

6th Annual Potomac Watershed Trash Summit
October 19, 2011
8:30 a.m. – 4:30 p.m.



**CLEAN LAND.
 SAFE WATER.
 HEALTHY LIVES.**

Convening at: George Mason University, Founders Hall
 3351 Fairfax Drive, Arlington, VA 22201

Nearest Metro: Virginia Square Metro Station (**Orange Line**)

| | |
|------------------------|--|
| 8:30 a.m. | Check-in, Continental Breakfast and Networking |
| 9:00 a.m. – 9:45 a.m. | Opening Plenary- <ul style="list-style-type: none"> • Welcome from George Mason and Alice Ferguson Foundation • Remarks by Partners • Progress of the Trash Free Potomac Watershed Initiative |
| 10:00 a.m.-11:45 a.m. | Morning Concurrent Roundtable Sessions <ul style="list-style-type: none"> • Policy Issues - Auditorium • Containing Waste - Room 118 • In-Stream Trash Reduction Technologies - Room 113 |
| 12:00 p.m. –12:30 p.m. | Lunch and Networking – While enjoying the trash-free, locally grown meal from Occasions Catering, please take time to visit all of the exhibitors and learn more about the exciting work they are accomplishing. |
| 12:30 p.m. – 1:45 p.m. | Lunchtime Plenary Session <ul style="list-style-type: none"> • Potomac Watershed Trash Treaty Signing • Potomac Champion Awards • Trash Free Potomac Facility Awards • Keynote Address |
| 2:00 p.m. – 3:45 p.m. | Afternoon Concurrent Roundtable Sessions <ul style="list-style-type: none"> • Odd Items in our Watershed: Cigarette Butts, Tires, Carts, and Sharps - Room 118 • Regulation- CLOSED DOOR SESSION - Room 207 • Regional Litter Prevention Campaign - Room 113 |
| 4:00 p.m. – 4:30 p.m. | Closing Plenary |

| | | |
|--------------------|------------------------|-------------------|
| 9:00 – 9:45 | Opening Plenary | Auditorium |
|--------------------|------------------------|-------------------|

Welcome

- Edward Rhodes, Dean, School of Public Policy, George Mason University
- Lori Arguelles, Executive Director, Alice Ferguson Foundation

Remarks by Partners

- Brendan Bray, Chief of Staff, NOAA Office of Response and Restoration
- Mike Baum, Executive Director, Keep Virginia Beautiful
- Brian Schilpp, Back River Restoration Committee

Progress of the Trash Free Potomac Watershed Initiative

- Overview: Lori Arguelles, Executive Director, Alice Ferguson Foundation
- Regional Litter Prevention Campaign: Laura Chamberlin, Program Manager, Alice Ferguson Foundation
- Policy: Julie Lawson, Trash Free Maryland/Virginia Alliances Coordinator
- Composting: Brenda Platt, Program Director, Institute for Local Self Reliance
- Enforcement: Hassan Aden, Deputy Chief, Alexandria Police Department

Detailed Agenda of Morning Roundtables

| | | |
|----------------------|---|-------------------|
| 10:00 – 11:45 | Policy <i>It's Time to Act!</i> | Auditorium |
|----------------------|---|-------------------|

Focus: Regionally and around the country, policies have successfully created incentives for consumers to (1) not use products that have the potential to become litter and (2) dispose of products responsibly. In addition to source reduction or incentive-based policies, other policies also have the potential to solve the litter and illegal dumping problems in the Washington Metropolitan area. An examination of where these policies have been successful in other parts of the country will be necessary.

Moderator: Dr. Abe Haspel, President, Cogent Analysis Group and Board Member for the Alice Ferguson Foundation

Presenters:

- Susan Collins, Executive Director, Container Recycling Institute
- Julie Lawson, Organizer for the Trash Free Maryland and Virginia Alliances

Key Questions:

1. What do we need for legislation or policy that will get us to a trash free Potomac by 2013?
2. What commitments or declarations are people here willing to make?
3. What further research is needed for legislation or policy?

Notes from Roundtable

Abe (Moderator): Introduction

- Reminder about policy working group
- Encourage discussion and inspiration
- Introduce speakers: Susan Collins, Julie Lawson

Susan Collins:

- Beverage container deposit programs (good way to prevent litter)
- Enormous sales growth of beverage containers / recycled amounts have plateaued
 - PET container types increased
 - Solution: mandatory deposit on beverage containers to incr. recycling
 - Why beverage containers?
 - They're consumed "on the go"
 - Significant volume
 - Large amounts of energy in manufacturing process
 - Bottle Bills – requires distributors and retailers to collect min refundable deposit (0.05-0.10 per container avg.)
 - Only 10 states in US have bill
 - Popular in Canada
 - Only 3 states include water bottle deposits: OR, NY and CT
 - Bumps in the Road:
 - Industry myths
 - Special interest lobbying
 - Trash haulers
 - Opposing claims:
 - Disproving opposing claims and smoothing out bumps in the road
 - E.g.: Hawaii 60% decrease in litter by implementing deposit bottle bill
 - Cost savings for municipalities when bottle bill implemented
 - Costs – e.g. HI costs to operate 0.01; CA costs 7/10 of a cent
 - www.container-recycling.org; www.bottlebill.org.

Q: Why is there a lag w/ bottle bills and inclusion of water bottles?

A: legislative process takes time

Q: cf. bag bills and bottle bills

A: bottle litter research more sophisticated; bag litter research still new

Q: Is there a cost for beverage industry to recycle?

A: yes. But who should bear the cost?

Julie Lawson:

- Policy working group re-cap: citizens, staff, etc.
- Slides of trash-filled outdoor space
- Montgomery Co., MD e.g.
- DC survey: decreased plastic bag use thanks to the bag bill; \$2m raised for Anacostia River restoration
- DC businesses have been reporting incr. dollar savings from needed to supply less plastic bags to consumers
- Trash Free MD + Trash Free VA (separate but should be unified efforts)
- www.trashfreemaryland.org www.trashfreevirginia.org

Q: Why isn't DC included?

A: already has bag bill but is in nascent stage (still identifying champions)

Q: re: Prince Georges Co, what about uniformity across the state?

A: Uniformity is preferred (cf. CA that has dozens of bag bills) but we take what we can get.

Q: What are key reasons bag bill failed in MD general assembly?

A: Low income population concerns by certain delegates

- Industry friends
- Too many bills on docket to give bag bill due attention (political capital)

Q: What's going on in DC given its small size

A: burgeoning group, regional strategy being considered – VA and MD strategy use as templates/guides

Q: How incentivizing is \$0.05 refund?

- Susan: harder economic times increase importance of deposit to people

- HI bottle bill chart: 2005 – bill implemented. Explanation of data points by Susan, spikes and outliers but should not diminish the effectiveness of bill.
- Global Green USA (Paul Walker): Q: seems like monetary incentives are way to go... why do we still have 40 states that don't have deposit laws? Can we believe recycling rates that manufacturers provide?
 - o Susan: social behaviors vary place to place, some people will always recycle, some will with \$ incentive, others just will not recycle. There is support in many states at population levels – state officials support is barrier.
 - o Julie: bag fee vs. bag ban: fees help highlight value + costs of bags traditionally given out for free by businesses. Helps increase transparency and awareness. **Q: Can we go back to the gov't officials who signed trash treaty and ask for help? What's the strategy? i.e. how do we implement the policies?**
 - o Perhaps we need to focus more on smaller steps before tackling bigger issues?
- Disagreement – taxing paper and plastic bags no good b/c paper can be sequestered in a landfill but plastic is more harmful. No demand for post-consumer plastic.
 - o PET bottles statistics presented by Susan as well as other uses for PET bottles – post-consumer demand mostly exported out of US (eg. China). Demand does actually exist and is larger than capacity to reclaim. 7UP bottle in Canada is 100% recyclable.
 - o Abe: if recycling can be so valuable, how come a market has not been created to help reclaim? What is another market solution?
 - Susan – A: economies of scale prevent it. No infrastructure to collect largely and efficiently.

10:00 – 11:45

Containing Waste
Can it! And Why: The Importance of Containing Waste

Room 118

Focus: For years people have been asked to 'pitch in' correctly but what do we do when the containers themselves are part of the issue?. What is considered proper containing of waste and why are there so many problems with containerization? At this roundtable we will touch upon a few types of waste (residential and public space), and discuss how regional jurisdictions combat the issue, how communication could help, what new technologies might be needed, and evaluate stakeholders and potential pathways for a solution.

Moderator: Dan Jackson, Senior Consultant Sustainability Solutions, Logistics Management Institute and Board Member for the Alice Ferguson Foundation

Presenters:

- Celeste Amato, Media and Communications, Baltimore City Public Works
- Mandy Lippman, Environmental Cost Efficiencies
- Jeff Smithberger, Fairfax County Office of Recycling and Solid Waste

Key Questions:

- What is considered proper containing of waste and why are there so many problems with it?
- How are regional jurisdictions combating the issue?
- How are containers themselves part of the issue and the solution?
- What new technologies are available? How could the Trash Free Potomac Watershed Initiative and litter prevention campaign help?

Introduction: Dan Jackson, Moderator

The topic of containing waste is broad issue with many facets. It covers residential, public space, commercial, municipal, construction and hazardous waste containerization and can impact public health, sanitation, litter-free streets and a sense of community pride. For years we have been asking people to 'pitch in' correctly but what is to be done when the containers or what people believe to be proper containers are themselves part of the issue?

Several questions come to mind, “what is considered proper containing of waste (from a hardware point of view)” and

“why are there so many problems?” How does ‘under-contained’ waste directly affect the aforementioned aspects: health, sanitation, and pride? There are quite a few new waste systems that utilize reinforced structures, squirrel-proof lids, renewable energy, and wireless technology to name a few but how do we communicate the essence of efficient containerization to the public and streetscapers alike?

Jurisdictional solid waste representatives, landscape design experts, and businesses sit at the nexus of all these issues and must balance the responsibility of both being on top of and ahead of the game. During this roundtable we will explore what others are doing about the issue (residential and public space), listen to the successes and challenges (policy and outreach-wise) of a local jurisdiction, and new technology in waste system design and how we can play a part.

Introduction of the speakers:

- **Baltimore’s Experience-** Celeste Amato, Media and Communication, Baltimore Department of Public Works
- **Fairfax County’s Experience-** Jeff Smithberger, Fairfax County Office of Solid Waste and Recycling-
- **New Technologies in Waste Management Systems-** Mandy Lippman, President, Environmental Cost Efficiencies

Definitions for jargon found in these notes:

- **Containerization-** The hardware (bins or dumpsters) or the processes by which waste is contained.
- **Illegal Dumping-** Illegal dumping is the improper disposal of waste at any location other than a permitted landfill or facility. It is not only against the law, but illegal dumping also poses a threat to human health and the environment
- **Solid Waste-** a general term to refer to any waste that is considered trash or recycling. It is often broadly applied to waste from water treatment facilities and construction/demolition site as well but common speech refers to domestic waste mainly.

1st Speaker: Celeste Amato

(PowerPoint Presentation to compliment these notes named: “Trash Summit 2011_Containing Waste Roundtable_Celeste Amato”)

Celeste Amato, Media and Communications, Baltimore City Public Works, addressed the question of “What is considered proper containing of waste and why there are so many problems with it?” Baltimore City started a media campaign with the website: www.cleanergreenerbaltimore.org

Why people don’t use trash cans?

Admitted litterers have lots of excuses. The campaign approach recognizes:

- Need to bombard them over and over-pound message into their heads
- Making it personal
- Making it easy to do the right thing

Old approach ineffective—just posting ‘No Littering’ signs. People actually littered more near the signs. Plus Baltimore City has problems with trash in streams from alleys. 50% of households not using containers effectively.

Citizens need to understand that the issue of litter is about costs-what it costs citizens to cleanup.

A survey went out to residents, to acknowledge how the city could improve. There was little arguing on many of the points. The City needs to lead by example—the way city picks up trash. Don’t run over cans, pick up loose litter.

Clean Greener Baltimore Campaign background

Organized by a public-private partnership in order to communicate proper waste management and solve many of the proxy issues with litter. This group was named, Cleaner Greener Baltimore whose intent was to: create a simple message and website. The main tagline of the campaign is “*Don’t make excuses, make a difference*”. It is intended to make litter personal through messaging creating the city and harbor as an extension of home.

Website- www.cleanergreenerbaltimore.org

Direct outreach to adults and students (not one age group in particular- littering spanned all demographic groups, and a volunteer database.

Cleaner Greener Baltimore Campaign

Timeframe- a two year campaign

Several of the Campaign's Goals:

- Most importantly= to change behavior
- Promote enforcement- stress consequences
- 70% recognition rate after one year of campaign
- Garner community support—to get citizens to use trash cans—
- Transform neighborhood by giving everyone their own can with name on it—peer pressure

Message Outlets: Utilize all of them affordably- online, social media, terrestrial media (radio and TV) + trash trucks + storm drains, etc.

Problem- Many Baltimore citizens not using trash cans

Solution- Municipally standard Bins! Goal is to assign larger green cans to each home. They will be bar-coded to address. Requirements for bins- large, heavy duty, with rat-proof lids. They believe this will end theft of cans because each is ID'ed to a home. Will save money by not cleaning up alleys as much and promote cleaner water and having to spend as much on illegal dumping and litter enforcement to keep trash from accumulating around houses. Rats are dirty and carry disease—the containers will cut down on rat food sources.

Observation- Rental properties harder to motivate to use trash cans. This is a nation-wide problem. They continue to work on outreach.

Access to cans in public spaces is an important addition to their infrastructure.

Baltimore added 500 Public large trash cans in busy areas. They surveyed commuters for advice on where to place them so they do not throw trash in the gutter or storm drains.

More on storm drains- Baltimore added signs to the storm drain covers, “Contrary to Popular belief, this is not a trash Can”. Campaign was influenced by the public. A call goes out occasionally for the public to design aspects of the campaign. This is where they have gotten a lot of good ideas, especially for art around storm drains. Note* They have learned that no ‘mouths’ or hole-like symbols should go on the storm drain covers because studies show that people are more apt to throw things into images that resemble mouths.

Treating dirty, littered water is expensive. They hope that is campaign will save a lot of money and time in many aspects of the waste collection, cleanup, and water treatment cycle.

Q: I witnessed once while in downtown Baltimore a cop watch someone litter in front of them. When I looked at the cop, he just threw his hands up. Why is there no response from police?

A: We should consider a Litter Enforcement Week, like the one AFF organizes. There is a trial on morning news show to take license plate number of litterers to report—lots of reports still coming in.

Question from Audience: How do you measure effectiveness of the campaign?

Answer: Via professional surveys of recognition, knowledge of issues.

For more information, contact Ms. Amato at Celeste.Amato@baltimorecity.gov

2nd Speaker: Jeff Smithberger

(PowerPoint Presentation to compliment these notes named: “Trash Summit 2011_Containing Waste Roundtable_Jeff Smithberger”)

Jeff Smithberger is the Director of the Fairfax County Office of Recycling and Solid Waste Management

Solid Waste Management Rules are quite different between VA and MD. Tickets can only be issued by uniformed officers. FC Chapter 109.1 code for solid waste and recycling, including storage and types of containers.

Statistics on county collection- 15% of population served by county—rest commercial. County issues large wheeled carts — private not required to do so but most do provide cans.

Problems:

- Overfilled containers Store owner neglect/ businesses not cooperating
- Containers not picked up often enough.
- Use of multiple companies instead of coordinating with one for one small area. Result- 7 different collection trucks driving down alleys often daily.
- There are only 4 inspectors for county- a very large county.

Whose problem is Containerization of a business's waste? Businesses, jurisdictions, or regulators? Partially all but the main onus is on the business. (Shows pix of trash on ground around container). "Not my job", hauler only picks up trash in container, not on ground. Business owners are often unaware. People don't see problem.

Residents not as much of a problem. They will use cans and arrange pickups. But sometimes leave piles when moving house. Fairfax County's answer: to determine whose waste it is, ticket the household unless it is cleaned up within 10 days or else County charges to pick it up. Not for free- which would reward bad behavior.

Potential Solution to faulty Containerization of waste? - Communication and education. Fines very ineffective. Send picture of business trash to corporate office - very effective. Waste containerization only one problem another large problem—illegal dumping is another major problem. Proper containing of waste needs to become common sense.

Q: What about public embarrassment?

A: Haven't done this. Occasionally do take pictures and talk to manager of business to ask why they have trash piles and are not recycling. Found that managers never look at back and see the problem. Need to get them to realize the problem.

Q: Construction debris from homeowners—what to do with it?

A: Residential Recycling and Trash website has info on how to dispose, e.g. Waste Management will pick up large bag of debris. Don't need to drop at curb—there are lots of options.

Q: Have you reached out to Home Depot to help with collections, etc.?

A: They have their own products and policies, but have reached out re hazardous waste.

Quick Educational Resources for residents and businesses:

Pop-up Trash video- http://www.fairfaxcounty.gov/cable/channel16/asx/pop_up_trash.asx

Recycling is Real on YouTube-

<http://www.fairfaxcounty.gov/offsite/?pg=http://www.youtube.com/watch?v=phNSZxdiPiU>

Fairfax County Nonresidential Recycling & Trash website- <http://www.fairfaxcounty.gov/dpwes/recycling/non-res.htm>

Fairfax County Residential Recycling & Trash Website-

<http://www.fairfaxcounty.gov/dpwes/recycling/residential.htm>

For more information, contact Mr. Smithberger at jeff.smithberger@fairfaxcounty.gov

3rd Speaker: Mandy Lippman

Mandy Lippman is the President of Environmental Cost Efficiencies, LLC.

Note- Mandy's PowerPoint Presentation, entitled, "Trash Summit 2011_Containing Waste Roundtable_Mandy Lippman" is very detailed. Please go to www.trashsummit.org for this presentation and to learn more about Big Belly systems.

Please also visit: **Website for Environmental Cost Efficiencies:** www.costefficiencies.com for information on her local business and the new technologies on efficient, solar-powered compacting waste management solutions by BigBelly, one of Environmental Cost Efficiencies product lines.

BigBelly Solar's main website- <http://bigbellysolar.com/>

For more information, contact Ms. Lippman at mandy@costefficiencies.com

10:00-11:45

In-Stream Trash Reduction Technologies
How are they working?

Room 113

Focus: To achieve a Trash Free Potomac, we must have behavior change, source reduction policies, and increased enforcement. All of these programs will take time to show results. What are the trash reduction technologies that will keep the trash out of the water while we establish the long term change? Are these technologies effective? How much do they cost?

Moderator: Laura Chamberlin, Program Manager, Alice Ferguson Foundation

Presenters:

- Masaya Maeda, Water Quality Specialist, Anacostia Watershed Society
- Dennis Chestnut, Executive Director, Groundwork Anacostia DC
- Brian Schilpp and Molly Williams, Back River Restoration Committee

Key Questions:

- What types of trash reduction technologies are being used? How are they maintained?
- What types are not being used? Why are they not being used?
- What are the challenges/obstacles of various types of stormwater technologies?
- Is there any room for collaboration amongst jurisdictions? What types of tracking, reporting, and monitoring can be utilized? How are results being incorporated into MS4 Implementation Plans?

Action Items:

1. Multi-Tiered Approach- including Economic objectives, structured approach, and education
2. Share data for bottle bill outreach.
3. Education: for other parts of Potomac Watershed, youth education –programs in schools, field trips to affected areas outreach (longevity of impacts)
4. Organics: ideas for management of the woody debris. Collobrate with organics taskforce.
5. Enforcement: Activist groups/communities fill court rooms-to pressure judges, explore ways for funds to be designated as revenue stream
6. Share data for all activities among general public-websites, ex. Share Case Studies-mechanism needed

Masaya Maeda: Anacostia Watershed Society-Water Quality Specialist

DDOE funds Nash Run Trash Trap-Farmount Heights, .7 sq mile.

- Trash Trap Installation-> Trash Collection-> Sorting 47 categories,
- Trash Characterization: Weight, number, volume,
- Food wrappers 19.4%, misc plastic trash 19.2%, 67.7% trash by piece non floatable
- Greatest Weight-Juice Bottles 8.7%, Construction Materials, 7.6%
- Greatest Volume: 45% of Trash Bottles/Cans, then Styrofoam, then others.
- Impractical to remove all types/sizes of trash pieces in trash traps-transitional measures

Ultimate/comprehensive solutions are needed:

- Education, law enforcement, low impact development (LID)
- Must also deal with stormwater runoff. Expensive and difficult to strain trash out of streams
- If we had a bottle deposit bill, A ban on Styrofoam, 67% of trash would be eliminated
- Deer Park-Nestle: produces 60% of plastic water bottle trash

Discussion and findings:

- All surveyed trash categories were dominated by only a handful of companies
- Bottle/Can Deposit Bill? Bottling industry can hire lobbyists

- If we introduce a Bottle Deposit Bill in all jurisdictions for consecutive 5 years in the Potomac or Chesapeake Bay watershed, we can water down the Bottle Industry's financial resources to lobby against the bill.

Q: Water bottles largest number of trash-bottle bill might not address the problem.

A: Laura, AFF: New bottle bills include water bottles

Q: UMary Washington-Drinking fountains that provide filtered water-public buildings? To refill bottles so water tastes better. Would this be a good solution?

A: Maeda: Only concerned people use the filtered alternatives to bottled water and those people are already not trashing.

Q: Data taken twice a month, when happens when it rains?

A, Maeda: has to go clean things out-all based on weather and hard to get volunteers

Q: Trap Designed to capture High Flow? Any problem with flooding in residential areas?

A, Maeda: Yes, but it really high flows it can get by.

Q: Are there any current middle school and high school student partnerships for the trap?

A, Maeda: Difficult, because of the danger and irregularity of storm events

Q: Is this practical for one stream-.7 sq miles

Q: Styrofoam-lightweight

Q: Lobbyists and Municipalities biggest opposition to bottle bill: interfere with recycling.

Dennis Chestnut, Groundwork Anacostia: Bandalong Litter Trap in Watts Branch

Groundwork Anacostia: Launched in Ward 7, affiliate of Groundwork USA, network of trusts built on partnerships located in or around urban waterways. EPA pilots startups of these organizations

Mission: sustained regeneration, improvement, and management of physical environ. Human Capital joint focus. Increase capacity of residents and stakeholders.

DC has combined overflow sewer system which releases nearly 2 billion gal of raw sewage and trash into river each year. Storm water also washes estimated 70,000 tons of trash into the river yearly. Jobs in Anacostia-if it were cleaner, use for recreation. Almost every distressed community has an equally distressed stream or river.

Bandalong River Trap- Watts Branch- Working with DDOE, Anacostia Riverkeeper, and NPS

- Manufactured by Stormwater Systems: continuously operates 365 days a year w/o mechanical assistance
- Two sizes, constructed of aluminum and high density polyethylene
- Effective in rivers streams, creeks, lakes, drainage culverts with tidal basins,
- Anchored into place for maximum efficiency
- Patented gated prevents litter and debris from exiting trap

Total weight removed = 5071, Plastic Bottles 29 % (see full data in ppt)

Groundwork services the trap once a week, after every rain event.

Q: Cost of a trap?

A: Stream specific: 75k for longevity of 25 years, multiple ways to clean it out-various fixtures or additions for the system

Q: How can you fund it?

A: Federal Grants? Green advertising-corporations, (local), bag bill

Q: What is the economic component here?

A: American made, recyclables are tradeable goods/commodities-recovery/separation: jobs,

Q: What was the 60% organic matter

A: tree stumps, weight. (Vaughn Perry)

Q: What kind of youth programs do you have?

A: Testimonies-youth leadership dev program.

- Connect young people to outdoors, intro them to issues that affect them where they live
- "Green Team": 9-12 graders-intro enviro concepts, local HS, local projects, get them on the river, appreciate as an

asset, work with young adults-wider basis.

- Green Jobs-training young people on the process of data collection, edu, where trash goes when it leaves, etc.

Q: What do you about liability in working with kids?

A: Insurance-must get parental liability waiver signed. Done safely-carry sharps containers: adults retrieve dangerous materials

Q: How many traps are set up in DC area?

A: Watts Branch, Nash Creek, Mt Rainier area in 2012, Hickey Run, near NY Ave (Trash and Toxins)

Brian Schlipp and Molly Williams, Project Managers: Back River Restoration Committee

Back River trash boom: It is the end of pipe for 30 sq. miles

Channel: Boom Installed in 2010.

Proven that they can do it cheaper and better than the private contractor.

Baltimore County Grant: worked with a lot of retired blue collar workers for the design and trash removal design.

Total 113.75 tons removed (organics included)

Sorted every piece to do trash data analysis (see ppt for full analysis)

Where does the organics go since the composting facilities won't accept it?

Data analysis/Conclusions

- Back River watershed highly urbanized, streams are extremely damaged
- Is it worth it? 8 lbs removed for every \$1 spent: County billed exactly for what is spent to clean
- Geology of area has been changing: sediment hitting and tracking out
- Historical Dumping Is an issue, but modern items are also found.
- Illegal dumping-enforcement: Speed cameras, red light ticket: fine for dumping is at least \$1000, so revenue maker?
- SAV growing: physically pulling it out of trash? Separating scraps SAV

Boom put in by Baltimore City Gov., so environmental permits through them. Total initial investment: materials cost 80k, contractor managing: 4k a month

Q: How is the maintenance? And what about education?

A: Trash Increasing: Aging communities, communication with education, Tidal environment increases the challenges. Rocky Point is where the edu piece takes place, positive experience.

Q: What are you doing with the Organic Matter?

A: Some of it can't be accepted by the composting facility. Sell Trees if they are in decent conditions, contracted with a couple mills in the area. Sold items some materials back to construction site.

Q: What are the environmental justice issues here , as related to stormwater and trash.

A: Get neighborhoods involved: trash cans would be more effective: improving quality of life and stormwater issues.

Q: Have you tracked property values?

A: Not yet, but if improved this could provide incentive

12:00 - 12:30

Lunchtime Plenary

Multi-Purpose
Room

Welcome back! - Dann Sklarew, Sustainability Studies Fellow, George Mason University
Sustainable DC is Trash Free- Christophe Tulou, Director, District Department of the Environment

Potomac River Watershed Trash Treaty Signing and Remarks from Elected Officials

Potomac Champion Awards

- Presenting Awards: Lori Arguelles, Executive Director, Alice Ferguson Foundation

Trash Free Potomac Facility Awards

- Presenting awards: Ed Murtagh, Co-chair, Trash Free Potomac Facility Program Executive Committee
- Best Green Purchaser
- Most Motivated Facility
- Certificates to all Facilities

Trash Free Schools: Colleen Higgins, Chesapeake Conservation Corps Member, Alice Ferguson Foundation

- Action Projects from participating classes

Special Guest speaker from George Washington Middle School, Alexandria, VA

- Isabella Lovain, Student, Alice Ferguson Foundation Trash Free Youth Ambassador

10:00 - 1:00

Youth Track

Multi-Purpose Room

Students attended a brief portion of the morning plenary and then they were invited to attend roundtable sessions. While these roundtable topics may not be directly related to the issues and topics that the students chose to discuss, participating in these sessions gave the students the opportunity to learn more about what is being done to solve the trash and litter problem in the region. Students then broke out into groups to discuss both what they heard in their roundtables and also the issues they see in their community.

Then it was time for action! Three groups tackled three separate problem. Each group defined the problem to be addressed, why it was important, and how they were going to work towards solving it.

Group 1: Let's start reuse stations!

What: Our classrooms don't have enough materials in our school for us to learn, especially science to learn as much as we could.

So what: The more materials we have the more we can learn.

Now what: Students can bring in unused or barely used items that could be used in any and all classes to help the students learn. For example, glass bottles, plastic bottles, Styrofoam cups and anything else that a teacher might need.

Group 2:

What: Our problem is that our school does not compost enough at lunch.

So what: It matters because we throw away materials that could be used in a positive way for our environment.

What now: We could address this to our principal and ask to put in more composting bins, and have the lunch ladies come around at lunch and collect compostables from students.

Group 3: Trash

- We will try to reduce the amount of trash we create at lunch.

- We can organize a trash free lunch week:

- During the week we will paint colorful bins to put recycling in.

- We can have competitions between GW1 and GW2. We can also get compost bins placed in the lunch room.

- Awareness: make posters, competitions, colorful bins for recycling/trash/compost, speaking to P.A.C.E classes, student announcements.

- Create posters that list what is recyclable and what is not.

Detailed Agenda of Afternoon Roundtables

2:00 – 3:45

Cigarette Butts, Tires, Carts, and Sharps... OH MY!
Unique Items, Unique Solutions

Room 118

Focus: Guess what we found during the 2011 Potomac River Watershed Cleanup? Tires, cigarette butts, carts and sharps (needles, syringes). How do we address the prevalence of these odd and dangerous items in the watershed? Speakers from a variety of organizations will present their unique challenges and the solutions that will also help us identify ways that stakeholders can make a difference.

Moderator: The Honorable Jacqueline Goodall, Mayor, Town of Forest Heights

Presenters:

- John Long, President, Clean Bread and Cheese Stream
- Kathy Gold, Volunteer, Coalition for Safe Needle Disposal Clifton Curtis, Director, Varda, Inc.

Key Questions:

- Why is each item so prevalent?
- What are the main challenges to disposal of each item?
- Who are the stakeholders in the solution of each item?
- How can 'disposers' be engaged?
- What are immediate next steps to increasing responsible disposal?

Notes from Cigarette Butts, Tires, Carts, and Sharps: Odd Items in our Watershed Roundtable

AFF Staff member in this roundtable, Ashlea Smith, asmith@fergusonfoundation.org

Moderator- Jacqueline Goodall, Mayor of the Town of Forest Height, Maryland

Action Items that developed from this Roundtable-

- Speakers will be asked to inform the 24th Annual Potomac Watershed Cleanup Site Leaders on handling of dangerous and unusual items which in turn shall be broadcasted to all cleanup site participants in April 2012.
- Site Leaders will be asked to tally the number of odd and dangerous items they collect- with focus paid to the four items discussed today plus plastic bags.
- Add information regarding these particular types of litter to the Trash Free Potomac Watershed Website- www.trashfreepotomac.org
- Encourage partners to reach out to groups if interested in focusing on particular types of litter.
- Information from Roundtable will influence the Initiative outreach- incorporate statistics into presentations to enforcement officers and community groups.
- Local jurisdictions asked to forward legislation they have on the books regarding disposal and cleanup of the items discussed today for future reference should an Odd Items in the Watershed Task Force come together.

Introduction:

Mayor Goodall identified herself as a smoker and she related that she has previously flicked cigarettes into water but now she considers herself a 'reformed litterer' and carries a can with her to dispose of her cigarettes properly- she has been doing this for many years and considers it the right thing to do as a smoker. She went on to talk about sharps and her experience with diabetes and her efforts to properly dispose of her syringes for her insulin. During the Annual Potomac Watershed cleanups this problem of odd and dangerous items presented themselves (such as mass amounts of cigarette butts, tires, carts, and sharps/syringes). This roundtable is about what WE can do about these items littering the watershed. She spoke about the breakdown of litter found during 23rd cleanup and that there was an average of 36 pounds collected per person. Description of two basic problems with litter in the watershed: 1) land-borne litter (the stuff we throw out) becomes marine debris, and 2) Litter is (both on land & in the water) not harmless- for instance, cigarette butts are leach chemicals into the water and are confused as food for wildlife plus misplaced and dumped tires and plastic bags can become breeding places for mosquitos, among other pests.

Introduction of the speakers:

1. **On Sharps:** Kathy Gold – Volunteer for Coalition for Safe Needle Disposal (www.safeneedledisposal.org)
2. **On Tires:** Steve Coe – Program coordinator, Waste Tires and Recycling Division, Virginia Department of Environmental Quality
3. **On Carts:** John Long – President, Clean Bread and Cheese Creek
4. **On Cigarette Butts:** Clif Curtis, Director Varda Group.

First Presenter: Kathy Gold

(PowerPoint Presentation to compliment these notes named: "Trash Summit 2011_Odd Items Roundtable_'Sharps'_Kathy Gold")

Nurse and diabetes educator involved in safe needle disposal because largest disposal of needles is by people with diabetes. Kathy often gets the asked how to dispose of their needles. She believes that the burden of disposal should be on the sources of needles. Find needles and syringes everywhere – there is not regulation for disposal by individual households. Projection is that 1 in 3 people will have diabetes in the future and use will go up as will disposal. Currently, 13.5 million in US are disposing 7.8 million sharps/syringes annually. Of those 13.5 million, 1.5 million are illicit drug users. Numbers are growing 11-12% due to the advent of people are being put on insulin earlier and other injection treatments. Other diseases are beginning to use syringes on a daily basis (HIV, etc.) as well.

If you get stuck with a needle – there is much anxiety – this is a public health issue because you can't know what the needle was used for or by whom. Those that are pricked must go through multiple kinds of treatments for possible exposures. Most people just assumed that the disposal of needles has been tightly regulated because it is in hospitals, but many do not realize that there are no regulations for household use.

Coalition for Safe Needle Disposal is gaining the attention of industry, public and federal agencies. It is spurring development of grass-roots community efforts and evolving state and federal legislation. Currently, patients are asked to put needles in a thick plastic detergent bottle, tape/wrap it up, and throw it away. But what do these bottles full of needles end up as when they get crushed and pop out onto streets? Hazardous waste.

Proper Disposal: Sharps/syringes need to be shipped to a hospital or proper facility, but it is expensive. Diabetes patients are already financially drained due to the price of medicine and treatment and it would be even more taxing for families to properly dispose of medical waste this way. A brand called Chrysalis provides containers as an easy solution to dispose of sharps in their special containers and they pick up. MA is doing a pilot program with this at the moment using advertising on side of containers to offset costs. Bins are found in pharmacies, hospitals.

Programs across the US:

NJ – hospitals have agreed to take patients needles but it's not well publicized, NY has similar program but it is difficult to get to disposal site on hospital property – difficult for elderly patients. Little Rock, AR – agreements with pharmacies waste departments, any patient that needs syringes and they will provide red waste containers to patients to be thrown in dump. CA – regulation that no needles are allowed in the trash, but it is an un- or under-funded mandate and thus under-regulated. They tried to pass a law that pharmaceutical companies need to bear the burden, but Gov. vetoed law MA – passed regulation, but it was underfunded as well.

Coalition for safe needle disposal: identify states on their website and their efforts to deal with this problem. Working with post office to find a solution to ship disposed needles safely and legally. Working on legislation. Working to hold pharmaceutical companies responsible for disposal.

Coalition for safe needle disposal: Executive Director is Jennie Schuman, www.safeneedledisposal.org.

Local Efforts:

There are two groups working locally on this issue: Committee for Safe Needle Disposal in DC metropolitan area and the District Columbia Diabetes Educators. There is Call for others to work with to help implement solutions from an environmental perspective. If interested in joining this effort, contact Kathy Gold at kathygold1@verizon.net.

Q: What happens during a cleanup if you come across a needle?

A:- Don't touch it, you should have a container with you to put them in, a detergent bottle, better since they are thicker.

Q: (John Long, President, Clean Bread and Cheese Creek): We have a special team designated to pick up dangerous material (wear autopsy gloves to avoid being stuck).

For more information, contact Mrs. Gold at kathy@kathygoldcde.org

Handouts and Comments

(accessible at www.trashsummit.org, click the button '2011 Notes and Handouts')

- Audience member comments (Russell Klein, Principal, RK & Associates): see handout titled "RK Comments on Sharps"
- Two Handouts and an article from this speaker:
 - Needle Disposal Legislation and Options across the united states
 - New Needle Usage Statistics
 - Analysis: The Impact of Needle, Syringe, and Lancet Disposal on the Community by Kathleen Gold, R.N., M.S.N., C.D.E.

Second Presenter: Steve Coe

(PowerPoint Presentation to compliment these notes named: "Trash Summit 2011_Odd Items Roundtable_'Tires'_Steve Coe")

Introduction:

Trash Summits had traditionally focused on litter and recycling but not a special kind of litter: Tires. Mr. Coe is known in VA as the "Tire Guy". He spends most of his time talking with people who ask how they can clean up their tire piles for free. But governments don't do it for free. Virginia ended its free cleanup of program of waste tire piles years ago.

Tires are recyclable! – can be reused and recycled as material for landfills, art, construction projects, etc., etc., etc. They are best used on your car but they can be used in so many ways once their usefulness is spent.

Life cycle of tire:

1. Manufactured
2. Used on cars
3. Discarded OR recycled/reused/retreaded/burned for tire derived fuel.

Tires belong on your car or responsibly disposed- Not illegally dumped or littered! Many people collect them for other purposes, planters, tire swings, etc. When we're in the field, we can tell a difference between tires being stored behind the garage versus, say, left in a field on someone's property, (picture of a GIANT tire pile in the country where they were being 'collected for possible resale'- *but that never happened*).

Practical reuses for tires- examples in ppt

- Tires have been used as temporary wave action deterrent in Alabama, used other places to deter erosion.

Flammability issue:

Tires with debris in or around them can cause fires more easily. Tires do not usually start fires- they FUEL them for very long periods of time due to the high BTUs in the material itself. VA tire regulation started 15 years ago after a large tire fire plume went all the way up to Pennsylvania and burned for 3 months! This is one of the primary reasons we don't want tires out there in the environment to begin with. It is important to work with local government. If groups are doing a litter clean up, ask if there is assistance for tire recycling.

Advice for doing litter cleanups –

Don't discard tires! Important to understand that they have value and should not be stored outside because they collect water and are breeding grounds for mosquitos and other bugs. Make sure you work with the local government to understand how they deal with tire recycling.

Fun suggestion for reusing tires:

Tire swings, can be ground up into poured crumb rubber, shoes, planters, physical fitness aid (have people turn them over, hit them with sledge hammers), create art (showed picture of horse statue in MS made from tires. Important to remember that Individuals are the medium for getting tires recycled, since governments cannot accrue the cost of all tire cleanups.

Q: Is there a point at which tires cannot be recycled? Like if it was found in a stream?

A: Tires do not leach anything- they are inert. If it resembles a tire, no matter how old or beat up it is, it can still be shredded, burned for fuel or used in various ways.

Q: What the penalty for dumping in VA?

A: Fines start at \$2500, jail time and you lose your license.

Q: Is there any way to track tires and who bought and sold them?

A: too difficult to know who dumped it, passes many hands from seller to buyer. NO way to know for sure who the tire belonged too.

For more information, contact Mr. Coe at steve.coe@deq.virginia.gov

Handouts and Comments

(accessible at www.trashsummit.org, click the button '2011 Notes and Handouts')

- Frequently Asked Questions on Waste Tires from Mr. Coe
- Waste Tire Management Handout- Virginia DEQ Resources

Third Speaker: John Long

(PowerPoint Presentation to compliment these notes named: "Trash Summit 2011_Odd Items Roundtable_'Carts'_John Long")

Clean Bread and Cheese Creek is an all-volunteer organization. NO funding. The groups does several cleanups a year and in the first official clean up Plainfield Road Section (Baltimore is the nearest large city) in September 2009 we found the first littered shopping cart, in total found 36 for that cleanup. Area is near a shopping center. At another cleanup in November 2010, found 14 carts. Most carts were found in the streams. Carts were stacked together in stream and create debris piles and further erosion. April 2011 – 26 shopping carts. September 2011 – 36 carts. This area is over a mile from the shopping center. For example – BK parking lot is funneled toward the creek. Some areas are very difficult to get carts out of – Norris farm Section down a steep ravine.

Dundalk County is using regulations from 1954 to regulate litter. Carts are difficult to remove from mud, roots grow around them. Can take up to 3 hours to remove one cart. Once cart is out, Baltimore County requires that they be disassembled before being thrown into dumpster. Carts are disassembled with sledge hammers, monster trucks! Metal goes into one recycling container and plastic goes into different recycling cart. Take approximately 45 min to properly dispose of one shopping cart

How do they get there? Quite Simply, They're stolen! By a variety of people, young, old, and in between.

Reaction from local elected officials:

Senator Norman Stone assisted at the 9/12/09 cleanup. Called Giant store manager about brand new carts found as abandoned, manager refused to pick them up even after the Senator acknowledge who he was, too. Attorney General Doug Gansler was horrified at the amount of carts being found during clean ups. Baltimore County Council Chairman John A. Olszewski Sr. considered imposing a fee on shopping cart owners on not reclaiming their property. Political opponent, "Buzz" Beeler, responded to this idea by saying the person responsible ought to be is the person who stole it. He claimed that prices would go up if this fee was imposed- if they can be caught in the first place.

Hundreds of cities and counties have regulations for shopping carts that are found and not reclaimed. Fees range from \$25 - \$100. Companies are forming that charge a monthly fee to go around looking for shopping carts clean them up and return them to their owners. Many retailers think it's unfair to charge them for their property being stolen.

Avoiding the loss:

Quarter Lock: costs \$10-15 to add to your cart. Magnetic Wheel Lock: 20 – 25 to add to your cart. Brand new shopping carts run from 200-300 apiece. You would think that retailers would want their carts returned at a \$100 fee, because it is cheaper for retailers to pay the fee, rather than buy new carts which range in price between \$150 and \$300. Unfortunately that is just not happening.

In a 4.5 mile stream (Bread and Cheese Creek- a tributary to the Back River and the Chesapeake Bay), 143 shopping carts

have been pulled out in the last three years.

Q: Do you think the reason you found so many carts is because it hadn't been clean up before?

A: Possibly, but at least one cart accumulates every three weeks.

Statement from Audience: To respond to that, the homeless will sometimes use the carts to carry their items and its often how many carts end up in these very inaccessible areas. In terms of regulation, retail employees are most likely not willing to tell an elderly person or a family with lots of children to not carry off carts that they are using to get their groceries home, but that's where it starts.

For more information, contact John Long at- Clean bread and cheese creek@yahoo.com

Handouts and Comments

(accessible at www.trashsummit.org, click the button '2011 Notes and Handouts')

- 1-pager on Clean Bread and Cheese Creek
- Stream Cleanup Results- through September 24th, 2011

Fourth Speaker: Clifton Curtis

(PowerPoint Presentation to compliment these notes: "Trash Summit 2011_Odd Items Roundtable_'Cigarette Butts'_Clif Curtis")

Cigarette Butts: Making the Environmental Case. Mr. Curtis took on the project of determining the environmental burden of cigarette butts to help find a solution to the cigarette butt pollution problem. He works directly on a campaign called The Cigarette Butt Pollution Project, www.cigwaste.org, which does research, policy advocacy and partners with other groups in order to raise awareness and reduce the problem. Since 2008, they have been putting together a toolkit for organizations and institutions to adopt.

Cigarette butts have been determined as the number one littered item in the world throughout the long history of the International Coastal Cleanups

Research: Tobacco control people, and other local CA environmental groups to put together a toolkit to deal with butt waste. Main areas: Policy advocacy, partnering.

Butts and the Environment:

International coastal cleanup, of all items collected of all 80 countries involved 30% of waste is cigarette butts. In urban areas, it accounts for 24-40% of waste. Environmental toxicity is the most dangerous environmental effects. Substances in cigarettes are heavy metals and carcinogens. Toxic to birds, pets, etc. Animal vet shops see sick pets from butt waste; children eat them not knowing what they are and become very sick. Campaign is an environmental public health campaign.

Filters will not biodegrade, designed not to be. Filters are not a health device – studies in the 90s found that they were cosmetic and designed to allow easier intake of tobacco, particularly for young people. People suck in harder to get a better hit and expose upper organs to chemicals.

Campaign started in 2008, they got their organization up and running, and just a few months ago received status as nonprofit. A study out of San Diego State to study toxicity in fresh and salt water – to look at what happens with smoked butts, with filter, smoked butts, no filter, un-smoked with filter. In 1 liter of water, for smoked butts in one day more than half of species died. Found it was an acutely toxic reaction for all groups of butt waste.

What would it cost to clean up all the butts? Found that it would cost about \$7 million to clean up butts: Averaged to \$.22 per pack and implemented that fee (went down to .20) on packs of cigarettes for that clean up. Tobacco companies are fighting that fee so it has not yet been implemented.

In recent history, there have been several campaigns to make people more aware of butt litter problem. Keep America Beautiful and their campaigns for instance. Butt prevention is also tackling the prevention campaign and thus reduction in smoking in the first place.

Policies and concepts:

‘Extended Producer Responsibility (EPR)’ – responsibility throughout the lifecycle of product: manufacture to disposal. Manufacturers should be responsible for post-consumer waste disposal their product creates. Another concept is, ‘Design for the Environment’ – design out toxic materials, banning flavoring in cigarettes, face-to-face deals (no vending machines). Bottle bills are a ‘take back’ approach which requires a return of bottle waste. A similar concept could be applied to butt waste- manufacturers could charge a deposit, take them back, pay consumers (5-10 cents per butt) and then properly dispose of them.

Q: Do you have any information about what happens to waste water treatment plants that are inundated with cigarette butts?

A: It’s a matter of degree and the total amount going to these treatment plants

Comment: Ends up in sludge – Municipalities have been trying to use sludge in agriculture and possibility of having these toxic chemicals end up in fertilizer.

Q: Are you not looking at how to make cigarettes less toxic?

A: There is a concept called ‘Design for the Environment’ which takes that approach, they are focusing on the filters.

Comment: Toxic heavy metals are taken up by tobacco and concentrated in the in the filter making them even more toxic than they already are.

For more information, contact Clif Curtis at clifton@vardagroup.org

Additional Resources from Mr. Curtis:

1. **“The Environmental Burden of Cigarette Butts,”** Tobacco Control Special Supplement (48pp, April 2010), available on line at: www.legacyforhealth.org/buttoreally on the “Butt Really” campaign homepage, where there is a link to the full report at the end of the 2nd paragraph of main text on that page, along with numerous other articles/links that address related subjects;
2. **“The Impact of Tobacco on the Environment,”** at www.Legacyforhealth.org/3497.aspx (4pp, April 2010), and also available via Legacy’s Butt Really home page, noted in the 1st listing, above;
3. **“Tobacco and the Environment,”** by ASH/Action on Smoking and Health (8 pp., August 2009), UK; and
4. **Cigarette Butt Pollution Project,** at www.cigwaste.org , the home page, with its overall goal being to eliminate toxic cigarette butt waste from the environment using science, awareness, and links to other groups working on these issues accessible on that same home page.

Mayor Goodall’s closing remarks: If you have a town or county that is looking at getting that fee, make sure that that fee is going back to your project and not getting lost somewhere else.

2:00-3:45

Regulation
Closed Door Session

Room 207

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 discuss the development of quantifiable trash reduction language. Participants will also explore how a Trash Free Potomac will be measured and achieved.

Moderator: Doug Siglin, Chesapeake Bay Foundation

Participants:

- Bob Hoyt, Director, Department of Environmental Protection, Montgomery County
- Steve Shofar, Chief, Watershed Management Division, Department of Environmental Protection, Montgomery County
- Christophe Tulou, Director, Department of Environment, District of Columbia

- Hamid Karimi, Deputy Director, Natural Resources Administration, Department of Environment, District of Columbia
- Sam Moki, Deputy Director, Department of Environmental Resources, Prince George's County
- Jon Devine, NRDC
- Diane Cameron, Audubon Naturalist Society
- Beth Mullin, Executive Director, Rock Creek Conservancy
- Brent Bolin, Policy Director, Anacostia Watershed Society
- Eric Grabowski, Arlington County
- Lori Arguelles, Executive Director, Alice Ferguson Foundation
- Laura Chamberlin, Program Manager, Alice Ferguson Foundation

Observers:

- Ben Carswell, NOAA
- Ryan Ewing, Choose Clean Water Coalition

Accomplishments in 2011

- Bob Hoyt, Montgomery County:
 - Have been involving solid waste division more; working on footprint, trash, impact; MS4 permits—use these to look for a day to day way to decrease trash
 - Trash collection bin monitoring—observe bins before and after to see if companies/collectors picking up fallen trash as they are supposed to. Small, but important activity.
 - Want to quantify reductions seen based on effort, 200 homes observed, 2%
 - Bag bill, want to be a model for state, holding conference with retailers next week, identify specific populations
 - Paper reduction—county implemented paper reduction, \$3m for FY10 and \$3.3m for FY11 for a total of \$6.3m for both years.
- Steve Shofar, Montgomery County
 - Working with watershed groups, build capacity.
 - Started using AFF ads on buses and bus shelters, also on trucks
 - Conducting annual trash survey, storm water inlet to collect trash
- Sam Moki, Prince George's County
 - Solid waste management division is increasing its recycling and outreach for commercial sites
 - Working on improving communication and education between DER and public works and transportation
 - For MS4 reporting, had not captured the entire outreach efforts, now coordinating to improve this.
 - Pick up green campaign- countywide cleanup campaign
 - Community cleanups, especially older community where notice problems, capturing this data
 - Prince George's County MS4 permit similar to Montgomery County permit as related to trash
- Christophe Tulou, District of Columbia
 - Bag bill continues to be successful
 - Using more waste trapping technology—Hickey Run BMP is the latest trap installed
 - Sustainable DC initiative—DPW, wrapping up waste management study
 - Trash is an embarrassment
 - Capture response of prideful city.
 - Ultimate desire is to take bandalongs out, goal to stop picking up trash
 - AFF work to understand psychology of trash very important
- Hamid Karimi, District of Columbia
 - We are trash free facility now, hope to use facility as template for rest of DC facilities
 - Getting hand towels into compost from trash is not a challenge

- DDOE will be funding UDC to install trash compactors on their campus. This will be a pilot project to assess the performance of these devices. Installation of these devices in other municipalities nationwide has shown that they are highly cost efficient, cutting back on the frequency of trash pick-ups. Trash is kept off the street, and rodents are not attracted to the devices because they don't leak fluids. If this project proves successful, DDOE would like to see it emulated on large campuses (e.g. other universities, hospitals, government properties) throughout the District.
- Commitment for a trash free Hickey run 96% done.
- Watts Branch: a 2nd bandalong will be installed soon. With a Bandalong positioned at the head and end of DC's portion of Watts Branch, DDOE hopes to make Watts Branch trash free as well. To aid in this, DPW implemented an enhanced street sweeping program this past year. This new program will free up an extra two days a month for them to sweep trash "hot spots" in DC. In addition, DDOE has funded AFF to conduct a concentrated education and outreach campaign around the DC portion of the Watts Branch watershed. DC is hoping that this will have an effect as well.
- DC's Strategy: tributary by tributary. Work w/AFF, Deanwood—hotspots, behavior patterns, increase incentives, done with phase 1 and implement in other parts of DC, go against low income perception of don't care
- Bag bill, enforcement of bag fee is the main challenge; given more than 100 NOV's (tickets), hope to use to spread word to charge bill fee
- Develop SOP to track river trash, visual assessment along transect, implement along Anacostia—more effective
- Eric Grabowski, Arlington County
 - On Big Belly- Don't put compacting container with non-compacting container
 - VA MS4: Fairfax disagrees w/EPA modeling context, waiting
 - Multifamily residences have same requirements as all residential
 - 40% recycling rate, needs to be higher
 - Recently funded an annual inspection program geared more toward education—can do it with only two inspectors due to small size of county. Fund inspection program, all multifamily residences—how to do better job, cost savings and recycle more/trash less
 - Quarterly waste audits: 100 homes, sort trash—understand where items are
 - Monitor 200 households/day, discrepancy report
 - Community—Implementing a Adopt A Street program where residents are encouraged to sweep curb and gutterline, 137 blocks in Arlington; there are signs to recognize it; get report of data quarterly. 87 adopters for 137 blocks—providing recognition on website.
 - Will target the informational campaign to increase resident participation in recycling.
- EPA (not in attendance) provided list of permits in the watershed, language from Fredrick County's MS4 Draft, and comments on the quantifiable language

Issues to be addressed:

- Diane Cameron- noted recent mtg with MCDEP, where bag bills as leading the way toward other aggressive source reduction: bottles, tires, Styrofoam etc.
- Brent Bolin- Need to get rid of environmental impact fee for getting rid of tires. What we have now is currently the wrong market incentive—don't want people to pay to have to do the right thing.
- Sam Moki- Bag bill for Prince George's County, legislature tried to pass last year. Efforts are renewed for this year. Need state OK before county can pass the bill. DER is supportive.

Incorporation of quantifiable terms and templates:

The deadline of a Trash Free Potomac by 2013 is a challenging deadline both within and outside the regulatory world. Several participants noted that it will be challenging for their jurisdiction to achieve this deadline. The 2013

deadline was used as a political motivator, and it worked as that but using it in the MS4 is difficult. The draft quantifiable language was reviewed. This language attempts to put into MS4 language what the political deadline of 2013 actually means. Jon Devine stated that there are two main issues or concerns that need to be adequately incorporated 1) substance 2) timing. Substance- Water quality standards require elimination of trash. Timing- 2013 is a political deadline, might be better to use the end of the permit as the deadline, rather than 2013.

The District of Columbia has set up a timeline for trash reduction in their newly issued MS4 permit. First, they are tackling the low hanging fruit, which will be a high percentage. Then in future years there will be additional declines, until 100% reduction of trash is reached.

Montgomery County, Prince George's, and the District permits will impact other permits in the region. Fredrick's permit is similar to Montgomery's for trash. PG language may be the model for other permits in MD. Eric indicated that Fairfax will likely be the model for other permits in VA. Brent, mentioned that there is a concern with the current MD template and if it will be sufficient.

Currently, a major problem, beyond the language is the ability to fund these projects. In particular, Sam Moki mentioned that the existing structure for funding MS4 implementation in Prince George's County (via property tax) is not sustainable. It was discussed that it is essential to maintain government funding by having implementation mandated through the MS4 permit, rather than an option as it is with the Potomac Watershed Trash Treaty. The political deadline of 2013 is optional, but permit requirements are non-optional. Christophe Tulou discussed that trash is easier for the representatives to get behind because it is easy, visible, and a problem for community members. Less abstract than other stormwater issues. In addition to permit mandates, this can be used as a leverage tool with representatives.

Next Steps

Regionwide:

- Incorporate MWCOG into these activities. MWCOG needs to be more actively engaged with the political side of things.
- Share information about successful policies or implementation. In particular, success with the bag fee bills was discussed.
- Template for MD permits is critical. Determine if there is anything that can be done here. Share with MDE the work that was discussed at the Summit.
- Quarterly meetings led by EPA
- Discuss quantifiable language at the next meeting.
- Identify more VA colleagues to engage in the process.

District:

- Expanding on Deanwood experience and lessons learned there
- Watts Branch Restoration completed and trash component in place
- Trash compactor project on the UDC campus may help to implement technology elsewhere throughout the District.

Focus: Building on previously released research that informed the creation of the recent region-wide litter prevention public awareness campaign, presenters will discuss elements of successful efforts and how they can be applied as the campaign continues to take root and branch out into communities throughout the Potomac River Watershed.

Moderator: Juliet Glassroth, Senior Vice President, Ruder Finn

Presenters:

- Alena Rosen, Communications Associate, Alice Ferguson Foundation
- Michael Sola, Senior Technologist, National Wildlife Federation
- Stacia Tipton, Senior Analyst, Edge Research
- Aliene Winquist, Watershed Outreach Program Manager, Arlington County Environmental Services

Key Questions:

- What works and doesn't work in the campaign and toolkit as it stands today?
- What "tools" do you have in your toolkit to help implement the campaign?
- Who else should be involved in implementation for this campaign to take an effective hold? Businesses? Non-Profits? Media?
- How can social media be used in this campaign?

Regional Litter Prevention Campaign Notes

Moderator: Juliet Glasroth, Ruder Finn

Action items:

- Come up with tidbits to be reposted on other media and start better utilizing social media sites such as Facebook and Twitter. Some possible means for conveying the message can be through flip cam/video interviews/email blasts/ podcasts.
- Get testimonials from groups/jurisdictions who have been successful to demonstrate how easy it is to implement the campaign.
- Use trash cans wraps to advertise upcoming events as well as the campaign (possible item for toolkit)
- Start reaching out to local businesses and communities who are well situated to implement the campaign

1st Speaker- Stacia Tiptin, Edge Research:

- What is social marketing? How can research be helpful? Lessons learned from other regional marketing campaigns.

Social marketing: Apply business tools to social problems.

Same target audiences. Product benefits society rather than individual (business)

Price is emotional rather than money.

Community based social marketing brings communities together—they are empowered and engaged throughout the campaign, and focus on behavior.

Examples:

- "Don't mess with Texas." From mid 1980's, still recognizable. Inspired young Texas men with "Texas Pride." Appealed to men's pride in their home state. Campaign continued to adapt and re-invent to reach out to other groups—multi-cultural, age, ethnic diversity.
- Hawaii: what to do about lay gill net fishing? Address overfishing. Focus on recreational issues and native Hawaiian

community. Appeal to community values. Messenger very important: used elders and community heroes.
Downside: took lots of energy to find and enlist elders. What happens after the gill net legislation is passed? How to transfer funds and energy to other projects.

Q: How do these examples translate to other regions?

A: Texas was an example for AFF campaign. What translates as the method and BMPs

2nd Speaker- Michael Sola, National Wildlife Federation

Experiences using social media. How do we use technology?

Why? Key question. Why do we use the technology, before the how?

Social Media is just one of many tools.

Key steps:

- Identify problem
- Decide which features make sense for your organization.
- Respond to barriers
- Define your plan
- “do-able” pilot

Best practices:

- Goals – define problem
- Partnerships – match missions
- Research – understand your audience
- Targeting – who will make the most difference?
- Tactics and tools – effectiveness
- Measurement – show success

Social media engages users, leads to better content and business results

- Ustream—live video feeds
- Flickr
- SlideShare
- Foursquare
- email
- Twitter—twitter in plain English (website)

What does NWF tweet? Quick response to problems, for example (gave an example of someone who had a problem subscribing to the website and how they were able to address their problem)

Prediction: by 2014 social media will replace email even in older demographics.

How do you spell success? Build community rather than audience. Not numbers but truly engaged.

You don't have to do it all or at once. Involve whole organization. Don't be afraid to fail. Experiment.

Barriers: fear of inappropriate content, theft of ideas, sharing

Do-able pilot:

Ask questions, share content, answer questions, make sharing easy, pay attention to audience, build credibility, be yourself, share your events.\

Q: funnel tool to look at a lot of data in limited time?

A: Listeningpost – a monitoring tool as an example.

3rd Speaker- Alena Rosen, Alice Ferguson Foundation

Regional Litter Prevention Campaign

Objectives:

Trash-free Potomac by 2013

Change behavior

Use market research and sophisticated messaging to develop campaign

In depth surveys were conducted in 2008 and 2010.

Findings from opinion polls: People litter to keep their personal small space clean and think that has no impact. There is also a more complex reason for littering. It gives people a sense of control. Many litterers litter as a means of coping. Litterers also connect with health implications of litter.

Aim of campaign is to empower people by not littering. “By choosing to take care of trash, I am protecting myself and my family’s health, happiness and safety”

In order to help jurisdictions implement the campaign there are toolkit items that will be made available shortly. Campaign has grassroots approach – community partners, pilot in Deanwood.

Lessons learned from pilot:

- Engage with local activities, issues, residents and locale important.
- What already exist? Hire local resident, use local sites for meetings.
- Provide ways to get involved, media materials, workshops, education materials. These materials for communities are part of the toolkit.

Next steps: expand in agencies, organizations and locations.

4th Speaker, Aileen Winquist, Arlington County:

- Taking it to the streets of Arlington County
- *Trash control* is related to Stormwater management
- Supported AFF campaign.
- Regional partnerships a good strategy—share ideas, funds. Create consistent messages.
- Distribute material through libraries, parks, schools
- Created Spanish version of AFF media posters. .
- Posted on web site, blog –added to Ballston Pond web page. ART busses have posters. Plan to put metal signs on park trash cans, street sweepers.
- Volunteer programs in Arlington active; ACE, Adopt a Street.
- Recycling program recently expanded – single stream. Up 25% since 2009.
- Arlington Green Games competition for commercial properties – points for recycling, saving energy, etc. 1/3 businesses enrolled.

Q: Target multi-family buildings?

A: Yes- work to provide more bins, educate property managers.

Q: Can you use one message in several different social media?

A: Depends upon message and audience. Don’t want to spam anyone, or offend donors. Intention is to drive people to your web site, so can use same message in several different places.

Q: Is campaign adaptable to other locales than Potomac?

A: Intention to be universal, but audience will vary.