



Clean Land, Safe Water, Healthy Lives



7th Annual Potomac Watershed Trash Summit

November 7, 2012

8:30 a.m. – 4:30 p.m.

Convening at: Silver Spring Civic Building
One Veteran's Place, Silver Spring, MD 20910
Nearest Metro: Silver Spring Metro Station (Red Line)

Again This Year!
Students, grades 5-12, will be invited to participate in the 3rd Annual Youth Track with activities, learning, and action planning.

Overview Agenda

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 Alice Ferguson Foundation • Remarks by Partners • Progress of the Trash Free Potomac Watershed Initiative
10:00 a.m.-11:45 a.m.	Morning Concurrent Sessions <ul style="list-style-type: none"> • Policy Issues • Creative Engagement: Expanding the Base • Elevating the 4 Rs: Rethink, Reduce, Reuse, Recycle
12:00 p.m. –12:30 p.m.	Delicious Trash Free Lunch and Networking Opportunities 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 Champion Awards • Youth Track Presentations • Keynote Speaker Jean-Michel Cousteau, Founder and President of Ocean Futures Society
2:00 p.m. – 3:45 p.m.	Afternoon Concurrent Roundtable Sessions <ul style="list-style-type: none"> • Public Education: Strengthening the Grassroots • Compost: Protecting Our Watershed • Monitoring: Watch It!
4:00 p.m. – 4:30 p.m.	Closing Plenary



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Please see the posted presentations on the 2012 Trash Summit homepage for further details from each presentation.

9:00 – 9:45	Opening Plenary	Great Room
<p>Welcome: Lori Arguelles, Executive Director, Alice Ferguson Foundation (AFF)</p> <p>Remarks by Partners</p> <ul style="list-style-type: none"> Eric C. Schwaab, Acting Assistant Secretary of Commerce for Conservation and Management, National Oceanic and Atmospheric Administration Dr. Jana Davis, Executive Director, Chesapeake Bay Trust <p>Progress of the Trash Free Potomac Watershed Initiative</p> <ul style="list-style-type: none"> Overview: Lori Arguelles, Executive Director, Alice Ferguson Foundation Trash Free Potomac Network: Laura Chamberlin, Program Manager, AFF Regional Litter Prevention Campaign: Alena Rosen, Communications Associate, AFF Policy: Julie Lawson, Trash Free Maryland/Virginia Alliances Coordinator Composting: Brenda Platt, Program Director, Institute for Local Self-Reliance Enforcement: Clara Elias, Program Associate, AFF 		
<p>Detailed Agenda of Morning Session</p>		
10:00 – 11:45	Policy <i>It's Time to Act!</i>	Spring
<p>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 these source reduction and incentive-based policies, other policies also have the potential to solve litter and illegal dumping problems in the Washington Metropolitan area. This session will be an open discussion to examine regional successes, upcoming legislation, and other exciting policies from neighboring regions. Come prepared with questions, ideas, and ways that you can be involved in making these policies a reality.</p> <p>Moderator: Michael D. Herman, Esq, Principal, Law Offices of Michael D. Herman and President, Alice Ferguson Foundation</p> <p>Presenters:</p> <ul style="list-style-type: none"> James Kraft, District 1, Baltimore City Council – Lessons learned from Baltimore City trash reduction policies including bag policies and polystyrene bans. 		



Panelist:

- Julie Lawson, Campaigns and Communication Coordinator, Coordinator Trash Free Maryland and Virginia Alliances, Anacostia Watershed Society.

Key Questions:

- What further research is needed for legislation or policy?
- What tools and partners do we need to create a base of support for policies?
- What commitments or declarations are people here willing to make?

Action Items:

Polystyrene

- 1) Work on a ban of District of Columbia and other government procurement of food service polystyrene
- 2) Gather pledges from businesses- possibly use youth to gather the pledges.
- 3) Engage the faith community to address their use of polystyrene for soup kitchens and after church fellowship hours.
- 4) Consider fees in lieu of bans. Fees influence behavior.
- 5) Get data on alternative products and comparative costs.

Bag Fees

- 1) Pursue bag fees in the Maryland and Virginia General Assemblies.
- 2) Establish a weight estimation protocol for trash collected by volunteers.
- 3) In locales where bag fees exist ensure adequate enforcement (who, how often, how).
- 4) Develop data collection metrics on bag cleanups during Annual Spring Cleanups.
- 5) Disseminate data to county and state officials on reduction based on new laws.
- 6) Share data on trash collections with Anacostia Watershed Society so they can be collected and used to make the case for bag bills.

Bottles and cans

- 1) Study jurisdictions that have had success in passing bills.
- 2) Identify logical coalition people for bottle bill.
- 3) Develop a campaign for VA/MD/DC.
- 4) Raise funds for preparation/development of a campaign.
- 5) Consider hiring Susan Collins, with Container Recycling Institute, to manage the campaign.

Full Session Notes:

Moderator Introduction: There have been several policy initiatives raised over the six years of the Trash Summit and even implemented. Policy is an ongoing and vital piece of litter issues in the region. Mr. Herman listed the main objectives of the Policy Working Group: implementation of fees on bags; sustainability of food service products; litter collection and enforcement; and a container deposit bill. The goals of the policy session were to discuss these issues and plan future actions.

1st Speaker: Maryland State Senator Karen Montgomery
Senator Montgomery thanked the group for their “feet on the ground” on the issue of litter. She gave advice about working with legislatures, namely that just talking to friends “is not where the action is.” She encouraged advocates to talk to people who disagree and seek common ground. She named the issues of



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toxic runoff from weed killers, fracking, and antibiotics in waterways as big policy issues currently facing Maryland.

2nd Speaker: Baltimore Councilman James Kraft

Councilman recounted his experience addressing trash in Baltimore Harbor. He noted that the business community has realized that they must be part of the solution for trash and have formed the Waterfront Partnership working for swimmable, fishable harbor by 2020. Councilman Kraft also described the efforts of the Council to address trash in neighborhoods near the harbor whose trash contributes to the harbor's trash pollution. He reported that while the best strategy would have been to provide trash cans with lids to residents, the city did not have the funds for the 5,000 cans that were required. The Council did pass the *Plastic Bag Reduction Act*, which required customers to specifically request plastic bags to receive them, but there were many violations. The city plans to amend the Act to charge 10 cents per bag.

The Councilman reported that Styrofoam is another trash issue that has been repeatedly raised to the Council. The recent vote has instituted a user fee (and not a ban, as the Councilman would have preferred). He does hope it will lead to behavior change. Proceeds from the fee will help with education efforts. He reported that attempts at bottle bills have been defeated by lobbyists.

Discussion:

Polystyrene

Some work has been done with schools to eliminate foam cafeteria trays, but there is no ban in effect. Youth Activist Club in Takoma Park has been working on getting funding for a ban on foam cafeteria trays, but it is unlikely that there is potential for a ban right now, but a fee might be possible, especially if the business community could get involved.

Montgomery County Council has been discussing food service polystyrene in its own procurement procedures in order to set the example for businesses and citizens. In Baltimore, at one time there was a scheduled phase-out, which some opposed because of the loss of jobs from the foam plant. The plant has closed anyway, so perhaps another attempt could be made with less opposition.

Jim Collier pointed out that better recycling, while a good goal, will not necessarily reduce litter on the street. In other words, based on survey data, recycling is not the solution to litter. Another audience member pointed out that having alternatives to Styrofoam ready to present will increase the likelihood that businesses will support a fee. It was noted that even if foam recycling was encouraged, recycling collection and transportation or access to centers was an important and related issue.

It was also noted that beyond the trash implications of Styrofoam, there are public health implications. Styrene has been identified as a neurotoxin and carcinogen and should not be used for food service. Even if the alternative to foam is a material that is not easily recycled or composted, there are gains in public health from switching away from foam. In other words, banning foam from food service is a first step.

One suggestion was to have businesses pledge to go polystyrene-free. With momentum from these pledges, policy change might be easier. It will also be important to engage faith institutions to get their buy in at the beginning and help resolve any issues. Senator Montgomery noted that while scientific background is key for passing legislation, lawmakers also respond to emotional arguments and the popular



"hook." Businesses also respond to public pressure.

Mr. Herman concluded that developing language and research around this issue, addressing government procurement of foam, and presenting alternatives seemed to be the consensus of the way forward.

Plastic bags

The DC bag fee has raised \$5 million, which is half of the projections. There was a 60% reduction in fees collected in the first two weeks, indicating that the fee has been successful. Further, 78% of businesses like the fee or are neutral to it.

The question now is whether to pursue a ban or continue with the fees. There was discussion on this question. Many participants felt that introducing a ban was less politically feasible than a fee because of the plastics and fossil fuel lobbies. Even though the revenue is not the goal of the fee, the money raised is appreciated by the city and can be used for further education about trash reduction. Further, bans are not 100% effective, and DC has already achieved a 60% reduction.

Prince George's County will try again for a bag fee, which has to go through the Maryland State Legislature with enabling legislation. Julie Lawson felt more confident about the chance to pass the bill this year. Virginia will also put forward bag legislation in the 2013 session. Advocates and elected officials in counties in Maryland and Virginia were encouraged to look at Montgomery County's bill as an example, which is expanded even beyond the DC bill to include all retail stores.

Should future bag bills in the region be directed at all retail stores, or just food-related stores? There was general agreement that it would be better to pursue a fee in all stores. First, this might help customers associate reusable bags with stores besides food. Second, as Senator Montgomery noted, the fee on other bags would address dry cleaning bags, for example, and drive businesses and customers to find solutions other than plastic.

The group noted that having enforcement as part of bag bills is important. The tip line in DC might be a good model. The Policy Working Group will be working on enforcement issues.

Targeting the way revenue from bag fees is used was flagged as an action item.

Bottles and cans

Data has been collected from trash traps in DC and Prince George's County to see the types of litter that ends up in the river. Bottles and cans make up more than 50% of the total litter.

Mr. Phil Lee recounted his experience trying to pass a "bottle bill" in Baltimore that would charge a user fee for bottles and cans. Neither of his attempts made it out of committee. Opponents to the bill are highly funded and well organized. Industries that sell products in bottles and cans are opposed, and some interpret bottle bills as taxes on low-income people. The group suggested that a next step should be to find supportive constituencies and facilitate multi-sector engagement.



10:00 – 11:45

Creative Engagement:
Expanding the Base

Fenton

Focus: This session featured creative and unique methods to raise awareness of the trash problem and motivate people to take action. All these tactics work to engage people in a new and inventive ways and help people visualize the effect litter has on others and on the environment. By expanding our efforts imaginatively, we can expand the base of a trash-smart populace, one that takes action to address the trash and litter problem in the Potomac River Watershed.

Moderator: Aaron Wiener, Reporter, *City Paper*

Presenters:

- Monika Thiele, Programme Officer, United Nations Environment Programme, Regional Office For North America and Convention on the Conservation of Migratory Species – Raising awareness about ocean litter “Two Minutes on Ocean Health,” a collaboration with cartoonist Jim Toomey of *Sherman’s Lagoon*.
- Olivier Giron, Adjunct Professor, School of Art, George Mason University and founder of *Let’s Do It! Virginia* – Engaging people through art and sculpture at illegal dump sites and *Let’s Do It!* phone app to map and post photos of littered areas and illegal dump sites.
- Clara Elias, Alice Ferguson Foundation – Exploring AFF’s new partnership with National Geographic’s Fieldscope and how it will complement the new Trash Free Potomac Network.

Key Questions:

- How does one move beyond just engaging people to inspiring action and behavior change?
- Will these innovative ideas be able to be sustained over the long term?
- How can art and video be used to affect policy?
- Are these (creative) strategies more effective at getting people to change their behavior than traditional methods? How can effectiveness of these strategies best be evaluated?

Action Items:

- Track litter to its source and put pressure on those sectors or businesses for change
- How do we connect to those not on Social Media?
 - Use the Trash Network, word of mouth and personal interactions. Free litter prevention tools are available from AFF. The afternoon session on Public Education will have more information on how to engage people using a grassroots approach.
- Mobile Apps and Social Media presence: Develop or use existing mapping application for our phones to engage people with tracking trash hotspots. Let’s Do It! Virginia has a free app that is available. Connect to people through their phones and social media.
- Court cases: need citizen support to influence judgment by getting people to attend court cases to show the judges this is an important issue.



Full Session Notes:

Moderator Introduction, Aaron Weiner: Discussed an article he wrote where he reported on community efforts and what it takes to clean up the Anacostia. Aaron discussed the four main pollutants of the area- trash, storm water runoff, fecal sewage, toxins (most dangerous in terms of fish/PCBs). Discussed how to engage people to clean up the watershed.

1st Speaker: Monika Thiele

UNEP's mission 'to provide leadership and encourage partnership in caring for the environment by inspiring, informing and enabling nationals and peoples to improve the quality of life without compromising that of future generations.' They worked with the cartoonist Jim Toomey to create a series of six education videos, each two minutes long, titled "Two Minutes on Oceans with Jim Toomey." The videos are targeted at youth, consumers and people who are not immersed in ocean issues every day. The videos are inspired by a 100-second video clip by Jim Toomey on the 100th birthday of Jacques Cousteau. They use cartoons incorporated with actual video to engage a variety of viewers.

The video is free and accessible to the general public and can be found on YouTube. They have launched the first two videos online and with Social Media with a combined total of 7,200 views on YouTube. The launch of the first video was done at Ocean Hall in partnership with Smithsonian. RONA invited leaders, NGOs and others to the event to promote UNEP. There is an upcoming Marine Litter Workshop on December 3, 2012 as a follow up to the International Marine Debris Conference.

Link to "Two Minutes on Ocean Litter with Jim Toomey:" <http://www.youtube.com/watch?v=DtfAhy2lgAA>

Question 1: Would you be able to partner with media organizations to do a cartoon strip based on the video? Could you add a bubble to the syndicated "Sherman's Lagoon" that tells people how to find the video?

Answer 1: It is possible to make a cartoon strip, based on the success of this video series, the willingness of media organizations, and the amount of funding available. Getting it incorporated into the syndicated cartoon would be something that Jim Toomey would need to assess.

Question 2: Is there a possibility to do this talking about rivers instead of the ocean, perhaps a smaller focus, local streams, modified based on location?

Answer 2: Yes, I'm sure it is possible to do this type of video on a smaller scale to target the waterways most affected in your area. A good video to watch DC Water video about where a water drop goes after it falls from the sky. Clara also suggests 'Stormwater Sam' video on YouTube.

Question 3 : How long did it take to produce this video and what level of resources did it take (research, what type of money does it take, staff time, budget)?

Answer 3: Production Cycle (6-8 weeks to a couple of months). The video was low budget and took us less than \$10,000 to produce. Staff time: 25% of time over a few months to produce; interns, director participants, fact checker (team effort).

Question 4: What types of measures are used for impact? How do videos impact people?

Answer 4: Tracking distribution more than behavioral changes and monitoring who the video reaches.



2nd Speaker: Olivier Giron

Olivier's interest in illegal dumping started during a trip to Machu Picchu, Peru where he stumbled across a well-organized impromptu dump site to deal with tourist waste. Once he got back to Springfield, VA he was curious if we had the same issues here, so he began researching and documenting illegal dumping in Fairfax, one of the nation's wealthiest counties, as part of his MFA thesis. He was surprised to find a large number of sites and wondered why we are dealing with the same problems as third world countries that have a lack of infrastructure.

He began the Virginia Chapter of Let's Do It! and used their mapping/Volunteer geographic Information (VGI) to map the sites in partnership with Friends of Accotink Creek. It is a collection of data that anyone can add to and access (www.letsdoitvirginia.org). The Let's Do It! movement started in Estonia and currently is in 96 countries. It allowed him to set up a free website and social media. The mobile app allows you to geo-reference your photos to show what's out there and how much. The online map is a great tool that lets you click on area, see a picture, and find it very easily, helping to educate people about the source of the problem. Olivier worked to engage people beyond photos. He did this using humor and satire, building sculptures with the illegally dumped materials to start a conversation with the culprits. He believed negativity and scolding dumpers would not aid progress or convey a positive message.

- One was a Bathroom stall without privacy to show how illogical illegal dumping is.
- Another was a community garden made out of illegally dumped bumpers. Edible plants were included in the garden along with a note with website address and contact information.
- Olivier also brought certain items back into studio space to put the issue in front of people who view this work, including soil and trash for his bioremediation terrariums.

Olivier worked to engage other artists as well. Art students used his map as a resource and inspiration to make sculptures from illegally dumped materials. To further engage the public about the issue of illegal dumping, Olivier presented to members of the UN prior to the Rio +20 conference and got his work highlighted by media, including an article in the Washington Post, an interview with News Channel 8, and a segment on Voice of America. His has also been showing his work in the region, including currently at the Art Museum of the Americas in Washington, DC in the exhibit titled "The Ripple Effect" which is running through January 13, 2013. Olivier ended by showing a short video titled F.I.N.E., which is an artistic video discussing people's knowledge of litter and how many individuals believe everything is just 'fine' regarding the litter problem. It uses satire to highlight our addiction to a disposable culture.

Link to Olivier's Thesis Portfolio: http://www.oliviergiron.com/something_out_of_nothing.html

Link to "F.I.N.E." <http://vimeo.com/40111337>

Question 1: (from NOAA Marine Debris Program): *Have you had interaction with the dumpers?*

Answer 1: No physical contact; run into other dumpers when at the site, not specific conversations, does not approach anyone unless they engage first

Question 2: (from Rivers of the World Foundation): *How is the map formatted, developed?*

Answer 2: On the iTunes and android software systems

Question 3: (from Baltimore Trash Talk): *Is this an active site created by you?*

Answer 3: Yes-- I created the site and the organization that hosts the site program provided resources for me.



3rd Speaker: Clara Elias, Program Associate, Trash Initiative, Alice Ferguson Foundation

The data from the Alice Ferguson Foundation's (AFF) Potomac River Watershed Cleanup is used to understand the issue throughout the Potomac and implement solutions. It engages the entire region on a common issue and builds momentum. The data collected helps to inform about the 5 key components of the Trash Initiative: Policy, Regulation, Education, Market-based Approaches, and Enforcement. In order to capitalize on this momentum, build community, and engage people in a variety of ways, AFF has launched the Trash Free Potomac Network. This site allows event leaders to upload cleanups, trash-related workshops, and monitoring efforts. Information can be created, saved, easily shared and easily found. The cleanup data that is entered into the Trash Network site is linked to the Trash Free Potomac FieldScope, a partnership with National Geographic that helps us analyze, inform and visualize the litter problem in the Potomac. FieldScope allows us to track progress and identify hotspots, will contribute to policy, and provides educational opportunities. Our target audience is students, nonprofits, cleanup coordinators, and our partners. Some of its key features include data filters, query abilities, and layers for analysis. They allow you to ask questions as you are navigating through data and create custom maps. The FieldScope site will be launched in the spring and will be available online.

Link to the Trash Network: trashnetwork.fergusonfoundation.org

Question 1: *How much training is involved in Fieldscope?*

Answer 1: No training is involved to be able to access and analyze the information due to its user-friendly interface. One possibility would be to have a window pop up when you go to the site to walk users through site basics and features.

Question 2: Will Cleanup Leaders be able access their data on fieldscope?

Answer 2: Yes. Data will be available for release in April 2013 with the 25th Annual Cleanup

Question 3: *Is there an option for Iphone/android interface with Fieldscope?*

Answer 3: We would like to expand in the future, to include trash hotspots, but right now is only to monitor cleanup data. *Let's Do it! Virginia* has an app that can track hotspots and illegal dump sites.

Question 4: *What is the process of quantifying the trash?*

Answer 4: Info that is collected is sorted: blue and yellow bags, average weight for each bag, estimate how many plastic bags, cigarette butts, etc.

Question 5: *Do you collect any kind of qualitative data from volunteers?*

Answer 5: We already have site leaders indicate the level of trash at site and number of volunteers along with specifics on what they picked up. We might consider including more, including observations on how the trash got there (such as from illegal dumping, carried downstream, littered on site, etc.).

Discussion:

What is the role of translating awareness into action?

- **Olivier:** Believed illegal dumping was something he had information on and something that he could promote awareness on through his project. He hopes more people in the community will discuss it with others, growing awareness and involvement in their own networks.
- **Monika:** It is all about the power of partnership. It is very difficult to track behavior change, with every video produced. Perhaps they could include a 'Here's what you can do?' section with takeaways and action items.

Have you thought about ways to track trash back to particular industry or organization to address the



problem at a source?

- **Clara:** AFF tracks the most common brands and common items to help us identify where litter comes from and use it to work on policy, such as bag fees which help reduce the number of plastic bags that make it into our waterways.
- **Monika:** Cannot point fingers, but can bring organizations and industries to events and show how they can try to clean up their act, generate partnerships, etc. UNEP itself is not an advocacy institution so they cannot be aggressively pursuing this issue. Suggests engaging local officials, communities, etc. It is easier to collaborate and find effective solutions than tell them they are doing something wrong.

Who are you reaching and are we missing people who do not have access to the internet? How do you reach the other subset of people who don't care as much or are not on social media?

- **AFF/Olivier:** Litterers are a demographic that is hard to reach. AFF is working to reach trashers through the Regional Litter Prevention Campaign both at a jurisdictional level, but also within communities. Social media is prevalent on cell phones that twitter, Facebook, and other media and seems to be an effective way to reach many subsets of people.
- **General Consensus:** By telling people how it is costing them money, maybe they will pay attention.
- **Teacher from a Trash Free School-** Consider engaging students, who will then go home and talk to families, and hope to pass message along.

Are there resources for other organizations to fund these types of projects?

- **Monika:** There is a global program in headquarters in Nairobi, would be a good access point. UNEP is looking to raise money for funding
- **Clara:** There are resources available through our Litter Campaign website than can be adapted/used by other organizations.

10:00 – 11:45	Elevating the 4Rs: <i>Rethink, Reduce, Reuse, Recycle</i>	Colesville
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Focus: By getting back to basics and expanding beyond the common ideas associated with the 4 Rs, this session seeks to demonstrate the power of using these four fundamentals in waste reduction strategies. Speakers from a range of backgrounds will challenge us to think beyond what is typically done to rethink, reduce, reuse and recycle to solutions that take waste reduction to the next level, resulting in improved efforts at home, in the workplace and within our communities.

Moderator: Dan Jackson, Senior Consultant, Sustainability Solutions, Logistics Management Institute and Secretary, Board of Directors, Alice Ferguson Foundation

Presenters:

- **Rethink:** Kevin de Cuba, Caribbean Initiative Manager and Closed Looped Cycle Production in the Americas Program manager, Organization of American States, Energy and Climate Change Mitigation Section – Using cradle-to-cradle design to inspire trash-smart solutions.



- **Reuse:** Ruthie Mundell, Marketing and Outreach Director at Community Forklift, Building Materials Reuse Center – The importance of the reuse industry to the environment and to the communities they serve.
- **Recycling:** Luisa Robles, Recycling Coordinator, Department of Public Works, Greenbelt, MD – Capitalizing on lessons from Greenbelt's 60% recycling rate.
- **Education:** Russell Klein, LEED AP, Program Coordinator, Community Environmental Education Specialist, D.C. Department of Public Works, Office of Recycling –Educating people effectively about the 4 Rs and motivating them to change their behaviors.

Key Questions:

- What are effective methods of employing the 4 Rs in your waste reduction strategy?
- How is modern technology and access to information influencing the use of the 4 Rs?
- How do we continue to raise the bar once these methods are in place?
- How effective are these strategies at reducing and preventing waste?
- If you had to invest in one of them, which one would be the most cost-effective?

Action Items

- 1. Building Materials Guide: update hard copy.** MWCOG will take the lead.
- 2. Use the Trash Free Potomac Network.**
 - Register now at www.trashnetwork.fergusonfoundation.org to post your events and find others near you.
- 3. Education: multi-media methods**
 - Master Composter Course
 - Ensure websites are up to date and diverse (share materials between partners)
 - Engage with audience through social media
 - Look for funding sources to expand education
- 4. Collaboration: Internal stakeholders and external partners**
 - Recruit Businesses and identify new partners
 - National Parks Service: Cleanups, enforcement, facilitation of education
 - Keep America Beautiful: cleanups and awareness
 - University of the District of Columbia: facilitation of awareness
 - Need to bring secular and non-secular partners into the fold.
 - Use the Trash Free Potomac Network
- 5. Plan of Action for Sustainability**
 - Find your jurisdiction's plan of action and update it. If does not exist, create a Plan of Action for your jurisdiction.
- 6. Enforcement: "the stick resonates"**
 - Create a plan for enforcing guidelines and increasing compliance.

Full Session Notes:

Intro by the Moderator: Overview and Expectations

Since Kindergarten many of us have practiced the 3 Rs, an effective waste reduction strategy that has since been expanded to 4 Rs: Rethink, Reduce, Reuse and Recycle. These four elements, are fundamental to



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how anyone, from students to businesses, to whole communities, can work comprehensively reduce waste. By getting back to basics and expanding beyond the common ideas associated with the 4 Rs, this session seeks to demonstrate the power of using the fundamentals in your waste reduction strategy. Esteemed speakers from a range of backgrounds, including business, education and government, will challenge us to think beyond what is typically done to rethink, reduce, reuse and recycle. They will move us to solutions that tackle waste reduction, challenging us to improve our efforts at home, in the workplace and within our communities. Please make note of ways you can bring these ideas into aspects of your own life and throughout the watershed to fuel the discussion following the speaker presentations.

1st Speaker: Ruthie Mundell

Parent Non-profit of Community Forklift: *Sustainable Community Initiatives*

The first project and the first dollar earned, which opened the doors for Community Forklift and kept the first few trainers and trainees paid, was the sale of reclaimed flooring from an old housing complex. Ever since they have been reclaiming and repurposing materials, such as at Scott Degraf's recycled house in West Virginia. Their organization has created work for local tradespeople by keeping the cost of building materials low and allowing more money to be spent on quality craftsmanship. Granite countertops are one of their most popular items as they are very easily reshaped and reinstalled in new kitchens. Community Forklift serves as an anchor for green shopping in the area. It has become a destination and magnet for other green businesses nearby as many local businesses come there to shop for materials.

Question: What other green businesses have come in to the Port City area with a magnet like Community Forklift?

Answer: Ecocity farms, consignment vendors at Community Forklift, Earnest Mayer (60-80 year old concrete biz now making permeable pavers), green contractors housed inside Community Forklift; Essentially, the area is now a hub for green manufacturing and many businesses are coming to the area and are expected to open 10 years from now. Ruthie sees the area as an example how green manufacturing can spread.

Rough Estimate: building materials could be up to 40% of National waste stream (not just residential waste stream, which is different and measured more exactly).

Community Forklift's competition is not from other organizations that are doing the same thing it is poorly constructed building materials that cannot be used again.

2nd Speaker: Kevin De Cuba

Kevin works for the Organization of American States Department of Sustainable Development in the Office of Energy and Climate Change Mitigation. Its goal is to increase the productivity, competitiveness, and sustainability of small to medium businesses. Their initiative has four components but Kevin focuses on the last component, business development, in Ecuador. This includes accessing Cradle to Cradle (C2C) applicability, a certification similar in structure to the green building L.E.E.D. standards. C2C is a way of rethinking the way that products are made so that are not only environmentally and socially friendly, but so that their components can be entirely reused. The largest challenge is that the culture of waste is already so entrenched, a mentality known as Cradle to Grave where materials end up in the landfill or incinerator instead of being reclaimed. The challenge is there are many groups working on the issue of waste that



have progressive ideas, but they are not talking with each other. So they created a forum to bring minds together and foster collaboration.

His office is promoting the 5 R's: by adding Rethink atop their 4 R's which includes Reduce, Reuse, Recycle and Recover (energy). They are using the C2C model as a leading principle because it calls for a comprehensive change with a special focus on the design and production phase. During this phase the biological and technical cycles need to be optimized to mediate the excessive waste from the production of items. This creates a highly sustainable product that is produced as efficiently as possible. The system is a mix of higher goals mixed with practicality and builds on the basics in order to work towards making all things relevant to waste reduction.

Wastewater is the primary source of pollution in the Potomac Watershed from industry, businesses and residents- which include agricultural and industrial chemicals (some of which are 'discovered' or 'identified' newly each year as testing equipment becomes more and more sensitive), litter, and sewage. Kevin suggests that the Potomac Watershed reassess the theoretical framework for the Watershed using a C2C design philosophy. This framework is not only specific to a product but can be applied to the entire infrastructures as well.

3^d Speaker: Luisa Robles

The City of Greenbelt makes it easy for residents to recycle, which is why their recycling rate is upwards of 60%. They did this by making recycling centers accessible 24/7 and by offering a visual guide to what is recyclable that is very understandable. They also put flyers in many important intersections, go business to business to meet them, and cultivate an online presence with their Facebook page and Yahoo Listserv, informal settings where Luisa and her team reply to the many good questions that are asked. The key to what makes the Greenbelt's recycling program so effective is communication. They have a clear, visual guide with photos, and also do show-n-tell shows, which are in-person presentations of the 2-D visual guide and include an additional segment on electronic waste.

They have found that pictures are much more effective than words in educating people about recycling, and that sharing 3-D items during their show-and-tell shows is by far the most effective technique.

Question: What size bins does Greenbelt use? And is there a noticeable difference with different sizes?

Answer: We have deployed 14-gallon bins but are phasing in 90-gallon totes for single family homes.

Question: Are there any private contractors that service residents? About how many residents are serviced by the City?

Answer: The City of Greenbelt services approximately 25% of the city's residents, but there is a massive caveat because the largest development in the East Coast is in Greenbelt, Imperial Village, where many thousands of people live. This development is not serviced by the City. Businesses are also not serviced. Several recycling centers are managed by the city.

4th Speaker: Russell Klein

In order to effectively educate people about waste reduction, you first need to choose your audience based on your goals, identify how much effort you want to put in and how connected you are, and recognize the current level of buy-in.



There are several types of recyclers: Always, Sometimers, and Never recyclers. The “Nevers” will never get on board, the Always hardly need inspiration but the “Sometimers” need your efforts. To get your effort to last, it is important you involve a stakeholder group rather than have one lone champion working on it. The group will last longer and become more established than if there is a single person trying to push things through, as the initiative ends when they leave or need to focus their energy elsewhere. For example, in the District of Columbia they are working on how the municipality can meet in the middle between Awareness (the state of being aware) and Enforcement (by employees of the municipality as on-site regulators of a municipality’s recycling laws). One way to work on awareness is through education.

“Neither awareness nor guilt is enough. Between awareness and enforcement there must be facilitation.”

Question: Can Russell be brought as guest speakers to other jurisdictions?

Answer: Yes, but on his own dime and by invitation only. It is not part of the commission of his post and he would defer to the recycling advocates and coordinators in respective counties before accepting an invitation.

Question: How to recycle at events?

Answer: See Russell’s slide show that highlights the Washington Convention Center’s Know-the-Code System.

12:30 – 1:45	Lunchtime Plenary	Great Room
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Welcome back! Please enjoy a trash free lunch from *La Prima Catering* , which includes a sampling of local produce and pasture raised meats.

Remarks from Elected Officials

- County Executive Isaiah Leggett, Montgomery County, MD
- State Senator Brian E. Frosh, MD
- State Delegate Al Carr, MD
- State Delegate Susan Lee, MD
- State Delegate Heather Mizeur, MD
- Councilmember Phil Andrews, Montgomery County, MD
- Councilmember Hans Riemer, Montgomery County, MD
- Mayor William D. Euille, City of Alexandria
- Councilmember Brent Bolin, Mount Rainer, MD

Potomac Champion Awards

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

Youth Track: Everette Bradford, Community Outreach Liaison, Alice Ferguson Foundation

- Action project presentations from participating schools
 - Gwynn Park High School, Brandywine, Prince George’s County, MD
 - Raymond Education Campus, Ward 4, District of Columbia



Keynote Speaker: Jean Michel Cousteau, Ocean Futures Society
When Trash Becomes Marine Debris: A Global Perspective on a Local Problem

Youth Track:

Two schools with a total of 49 students and three teachers participated in the youth track: Gwynn Park High School from Brandywine, MD and Raymond Education Campus from the District of Columbia. Students from Gwynn Park High School began the day by visiting the Creative Engagement and Four R's sessions. The students were inspired by the professionals who were actively working to improve the watershed, and more specifically their communities. To begin their inspiration and learning, students from Raymond Education Campus participated in a series of activities to increase their environmental awareness and test their knowledge of littered-related issues in the watershed.

After the initial inspiration, both classes were invited to develop actions plans that can be implemented in their school, classroom, and/or community. Students were asked to create an action plan that worked to identify a litter related issues, clearly proposed a solution to the problem, and then actions or steps that could be taken by the students to accomplish these goals and sustain the progress.

All students were given the Take Home Challenge before departure and deputized as extensions of the Alice Ferguson Foundation and the work that is taken place within the watershed.

Gwynn Park High School

The students of Gwynn Park High School agreed that they wanted to create actions plans that would assist the school in accomplishing its Trash Free Schools goals. The action plans that students developed proposed to reduce the schools paper waste, reduce the schools waste of condiments and supplies in the cafeteria, and increase recycling of bottles and cans.

Individual Action Plans for GPHS:

Problem: Lack of school involvement in school recycling

Solution: 'Buzzing bucks' to class who collects most cans and bottles

Action: Pep rally to discuss recycling and increase participation, work with teachers to give extra credit to students who bring in 30 plus cans, schedule community cleanup projects

Problem: Too much paper waste

Solution: More work online, double sided printing,

Action: school assembly to discuss the problem, purchase more recycling bins, post flier documents that detail recyclable materials

Problem: Too much waste in cafeteria (overuse of condiment packaging)

Solution: Use of large condiment dispensers, smaller trash cans and larger recycling bins,

Actions: Education about recycling, eco friendly expo, pep rally to spur interest and engage student body

Raymond Education Campus

The middle school students of Raymond Education Campus were asked to complete similar action plans. To start, the students were asked to identify the problems in their community related to trash. Students found that the main problem in the community that people littered too much.



Actions for Raymond Education Campus include:

- Implement a litter prevention campaign, where they would post litter prevention posters, and form a green team among active residents.
- Work with residents to teach them about watersheds and how the community members' behaviors are impacting the Potomac watershed and the Anacostia watershed.
- Complete three community cleanups per week.
- Become a Trash Free School.

Detailed Agenda of Afternoon Roundtables

2:00 – 3:45	Monitoring: <i>Watch It!</i>	Ellsworth
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Focus: Litter is highly visible, making it easy to engage people to work toward solutions on this issue. However, monitoring litter has proved to be difficult. Determining an effective mechanism for monitoring litter is a critical component to determining the effectiveness of litter reduction strategies, as well as identifying new opportunities for litter management. This session will work to establish a set of tools for monitoring litter that are both effective and realistic to implement. Several different protocols being utilized both regionally and around the world will be examined during this session. We will also explore how to utilize volunteers for data collection and how to track and share data with volunteers, nonprofit stakeholders, and agency partners.

Presenters:

- Keith Jones, District of Columbia Office of the Clean City-- Monitoring city-wide hotspots and exploring methods used to collect this data, as well as how this information is shared with other agencies within the District.
- Sherry Lippiatt, Marine Debris Specialist, NOAA Marine Debris Program / IMSG, Office of Response and Restoration-- Exploring NOAA's new shoreline and boat protocol and how it might be used in the Potomac Watershed.
- Laura Chamberlin, Program Manager, Alice Ferguson Foundation-- Engaging, training, and retaining volunteer monitors and using National Geographic's Fieldscope for tracking and sharing data.

Key Questions:

- Why do we need monitoring? Who needs the data?
- Can volunteers provide good data? If so, how?
- How do we train and engage volunteers for monitoring?

Action Items:

- Investigate whether or not the Office of the Clean City can share it's protocol.
- Develop a protocol for counting plastic bags.
- Ensure that volunteers make a 2 year commitment.
- Develop a standard protocol, no matter the method for collection.



- Develop a system for providing rewards or credentials for volunteers. It may include a test for volunteers to increase validity or performance.
- AFF will host at least 2 volunteer monitoring trainings.
- District of Columbia will consider a RFA for outfall monitoring.

Full Session Notes:

Moderator Introduction:

It is recognized that we need to have monitoring in order to track the effectiveness of our work, support advocacy, ensure targeted resources, and increase engagement. However, finding a technique for monitoring that is both efficient and effective can be challenging. In particular, the use of volunteers is often considered, but this comes with an additional set of challenges.

1st Speaker: Keith Jones

Mr. Jones gave an overview of the District of Columbia's Clean City which includes serving as the central point of contact to initiate evaluate, educate, and communicate with communities in effort to improve neighborhoods. One program is the Adopt a Block program which gives citizens an active role of keeping the city clean with four cleanups a year. There are currently 68 Adopt-A- Blocks, they want to get up to 100.

The second major program is the City-wide Cleanliness Assessment. With this program every 3 months, the city's cleanliness level (on publicly owned property) is rated utilizing a ratings system of 1-5. Volunteers and city staff are utilized to complete the survey. The city is put into blocks and all sites are mapped.

The Scale for Rating

- 1- Clean-no litter, waste, vegetation/growth, graffiti
- 2- Moderately clean-small/moderate amount of litter, overflow of trash, minimal overgrowth of vegetation, posters (1 illegal)
- 3- Dirty-requires a substantial amount of cleaning. Scattered trash that interferes with sewers, 2-4 overflowing cans, excessive vegetation growth, 4 or more pieces of graffiti, fading street signs
- 4- Impending Hazard (OMG we need to clean this now!)-rapid response. Rat/rodent infestation, vegetation obstructs traffic, posters/graffiti everywhere

All problem areas are reported to relevant agency for tracking and follow-up. The ratings are conducted four times per year. When possible the Office of the Clean City, does follow-ups of hot spots. Reports are published on their website. Volunteers are usually seniors or school/college students.

Comment: The Clean City Ratings are for urban blight, not just litter.

Q from Groundwork Anacostia: How can we get involved in this? Do you go out on Saturdays?

A: It can be challenging to work on Saturdays, but there may be opportunities to work together.

1st Speaker: Sherry Lippiatt

Ms. Lippiatt began with an overview of the Marine Debris Program whose goal is to free coasts and global ocean from debris through research, assessment, removal, prevention, and outreach/education. One major goal is to document degree of debris and look at most prevalent debris (material type and



concentration), and the document sources.

Two Main Surveys:

- Shoreline survey: Four random 5m wide transects surveyed at low tide. Surveyors count all debris that is greater than 2.5 cm. This is a rapid assessment surveyor, 20% of site sampled at one time.
- Surface Water Protocol: Three 15 minute tows at 2 knots. Trough nets are utilized.

Monthly samplings were conducted in the Chesapeake Bay in 2011. Debris was categorized by types and abundance of debris including: Plastic, metal, glass, rubber, processed lumber, cloth/fabric, other. Analysis of these surveys was also based on surrounding land use with four categories: Urban, Mixed, Rural/agricultural.

Results:

- Found: Plastics > 94%
- Lower debris loads at suburban and rural sites
- Influenced by episodic events (Tropical Storm Lee in 9/2011)
- Rural shoreline is significantly different from two urban sites.

Conclusions:

- Episodic events skew results.
- Types and abundance appear to correlate with watershed land use.

Ms. Lippiatt also shared another case study: On the West Coast, the shoreline protocol is being utilized to monitor debris from the Japanese Tsunami. There are 30 partners 100 sites. Monitoring sites are looking for a shift in abundance or types of debris.

Ms. Lippiatt discussed the importance of monitoring and establishment of protocol that helped to frame the larger focus of the session:

- Knowing what's there is the key to evaluation of effectiveness of policies.
- Monitoring can guide prevention solutions.
- It can be used to quantify the impacts of debris (species, economic costs).
- It can be used as an outreach tool (can debris be linked to specific behaviors?).

It is also important to standardize protocols, decide what story you're trying to tell, and the potential management action (policy implications).

NOAA is available for collaboration. The protocols discussed are available for use and data collected can be shared through their online database.

For more information:

md.monitoring@noaa.gov

www.marinedebris.noaa.gov

3rd Speaker: Laura Chamberlin

Ms. Chamberlin began with a brief reminder of the Trash Free Potomac Watershed Initiative and the framework: Policy, Regulation, Enforcement, Market-Based Approaches, and Public Education. While Monitoring is not included in this it is still an essential part of the Trash Initiative, helping to track progress. Currently there are three types of monitoring: Annual Cleanup, Visual Trash Monitoring, and Photo Monitoring.



The Cleanup continues to be a valuable way to monitor the presence of trash in the watershed. The new Trash Network and the National Geographic's Fieldscope program will be an improved way to track trash, make it available to stakeholders, and conduct analysis of the data (*for more details see in the Creative Engagement session*).

In 2008, The Visual Trash Monitoring (VTS) protocol was created to get more precise data for the composition of litter in the watershed. This protocol has the surveyor count and categorize all litter over a 200 feet long by 20 feet wide transect. This is a land-based survey and can be utilized in a wide range of land uses. While it provides detailed data- it is time consuming, difficult to complete, and difficult to retain volunteers for continuous completion of monitoring.

In an effort to continue to collect data from volunteers, but in a less rigorous way than the VTS method, AFF developed a protocol for conducting photo monitoring based on what Heal the Bay, in San Francisco was using. Volunteers are asked to take photos at regular locations and over a regular interval of time. Photos can be utilized to show that trash exists in a waterway, or in the case of the Trash TMDL- still is present. This can show that the waterway is polluted and further action needs to be taken.

Discussion:

Q for the group: How would you count plastic bags that are ripped/torn, caught on branches?

Suggestions:

Jim Collier- At the beginning, have to actually count the bags and after a few times you get a feel for how to estimate how many bags are in a big clump.

Masaya Maeda, Anacostia Watershed Society- We count if the bag is 90% intact.

Comment: Volunteers need to have consistent standards to prevent bias. It is important to have an overall protocol for the volunteers so that there is consistent data collection.

Q for Keith: Is the Office of the Clean City ratings system available/being used by other jurisdictions?

A: Not right now. But it might be interesting to see if this is possible. As a follow-up on an earlier question, Mr. Jones states that the ratings system might be feasible on weekday afternoons and training done on the weekends.

Government entities want to be able to incorporate volunteer monitoring data with their reporting, but a standard protocol or a Quality Assurance Protocol Plan (QAPP) must be prepared. Ms. Chamberlin stated the VTS does have a QAPP that can be utilized.

Q for Sherry: How are you successfully retaining volunteers?

A: Partly it is because the Tsunami debris is an extraordinary circumstance, but they also ask for a 2 year commitment.

Comments: It is difficult to retain volunteers. Trainings may help to make sure that volunteers have buy-in and are collecting accurate data. Another suggestion is having a reward or credentials after the volunteers complete the training. They could also be required to take a 'test'. This may help them to feel like they are special and unique, and ensure that they continue to monitoring.



2:00 – 3:45	Compost: <i>Protecting Our Watershed</i>	Fenton
<p>Focus: Compost can be an effective tool in managing stormwater runoff, one that can help protect the water quality within the Potomac Watershed while building healthy soils. This session will explore how compost can improve our watershed's water quality, identify opportunities to adopt compost as a best management practice, and discuss how to incorporate compost into policy. This session will work to promote and develop an action plan for composting and ensuring the use of compost in the region.</p> <p>Moderator: Brenda Platt, Program Director, Waste to Wealth and Sustainable Plastics, Institute for Local Self-Reliance.</p> <p>Speakers:</p> <ul style="list-style-type: none">• Greg Evanylo, Professor and Extension Specialist , Soil Environmental Quality, Department of Crop & Soil Environmental Sciences, Virginia Polytechnic Institute & State University – Exploring the environmental benefits of using compost in construction and landscaping.• Ann English, RainScapes Program Coordinator, Montgomery County, Maryland – Implementing and promoting compost use to managing stormwater.• David McDonald, Resource Conservation Planner, Seattle Public Utilities – Taking lessons from <i>Soils for Salmon</i> on how to involve key stakeholders and successfully get compost adopted into policy. <i>Joining us remotely.</i> <p>Key Questions:</p> <ul style="list-style-type: none">• What is our biggest challenge to raising demand for compost in the region: policy, perception, or practice?• How do we begin to change the region's perception of compost?• Who needs to be educated? How do we best go about educating them?• How do we launch a DC region initiative to promote the benefits of utilizing compost? <p>Action Items:</p> <p>An ad hoc committee was formed at the session to further the use of compost in the region, including working on the following action items:</p> <ul style="list-style-type: none">○ Create a list of companies and contractors with expertise for using compost○ Create standards, including amendment rates, appropriate for the region in terms of soil, climate, and stormwater models.○ Identify and recruit stakeholders○ Create and disseminate tools for homeowners<ul style="list-style-type: none">▪ Develop a master composter program in the DC metro region.○ Develop tools and methods to educate both homeowners and builders. Develop a system to quantify benefits of compost for the region.○ Submit Comments to DDOE on their Proposed Rulemaking on Stormwater Management and Soil Erosion and Sediment Control.- Diane Cameron, Becky Hammer and Tom. Date due: 11/8/2012.○ Identify a “hook” for our efforts and a recognizable name for this composting movement.		



Full Session Notes:

1st Speaker: Dr. Greg Evanylo

Why compost is advantageous for urban use. Many urban soils are disturbed, degraded, compacted, and therefore poor for establishing vegetation. Compost is an effective treatment for such soils. Dr. Evanylo cited several studies, including his own research, documenting the positive effects of compost on soil pH, carbon to nitrogen ratio, and porosity. Plants in sites treated with compost survived drought conditions better and had thicker rooting systems than those grown without. Compost treatments can also be used to prevent erosion and runoff and can serve as a natural filter for pollutants found in stormwater when used in construction projects. Other benefits include a reduction in greenhouse gas emissions by avoiding synthetic fertilizer. Dr. Evanylo reported that compost is a good treatment for land reclamation of acid sulfate soils and can lead to vegetated sites after three years.

2nd Speaker: Ann English

Ways compost can be used to manage stormwater and support healthy watersheds and clean drinking water. Using examples from the Montgomery County RainScapes program, including rain gardens and compost-amended landscapes, Ann English stressed how compost as an important element in the "toolbox" of stormwater management. RainScapes promotes healthy soils and the composting of plant waste on site. Amending soils with compost aids in the establishment of vegetation, further beautifies the site, and increases the likelihood of a successful project. Techniques can also be easily achieved at home. In one study all sod was taken up and compost was laid instead. All plants survived and the capacity to absorb water increased. A range of compost treatments provide the infrastructure that improves the capacity of a site to absorb water. The rebate program for the RainScapes program, including compost landscapes and rain gardens was outlined.

3rd Speaker: David McDonald

Lessons learned from the Soils for Salmon project in Washington State. Dr. McDonald highlighted compost as meeting the need for green stormwater infrastructure and not simply waste diversion. He defined green infrastructure as natural systems providing ecosystem services to supplement or replace built system services. Best management practices using compost for construction projects can remediate disturbed soils and manage runoff. He outlined his organization's efforts to contribute techniques for using compost to builders' manuals. In the coming decade, all local jurisdictions will include these codes. Dr. McDonald also explained his contributions to the Washington Department of Transportation's best management practices for medians and slopes beside roads. He advised that those wanting to adapt compost in building and DOT BMPs work one-on-one with policy makers; build industry leaders; engage local soil scientists (especially important to attract funding for research); conduct "how-to" seminars with engineers; and provide web-based resources. Dr. McDonald emphasized the importance of collecting data on effectiveness of these techniques. When reaching builders, compost advocates should highlight the "2-for-1" value of using the same compost for erosion control during construction, and then using it for soil remediation once the project is complete. In addition, compost amended soils result in better-looking lawns, which will be more attractive to prospective buyers. Dr. McDonald made further suggestions about how to make green infrastructure "business as usual": find allies across business silos; promote policy change; communicate compost as resource recovery; facilitate solid research; and find a local "hook" to get public buy-in (e.g. salmon health in Pacific Northwest). Please refer to the Soils for Salmon website for full



details on this program, at www.soilsforsalmon.org/ . There are also new national specs that he helped develop for “Sustainable Sites” criteria, which are similar to LEED (green building) standards for landscapes.

Discussion:

Q: Nelson Widell – What’s the difference between compost made out of yard vs. food waste and can food waste derived compost be used effectively in bioretention?

A: David McDonald – For bioretention you can use up to 35% food waste derived compost with the rest coming from yard waste. It is good to have the woody residuals from yard waste in bioretention because it helps absorb more water and filter pollutants. For all other purposes (landscaping, etc), there is no limit to how much food waste derived compost should be used.

Q: Diane Cameron – Where do we find compost expertise in the region? Are there companies that know how to implement these practices and if so is there a list of contractors?

A: Collaborative answer – We can start by asking compost producers and suppliers. Virginia Tech works with builders on how to do this and the turf grass industry has been trained in compost purchasing and application. Maryland nursery and Landscapes Association and Montgomery College would be good places to look. The Virginia Tech extension website has a compost directory.

Q: Are there Incentives for Builders in the Maryland region?

A: Stormwater regulations help provide incentive. This has been done in the state of Washington and the City of Seattle, which has a manual that might be a good example to model our own efforts off of. However storm events are very different in the region, so we would need to develop our own regional standards.

Diane Cameron reminded the attendees of the District of Columbia’s Proposed Rulemaking on Stormwater Management and Soil Erosion and Sediment Control. All comments to DDOE are due no later than November 8, 2012.

Ann English stated that standards for Maryland soil climate and stormwater models amendment rates. One goal of the RainScapes program is to convert 50 impervious acres of land. Prioritizing a rain garden vs. compost amended soil would depend on labor and cost. RainScape Manuals would be a good resource. There is a need to monitor efforts and collect data to support using compost in landscaping and construction.

2:00 – 3:45	Regional Litter Prevention Campaign: <i>Strengthening the Grassroots</i>	Spring
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Focus: Recognizing that behavior change is a critical way to solve the litter problem for the long term, the Alice Ferguson Foundation and our regional partners launched a regional Litter Prevention Campaign in 2011. Over the past two years, this campaign has been implemented in a variety of formats, ranging from standard billboards and radio ads to a community-based social marketing pilot. Building on the lessons learned from the initial community based social marketing pilot, the Regional Litter Prevention Campaign



Clean Land, Safe Water, Healthy Lives



has expanded its grassroots efforts into new communities in the Potomac Watershed. Attendees will learn what AFF has done on the community level, as well as look at other successful community-based social marketing efforts and how similar techniques can be utilized by the Litter Prevention Campaign. The session will also closely examine effective community outreach tools and the most efficient and effective ways to evaluate community-based social marketing campaigns.

Moderator: Juliet Glassroth, Strategic Communications Consultant

Presenters:

- Kacey Wetzel, Program Officer, Chesapeake Bay Trust-- Examining community-based social marketing campaigns including best practices, a sample case study, and evaluation.
- Brett Wiley, Lead Organizer, Strong Homes Programs, Groundswell-- Achieving community investment in energy reduction measures through the creation of demand, and the development of Groundswell's outreach techniques.
- Everette Bradford, Community Outreach Liaison, Alice Ferguson Foundation-- Discussing implementation of the Litter Prevention Campaign in the Town of Forest Heights and best management practices that have been developed for community-based outreach.

Key Questions:

- What methods have been successfully used to create behavior change and what new methods can be employed?
- What lessons have been learned from on-the-ground implementation of a community-based social marketing campaign?
- What techniques have you used to get individuals involved in the campaign? What techniques have you used to get organizations involved in the campaign?
- How can behavior change projects be evaluated?

NEXT STEPS FOR REGIONAL LITTER PREVENTION CAMPAIGN:

1. National Parks Service (NPS, Anne O'Neil) - Finding ways to better partner with AFF and be more strategic in working with AFF, both with their Trash Free Community staff (Everette) and with Bridging the Watershed students. Likewise, AFF will work to find additional ways to work with NPS to help them build "Healthy Parks and Healthy People."
2. Identify new strategies for how to incentivize a change in littering behavior through the Litter Campaign. Specifically, tools that will help people see and understand the impact litter has on them and their communities.
3. Create a Litter Campaign video PSA through a watershed wide video contest. It will engage the public in the Litter Campaign's messaging, and produce a reusable product to aid in education and awareness.
4. Find new funding sources and partner organizations to work with for the Campaign.
5. Strategize on how to evaluate the Campaign at both the community and jurisdictional levels.
6. Increase social media presence of the Litter Prevention Campaign.



Full Notes for Session:

1st Speaker: Kacey Wetzel

Social marketing: Why Social Marketing?

- Knowledge and awareness do not necessarily influence behavior change.
- Education and alteration of attitudes is not sufficient: Not everyone does what they know is best for themselves or the environment.
- We are currently underestimating the difficulty of and the time it takes to change behavior.

There are 8 key steps to developing a Social Marketing Campaign outlined in the Case Study:

1. Background and Focus- research what has been done and narrow down specific focus.
2. Select which behaviors to target and set an appropriate level of return on investment (ROI).
3. Situation Analysis using SWOT: Strengths, Weaknesses, Opportunity and Threats
4. Formative research - identify audience barriers and benefits, and strategize how you can overcome them?
5. Develop a strategy (4Ps- product, price, place, promotion)
6. Pilot strategy
7. Implement broadly
8. Evaluate – evaluate broader implementation, evolution of behavior change, and lasting effects in pilot implementation.

Case Study: Litter and It Will Hurt - Washington Litter Campaign (2001-2009)

The social marketing steps are demonstrated by this successful case study.

- Background to the study:
 - 16M pounds of litter accumulate on state roadways each year (interstates, county and state). It costs the state over \$4M spent to clean a small portion of the litter. .
 - The campaign's goal is to reduce litter and it focused on roadways.
- Situation Analysis (SWOT)
 - Strengths to maximize
 1. Washington imposed fines for littering
 2. A management priority was set on litter prevention for roadways
 3. Typical litterers are 75% male, teens and in their early 20s
- Weaknesses to maximize: Litter is a multi-jurisdictional problem that has a lack of enforcement. There is also a lack of adequate litter containers.

Key pieces of the study:

- Opportunities to take advantage of:
 - Litterers were not aware of fines
 - Terms 'litterer' and 'litter' have negative connotations
 - Reporting provides a 'good citizen' opportunity
 - General public not aware of the magnitude of the problem
- External Threats to prepare for:
 - Vast majority of citizens are concerned about litter, but only a third consider it very important relative to other issues.



- Significant amount of litter gets picked up and is therefore not seen.
- Litterers are not motivated by environmental concerns.
- Target Audience:
 - 2 major audiences for the campaign: those who litter (25% of the population) and those who don't
 - Segments: motorists or passengers who litter and drivers of pickup trucks who don't properly secure their load.
 - Attitudinal segmentation
- Three key objectives:
 - Short term objective - to create awareness that littering can lead to significant fines and that a toll-free number is available to report littering
 - A long term objective - to make litterers believe their littering will be noticed and that they could be caught.
 - Long term objective - influence litterers to dispose of litter properly, cover and secure pickup truck loads, and clean out trucks properly before driving.
- Research outcomes:
 - Toll free hotline and website. Citizens could call or write in the license plate numbers of the litterer.
 - Price and place: Fines (hotline and website are free)
 - i. Roadway signage with 800 phone number. Had to make sure that the campaign was visible in order to make sure that people were using the hotline.
- Formative research turned into strategies:
 - Letters to litterers, based on litter hotline calls, proved to be successful.
 - Patrols emphasizing litter conducted by law enforcement officials.
 - Publicity featuring stories of people who get caught.
 - Imposing and publicizing community service penalties for littering.
 - Window decals, signs and bumper stickers serve as frequent, constant reminders on the road.

Promotional items: Use environmentally positive messages. Pleas that tried to instill guilt and messages that bolstered a sense of shame fell flat, targeted 'hot buttons,' and ultimately made individuals litter more.

Outcomes and Evaluation: Campaign measured a 24% reduction in litter rate after campaign interventions.

2nd Speaker: Brett Wiley

Groundswell is working to make sustainability more affordable, including working to improve energy efficiency for homeowners through their Strong Homes Program. By participating in the program, people felt closer to their community, had a sense of empowerment over their own energy, and made the transition more simple and affordable.

What is the Civic Consumption Model?

The model drives demand for business, creating group self-interest through horizontal accountability- a sense of togetherness. Strong Homes achieves this through working with contractors and local businesses to keep prices affordable and achieve worker satisfaction.



Building a relationship with partners: How to engage with community you are trying to reach?

Groundswell uses the 4 C's:

- Connect - greet, ask a question, and otherwise engage people.
- Context - explain the program
- Commit - can you join me?
- Catapult - what more can you do?

Theory of Change: How to build the power of influence

- Ask yourself, what change do we want to see? Once you identify the desired change, you must identify how you are going to achieve it. Identify the resources available to you currently and who has the resources that you will need. Find out:
 - What do they want?
 - What do we have that they want?
- Messaging: Important to keep messaging constant and assessable
 - Know your materials that are available to you. Be able to provide them and talk about them with the people you are trying to influence.
 - Your story: Incorporate emotion. Your story should be similar to an elevator speech and answer:
 - How does the behavior you are trying to influence impact you directly?
 - How does it impact the people you are trying to reach?
 - Your audience: Know who your audience is. Conduct research so you know their needs and their resources. How can you relate your message to them?

Lessons Learned:

- Know your niche: do not try to do too much. It is better to excel at one thing than do many things poorly.
- Relationships matter: take the time to build relationships. Do not simply send emails, set up meetings and meet them where they are.
- Show, don't tell: Lead by your own actions by sharing and modeling past successes.
- Data crunch: Know the stats. Use the data to demonstrate the effects of behavior.

3rd Speaker: Everette Bradford

Public Education: Recognizing the importance of public education in the prevention of litter, the Alice Ferguson Foundation created the Regional Litter Prevention Campaign to send a powerful, unified and repetitive message on litter prevention to the public.

After extensive research and message testing, the Litter Campaign has three main messages:

- a. Take Control, Take care of your trash.
- b. Clean Land. Safe Water. Healthy lives.
- c. Piece by piece litter adds up and makes the places we go everyday unsafe and unhealthy.

In order to help communities implement the Litter Campaign, AFF has revised the Community Toolkit. The toolkit contains items that will help communities plan events, conduct outreach, engage the community, and educate the public. It also contains the visual advertisements that contain the Litter Campaign's core



messaging and visual documents.

The Trash Free Communities project was piloted in the community of Deanwood in 2011. Taking the lessons learned from the pilot, AFF expanded into the community Forest Heights in Prince Georges County. Everette Bradford serves as the Community Outreach Liaison and helps the community implement the campaign through working with their afterschool enrichment programs, engaging local businesses and churches, going to town hall meetings, working in the local schools, hanging Litter Campaign posters, and conducting neighborhood cleanups. Through his outreach, Everette spreads the campaign messaging and encourages residents to take action to prevent litter in their community.

Along with Forest Heights, the Campaign has expanded to Glassmanor/Oxon Hill, Capital Heights, and Branch Ave (Hillcrest-Marlow Heights), and Fairmont Heights is currently being recruited.

Looking toward the next year, the Campaign is looking to expand in the communities that have already implemented it, and expand into new locations. Through expansion, some new strategies will be employed.

- Link litter prevention to community health and wellness initiatives. This link will not only expand the influence of the Litter Prevention Campaign, but will drive home the connection that litter makes the places we go unsafe and unhealthy.
- Increase social capital.
- Increase levels of stakeholder engagement. Now that the Campaign has begun to be used by people, how can we make them further engaged?
- Increase the use of social media as an engagement platform.

Evaluation:

Evaluation of the Litter Campaign is important to measure the effectiveness of the messaging and outreach. Need to know how well it is working in order to make any necessary changes that will help its effectiveness. AFF is currently researching the best methods for evaluating the Litter Campaign.

Next Steps for the Regional Litter Prevention Campaign:

- Increase campaign support: Identify new partners and funding sources
- Increase campaign visibility: Expand into new jurisdictions and communities
- Evaluate Litter Prevention Campaign
- Reach more volunteers: Engage people throughout the year through the Trash Free Potomac Network
- Recruit more Trash Free Schools

Discussion:

For Brett: How do you recruit?

Answer: Reach out. We do this through community assessment and an electrical usage map of the community.

Comment: Listening is such an important part of interaction and to develop a working relationship.

For Everette: What is the criterion for AFF's Trash Free Schools project? How difficult is it to recruit?

Answer:



They first need to recognize that they have a littering problem. They do this by getting the principle to sign the Trash Free Schools pledge and involving various parties by inviting them to join a Green Team. You need to know your audience, how to approach them, and how to implement programs. If you know the school is willing to commit, it is relatively easy to help guide them through implementation.

For Kacey: Are there other resources for social marketing that do not involve using firms or accruing extra costs?

Answer:

- Use Opinionworks for surveys to help you understand your audience.
- Chesapeake Bay Trust and National Fish and Wildlife Foundation both fund behavior change projects.
- Watershed Stewards Academy is sending out stewards to do assessments in communities.

For Everett: Is there summary data outlined on websites about the Litter Campaign?

Answer: The AFF website has summary information about the Litter Campaign, including information on the surveys done by Opinionworks. You can find it at FergusonFoundation.org or TrashFreePotomac.org.

Items for Review:

1. 4 Cs (Connect, Context, Commit, Catapult)
2. SWOT (Strengths, Weaknesses/Limitations, Opportunities, and Threats)
3. Cost incentives – Focus on how money can be saved. This should not be the only reason behind your strategy, but something that many people will listen to.

4:00 – 4:30	Closing Plenary Agenda	Great Room
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Wrap up and review of action items developed during roundtables.