



DEPARTMENT OF
**ENVIRONMENTAL
PROTECTION**
MONTGOMERY COUNTY • MARYLAND

Litter Reduction Program

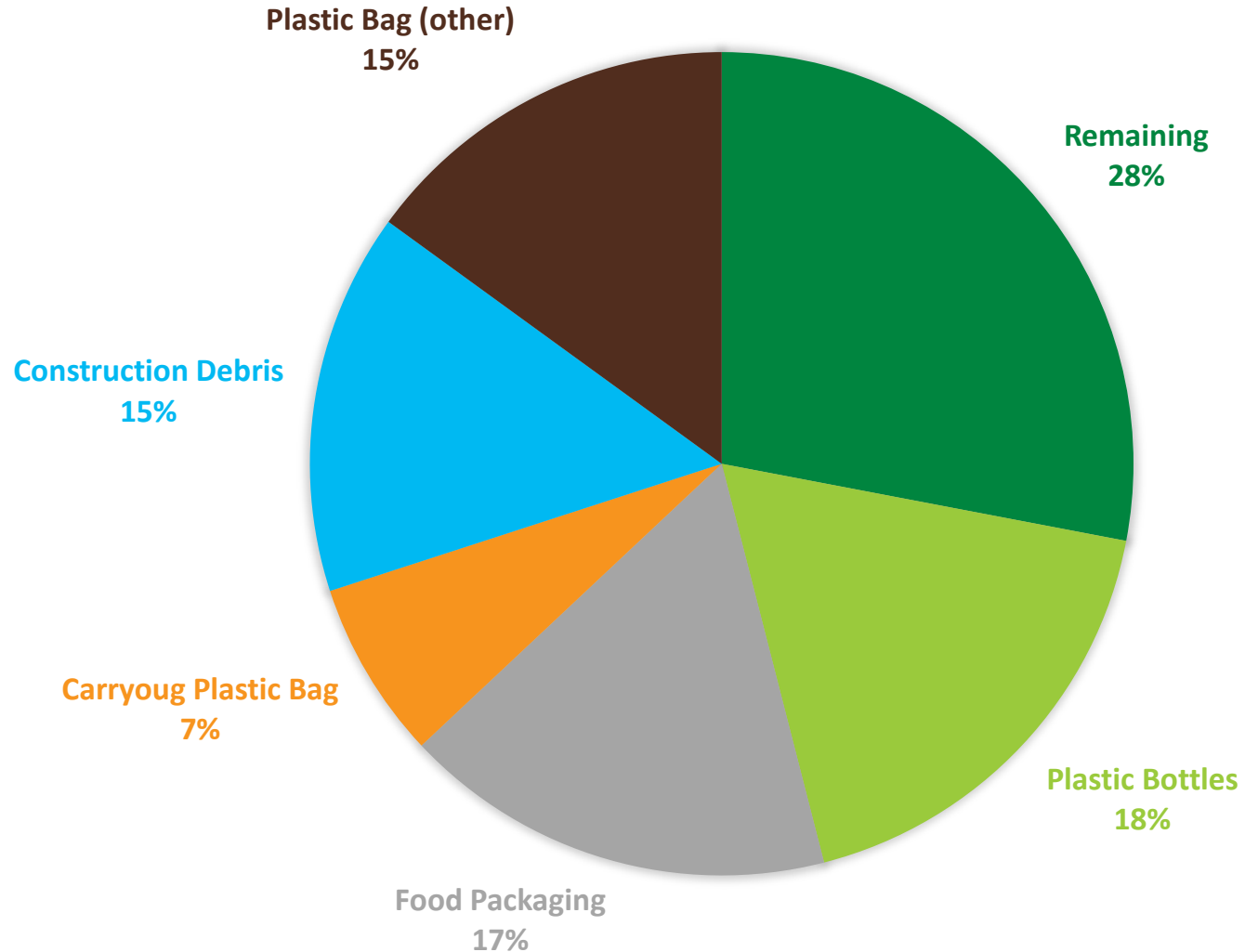
2/8/21



What is the composition of litter?

COG FY20 Count Survey - Top Five Items by Percent Count

TRASH COUNT COMPOSITION



Studies on Littering

- 85% of littering is due to people's attitudes
- 15% of littering is impacted by the pre-existing litter
- 17% of litter due to improper disposal
 - for every additional trash receptacle, the littering rate decreased by 1% (from the overall rate of 17%).
- One study found: More litter, where trash receptacles had been reduced. There was less trash collected in the receptacles when there were less receptacles available.
- One study found: Most cost effective to prevent littering at the source rather than conducting many littering clean-ups throughout the year.
 - Litter generated from open top recycling bins – one study found open top recycling bin generates 326,560 pieces of litter weighing 118,768 lbs. (59.38 tons)
 - Replacing the small, open-top bins with larger, covered bins would reduce the litter associated with the small bins.
- Targeted outreach can reduce litter (determined by New Litter Prevention Research for DC)

AFF Regional Anti-Litter Campaign

Ran ads on various media from 2011-2014 along with other regional partners through our work with AFF



White Oak Campaign

Anacostia TMDL focus

- Community-based Social marketing pilot project
- Chose an area with highest reported litter issues
- Campaign launched in September 2019 with bus ads, flyers, posters distributed to local apartment complexes and businesses, and efforts to engage local schools.
- Staff also attended community events to spread information about the campaign.
- A paid social media ad campaign was planned to be launched in Spring 2020, complete with contests and prizes.
- Due to the COVID-19 pandemic, the ads were deemed unusable as they did not promote social distancing.

Future of litter campaigns

Use what we have learned to guide what we do next

- When appropriate, the campaign materials developed will be brought to areas in the Anacostia region to run a more widespread campaign.
- We will change the imaging and messaging for the targeted communities.
- Outreach campaigns will expand and continue to reduce litter in the Anacostia watershed in the coming years.
- For Spring 2021, we are running a plogging campaign to encourage people to pick up trash on their normal walking route.
- This will be a great way for us to work within COVID restrictions while still participating in an annual spring cleaning of our environment



Other Litter Reduction Outreach Programs

General Outreach Campaigns (Countywide focus)

- Storm Drain marking program
 - Markers put on storm drains to remind everyone that anything flowing into storm drains goes directly to waterways untreated
- Storm Drain Art program
 - Uses eye-catching designs in areas with high traffic and/or those that have been identified as having greater issues with various types of dumping
 - Art contest held each year for submissions of designs by the community- provides ownership to citizens of messages



CLEAN WATER ART CONTEST!

learn more at:
MyGreenMontgomery.org/Art

Entries accepted: March 22 - April 30, 2020

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Community Cleaning Up

Volunteer gatherings, Adopt-A-Road, Viral Social Media Campaigns, etc.

- Gives hands on experience to community members about the true extent of litter issues in their area
- Use data to report trash reductions of TMDL in Anacostia watershed
- Limited areas we are able to hold cleanups due to arbitrary borders (Parks/SHA)
- Working in the future to expand program that encourage public pick up of litter
- Working to develop better reporting tools for all agencies and volunteers

Laws and Regulations

Montgomery County is always looking to be a leader on environmental legislation

Current legislation in place

- Recycling laws
- Bag law
- Polystyrene Ban
- Straw Ban
- Ban on #6 plastics (not recyclable)

More laws are being worked on to help us reduce litter further!

Trash Trap

First in Montgomery County

- CBT Grant awarded to Anacostia Riverkeeper to install first County trash trap
- Data of trash collected will be used to report on reductions for Anacostia trash TMDL
- Education component of grant- Outreach to both homes in area and local schools