Taking it to the Streets of Arlington

Trash Summit 2011
Arlington, VA
Stormwater Education Programs

- Regional partnerships are a good strategy for conducting education on environmental issues:
  - Cost effective approach allows organizations to leverage education dollars
  - Create consistent messaging that is more likely to foster behavior change
  - Ability to reuse and share marketing materials saves time and money
Libraries

- Posters were distributed to all County libraries
- In FY2010, 1.7 million people visited the eight County libraries
Park and Community Centers

• Posters distributed to 12 Community Centers and approximately 20 kiosks in County Parks
Schools

- Requested permission from Schools to display the posters
- Posters were sent with approval letter to 32 schools
- Approximately 20,000 students
- ACE and County staff conduct over 100 educational programs for students each year
Spanish Language Version

- Created a Spanish language version of the sign.
- Approximately 15% of Arlingtonians speak Spanish at home.
Web Sites

- Ad has been featured on County home page (several hundred thousand views)
- Ad has been featured all year on DES home page (tens of thousands of views)
- Also featured on Trash and Recycling page, several other departments, and Ballston Pond Blog
Transportation & Transit

Find out more about Arlington's Streetcar Transit Project! Arlington County is in the initial planning phase of streetcars in Crystal City and Columbia Pike, which eventually would converge in Pentagon City. Learn more.

Capital Bikeshare is expanding throughout the Rosslyn-Ballston corridor. Learn More.

Energy Efficiency

Green Arlington workshops for the fall are here! Get a rain barrel, learn about weatherizing your home, find out about composting, solar power, and more! Check out the full list of Green Events.

Central Library Goes Solar! You're invited! Celebrate National Energy Awareness Month with Arlington County as we unveil Central Library's new solar panel installation on Monday, October 24 at 1 p.m. View the invitation for more details or learn more about the Central Library's energy efficiency features and the installation.

Join the community dialogue on energy use and greenhouse gas emissions reduction in the Arlington community. Learn more about Community Energy Plan and the Arlington Initiative to Reduce Emissions.

Protecting Our Watershed

First Green Street completed in Arlington! What is a green street? A green street transforms a small area of the street into a landscaped green space that captures runoff and lets water soak into the ground. Learn more.

> Learn about watershed retrofits and Green Streets
> Stormwater Master Plan Update Meeting on October 13th
> Ballston Food Improvement Project – Public Meeting October 20th
> Four Mile Run Restoration Project

Recycling

Recycling Code recently updated! This new code aligns Arlington recycling with surrounding jurisdictions and moves the County forward in meeting our recycling goals while reducing our greenhouse gas emissions and being fiscally responsible. Find out more.

Fall Lawn Care Tips Did you know that fall is a great time for lawn care? Learn about how to recover your grass clippings and leaves as free fertilizer, composting, soil testing, free workshops, and more.

Do you know what happens to your recyclables after you place them at the curb? Watch this video to find out where it all goes.

PROJECT SPOTLIGHT

- Cherydale Lee Highway Revitalization Program - Now in the final stages, this effort is bringing aesthetic and functional improvements to Cherydale's busy Lee Highway corridor.
- Columbia Pike Revitalization Projects - Several initiatives are underway to foster connections between neighborhoods, employment centers, and commercial areas along the Pike.
- Fire Station Number 3 - Work is underway on a new Fire Station No. 3. Due for completion later this year, the state-of-the-art facility will help meet demands on our professional firefighters.
- Globe Road Bridge Replacement and Widening - VDOT will begin construction Summer 2011 to replace and widen the Globe Road bridge over Arlington Blvd. (Route 56).
- Pentagon City Multi-Modal Project - Work is slated to begin in late 2011 to improve safety and access for pedestrians and vehicles along South Hayes Street, as well as enhance the area's appearance.
- Meade Street Bridge Alternatives Study - Learn more about this study to determine how to best improve pedestrian safety on and around Meade Street Bridge.
- Rosslyn Metro Station Access Improvements (PSSD) Project - Construction began in late 2010 on an additional entrance for Rosslyn station to accommodate the growing ridership.
- Westover Library Neighborhood Open Space - Find out more about preliminary plans to transform the former Westover Library site into a well landscaped open space.
Ballston Pond

Why is the Water Level Low?
October 17, 2011 | Comments (0)

"Why is the water level in Ballston Pond so low?" Many people ask County staff this question regarding Ballston Pond.

Concept Designs Need Your Review!
June 18, 2011 | Comments (0)

What better way to spend a Monday evening than to check out some concept designs for improving the Ballston Pond? A number of Arlington residents thought so as well, and joined us for the second public meeting on June 17.

Why Restore the Pond?
April 12, 2011 | Comments (0)

Over the years, the pond has been filling up with sediments displaced by the stormwater runoff, which slows down when it reaches the pond. The pond is no longer functioning as originally designed, and its water quality benefits are limited due to low oxygen levels.

It's all about the beavers, right?
April 12, 2011 | Comments (0)

Well, not exactly. Although we love cute furry animals and want to support wildlife habitat as much as the next guy, the goal of the improvement project is not to make the pond a better home for beavers. Greg Zoll, Arlington Way urban forester, explains the benefits of a restored pond.

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ART buses

- Printed signs to be posted indefinitely in the Arlington Transit local bus system.
- Arlington has 45 ART buses, and the ridership is approximately 2.2 million per year.
Park Trash and Recycling Cans

- We are still planning to get metal signs made that will fit in the Park trash cans.

It takes more than 500 years for a plastic bottle to degrade.

Got 500 years?

PLEASE RECYCLE!
Street Sweepers

- We also are working with the Solid Waste staff on getting the signs displayed on the County’s two street sweepers.
- In FY2010, sweepers collected over 1500 tons of particulate matter and swept 10,000 lane miles.
Volunteer Programs

- Arlingtonians for a Clean Environment stream cleanups:
  - 2009 - 18 stream/road cleanups, 440 bags trash
  - 2010 - 20 stream/road cleanups, 395 bags trash
- Adopt a Street program has 87 registered volunteers cleaning 137 city blocks on a regular basis.
Total Pieces Trash Collected at Three Sites in Arlington
Recycling Program Expanded

- Residents receive larger wheeled carts for recyclables
- More materials accepted
- Single stream – no sorting
- Single family and multi-family programs are now similar
- Recycling up 25% since 2009!
Arlington Green Games

- Arlington County created the Green Games competition for businesses and commercial property owners in 2011.
- Over 170 businesses (representing one-third of the County’s commercial office space) are participating, and receive points for increasing recycling, reducing waste, saving energy, saving water, and other conservation goals.
- The competition runs through the end of 2011.
- www.arlingtongreengames.com
Questions?

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