



Clean Land, Safe Water, Healthy Lives



8th Annual Potomac Watershed Trash Summit

October 18, 2013

8:30 a.m. – 4:45 p.m.

Optional Morning Field Trips convening at various locations

Afternoon Conference convening at:

University of the District of Columbia David A. Clarke School of Law
 Building 52
 4340 Connecticut Avenue NW
 Washington, DC 20008
 Nearest Metro: Van Ness-UDC Metro Station (**Red Line**)

Overview Agenda

<p>8:30 a.m. – 12:30 p.m.</p>	<p>Choose Your Own Trash Free Adventure- New this year, we will be working with partners to share on-the-ground activities and spark discussions through field trips.</p> <ul style="list-style-type: none"> • Communities in Action • Trapping and Tracking Trash • Composting: Big and Small • Sustainability at UDC- tour from 11:00 a.m. – 12:00 p.m.
<p>12:30 p.m.</p>	<p>Registration Open: Please enjoy opportunities to network and discuss who brought the best trash free lunch.</p>
<p>1:00 p.m. – 1:45 p.m.</p>	<p>Opening Plenary</p> <ul style="list-style-type: none"> • Welcome and Overview • Update on Progress of Trash Free Potomac Watershed Initiative • Beyond 2013: What Do We Still Need to be Trash Free? (Panel Discussion)
<p>2:00 p.m. – 3:30 p.m.</p>	<p>Afternoon Concurrent Sessions</p> <ul style="list-style-type: none"> • Public Education: Breaking Barriers, Crossing Borders • Regulatory: Sparking Action with the Clean Water Act • Policy: Leading Behavior Change with Legislation • Enforcement: Collaborating with Courts to Inspire Change
<p>3:45 p.m. – 4:45 p.m.</p>	<p>Closing Plenary</p> <ul style="list-style-type: none"> • Action Item Review • Potomac Champion Awards • Keynote Remarks: Jim Toomey- World-renowned Cartoonist, Marine Debris Activist



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Choose Your Own Trash Free Adventure

8:30 – 12:00

Communities In Action

Focus: This trip will take participants on a ride-a-long tour of several Trash Free Communities. Participants will learn how the Regional Litter Prevention Campaign is implemented at the grass-roots level utilizing community-based social marketing techniques. While visiting various sites where they will observe litter prevention posters and trash hotspots, participants will engage in discussion with community partners about source reduction, evaluating behavior change, and opportunities for partnerships between Maryland and District residents.

Mode: Bus tour

Meeting Location: Eastover Shopping Center, 10 Audrey Ln, Oxon Hill, MD 20745

- Closest Metro: Southern Avenue Metro Station (**Green Line**). Carpool assistance from Metro station to meeting location as requested.

Highlights:

- Capitol Heights Metro Station
- Sam's Car Wash
- Forest Heights Municipal Building
- Eastover Shopping Center

8:30 – 12:00

Trapping and Tracking Trash

Focus: Learn what local organizations are doing to trap litter once it reaches our waterways by exploring the trash traps and booms in the Anacostia Watershed by boat and by foot. At each stop, participants will learn about the hydrological challenges, installation and maintenance costs, effectiveness, use of volunteers, and how the total amount of trash removed is calculated. Participating partners will be the Earth Conservation Corps, Anacostia Watershed Society, Groundwork Anacostia, and the District Department of the Environment.

Mode: Boat and carpool tour

Meeting Location: Intersection of Anacostia Ave NE and Douglas St NE, Washington, DC 20019

- Closest Metro: Deanwood Metro Station (**Orange Line**).

Highlights:

- Trash Boom on the Anacostia River
- Kennilworth Park Bandalong Trash Trap
- Nash Run Trash Trap



8:30 – 12:00

Composting: Big and Small

Focus: This tour will explore two successful composting initiatives in the City of College Park, MD that highlight the elements of education, collection, and processing of compostable materials. Participants will also learn create their own vericulture (worm composting) bin for their home or office.

Mode: Carpool tour

Meeting Location: College Park- U of Md Metro Station (**Green Line**)

Highlights:

- City of College Park Yard Trim Composting Facility
- University of Maryland College Park Campus

11:00 – 12:00

Sustainability at UDC

Focus: Learn about sustainability at the University of the District of Columbia with a tour of their EPA-certified Environmental Quality Lab and Dennard Plaza, which includes green roof space, stormwater collection cisterns, and a water feature that reuses captured rainwater.

Mode: Walking Tour

Meeting Location: Building 42, Room 110, University of the District of Columbia, 4300 Connecticut Ave NW, Washington, DC 20008

- Nearest Metro: Takoma Park- UDC Metro Station (**Red Line**)

Highlights:

- The Water Lab
- Dennard Plaza



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Afternoon Conference

12:30 – 1:00 **Registration:** Please enjoy opportunities to network and discuss who brought the best trash free lunch.

1:00 - 1:45	Opening Plenary	Moot Courtroom
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Welcome: Lori Arguelles, Executive Director, Alice Ferguson Foundation (AFF)

Trash Free Potomac Watershed Initiative Overview: Clara Elias, Acting Program Manager, AFF

Visualizing Trash Data with FieldScope: Alena Rosen, Communications Coordinator, AFF

Litter Prevention Video Contest winners: Walker Mill Middle School Green Team

Beyond 2013: What Do We Still Need to be Trash Free?

- Keith Anderson, Director, District Department of the Environment, District of Columbia
- Bob Hoyt, Director, Department of Environmental Protection, Montgomery County
- Adam Ortiz, Director, Department of Environmental Resources, Prince George’s County

Concurrent Sessions

2:00 – 3:30	Public Education: <i>Breaking Barriers, Crossing Borders</i>	Moot Courtroom
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Focus: As the Regional Litter Prevention Campaign continues to expand and Trash Free Communities are adopting strategies to tackle the litter in their neighborhoods and the Potomac, effective partnerships with community groups and businesses are essential to the success of the Litter Campaign. This session will explore options and opportunities to create ways to reach new audiences and develop lines of communication between environmental organizations and potential community partners in order to break barriers and cross borders. Participants will discuss methods employed at the community level that have been effective in reaching residents that are not generally engaged on environmental issues as well as brainstorm and develop general practices used to reach community residents in communal venues outside of their homes and schools.

Moderator: Abraham Haspel, President, Cogent Analysis Group and Board of Directors member, Alice Ferguson Foundation

Presenter:

- Kellie Bolinder, Executive Director, Earth Conservation Corps
Techniques that empower residents to reclaim the Anacostia River, their communities, and their lives.



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Key Questions:

- What methods have been employed to reach non-environmentalists and what new methods can be employed?
- What venues and mediums can environmental organizations use to reach non-environmentalists?
- What techniques have been used to take environmental education and stewardship opportunities to urban centers?
- How can neighboring environmental organizations share data and engage in partnerships across jurisdictional lines?

2:00 – 3:30

Regulatory:

Sparking Action with the Clean Water Act

**Classroom
505**

Focus: With a Total Maximum Daily Load (TMDL) in place for trash along the Anacostia River, learn more from the key agencies charged with taking action on strategies to reduce litter in the region. In this session, participants will learn about the strategies these jurisdictions are already using and discuss challenges and opportunities for implementation.

Moderator: Lori Arguelles, Executive Director, Alice Ferguson Foundation

Speakers:

- Keith Anderson, Director, District Department of the Environment, District of Columbia
- Bob Hoyt, Director, Department of Environmental Protection, Montgomery County
- Adam Ortiz, Director, Department of Environmental Resources, Prince George’s County

Questions:

- What are the biggest challenges of implementing litter reduction strategies for the Anacostia?
- Are there opportunities for collaboration between the jurisdictions for implementing new strategies?
- What techniques and program would be most effective not only at reducing litter, but at providing a sustained reduction in litter within the Potomac?
- How can non-governmental partners assist in these efforts?

2:00 – 3:30

Policy:

Leading Behavior Change with Legislation

**Classroom
516**

Focus: Increasingly, waste reduction is being highlighted in large initiatives for environmental sustainability, and this has some important ramifications for litter prevention. This session will examine the plans to achieve zero waste in Maryland and the District of Columbia, reviewing the steps each has laid out to reach this goal. Panelists will focus on components that will have the greatest impact on reducing litter.

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



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Michael D. Herman

Presenters:

- Bob Summers, Secretary, Maryland Department of the Environment

Key Questions:

- How can zero waste plans support litter reduction, and vice versa?
- What steps will have the greatest impact on litter?
- What do states and the advocacy community need to do to ensure those steps are successful?

2:00 – 3:30	Enforcement: <i>Collaborating with Courts to Inspire Change</i>	Classroom 515
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Focus: Littering and illegal dumping crimes continue to be issues within the region despite expanded Litter Enforcement Month Efforts. This session will explore ways to improve enforcement and prosecution of litter-related crimes by working more closely with the court system. Participants will learn about Baltimore’s Environmental Controls Board and how enforcement officers can better work with the court system to address illegal dumping, littering, and other trash-related crimes.

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

Speakers:

- Jason Hessler, Assistant Commissioner, Permits and Code Enforcement, Housing Authority of Baltimore City.

Questions:

- What are key elements to successful enforcement of litter-related crimes?
- What are current barriers to enforcement for jurisdictions within the Potomac Watershed?
- Would it be feasible to pilot a program similar to Baltimore’s Environmental Controls Board in one of the jurisdictions within the Potomac Watershed?

3:45 – 4:45	Closing Plenary Agenda	Moot Courtroom
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Action Item Review: Review of action items from concurrent sessions.

Potomac Champion Awards

Keynote Speaker: Jim Toomey, World-renowned Cartoonist and Marine Debris Activist
From the Trash Summit to the Ocean: Drawing the Connection