



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 • Progress of the Trash Free Potomac Watershed Initiative • Remarks by Partners
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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9:00 – 9:45	Opening Plenary	Great Room
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Welcome: Lori Arguelles, Executive Director, Alice Ferguson Foundation (AFF)

Remarks by Partners

- 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

Progress of the Trash Free Potomac Watershed Initiative

- 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

Detailed Agenda of Morning Session

10:00 – 11:45	Policy <i>It's Time to Act!</i>	Spring
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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.

Moderator: Michael D. Herman, Esq, Principal, Law Offices of Michael D. Herman and President, Alice Ferguson Foundation

Presenters:

- James Kraft, District 1, Baltimore City Council – Lessons learned from Baltimore City trash reduction policies including bag policies and polystyrene bans.



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?

10:00 – 11:45

Creative Engagement:
Expanding the Base

Fenton

Focus: This session will explore innovative ways to raise awareness that reach and engage a broader audience. By expanding our efforts imaginatively, we can enhance the base of a trash-smart populace, one that takes action to address the trash and litter problem in the Potomac River Watershed. The session features a host of individuals who are successfully implementing creative and unique tactics that raise awareness of the trash problem and motivate people to take action. Speakers will address a range of engagement opportunities including art, mobile apps, and online geographic data mapping.

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?

10:00 – 11:45

Elevating the 4Rs:
Rethink, Reduce, Reuse, Recycle

Colesville

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?

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

Detailed Agenda of Afternoon Roundtables

2:00 – 3:45	Monitoring: <i>Watch It!</i>	Colesville
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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?



2:00 – 3:45	Compost: <i>Protecting Our Watershed</i>	Fenton
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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.

Moderator: Brenda Platt, Program Director, Waste to Wealth and Sustainable Plastics, Institute for Local Self-Reliance.

Speakers:

- 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 *Soils for Salmon* on how to involve key stakeholders and successfully get compost adopted into policy. *Joining us remotely.*

Key Questions:

- 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?

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 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.



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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?

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