USDA Headquarters pilot year as a TFPF
- William Del Vecchio, Solid Waste Manager, Georgetown University- Updates to the TFPF program, how TFPF has benefited Georgetown University
- Ron Vance, WasteWise Program Coordinator, US EPA- Discussion of the new WasteWise Affiliate Network and its role with the TFPF program

Panelists:

- Michael Langone, Building Management Specialist, Pentagon
- Dean Edwards, SEMB/Pentagon Environmental Office, Pentagon
- Alan Pultyniewicz, Recycling Coordinator, Montgomery County Department of Environmental Protection
- Green Mission Specialist, Whole Foods Market
- Russell Clark, Environmental Protection Specialist, District Department of the Environment
- Joe Fitzgibbon, Maryland Division Manager, RedCoats, Inc.

Attendees:

- | | |
|-------------------------------------|----------------------------------|
| 1. Irene Haske | 17. Ed Murtagh (speaker) |
| 2. Sylvia Anderson | 18. Ron Vance (speaker) |
| 3. Dan Schwartz | 19. Alan Pultyniewicz (panelist) |
| 4. Megan Forbes | 20. Scott Pomeroy (panelist) |
| 5. Angie De Soto | 21. Bill Del Vecchio (speaker) |
| 6. Ayanna Shorter | 22. Russell Clark (panelist) |
| 7. Rich Engelsted | 23. Joe Fitzgibbon (panelist) |
| 8. Kit Gage | 24. Carlos Fernandes |
| 9. H. Clifton Grandy | 25. Marion Robertson |
| 10. William Easley | 26. Russell Klein |
| 11. Sean Mahaffy | 27. Roger Hamilton |
| 12. Luisa A. Robles | 28. Domenico Smith |
| 13. Ashlea Smith (AFF) | 29. Angelique Cofield |
| 14. Libby Campbell (notetaker, AFF) | 30. Kent Slowinski |
| 15. Natalie Perez, notetaker, AFF) | 31. Mike Langone (panelist) |
| 16. Alisia Rudd (moderator) | 32. Dean Edwards (panelist) |

2010 Key Questions:

- 1) What are the barriers (i.e. legislation, regulation) that are prohibiting businesses to become trash free?
- 2) How is the program connected to litter reduction?
- 3) How is program connected to other pieces of the Initiative?
- 4) What trainings do facilities need? How could a training series be structured?
- 5) How can facilities work together to promote waste reduction, i.e. waste co-ops or bulk purchasing
- 6) How can this program supplement other jurisdictional green programming?
- 7) What are the major operational barriers to the success of the TFPF facilities?
- 8) Which facilities are interested in joining the program?

Presentations:

Using a slideshow, Mrs. Rudd introduced the concept of the Trash Free Potomac Facility Program to the group and Altria's influence on the development of the program. Altria's company Philip Morris is a major manufacturer of cigarettes and acknowledges the reality of cigarette filter litter. They support anti-litter campaigns and educational efforts and have instilled environmentally responsible waste management practices at their facilities.

Ed Murtagh, USDA:

Murtagh explained oversight of Sustainable Operations at two USDA sites. He reported on the online survey of Charter Members of TFPF, to which 13 out of 17 organizations responded. He said the response was very positive. At his own facilities he noted that they saved \$60,000 a year by recycling and also decisions to reduce purchasing of new materials. A surprising impact reported he noted was the alignment of employee values with TFPF and an increase in employee satisfaction which carried over into their personal lives. Managers and advisors are role models, and generate enthusiasm among their workforce. His divisions diverted over 500 tons of trash a year in TFPF.

Q: How do you measure the diversion rate?

A: track office paper—both collected and reduced amount purchased. Also track composting and other non-landfill diversions. Also the TFPF Guidebook offers guidelines and conversion charts

Q: How much did you divert from the landfill?

A: by doubling the recycling rate and halving the landfill waste they went from 1000 tons of trash per year to under 500 tons of trash per year going to the landfill.

William Del Vecchio, Georgetown University:

Del Vecchio has 19 years experience and is the first waste professional ever hired at Georgetown. During his tenure the recycling rate has increased from 12% to over 50%. Georgetown is a charter member of TFPF and his secret to success is to get the students involved, including 90 to 100 students in an Eco-Action group. He has increased revenues by \$150,000 a year by marketing waste materials, which goes directly into his budget. He has set up a composting program for 35 tons of waste per month, 40% of Georgetown's waste stream is food waste (200 tons per month.) He uses Urban Service Hauling for composting.

For litter control he replaced the trash receptacles with compacting trash cans (Big Belly Solar) that hold 5 times as much and are animal proof, thus greatly reducing staff time. He collects 11 tons a month of plastic bottles, as a result of accepting a grant of \$400,000 from Coca Cola to convert campus drink machines from cans to plastic bottles. The largest source of metal containers is beer cans. Since beer is not allowed in dormitories most of the cans are not being recycled. He has tasked the student Eco-Action group with finding a solution to this problem.

Bill does not do single stream recycling because he prefers to separate waste and earn the revenue for GU instead of the hauler. He oversees 13 workers and 4 trucks dedicated just to recycling with separate trucks for cardboard, metal, and plastic. GU's diversion rate is 90%. GU is working with USDA on a joint composting research project.

Bill's advice to new TFPF's is to find a way to gain expertise in the marketing of 'waste'. It is a hard to get facilities to invest in establishing TFPF, but the increased revenue stream after it starts is substantial and results in lower costs to the facility.

Ron Vance, EPA:

Vance runs the national Waste Wise program. He considers TFPF a local extension of the WW program, and beginning on October 1, 2010 TFPF will be included in a 288-member affiliate network. This update to the voluntary, federal program was the result of the hard work between many partners, but especially the collaboration between the WasteWise team and the TFPF team.

Waste Wise has an extensive web site of online resources called RE-TRAC which includes an emphasis on prevention of waste, recycling, and buying of recycled products to encourage increases in the value of recycled materials. The RE-TRAC web tools include information and a 'help line'; calculation tools to measure diversion rates and compare them to 'footprints' such as reduction in car emissions of oil production; webinars; and award programs. Emphasis is on making the connection between climate change and waste- which is very "hot" right now- including calculations of the true costs of manufacturing, transportation and end use of consumer products. Upon joining the TFPF program, facilities will have access to all the WasteWise RE-TRAC online tools and services.

On becoming a WW affiliate, TFPF will be able to track many kinds of data from all member facilities in one place and generate over 50 different types of reports, such as analyzing the diversion rates of various commodities.

Q: For federal facilities, is GSA part of WasteWise?

A: yes, partially. Individual government locations have joined, but not all.

Q: Is WasteWise a national program?

A: Yes, it is an EPA program which was started in the early 1990's

Q: What about small facilities that do not have the capability to weigh trash?

A: there is online help in RE-TRAC to estimate tonnage, and also in the TFPF guidebook there is a conversion guide to help.

Discussion: (Moderator opened the discussion with reactions from panelists by asking them questions)

List of questions from the Outline:

- 9) *What are the barriers (i.e. Legislation, regulation) that are prohibiting businesses to become trash free?*
- 10) *How is the program connected to litter reduction?*
- 11) *How is program connected to other pieces of the Initiative?*
- 12) *How can facilities work together to promote waste reduction, ie waste co-ops or bulk purchasing*
- 13) *How can this program supplement other jurisdictional green programming?*
- 14) *What are the major operational barriers to the success of the TFPF facilities?*
- 15) *Which facilities are interested in joining the program? (At the end of roundtable- hand out TFPF pledges and Guidebooks to interested persons. If anyone signs the pledge, pass along to Ashlea Smith)*

Alan Pultyniewicz from Montgomery County thought the presentations were very good. He said that Montgomery County helped develop the TFPF guidebook. He expressed the need to integrate the program vertically as his county is doing. The question of tracking data and measuring is very important.

Q: In this day of budget cuts, how do you sell the TFPF program?

A: Joe Fitzgibbon of Redcoats says it's "all about labor costs". By raising the level of awareness you reduce the contamination of recycling with trash, which requires a lot of staff time to sort. As an example, he cited how they refused to empty containers that were mixed until people learned how to separate properly. He also said that instead of having two containers at each desk—trash and recycling—they had only recycling, and put trash containers only in the common areas. This resulted in much more paper recycling and a lot less time spent on labor. This was a cost saving since not only did they pick up just one bin per person, they did not have to use plastic liners. The key to engaging clients in recycling is to create clear "idiot-proof" labeling of containers and use bilingual stickers. It is important to train staff and have a certification program for the training, and engage all janitorial staff fully.

Q: How do you pay for the start up costs and extra staff required for TFPF?

A: (The group) The extra costs that incur with a TFPF program need to be built into the waste management contract with the company. There is a need for educating clients in a consistent manner. Some will be highly resistant and even prefer to pay fines rather than comply. It is all about identifying the way things get accomplished at your facility and using that system to implement the TFPF program. Most likely it starts with senior management and a 'Champion' who "rallies the crowd"

Q: Should we push consequences of not recycling from facilities to government?

A: (Alan) As an example from Montgomery County you need lots of education first, then enforcement by a government jurisdiction. MC started in 2005 with multi-family dwellings and it is working, with fewer violations each year. Enforcement is a last resort after a lot of education.

In an office setting, the burden needs to be shared by everyone. Start by convincing management but then engage whole community with working groups at every level. Need to have management model behavior, but for sustainability you need to create policy statements that are reviewed annually.

Sean Mahaffy from Whole Foods cited their program to educate both store employees and the customers. There is a paradigm of caring about the community and the environment throughout. However as the company grows the ownership of a program like TFPF gets lost, and leadership needs to be encouraged to re-commit.

Q: How does TFPF connect to world-wide issues?

A: (Mike Langone) The Pentagon is very large with lots of executives. There is a building contract with language that says "no litter on the reservation." Consequently there is enforcement to pick up all litter.

Federal Agencies have Executive Orders mandating recycling (says Mike Langone and Dean Edwards, Dean sent Ashlea the Executive Orders that demand recycling on 10/1/2010).

Q: What about litter and driving the market?

A: (Sean Mahaffy) The economics of litter are that most litter is actually excess packaging. There need to be policies within companies not to buy products with excess packaging. For example Whole Foods does not buy anything in Styrofoam.

Q: What training does your facility need to implement TFPF?

- "Recycling 101", or "Environmentally Responsible Waste Management 101" (Bill Del Vecchio, Alan Pultyniewicz)
- How to use the expertise of contract haulers for information on how to work efficiently. Example, Urban Services trained Georgetown staff (says Bill Del Vecchio, who suggests we can reach out to Haulers for this session)
- How to report online (TFPF orientations)
- How to build a business case for recycling and composting (WasteWise Webinar?, Brenda Platt).
- Recycling at federal facilities (Ed Murtagh is knowledgeable on this subject, as is Dean Edwards and Michael Langone))
- The economics of composting—how to reduce costs by switching to composting rather than food waste hauling (Vinnie Bevivino holds classes locally, WasteWise also has webinars).
- How to negotiate contracts—i.e. get green products at competitive prices. However buying green may involve more paperwork to prove your case (Alan Pultyniewicz, Mark Smallwood and Dick Lilly know about this).
- How can you get LEED or carbon credits for composting? (WasteWise Webinar)
- How do you organize multi-unit dwellings for coordinate recycling, green purchases, etc? (WasteWise Webinar, property manager assistance with this session, Alan Pultyniewicz)
- How do you organize a green team and sustain momentum over time? Comments: Recognition of who is doing best practices is very important. Property managers are key leaders. Target tenants to get things started. (Folk that could be role models and advisors for this session: Alisia Rudd, Tom Griffin, Joe Fitzgibbon, Ron Vance, Michael Langone, Danielle Wyman, Mark Smallwood, Ed Murtagh, Chip Chisholm, etc)

Q: How can TFPF partner with other organizations?

There are several Business Improvement Districts, Property Management Companies, and Government agencies/programs that are associated with many facilities and want to promote recycling. These organizations could look to TFPF for a structured way to promote environmentally responsible waste management (Folks that can help with identifying these: Scott Pomeroy, Mark Smallwood, Russell Clark, Alan Pultyniewicz, etc).

Q: What are the major operational barriers to facilities implementing TFPF?

- Small and large facilities need staff who understand how to manage waste. This can be established through reading the TFPF Guidebook and using its resources, performing a waste sort, reaching out to the TFPF network for advice, and building a green team.
- Strong leadership at the facility. If the management skills are present the economics will follow.
- Facilities need a team with varied skills.
- Facilities need a business case to explain the needs for more workers initially and the economic benefits to follow.

Q: What are the major operational barriers to the TFPF Program organizer administering the program?

- The TFPF Program Organizer is dependent on its members for support. By joining the TFPF network, facilities take and provide benefit by offering a set of experiences that will likely be encountered by sister facilities, be they experiences positive or negative, sharing them inspires solution. It is always harder to "reinvent the wheel", so cooperation is key to the collective success.
- Additionally, compliance with reporting will determine the success of the program. It is very important that all facilities do their part to report via WasteWise RE-TRAC.
- Finally, funding opportunities are being sought for the administration of the program. While the program matures it is free to members. So that the program can continue to develop, the Trash Free Potomac Watershed Initiative is researching funding. If there are ideas, please send them to tfpf@fergusonfoundation.org.

Commitments:

- Set standards and a culture of litter enforcement in jurisdictions throughout the watershed
- Get the “buy-in”
- Encourage recognition of TMDL/MS4 regulations
- Education and training in order to set norms
- Establish best practices in enforcement (regional, state, and even national levels)
- Extend litter enforcement week to letter enforcement month, have better reporting
- Establish a working group, work with standing MWCOG Police Chiefs Committee to establish a sub-committee

Focus: Litter enforcement plays a vital part of the solution for a Trash Free Potomac by 2013 and at the 5th Annual Trash Summit; enforcement agencies from across the region will be engaged. By enforcement, we mean more than just police officers. Litter enforcement is the responsibility of more agencies than at first thought. We will examine various solutions in other regions. In one city, residents are trained and engaged to report and enforce litter laws. Examples in Virginia show that care need be taken to make sure penalties are appropriate and repercussions are felt (be they emotional, social, temporal, or financial) in order to prevent recidivism.

At home in the Potomac Watershed, we have a model developing for effective litter enforcement and a commitment to continue with its progress is expected. Participation in the Enforcement Roundtable will inspire solutions and attendees will be expected to work with others to create solutions. Participants will include law enforcement officials, legislators, industry experts, and community advocates.

This year's enforcement roundtable will be about collaboration, identifying barriers to success, making partnerships, and creating enforcement solutions for a Trash Free Potomac Watershed. Additionally, we are happy to announce that this year we have reached out to elected law enforcement officials to sign the Trash Treaty; invitations were sent to every Sheriff in the entire Potomac Watershed- that's 42 Sheriffs!

Moderator: Hassan Aden, Deputy Chief of Police, City of Alexandria

Presentors:

- David Biddle, Recycling Coordinator, Streets and Walkways Education and Enforcement Program (SWEEP), Philadelphia, PA- how civilians are engaged in litter enforcement in Philadelphia
- Commander Russell Hamill, Montgomery County Police Department- Presentation of litter enforcement in Montgomery County, identifying what agencies do what and how that affects enforcement.
- “Closing the Loop on Littering”: How appropriate sanctions prevent recidivism

Panelists:

- William Ross- Commissioner 7D-03, Advisory Neighborhood Commission 7D, Washington, D.C.
- Richard Yates, Esq., Vice President, Little Falls River Watershed Alliance
- Representative from the DC DPW Solid Waste Enforcement and Education Program
- Kelly O'Meara, Executive Director, Office of Strategic Change, DC Metropolitan Police Department
- Sergeant Devaney, Prince George's County Police Department
- Neighborhood representatives from DC, MD, and VA

Attendees:

1. Javier Barker
2. Kayne Karnbach
3. Brenda Smith
4. Sarah Morrison
5. Col. Mark Magaw
6. Lawrence Dance
7. Dottie Yunger
8. Audra Lew
9. Suzanne Dill

2010 Key Questions:

- What is the state of litter enforcement from jurisdictions represented at the roundtable?
- Are litter penalties strict enough?
- How can we make people feel like litter laws apply to them?
- Litter laws differ drastically jurisdiction-to-jurisdiction. With three states in the DC metro region, over 50 counties and independent cities in the Potomac watershed, and a transient population, it is very hard to effectively inform the citizens of litter laws. What is the solution?
- How do we make littering a subject of concern for judges?
- There are many enforcement agencies in each jurisdiction and often one does not know what the other litter enforcement agency is responsible for or is doing- How can we resolve this?
- How can residents have a way to be engaged in litter enforcement?
- How do we better educate our Police Officers, Judges, and Attorneys on the impacts of littering?
- What will be the focus of a Litter Enforcement Working Group?
- What commitments or declarations are people here willing to make?

Presentations:

David Biddle, Recycling Coordinator, SWEEP Philadelphia

Mr. Biddle presented a powerpoint on an enforcement campaign based in Philadelphia called "UNLITTER US".

- He helped plan the City of Philadelphia's curbside recycling 23 years ago.
- Has a commitment to making the recycling program work
- Enjoys his job and the culture

Mr. Biddle shared an experience he had with his son who, at the time, was about 2 or 3 years old. They were out walking and he told his son about littering and about how it was not a good thing. He attempted to explain that if he got caught littering he could get a ticket. Right at that moment a police officer with the city exited a deli/store. The officer opened and ate a piece of candy and then dropped the candy wrapper right in front of them as he walked away. Needless to say, how do you explain that one to a toddler? This was Mr. Biddell's first real link as to what kind of culture challenges he was up against.

In Philadelphia, police DO NOT enforce litter and graffiti. In the past, badged people out of the Sanitation Division called "Sweepers" did this. These Sweepers received training and had 60 types of citations they could issue. They would focus on different districts that were having problems, swarm or sweep them and move on. Once they moved on, it didn't take long for trash, graffiti and other sanitation issues to come back into that district. Mr. Biddell told us that illegal dumping is an "art form" in Philadelphia.

Mr. Biddle realized the need for a decentralized system. Sweep Officers are now linked directly to the Police and neighborhood Block Captains. They are funded through the Community Waste Division. The police, sweepers and block captains now meet regularly to discuss issues, decide where to focus efforts and share information. The sweepers are empowered to write tickets. These changes are now having an effect. There are areas/communities that agree to be Litter Free Zones. Sweepers inspect in Litter Free Zones but do not ticket. They encourage communities to maintain their litter free designation...

Mr. Biddle realizes he is up against a culture of apathy towards trash and littering, especially among the 5000-8000 city employees of Philadelphia. He shared with us a small effort he makes every day to go out at lunch time and pick up a piece of trash or cigarette butts that are usually on the street. He walks it over to a trash can and conspicuously drops it in. It is his hope that the example he sets will be seen and others will pick up. He says he feels like the lone ranger most of the time...invisible. So far, no one else moves to help or comment on his actions. *There is trash clearly in sight but sadly out of mind.* People ignore it and seemingly don't know what to do with it.

Mr. Biddle hopes to attain a 30% recycling rate in Philadelphia. He wants to start a movement! He believes that success begins with young people and the focus of the "Unlitter Us" campaign is to draw them in and the core of the program. He challenged the kids to write poems and songs about trash/litter. It was "amazing" what they came up with and presented to the mayor. The mayor of Philadelphia is fully behind this program.

Q: What kind of weapons do the SWEEP officers carry?

Mr. Biddle stated that they carry no guns and no pepper spray.

Q: How do you apply enforcement?

Lawrence Dance: DC's Police Chief Lanier says a neighborhood w/ litter is not a safe neighborhood. All in the group agreed with this statement. Traditionally DC police will issue tickets for trash, graffiti and dumping in high crime areas.

Sgt. DeVaney, of the Prince Georges Co. Police Dept, targets younger cops and explains to them how a traffic stop for littering may lead to something else. He shared a story about how a cop stopped a person for throwing a small piece of litter out of their car window. When he pulled the person over and ran a check on them, the stop resulted in four felony charges. This does not always happen but is a great example of proactive policing that involved paying attention to litter. Hot spots are targeted. When a community shows evidence of increased criminal activity the police go in, in force and bring up to 15 county agencies with them, one of which is the office of environmental crimes. That neighborhood/community stays quiet and clean and is safer for months afterward.

Q: What about fines?

Mr. Biddle states in Philadelphia fines range from \$50 - \$500

Comment, Kayne Karnbach: In Prince William County, people just laugh in your face when you talk about illegal dumping. He voiced frustration over the lack of enforcement in his county. He said that even the county employees are not prioritizing litter. For example, there is an old dump site in the county with 30-40 old cars, junk parts, trash, trailers, etc that has been there for years. Some officials and officers tell how they used to go there and get parts off old cars or hang out. It's dangerous and yet, they reminisce over it. *How do you change the culture, the attitude?* He did say that 85-90% of residents do not litter and obey the laws. It's the other 10-15% that make it so difficult on the rest.

Comment, Montgomery County, Capt, Hamill: People in Montgomery Co. do not call the police for litter issues. It is the cops that want to make a difference; they use it as a tool in the tool box like the Pr. Geo. Co. police officers.

Q: What can we do to effect change? Buy-in?

Comment, Sarah Morrison of NOAA: "Sea Grant" educates attorneys on environmental issues and law and if anyone is interested, to please contact her. There was some discussion on whether county attorneys know how to prosecute litter laws/environmental laws etc. Often time there is no "buy-in" at this level.

Comment, Willie Ross: Suggestion made that officers go back to walking the beat. Let communities see their officers on the beat and maybe their presence would be a deterrent to littering; element of surprise, etc.

Comment: Offenders should be held accountable by doing community service i.e. picking up litter. Issue fines and up to 2 points on licenses; criminally, up to \$1500 and jail time.

Comment: Desire expressed to visit other cities here in the US and abroad to study best practices. One attendee was in Toronto and was very impressed w/ how clean everything was. Not just on the front streets/tourist attractions but also in the alleys and back streets. *What is Toronto doing that we just cannot seem to grasp?*

Comment, Richard Yates: Jurisdictions may want to have a litter hotline to report abuses.

Captain Russell Hamill, Montgomery County Police Department

Capt. Hamill reports that clean-up efforts by Ambassadors of Community modeled good behavior and the community occupants followed suit. Litter enforcement opens doors to other crime fighting efforts. Litter enforcement is not glamorous and teaching a group of young cops this technique will change the culture and negative connotations associated with enforcing litter laws.

He recommends that AFF include the judiciary in future summits. He also stated that attorneys need to be included. "We are looking for buy-in". We have a duty to enforce the law and should expect support from the courts. There needs to be clear consequences to offenders. It isn't just about affecting your community...its global!

He went on to discuss the "Adopt-a-Highway" program in Virginia, a presentation on behalf of another law enforcement official. The idea with this program is that a community can better its "handshake," or the first impression it gives to visitors; this has implications for jurisdiction revenue. The suggestion was made a suggestion to extend the Litter Enforcement Week to a month. Montgomery County faced challenges in participating last year and reporting their data due to a crisis within the department at that time.

Major Commitments:

- 1) Ellen Gilinsky and Rich Eskin committed to provide EPA with a list of MS4 permits that are coming due to the Potomac Watershed in their jurisdictions.
- 2) Jon Capacasa committed that EPA can provide GIS based list of all permits in the entire Potomac Watershed.
- 3) Discussion led to an expectation that the Trash Free Potomac Watershed Trash Treaty language would be incorporated into permits, of those jurisdictions who have signed it, as they come due. The language would be similar to the one included in Montgomery County's MS4 permit.
- 4) A Regulatory Stakeholder Working Group will be formed representing stakeholders of this Regulatory Roundtable, and staffed by EPA Region III Office of Water, as committed by Jon Capacasa to facilitate the following:
 - a. Develop a language more specific and quantitative than the broad language of the Trash Treaty to be included in all MS4 permits that are renewed in the Potomac Watershed.
 - b. The group will work on developing the process for criteria needed along with the specific timeline to list the entire Potomac or certain segments of the river, on the 2012 303 (d) list for impairment.

Individual Commitments:

- **Sam Moki, PG County DER** – Prince George's County will continue to uphold their previous commitments made at the 2008 and 2009 Trash Summits, in that they commit to a stronger MS4 permit for Prince George's County to match or exceed Montgomery County's permit. Will be an active participant in the process, as able.
- **Jon Capacasa and Greg Voigt, EPA** – Will convene the first call for the Regulatory Stakeholders Working in October 2010 with the first working session in January 2011. He committed that EPA can provide GIS based list of all permits in the entire Potomac Watershed
- **Rich Eskin, MDE** – MDE will get the Prince George's County MS4 permit out, contribute to resolve the water quality standard issues, and will obtain a list of MS4s deadlines in the Potomac watershed. Will work with others to establish data standards for trash (date, amt, location, extent)
- **Christophe Tulou and Hamid Karimi, DDOE** – Committing to a Trash Free Hickey Run by next Trash Summit. Will Work with MWCOG for jurisdictions to talk about Anacostia Trash TMDL Implementation. Will Participate in Regulatory Stakeholder Working Group that is being coordinated by the EPA.
- **Jon Devine, NRDC** – Will work with NGO partners to review final Anacostia Trash TMDL and figure out next steps for that process. Will continue to be involved in implementation of permits in Anacostia watershed. Will also look at the MS4 permit language being developed by this working group, even though the non-Anacostia portions of the Potomac watershed are outside of historic geography for NRDC.
- **Beth Mullin, FORCE** – Will organize 50 community-based green teams to pick up the trash while the regulation process works itself out, and will collect data.
- **Tracy Bowen and Laura Chamberlin, AFF** – Committed to be an active participant in the Regulatory Stakeholder Working Group. Committed to organize volunteers to pick up trash and collect data, and to work with cleanup stakeholders to improve data collection protocol. Will compare Trash Treaty signers to MS4 permits that are scheduled for renewal.
- **Diane Cameron, Audubon Naturalist Society**- Committed to supporting fellow NGO partners in their work to reduce and eliminate trash in Anacostia and throughout the Potomac. More directly, focused on the extent to which green infrastructure practices are multi-benefit (serve as defecto trash traps, easier to get trash out of) Will support other pollution prevention techniques, such as bag fee, corporate responsibility, mandate on corporations to reduce Styrofoam output. Publicize, push, lobby, support funding for these efforts. Participate in Regulatory Working Group, pending approval of supervisor.
- **Jim Foster, AWS** - Will advocate for MD bag fee bill. Will work with partners (DDOE, Moco DEP, PG DER) to help implement TMDL on the Anacostia. Will do cleanups and collect data for the Anacostia.
- **Linda Howard, Summit Fund of Washington** – Will continue to support Trash Free Potomac Initiatives and other efforts on the Anacostia River. If can be useful in the process, will be responsive to a request.
- **Bob Hoyt and Steve Shofar, Montgomery County DEP** – Will Implement MS4 permit. Will assist working group with language, support NGOs in their cleanups, and participate in the Regulatory Working Group being formed.
- **Ellen Gilinsky, VA DEQ** – Will continue to work with Jon Capacasa and EPA for this Initiative. Will provide a list of MS4 permits that are coming due for renewal to VA Potomac Watershed jurisdictions. Will discuss Initiative with VA colleagues, including the EPA led Regulatory Working Group, and bring VA MS4 agency (DCR)

to the table. Will continue to participate in this approach, as able.

Focus: Attendees will review the commitments made at last year's Regulatory Roundtable; discuss the commitment of the Anacostia jurisdictions to develop Trash TMDL Implementation Plans that are measurable and accountable; check in on the status/progress of the MS4 permits in the Anacostia Watershed; and will discuss getting segments of the Potomac River "listed as impaired for trash" on EPA's 303d listing by 2012, as well as, other sub-watersheds of the Potomac River.

Moderator: Doug Siglin, Federal Affairs Director, Chesapeake Bay Foundation

Presenter:

- Laura Chamberlin, Manager, TFPWI, Alice Ferguson Foundation – 2010 Potomac River Watershed Cleanup Data
- Elenor Hodges, Executive Director, Arlingtonians for a Cleaner Environment – Cleanup data
- Beth Mullin, Executive Director, Friends of Rock Creek – Cleanup data

Participants:

- Jon Capacasa, Director, Water Protection Division, EPA Region III
- Richard Eskin, Director, Science Services Administration, Maryland Department of the Environment
- Ellen Gilinsky, Water Division Director at Virginia Department of Environmental Quality
- Bob Hoyt, Director, Department of Environmental Protection, Montgomery County
- Christophe Tulou, Acting Director, Department of Environment, District of Columbia
- Jeff Harn, Environmental Planning Office Coordinator, Arlington County
- Sam Moki, Deputy Director, Department of Environmental Resources, Prince George's County
- Hamid Karimi, Deputy Director, Department of Environment, District of Columbia
- Jon Devine, Senior Attorney, NRDC
- Greg Voigt, TMDL Coordinator, Water Protection Division, EPA Region III
- Jim Foster, Executive Director, Anacostia Watershed Society
- Linda Howard, Executive Director, The Summit Fund of Washington
- Ted Graham, Director of Water Resources Program, Metro Washington COG
- Tracy Bowen, Executive Director, Alice Ferguson Foundation

Summary Agenda

- 1) Introductions and quick review of 2009 Commitments at Regulatory Roundtable (below) – 15 minutes
- 2) Anacostia Trash TMDL Implementation Plan – what is needed from leadership? – 15 minutes
- 3) MS4 Permits – Montgomery County is done, DC's is underway, status report – what about Prince George's County? – 10 minutes
- 4) Listing the Potomac River
 - Potomac Cleanup Data and Photos – 10 minutes
 - Potomac Listing discussion of process and timelines – 35 minutes
- 5) Commitments – 20 minutes

Detailed Agenda and Key Focus Questions:

2:00-2:15 p.m. Introductions and quick review of 2008 and 2009 goals Measureable Commitments made at Regulatory Roundtables during the 3rd and 4th Annual Potomac Watershed Trash Summits (listed below).

2:15-2:30 p.m. Anacostia Trash TMDL Implementation Plans -- Discuss what leadership is needed and what are next steps to ensure the development of Implementation Plans for DC, Montgomery and Prince George's Counties that are measureable and accountable. *(see full minutes from this Roundtable above)*

2:30-2:40 p.m. Prince George's County MS4 Check-in – revisit commitment made last year by Prince George's County that their MS4 permit will have specific measurable milestones addressing trash reduction as Montgomery has and DC is currently doing.

2:40-2:50 p.m. Listing the Potomac – presentation of Cleanup data and photographs by Laura Chamberlin, Alice Ferguson Foundation and Beth Mullen, Friends of the Rock Creek.

2:50-3:25 p.m. How can we leverage the Anacostia TMDL for the Potomac River, and to begin process of establishing "listings as impaired for trash" on parts of the Potomac and its subwatersheds for EPA's 2012 303d listing?

- a. What will be the process for going through and coming up with the listing the Potomac River? What segments of the Potomac will be listed?
- b. Can EPA commit to facilitating the process as they did on the Anacostia? Establish a Potomac Trash Impairment Working Group?
- c. What data and information will be used to determine the impairment?
- d. How can we translate process into timelines and outputs?
- e. What will be done and reported by next September at the 6th Trash Summit?

3:25-3:45 p.m. What commitments or declarations are participants willing to make?

2008 Regulatory Roundtable Measurable Commitments Pledged by Participants:

- Hamid Karimi, DC — DC pledges to make one tributary of the Anacostia trash-free each year
- Jon Capacasa, EPA — 20% per year reduction in trash via permits—public review process
- Steve Pattison, MDE — 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, NRDC — 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, Audubon Naturalist Society — 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, Anacostia Watershed Society — 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.

2009 Regulatory Roundtable Measurable Commitments Pledged by Participants:

- Jim Connolly: Anacostia Watershed Society commits to advocate for funding, implementation of TMDL, and promote a Maryland bag bill
- David Byrd: Prince George's County commits to stronger MS4 permit for Prince George's County to match or exceed Montgomery County's. Continue to work with AFF on cleanups.
- Diane Cameron: Audubon Naturalist Society commits to advocate for funding in Montgomery County through storm water partners. Support funding mechanisms in Montgomery & Prince George's counties and the District and the rest of Maryland. Continue to be citizen watchdogs. Help with outreach and education using both paid and volunteer workers.
- Hamid Karimi: District of Columbia commits to another and larger sub-watershed will be trash-free by the next summit. Work towards an MS4 permit from EPA and aggressively address trash in the entire watershed across jurisdictions.
- Rich Eskin: Maryland Department of Environment commits to help Prince George's County get an MS4 permit like that of Montgomery County.
- Linda Howard: The Summit Fund of Washington recommends that Prince George's County learn from the mistakes made in obtaining Montgomery County's MS4 that slowed down the process; and committed to continue financial support to TFPWI and other organizations working on the trash issue.
- Bob Hoyt: Montgomery County committed to continue to embrace the MS4 permit and work on the development plan to find innovative ways to fund it; to be an active partner in cleanups and public outreach campaigns; and to find new ways to involve citizens and coordinate them with government resources for monitoring and education.
- Greg Voigt: EPA committed to continue to coordinate jurisdictions if seeking TMDLs.

Commitments:

- Build a network of interested businesses to promote infrastructure
- Find a 30-acre piece of property that is ready to build
- Draft a comprehensive set of regulations to be incorporated by MDE.
- Identify large areas of government land not being used through a public/private partnership
- Provide technical assistance to farmers for on-site composting
- Capture edible food for food banks
- Hold the first taskforce meeting

Focus: 2013 is approaching and there are several pieces of the puzzle hanging in limbo legislatively, which are necessary to attain our goal of a Trash Free Potomac. One of those “pieces of the puzzle” is establishing a comprehensive composting infrastructure. The actors behind the expansion of the infrastructure are ready and waiting to hit the ground running, but we need legislation that allows the establishing of these facilities.

As an example of the present situation, if composting were to be required, the infrastructure in place would not be able to process the compostable refuse from the region. With talk of bans on foam plastic disposables and compostable disposable products on the rise, an infrastructure for compostable refuse is needed now.

The focus of this year's Composting summit will be looking at: 1) State of Composting in the Potomac Watershed; 2) Background on Compost Task Force; 3) Why is composting directly linked to a Trash Free Potomac; 4) Is there business demand and interest for food waste composting; 5) Challenges we need to overcome within Virginia and Maryland States regulatory processes for establishing Compost facilities.

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

Speakers:

- Heeral Bhalala, SBC Coordinator, Institute for Local Self Reliance- State of Compost in Region
- John Snarr, Principal Planner/Technical Manager, MWCOG; Co-Chair of the Organics Taskforce – Background on Compost Taskforce
- Dick Lilly, Waste Prevention Manager, Seattle Public Utilities- Seattle's Styrofoam Ban: its history, how it's impacted packaging & Seattle's connection to the Cedar Grove Composting Facility.
- Mark Smallwood, Mid-Atlantic Green Mission Specialist, Whole Foods – Is there enough demand from business community for composting in our region?
- Nelson Widell, Partner, Peninsula Compost Group- The economic benefits of composting, how compostability product standards impact his facility, and how he can bring quality composting to the DC metropolitan area
- Craig Coker, Principal, Coker Composting & Consulting- an update on composting in VA, why new regulations are good for business, his letter to the Secretary of the VA DNR regarding ease of siting facilities.
- Brenda Platt, Co-founder, Institute for Local Self Reliance- How the compost facility siting regulations need to change in Maryland. Ms. Platt will use examples of good policy from Florida, Maine, and Oregon.

Panelists:

- Pamela Gratton, Fairfax County Div. of Solid Waste Collection and Recycling
- Roger Dietrich, National Solid Waste Committee, Sierra Club
- Vinnie Bevivino, Engaged Community Offshoots

Attendees:

- Mike Eisner, Water Management Administration, Maryland Department Environment
- Angelique Cofield, Quality Assurance Officer, Washington Convention Center
- Russell Clark, Environmental Protection Specialist, District Department of the Environment
- University representatives from: Howard, George Mason, Georgetown, Virginia Tech, among others
- Local Compost collection and hauling companies, including Bates Trucking and Urban Service

2010 Key Questions

1. How many more sites will the region need to accommodate compostable refuse?
2. How DC's composting future is tied to Maryland's compost infrastructure?
3. What are the next steps for addressing MD and VA State composting regulatory obstacles that have been prohibiting compost facilities? And who are the players?
4. When is the next Organics Taskforce meeting? And what are its main objectives?
5. What commitments or declarations are people here willing to make?
 - MD agencies move forward regulation changes to allow for food waste composting
 - Grassroots organizing- Letter campaign for VA
 - Business outreach to encourage jurisdictional engagement for composting

Presentations:

Heerel Bhalala

Heerel Bhalala used a Power Point "State of Composting in the Region" in which the locations of composting facilities in the DC areas were identified. But, many are only for yard wastes and do not accept food scraps, Recycled Green is the only composting facility that takes food waste. Contaminated loads go to landfills. The big problem is Styrofoam-- it is litter. She noted that most everyday items can be composted in the right facility. Composting does not take up much space and there is more space available. Composting should be integrated into a sustainable waste management system. She emphasized that the message should be "everyone should think of where their things are going after they are used". Plastics, especially plastic bags, account for 25% of operating costs to deal with. Prince George's county is considering converting ½ of their trash site to a Gore Covered System Center that would then include food wastes.

John Snarr

MWCOG had a large meeting to discuss food compost which resulted in a task force in 2009. A ban on plastics needs to be regional for market reasons. In a 2009 study there was high interest in including plastic bags in collections. The movement needs business advocates (large companies) that generate volume to support food composting with good sites and food donations. Regulations being developed need to be user friendly to encourage participation—look at both VA and MD regulations, and more regional ideas for this year.

Dick Lilly

Dick Lilly, in a telephone call from Seattle, talked to his Power Point "City of Seattle".

- 1990: residential organic collection began (yard waste)
- 2005: added kitchen waste, had 70% participation.
- 2009: mandatory for residential organic collection (including kitchen scraps, meat, etc.)

EPS was banned because of the litter issue, but most replacements for EPS are heavier which has a great impact environmentally in production and transportation. Regulations were expanded from just styrofoam to all service-ware packaging that must be then separated, cleaned and composted by the collection agency. They set up curb side collecting and commercial collectors for composting. They set the standard for "compostable" along with composting facilities. There is a need to work with collectors and item packagers. A price was set with a pickup contractor to be cheaper than recycling. "Can we help you" is the way Seattle works its system—not enforced with fines, rather, outreach efforts. It now has a 20 year old, mature system but the present economy is limiting use of more public advertising.

Mark "Coach" Smallwood

Mark Smallwood gave an overview about the 38 Whole Foods Markets in six states committed to composting their food scraps. There are composting food facilities in Pittsburgh, Ohio, Maryland; this area hauls as far as Delaware to a composting facility. They started with a waste audit at each store; 60% is food waste, 25% can be reused/recycled/sent back to the vendor, 15% goes to landfill.

- 2006: goal to recycle 60%
- 2007: goal to recycle 70%
- 2008: goal to recycle 80%

Many of the stores achieve over 80-90%, meaning that store now only needs every other month garbage pickup. At the Landover location, 95% is diverted from the landfill, which is considered "0" waste in the industry. Everything is weighed and tracked to keep out of landfills. He strongly encourages small businesses to begin using a composting system. Set a goal for diversion and start tomorrow. Contact him for advice or help at coach@wholefoods.com.

Nelson Widell

The Peninsula Compost Group runs several composting facilities –

1. In Nantucket that processes the entire waste stream.
2. In Wilmington, Delaware, that has a Gore Center that has many items mixed in at its Tipping Center where it is received, mixed with wood and shredded. The mixture is moved to a composting area for an eight week cycle. The site has 64 windrows of Gore covers (a breathable fabric) with automated oxygen suppliers to promote the composting process. The composting system is easy to set up, operate and remove with an overhead crane-like system. It opened in September, is 27 acres, and processes 600 tons/day. It is within the city limits and brings in compost from NYC to Baltimore. Liquids are drained to wastewater drains.

Craig Coker

There are 30 VA composting facilities classified as primary food stock. There are dedicated on-site facilities versus merchant facilities. VA has simplified regulations to encourage participation – moved from no full permits to “Permit by Rule”. Excluding wood chips (now a large percentage of waste) would increase food scraps composting. Could have a private/public partnership for composting facilities. Advocating: “Compost is no longer a waste but a product subject to marketing forces”. There is a big economic advantage to using compost as a top dressing or fertilizer substitute – it has a low phosphorus content. He recommended writing to the VA governor to support this.

Brenda Platt

There are four to eight times more jobs in composting than in incinerators or landfills. It is done locally and used locally, so it can't be shipped overseas. The issues are different in Maryland than in Virginia. In VA, composting facilities are regulated like solid waste facilities. Current MD limitation is that natural wood waste recycling facility cannot take food scraps—Carroll County site has an exception. In MD there is a lack of regulations. Useful models exist in other states.

1. Oregon uses Performance Based Standards. It has a good web site on composting Performance Based Regulations. It needs to be done right in MD so facilities don't get a bad reputation from pests/odors/pathogens. Small-scale operations like farm composting may work.
2. Pennsylvania that has good regulations on the books.
3. Massachusetts

Using these models “Maryland doesn't have to reinvent the wheel”. Currently MD doesn't have any site for composting, just backyard composting is done. It needs a dedicated composting web page for informative rules and regulations. However, Maryland does have good composting trainer regulations. The infrastructure is in place with haulers, but there is nowhere to process it.

Discussion:

Q: How many sites will the region need to accommodate compostable refuse?

- The regional infrastructure for collection needs improvement. There are about ½ dozen haulers in the region – haulers want more options to expand. Montgomery County Solid Waste Council forming a sub-committee to increase food scraps collections, even curbside being considered.
- Having more local sites will reduce hauling/transportation costs that would increase the demand/interest in composting.
- However, land prices in the Metropolitan and Virginia areas are so high that finding sites is very difficult. About 50 to 75 acres are needed for a good site.
- More cost effective truck and rail transport is needed.
- Now, incinerators are largely being used for garbage.
- MD has two types of permits that affect composting:
 - general storm water permit (a federal permit) that covers some composting facilities.
 - Individual storm water permit (a state permit) for a specific site.
- MD had a bad experience with one poorly operated facility with odors and water runoff problems that has affected current attitudes. With local groundwater concerns and storm runoff issues, it now is trying to set up usable regulations for farmers to use. Also, developing regulations that will increase bringing in materials to sites.

Q: Why is the Delaware facility working so well? How do you assess need for facilities?

- Virginia set up a GIS map to estimate amount of scraps potentially recoverable in a 50 mile radius. To be effective, if it costs less to recycle materials than to pick up garbage, people will switch to composting. Cheaper works! The attitude of people in the U.S. is to recycle and compost but they have to be economical. Perhaps smaller but more receiving facilities are needed in Virginia communities.

- Company leadership already buys into cost savings so has to be convinced that these are cost saving measures. Walmart, with over 4,000 stores, is now interested in composting food scraps from its stores. Corporate business leaders need to push politicians and legislators to move on composting.
- The term Waste Management is being replaced by the more acceptable Material Management term.

2:00 p.m. –
3:45 p.m.

PUBLIC EDUCATION
Unveiling of the Campaign!

Alfred Nobel Hall

Commitments:

- Complete jurisdictional template toolkit and meet with individual jurisdictions to tailor it to needs.
- Finalize visual ad campaign and make templates available to jurisdictions to use in available outreach avenues
- Implement campaign in the District of Columbia, Montgomery County, Prince George's County, Fairfax County, Arlington County, and through WSSC in 2011 to achieve goal of 50% exposure in the DC Metro area in the coming year.
- District Department of Transportation will use campaign ads in bus shelters in the coming year.
- WTOP will produce radio PSA and air on affiliated stations.

Focus: Join us for the official unveiling of the much anticipated Regional Anti-Litter Campaign! Hear from presenters including OpinionWorks, who will explain the extensive research behind the campaign, and Noral Group International and Ruder Finn, DC who will present campaign materials packaged in a toolkit for jurisdictions. Sylvia Brown of the Alice Ferguson Foundation will also present how the campaign is being tested on a neighborhood level through the pilot project "Trash Free Deanwood." Group discussions will follow about how the campaign can reach 50% of the DC Metro area in 2011, 75% of the Potomac Watershed by 2012, and 100% of the Potomac Watershed by 2013.

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

Presenters:

- Steve Raabe, President, OpinionWorks - Market Research & Message Development
- Eva Kasten, Founder and President, Noral Group International – Creative Approaches
- Juliet Glassroth, Vice President, Ruder Finn DC – Communications "Toolkits"
- Sylvia Brown, Community Outreach Coordinator, Alice Ferguson Foundation – The Trash Free Deanwood Campaign Pilot Project

Panelists:

- Sharon Cooke, District Department of Environment
- Ansu John, Montgomery County
- Paivi Spoon, Prince George's County
- Aileen Winquist, Arlington County Department of Environmental Services
- Kate Vasquez, Fairfax County

2010 Key Questions:

1. What works and doesn't work in the campaign and toolkit as it stands today?
2. What "tools" do you have in your toolkit to help implement the campaign?
3. How can we expose 50% of DC Metro Area to the campaign in 2011, 75% of Potomac Watershed in 2012, and 100% of Potomac Watershed in 2013?
4. What terms should be included in an MOU to get watershed jurisdictions to begin implementing the campaign in 2011?
5. Who else should be involved in implementation for this campaign to take an effective hold? Businesses? Non-Profits? Media?
6. How can we further fund the campaign?

Presentations:

Powerpoints from the presentations are also posted on the AFF website:

http://www.fergusonfoundation.org/trash_initiative/antilitter.shtml

Steve Raabe, President, OpinionWorks - Market Research & Message Development

Steve presented a summary of his anti-litter social marketing research to date, which has driven the messaging behind AFF's regional anti-litter campaign. He explained the psychographic approach, and provided interesting statistics from his findings.

Eva Kasten, Founder and President, Noral Group International – Creative Approaches

Eva presented the creative messaging approach for AFF's regional anti-litter campaign, complete with draft visuals, which was created out of the in-depth social marketing research by Opinionworks. She spoke about creative elements in the works including

- Billboard
- Bumper Sticker
- Decal
- Flyer
- Online Ad
- Poster
- Print Ad
- Radio PSA
- Website

Juliet Glassroth, Vice President, Ruder Finn DC – Communications “Toolkits”

Juliet presented how jurisdictions can implement an outreach campaign for the materials developed by OpinionWorks and Noral. She passed around copies of a draft toolkit for these materials and started a discussion on the best ways for each community or organization to integrate them into their existing media outlets. As an example, she mentioned that RF managed to get mention of PRWC into fifty publications using their network. Some ideas she tossed out were: each org or community needs to find their own best way that fits them; find the influential leaders and groups within their community or org; consider all resources they may have such as web sites, blogs, newsletters, meetings, etc.; and how else could RF be of help.

Sylvia Brown, Community Outreach Coordinator, Alice Ferguson Foundation – The Trash Free Deanwood Campaign Pilot Project

Sylvia spoke about test marketing of the message in the community of Deanwood. There they are measuring public opinion and using a number of different strategies:

- A visual trash survey
- Community cleanups
- Storm water drain marking
- A decal contest in local schools, along with teacher professional development on trash issues and student field studies for first hand experiences
- Community workshops
- A community pledge for a Trash Free Deanwood

Discussion:

Q: What works and doesn't work in the campaign and toolkit as it stands today?

Responses:

- the last two images of trash and kids were very powerful, and did not need text to convey the message
- the image of the young girl reminded him of the American Indian campaign. It was subtle but compelling, and made you want to read the text.
- Suggest that the baby image be placed in a whole bathtub of trash to magnify the impact
- Add a rat to the top of the trash pile. A rat image was proposed in the past to Mayor Fenty who rejected it because of the implications for the image of DC
- It is hard to reach kids who do not care as much about babies. But kids contribute a lot of litter and they are a hard target to reach

RF announced that they are developing tools for schools in addition to the ad campaign, and will send a survey about the tools to each org or jurisdiction to assess their needs and wants.

Q: How can we reach our goals of exposing 50% of DC Metro Area to the campaign in 2011, 75% of Potomac Watershed in 2012, and 100% of Potomac Watershed in 2013?

Sharon Cooke: the successful bag campaign in DC took lots of money. Social media, which are inexpensive to use, are

powerful, but need to be supplemented by other media. Free public service announcements are unlikely. For kids there may be success with poster contests, events and other ways to reach kids.

Joel Oxley replied that certain times of the year are better for access to media spots.

Q: Will the campaign be just print?

Yes, at first, then it will go into other media. Joel Oxley promised radio air time. Eventually there will be banners, web sites, decals, flyers and other media.

Suggestions:

- Metro ads in all busses and trains
- Water-related events, since trash ends up in the water and people react strongly to trash in their water fun space. This is especially effective in raising the awareness of kids.
- Artistic engagements: art contests using trash, to engage, interest, spread the message
- Recruit homeowners associations, a powerful network of communities with newsletters and other means of communication
- Target youth clubs
- Contact schools that have media labs. A contest for student-made videos: set guidelines for taglines, logos and general format and let kids create. This would engage kids and create kid-friendly material
- Use COG who successfully worked across jurisdictions on the bag bill

Panelist comments:

- People do not understand the concept of a watershed so that they do not see their personal connection to the Potomac and other watersheds.
- Focus on: Litter is not necessary. Every piece of waste is either trash or recycling.
- As communities become more diverse there is a growing need for images that cross cultural boundaries.
- Tweens and teens live in a culture where it is acceptable to litter. We need to change the social norm and make it cool not to litter.
- Communities and school that are not near the river see litter in bushes, not water, so they do not understand the connection to the watershed. Storm drain stenciling may help.
- We need a lot more materials to use in schools
- We need cheap solutions to use in posters and other inexpensive media.

Q: What steps do we need to take to achieve our goals?

- Aileen Winquist of Arlington County said that she needs materials: graphics, text. She already knows what to do with it and has many outlets in AC such as newsletters, labels on truck, and distribution methods throughout the county. AC can do a lot of outreach with no extra money.
- John Wasiutynski of DDOE says that DC has lots of avenues and partners. They can use trucks, trash cans, stores, email blasts and other means.
- Alice Kelley of DC transportation promised to post campaign in bus shelters
- Sharon Cooke said the RF toolkit draft was awesome. Each jurisdiction needs to check off the tools they will each use.
- RF replied that the final toolkit will be coming very soon, by December 2010.

Q: Who needs to work on our goals?

- Cab drivers are a multi-language way to spread a message very effectively.
- The key people in each network need to be identified and targeted. As an example when there was a problem with trash flying off of trucks, the truck drivers were targeted with flyers to address the problem, which was solved with their cooperation.
- WSSC sends newsletters to 400,000 people, and promised to promote the campaign
- Enlist school districts competitively with a teen video contest, with winners shown on municipals TV channels.
- Target people enjoying the shoreline: bikers, hikers, fishermen—they all have newsletters.
- In areas where teens litter as they buy food and other products, target the shop owners to spread the message.
- Cold call teens with text messages
- Be creative to reach non-traditional audiences who are not media consumers.

Thanks for attending the Trash Summit and being a part of the SOLUTION!

